

Topic Review
Outcomes of the 2009
Climate Change surveys
arranged by the Climate
Change Commission.

Introduction

- 1.1 In September 2009 the Climate Change Commission engaged Marketing Innovation Ltd to conduct a telephone questionnaire survey to determine the views of a representative selection of Derby people on climate change.
- 1.2 The objectives of the review were to:
 - Provide the Commission with accurate and verifiable data showing public attitudes and their awareness of climate change
 - Determine what the public knew and believed about climate change, who they considered to be responsible for dealing with it, and how much they thought they could address the issues associated with climate change.
 - Identify specific actions that the public were prepared to take and how much they might be prepared to invest to tackle the problem.
 - Explore the experiences of the public with contractors who supply energy saving and renewable energy products and with the source of information about such products.
- 1.3 The survey involved 1003 Derby residents who were selected at random from the current telephone directory. The report of the survey that has been provided by Marketing Innovation is contained in Appendix 2 of this report.
- 1.4 In parallel with the Marketing Innovation survey, the Council's Consultation team conducted a similar on-line survey of Pointer Panel members. This survey used many of the questions contained in the Marketing Innovation Survey. A copy of the report detailing the outcome of the Pointer Panel survey is contained in Appendix 3 of this report.
- 1.5 What are considered to be the key findings of the Marketing Innovation survey are set out in the document of that title contained in Appendix 4 of this report.
- 1.6 A comparison of the findings of the marketing Innovation Survey and those of the Pointer panel survey is contained in Appendix 5 of this report.
- 1.7 The Climate Change Commission has now made several recommendations to the Climate Change Board and the Council Cabinet member with responsibility for climate change.

APPENDICIES

Climate Change Public Survey 2009

An online questionnaire was sent on 30/10/09 to the 356 residents on the Email Group to get their views about Climate Change and what can be done to reduce its impact on their quality of life.

The response rate was 18% (63) and the verbatim/open ended responses were provided as a separate Excel file.

Please refer to the data in the 'Frequency' and 'Valid Percent' columns.

Q1. How well informed do you feel about climate change and its effect on the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot	37	58.7	58.7	58.7
	A little	22	34.9	34.9	93.7
	Not very much	3	4.8	4.8	98.4
	Don't know	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

Q2. Is it likely that you and other Derby people will be affected by Climate Change?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely or very likely it will	31	49.2	49.2	49.2
	Possibly at some stage	25	39.7	39.7	88.9
	Uncertain/don't know if it will	4	6.3	6.3	95.2
	Definitely not	3	4.8	4.8	100.0
	Total	63	100.0	100.0	

Q3a. Who should take responsibility for tackling Climate Change - World Government (the United Nations etc)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	28	44.4	44.4	44.4
	World Government (the United Nations etc)	35	55.6	55.6	100.0
	Total	63	100.0	100.0	

Q3b. Who should take responsibility for tackling Climate Change - Central Government

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	33	52.4	52.4	52.4
	Central Government	30	47.6	47.6	100.0
	Total	63	100.0	100.0	

Q3c. Who should take responsibility for tackling Climate Change - Local Councils

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	33	52.4	52.4	52.4
	Local Councils	30	47.6	47.6	100.0
	Total	63	100.0	100.0	

Q3d. Who should take responsibility for tackling Climate Change - Everybody including ordinary people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	12	19.0	19.0	19.0
	Everybody including ordinary people	51	81.0	81.0	100.0
	Total	63	100.0	100.0	

Q3e. Who should take responsibility for tackling Climate Change - No one in particular

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	57	90.5	90.5	90.5
	No one in particular	6	9.5	9.5	100.0
	Total	63	100.0	100.0	

Q3f. Who should take responsibility for tackling Climate Change - Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	62	98.4	98.4	98.4
	Other	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

Q4a. What action can Government and local councils take on Climate Change - Lead by example so all take action

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	14.3	14.3	14.3

Lead by example so all take action	54	85.7	85.7	100.0
Total	63	100.0	100.0	

Q4b. What action can Government and local councils take on Climate Change - Explain their policies on Climate Change

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	23	36.5	36.5	36.5
Explain their policies on Climate Change	40	63.5	63.5	100.0
Total	63	100.0	100.0	

Q4c. What action can Government and local councils take on Climate Change - Promote measures to employers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	21	33.3	33.3	33.3
Promote measures to employers	42	66.7	66.7	100.0
Total	63	100.0	100.0	

Q4d. What action can Government and local councils take on Climate Change - Promote measures to the general public

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	18	28.6	28.6	28.6
Promote measures to the general public	45	71.4	71.4	100.0
Total	63	100.0	100.0	

Q4e. What action can Government and local councils take on Climate Change - Raise taxes or make budget savings to pay for actions needed

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	51	81.0	81.0	81.0
Raise taxes or make budget savings to pay for actions needed	12	19.0	19.0	100.0
Total	63	100.0	100.0	

Q4f. What action can Government and local councils take on Climate Change - Organise events

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	47	74.6	74.6	74.6
Organise events	16	25.4	25.4	100.0

Total	63	100.0	100.0
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Q4g. What action can Government and local councils take on Climate Change - Save energy and reduce CO2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	13	20.6	20.6	20.6
Save energy and reduce CO2	50	79.4	79.4	100.0
Total	63	100.0	100.0	

Q4h. What action can Government and local councils take on Climate Change - Restrict use of private transport

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	52	82.5	82.5	82.5
Restrict use of private transport	11	17.5	17.5	100.0
Total	63	100.0	100.0	

Q4i. What action can Government and local councils take on Climate Change - Build more cycle paths and walkways

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	29	46.0	46.0	46.0
Build more cycle paths and walkways	34	54.0	54.0	100.0
Total	63	100.0	100.0	

Q4j. What action can Government and local councils take on Climate Change - Give grants to householders for insulation/micro generation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	19	30.2	30.2	30.2
Give grants to householders for insulation/micro generation	44	69.8	69.8	100.0
Total	63	100.0	100.0	

Q4k. What action can Government and local councils take on Climate Change - Nothing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	60	95.2	95.2	95.2
Nothing	3	4.8	4.8	100.0

Total	63	100.0	100.0
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Q4I. What action can Government and local councils take on Climate Change - Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	56	88.9	88.9	88.9
Other	7	11.1	11.1	100.0
Total	63	100.0	100.0	

Q5a. What can ordinary people do to help reduce their environmental impact - Use less energy in the home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	5	7.9	7.9	7.9
Use less energy in the home	58	92.1	92.1	100.0
Total	63	100.0	100.0	

Q5b. What can ordinary people do to help reduce their environmental impact - Use less water or use grey water

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	15	23.8	23.8	23.8
Use less water or use grey water	48	76.2	76.2	100.0
Total	63	100.0	100.0	

Q5c. What can ordinary people do to help reduce their environmental impact - Recycle rubbish

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	7	11.1	11.1	11.1
Recycle rubbish	56	88.9	88.9	100.0
Total	63	100.0	100.0	

Q5d. What can ordinary people do to help reduce their environmental impact - Use cars less (Car sharing/few wasted journeys)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	18	28.6	28.6	28.6
Use cars less (Car sharing/few wasted journeys)	45	71.4	71.4	100.0
Total	63	100.0	100.0	

Q5e. What can ordinary people do to help reduce their environmental impact - Improve or fit home insulation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	9	14.3	14.3	14.3
Improve or fit home insulation	54	85.7	85.7	100.0
Total	63	100.0	100.0	

Q5f. What can ordinary people do to help reduce their environmental impact - Use own renewable energy (eg from own solar panels)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	21	33.3	33.3	33.3
Use own renewable energy (eg from own solar panels)	42	66.7	66.7	100.0
Total	63	100.0	100.0	

Q5g. What can ordinary people do to help reduce their environmental impact - Change energy provider

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	51	81.0	81.0	81.0
Change energy provider	12	19.0	19.0	100.0
Total	63	100.0	100.0	

Q5h. What can ordinary people do to help reduce their environmental impact - Monitor home energy usage

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	21	33.3	33.3	33.3
Monitor home energy usage	42	66.7	66.7	100.0
Total	63	100.0	100.0	

Q5i. What can ordinary people do to help reduce their environmental impact - Fit energy saving bulbs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	15	23.8	23.8	23.8
Fit energy saving bulbs	48	76.2	76.2	100.0

Total	63	100.0	100.0
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Q5j. What can ordinary people do to help reduce their environmental impact - Cycle, walk, use public transport

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	16	25.4	25.4	25.4
Cycle, walk, use public transport	47	74.6	74.6	100.0
Total	63	100.0	100.0	

Q5k. What can ordinary people do to help reduce their environmental impact - Holiday in the UK

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	40	63.5	63.5	63.5
Holiday in the UK	23	36.5	36.5	100.0
Total	63	100.0	100.0	

Q5l. What can ordinary people do to help reduce their environmental impact - Nothing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	61	96.8	96.8	96.8
Nothing	2	3.2	3.2	100.0
Total	63	100.0	100.0	

Q5m. What can ordinary people do to help reduce their environmental impact - Dont' know

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	63	100.0	100.0	100.0

Q5n. What can ordinary people do to help reduce their environmental impact - Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	58	92.1	92.1	92.1
Other	5	7.9	7.9	100.0
Total	63	100.0	100.0	

Q6. How likely are you to take action on climate change by reducing the energy you use or your emissions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely or very likely it will	37	58.7	59.7	59.7
	Possibly at some stage	10	15.9	16.1	75.8
	Would depend on cost of energy	9	14.3	14.5	90.3
	Uncertain/don't know if it will	3	4.8	4.8	95.2
	Definitely not	3	4.8	4.8	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q9. How much are you likely to spend in the next 12 months to improve the energy efficiency of your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	£0 - 499	48	76.2	76.2	76.2
	£500 - 999	5	7.9	7.9	84.1
	Nothing	10	15.9	15.9	100.0
	Total	63	100.0	100.0	

Q10a. How will you decide on what things to do and how much to spend - Advice received from energy or other suppliers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	39	61.9	62.9	62.9
	Advice received from energy or other suppliers	23	36.5	37.1	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10b. How will you decide on what things to do and how much to spend - Independent advice from Council or others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	34	54.0	54.8	54.8

	Independent advice from Council or others	28	44.4	45.2	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10c. How will you decide on what things to do and how much to spend - On the amount it will save me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	23	36.5	37.1	37.1
	On the amount it will save me	39	61.9	62.9	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10d. How will you decide on what things to do and how much to spend - On how long it will take to pay back

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	34	54.0	54.8	54.8
	On how long it will take to pay back	28	44.4	45.2	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10e. How will you decide on what things to do and how much to spend - Suitability of my property

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	28	44.4	45.2	45.2
	Suitability of my property	34	54.0	54.8	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10f. How will you decide on what things to do and how much to spend - If I can afford it/if I have spare cash

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	26	41.3	41.9	41.9
	If I can afford it/if I have spare cash	36	57.1	58.1	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10g. How will you decide on what things to do and how much to spend - Only if I get a grant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	45	71.4	72.6	72.6
	Only if I get a grant	17	27.0	27.4	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10h. How will you decide on what things to do and how much to spend - Nothing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	58	92.1	93.5	93.5
	Nothing	4	6.3	6.5	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10i. How will you decide on what things to do and how much to spend - Don't know

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	61	96.8	98.4	98.4
	Don't know	1	1.6	1.6	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Q10j. How will you decide on what things to do and how much to spend - Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	59	93.7	95.2	95.2
	Other	3	4.8	4.8	100.0
	Total	62	98.4	100.0	
Missing	System	1	1.6		
Total		63	100.0		

Respondents' profile

Q11. Are you ...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	36	57.1	57.1	57.1
Female	27	42.9	42.9	100.0
Total	63	100.0	100.0	

Q12. What is your age group?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16 - 25	2	3.2	3.2	3.2
26 - 40	10	15.9	15.9	19.0
41 - 55	23	36.5	36.5	55.6
56 - 70	23	36.5	36.5	92.1
70+	5	7.9	7.9	100.0
Total	63	100.0	100.0	

Q13. To which group do you consider you belong?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Asian or Asian British - Indian	2	3.2	3.3	3.3
White - British	54	85.7	88.5	91.8
White - Irish	1	1.6	1.6	93.4
Any other White background	4	6.3	6.6	100.0
Total	61	96.8	100.0	
Missing System	2	3.2		
Total	63	100.0		

Q14. Do you consider yourself to be a disabled person?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	6	9.5	9.5	9.5
No	57	90.5	90.5	100.0
Total	63	100.0	100.0	

Q15. Which of these activities best describes what you are doing at present?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee in full-time job - 30 hours plus per week	28	44.4	44.4	44.4
	Employee in part-time job - under 30 hours per week	8	12.7	12.7	57.1
	Self employed full or part-time	5	7.9	7.9	65.1
	Not working due to permanent sickness or disability	2	3.2	3.2	68.3
	Wholly retired from work	14	22.2	22.2	90.5
	Looking after the home	1	1.6	1.6	92.1
	Maternity leave	1	1.6	1.6	93.7
	Voluntary work	2	3.2	3.2	96.8
	Prefer not to say	1	1.6	1.6	98.4
	Other	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

Key points from the Marketing Innovation survey

1. There was a fair understanding of the effects of climate change. The survey indicated that people in the older age groups were somewhat better informed of the effects. However, only 30% of the sample felt they knew a lot about climate change, 53% said they knew a little and 17% knew very little or did not know at all. (Q1/Q2)
2. Slightly more than half the sample considered they would definitely or were very likely to be affected by climate change. However 44% of the sample thought they might possibly be affected or were uncertain that they would or thought it possible they might. Only 2% of the sample thought they would definitely not be affected. The age effect is noticeable in these responses with more of those from the younger age groups saying that they would definitely be affected. (Q3)
3. There was a reasonable understanding of the likely effects of climate change and interestingly a wide spread understanding that it would result in increased costs. (Q4)
4. Given the apparent understanding of the effects of climate change by the respondents, the high level of acceptance that it was likely to affect them, and the appreciation of its effects, it seems surprising that only 17% of respondents said that they worried 'a lot' about climate change and that 38% either had no worries or no thoughts on the matter. However, in the current world climate it may simply be that people see other things as being more important. The respondents who professed to 'worry a lot' were generally those in the younger age groups. (Q5).
5. More than half of the respondents thought that 'everybody' should take responsibility for climate change, and 34% thought that this was the responsibility of world or central governments. However only 1% of respondents felt that climate change was the responsibility of local councils. (Q6)
6. The main actions that the respondents thought that government and local councils could take were:
 - Taking action and so leading by example
 - Promoting measures to the general public
 - Explaining their policies on climate change
 - Saving energy and reducing carbon dioxide emissions.These four measures amounted to 53% of the responses. (Q7)
7. The respondents thought that ordinary people could reduce their environmental impact by:
 - Using less energy in the home
 - Recycling rubbish
 - Cycling, walking and using public transport and using their cars less.These three measures amounted to 69% of the responses (Q8).
8. Over half of the sample said that they would definitely or were very likely to take action to reduce their energy use or their emissions and this response was fairly widespread across the age groups. (Q9).

9. The majority of respondents said that they already had or would install in the next 12 months:
- Double glazing
 - Loft or cavity wall insulation
 - Energy saving light bulbs

They also said that they:

- Bought locally produced produce wherever possible
- Had turned the thermostat down by one degree
- Had cut down on non essential journeys and car shared and used public transport
- Recycled all their waste and had stopped using plastic bags

However there was much lower take up of grey water systems, energy meters and solar/pv panels. (Q10). The reasons for taking the actions were a mixture of saving money and environmental reasons. (Q10a)

10. The majority of respondents (75%) thought that it had been or would be easy to find a company to do the work. (Q11) and 74% of respondents expressed themselves as satisfied, fairly satisfied or very satisfied with the company that did the work. (Q11a).
11. About one third of respondents expected to spend up to £500 in the next 12 months in improving the energy efficiency of their homes, but 64% anticipated spending nothing at all. (Q12).
12. Only 11% of energy suppliers said that they would seek energy advice from the Council or others and 25% said that affordability was the criteria they would apply when deciding to spend money on energy efficiency improvements. (Q13). However, 77% of respondents said that they did not want any more information on how to tackle climate change or save energy (Q14).
13. Only 3% of respondents used Council information leaflets/newsletters as a source of information. The most important sources of information were seen as the television, local and national news papers and local and national radio. (Q16).

Conclusions

If the survey sample is representative of the population of Derby, the following conclusions can be drawn:

1. Derby people have a reasonable understanding of the effects of climate change and most expect to be affected in some way.
2. Despite being aware of climate change and its effects, a significant proportion of Derby people are not worried about it, and a much smaller proportion are worried 'a lot' by climate change.
3. A large proportion of Derby people think that climate change is 'everybody's' responsibility, but only 1% think it to be the responsibility of the local council.
4. Derby residents think that government and local council should lead by example and they have a clear understanding of what they can do themselves.
5. The actions that Derby residents have taken to reduce their energy use and their carbon dioxide emissions are commonplace and are either aimed at saving energy or have been imposed externally.
6. Residents consider that it was/would be fairly easy to find a company that would do work to save energy/reduce emissions. However most residents were intending to spend very little or nothing at all in the next 12 months to save energy/reduce emissions and affordability was the criteria that most would apply when deciding whether to spend money on saving energy/reducing emissions.
7. A large proportion of residents said that they did not want any more information on tackling climate change and saving energy and a very small proportion of them saw Council leaflets/newsletters as an important source of information.

Based on these conclusions it is recommended that:

Recommendations

Recommendation 1

The Council should consider the public to be relatively well informed about climate change when producing marketing, educational or publicity information on climate change.

Reason for Recommendation 1

The results of the Marketing Innovation Survey demonstrated a reasonable understanding of the issues relating to climate change.

Recommendation 2

The Council should target any information which aims to encourage the public to take action to reduce their carbon emissions at the following groups

- Women (page 17 Marketing Innovations Survey)
- people of 'middle age' (Page 23 Marketing Innovations Survey)

Reasons for Recommendation 2

The Marketing Innovations Survey highlighted that it was these groups that were most likely to take action to tackle their carbon footprint.

Recommendation 3

In these economically trying times the Commission feels the Council should demonstrate cost savings associated with efforts to reduce carbon emissions in any information it produces on climate change.

Reasons for Recommendation 3

The population of Derby is not worried about climate change. Any actions taken so far have been done to save money or have been externally imposed. The survey demonstrated affordability was the key for those taking action. The public stated that they did not want to receive any further information on climate change, therefore demonstrating any potential financial savings may engage them to a greater extent.

Recommendation 4

The Commission recommends that any publications should adopt a 'we're in this together' approach which both informs the public about what the Council is doing on their behalf and provides information about

what they can do to combat climate change.

Reasons for Recommendation 4

In the Marketing Innovations Survey 54% of those surveyed and in the Pointer Panel 81% of those surveyed believed everyone is responsible for climate change. The research also demonstrated that the public felt that Local Government should lead by example on these issues.

Comparison of Pointer Panel On-line questionnaire and marketing Innovation Survey results

Number in surveys:

Marketing Innovation - 1003

Pointer Panel – 63 (18% of those surveyed)

It was possible to directly compare some of the questions asked in both the surveys. The results of this comparison are listed below.

Question 1 – How well do you feel informed about Climate Change and its effect on the environment?		
Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
A lot	30	58.7
A little	53	34.9
Not very much	15	4.8
Don't know	2	1.6
Total	100	100
Question 2 – Is it likely that you and other Derby people will be affected by climate change?		
Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
Definitely or very likely it will	54	49.2
Possibly at some stage	22	39.7
Uncertain/don't know if it will	22	6.3
Definitely not	2	4.8
Total	100	100
Question 3 – Who should take responsibility for tackling climate change?		
Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
World Government	19	44.4
Central Government	15	47.6
Local Councils	1	47.6
Everybody	54	81
No-one in particular	5	9.5
Other	1	1.6
Total	95	231.7
Note: This question was asked in different ways in the two surveys so the answers are not directly comparable.		
Question 4 - What action can government and local councils take on climate		

change? (results expressed as total of all responses received to)		
Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
Lead by example	31	85.7
Promote measures to the general public	31	71.4
Explain their policies on climate change	22	63.5
Save energy and reduce CO2	21	79.4
Restrict use of private transport	15	
Build more cycle paths and walkways	13	54
Promote measures to employers	11	
Give grants to householders for insulation/microgeneration	9	69.8
Nothing	7	4.8
Tackle waste	5	
Use more renewable energy/invest more	4	
Provide cheaper/better public transport	4	
Restrict industrial pollution/powerstations	4	
Education for all	3	
Raise taxes or make budget savings to pay for actions needed	2	19
Organise events	2	25.4
Don't know	11	
Other	7	11
Note: In both surveys the respondents gave multiple answers to this question so the answers are comparable.		
Question 5 – What can ordinary people do to help reduce their environmental impact?		
Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
Use less energy in the home	24	92
Recycle rubbish	23	88.9
Cycle, walk, use public transport	12	74.6
Use cars less	12	71.4
Fit energy saving light bulbs	8	76.2
Use less water or use	5	76.2

grey water		
Improve home insulation	5	85.7
Use renewable energy	2	66.7
Monitor home energy usage	2	66.7
Nothing	2	3.2
Holiday in UK	1	36.5
Change energy provider	1	19
Don't know	1	
Other	2	7.9

Note: In both surveys the respondents gave multiple answers to this question so the answers are comparable.

Question 6 – How likely are you to take action on climate change by reducing the energy you use or your emissions?

Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
Definitely or very likely will	52	59.7
Possibly at some stage	32	16.1
Would depend on cost of energy	5	14.5
Uncertain/don't know	10	4.8
Definitely not	1	4.8

Question 7 – How much are you likely to spend in the next 12 months to improve the energy efficiency of your home?

Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
£0-499	30	76.2
£500-£999	3	7.9
Nothing	64	15.9

Question -

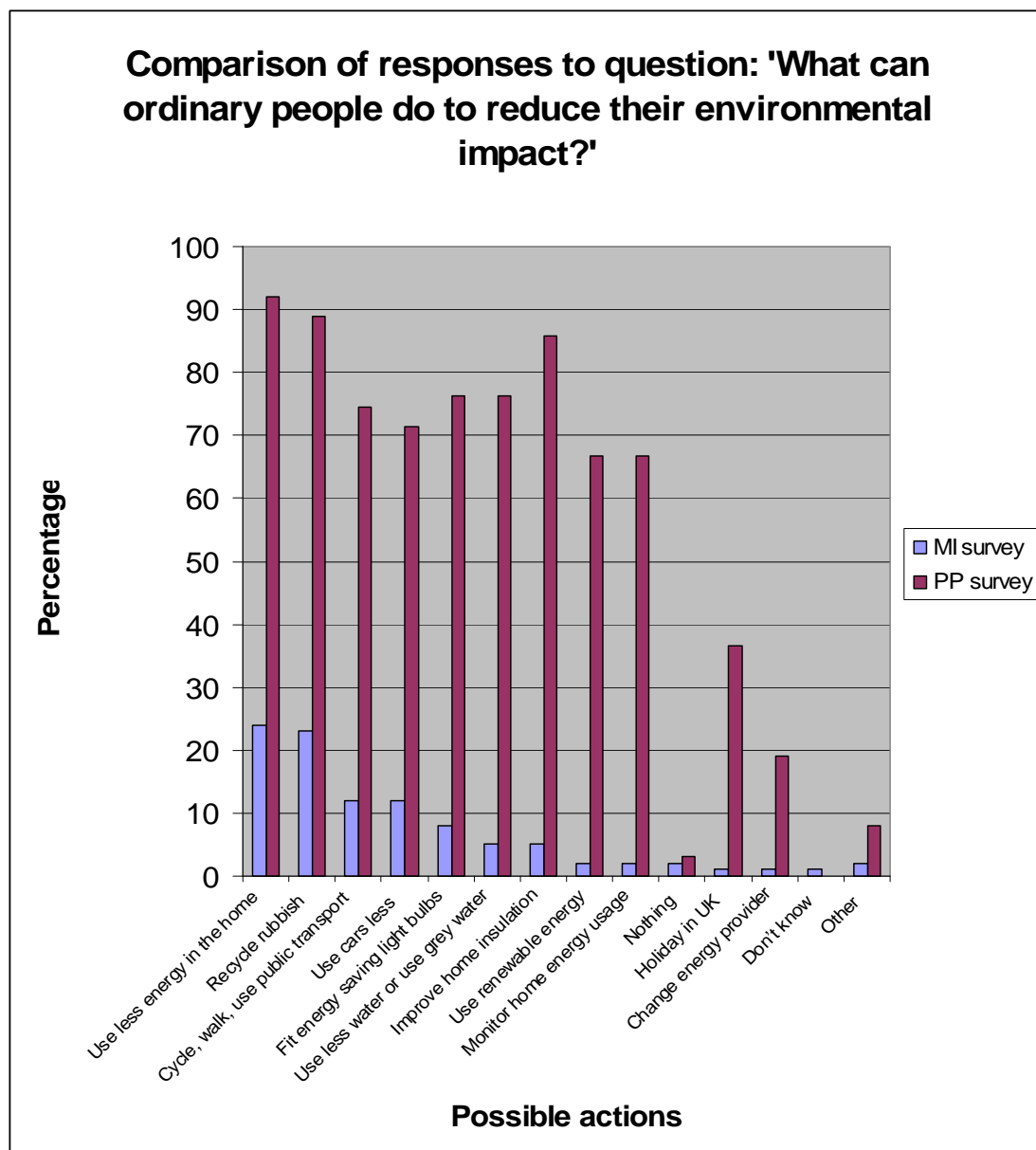
Question 8 – How will you decide on what things to do and how much to spend?

Response	Marketing Innovation Survey (%)	Pointer Panel Survey (%)
Advice received from energy and other suppliers	8	37.1
Independent advice from Council or others	11	45.2
On the amount it will save me	11	62.9
On how long it will take to pay back	3	45.2
Suitability of my property	11	54.8
If I can afford it	25	58.1
Only if I get a grant	8	27.4
Other	1	6.5
Don't know	22	1.6

The comparison of the outcomes of the two surveys is interesting because it illustrates the way in which the attitudes of a self selected, local authority aware, group – the Pointer panel, differ from those of a randomly selected sample.

It is clear from the comparison table that there are large differences in the responses of the two survey groups. The small number (only 63) of those who responded to the Pointer Panel on-line survey appear to be better informed about climate change, to hold clearer views about what should be done, and to be much more prepared to take action to address it than do the members of the random sample that contributed to the Marketing Innovation survey.

The difference between the two samples is illustrated in the following figure by the respondents' answers to Question 5 above.



The answers to this question illustrate the difference in the responses to the two surveys. The 63 respondents to the Pointer Panel survey have provided a total of 477 responses (7.6 per person) whilst the 1003 respondents to the MI survey only provided 2640 responses (2.6 per person). This difference may in part be due to the fact that the Pointer Panel respondents had more time to think about their answers. However some of the difference is thought to be due to the make up of the Pointer Panel which is composed of self selected members who will inevitably have a higher than average interest in the work of the Council and who are very familiar with answering surveys.

The Pointer Panel offers a very quick, cheap and very easily accessible method of obtaining public opinion on a whole range of issues. It is indeed a valuable tool but as the difference between the two sets of responses illustrates, there is a danger in assuming that the Pointer Panel will provide answers that are representative of Derby residents as a whole.

DRR 3 December 2009.