



The challenge to Scotland

What SEABS'08 tells us about attitudes to climate change

Chris Martin

Ipsos MORI

“We intend that the Scottish Government and our partners work to become exemplars on environmental issues”

Richard Lohead, 2007

- Climate Change (Scotland) Act (2009)
 - 80% reduction by 2050

- Climate Change Delivery Plan (2009)
 - “public attitudes need to be improved”

“in order to foster real improvements, efforts must be focussed on understanding and enabling behaviour change”.

“a broader coalition of civil society and local communities, in part encouraged by the Climate Challenge Fund will need to make such behavioural adjustments socially acceptable”

- Public engagement strategy (forthcoming)

Contents

Background

What do we think about climate change

What are we doing about climate change

Views on policy options



SEABS Methodology

- Survey took place August to November 2008
- 3,054 interviews were conducted with a quota sample of adults across Scotland
- Interviews conducted face to face in home using CAPI
- Self completion module for attitudinal questions
- Questionnaire drew on DEFRA 2007 study and various other sources
- Descriptive and analytical

Challenges for the research

- Ensuring a representative sample giving honest responses
 - Introduced as the “Scottish Attitudes and Behaviours survey”
 - Key question included at start cross-referenced against non-environment specific research
 - Questionnaire flow
 - Self-completion section
- Understanding
 - Non-technical language as far as possible
 - Piloting using cognitive interviewing

Questionnaire coverage

- Salience of the environment and specific environmental problems
- Perceptions of climate change
- Transport and travel
- Energy efficiency in the home
- Recycling and reusing
- Eco-purchasing
- Wellbeing
- Greenspace

Do we care about the environment?

Environment is low salience issue

*What would you say is the most important issue facing Scotland today?
What do you see as other important issues facing Scotland today?*

% Top mentions plus environment



Economy 38



Crime 32



17 Scottish constitution



12 Environment/climate change

But its more important globally

*What would you say is the most important issue facing the world today?
What do you see as other important issues facing the world today?*

% Top mentions



Terrorism/war/Iraq 43



Economy 35



Environ/climate 35

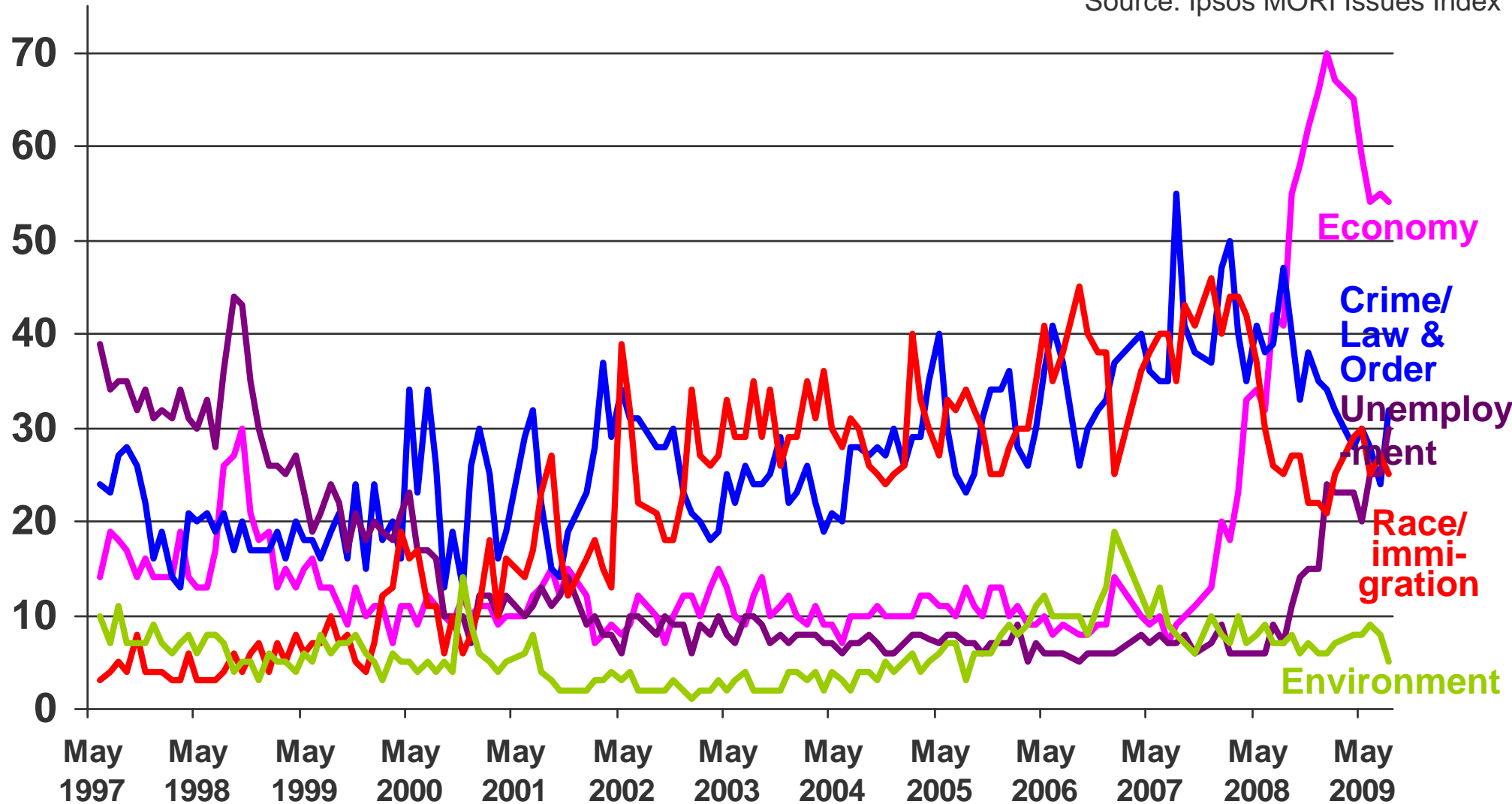


Poverty 27

It's all about the economy

What do you see as the most/other important issues facing Britain today?

Source: Ipsos MORI Issues Index



Ipsos MORI

Base: representative sample of c.1,000 British adults age 18+ each month, face-to-face interviews

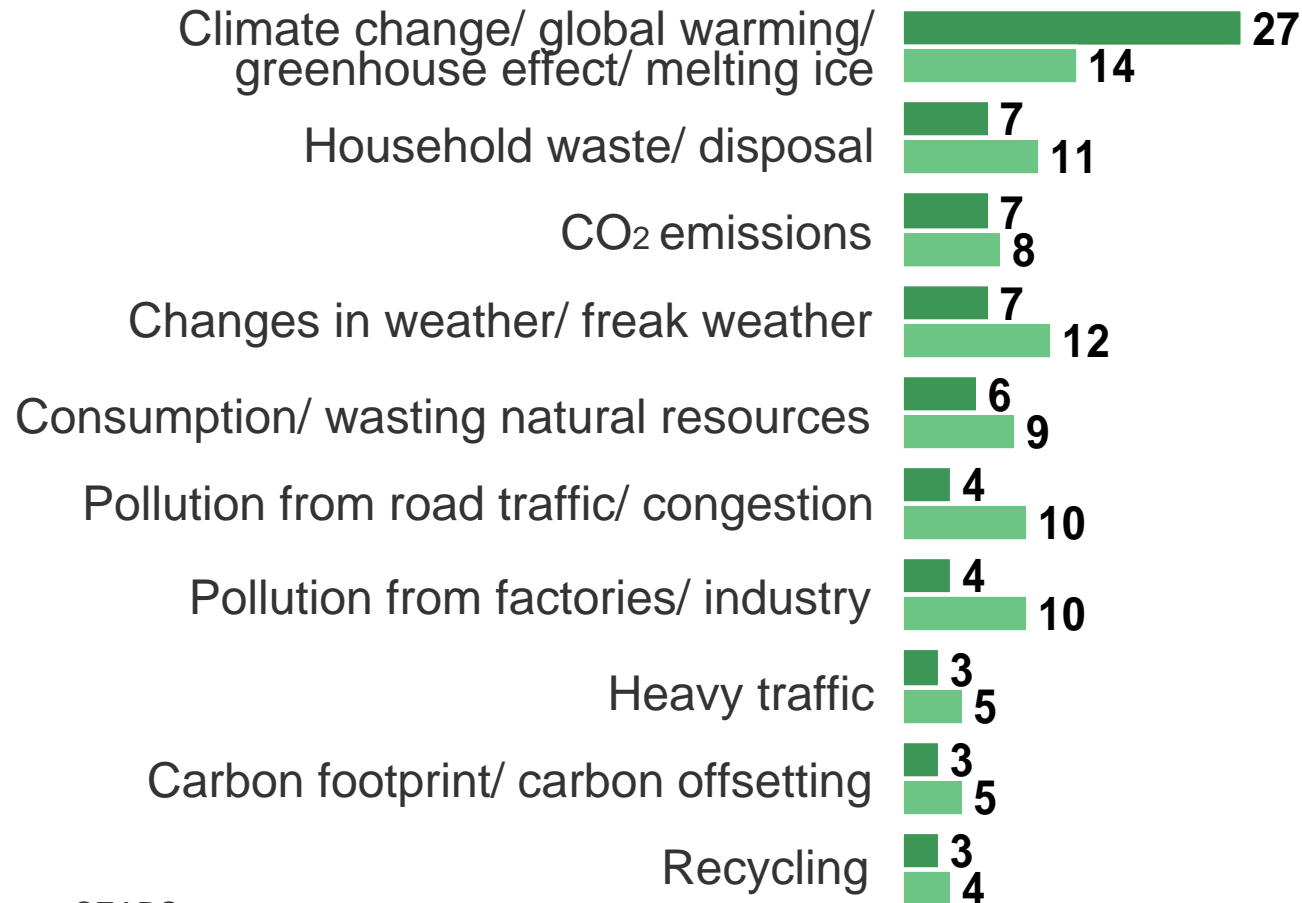


What about climate change?

Salience of climate change

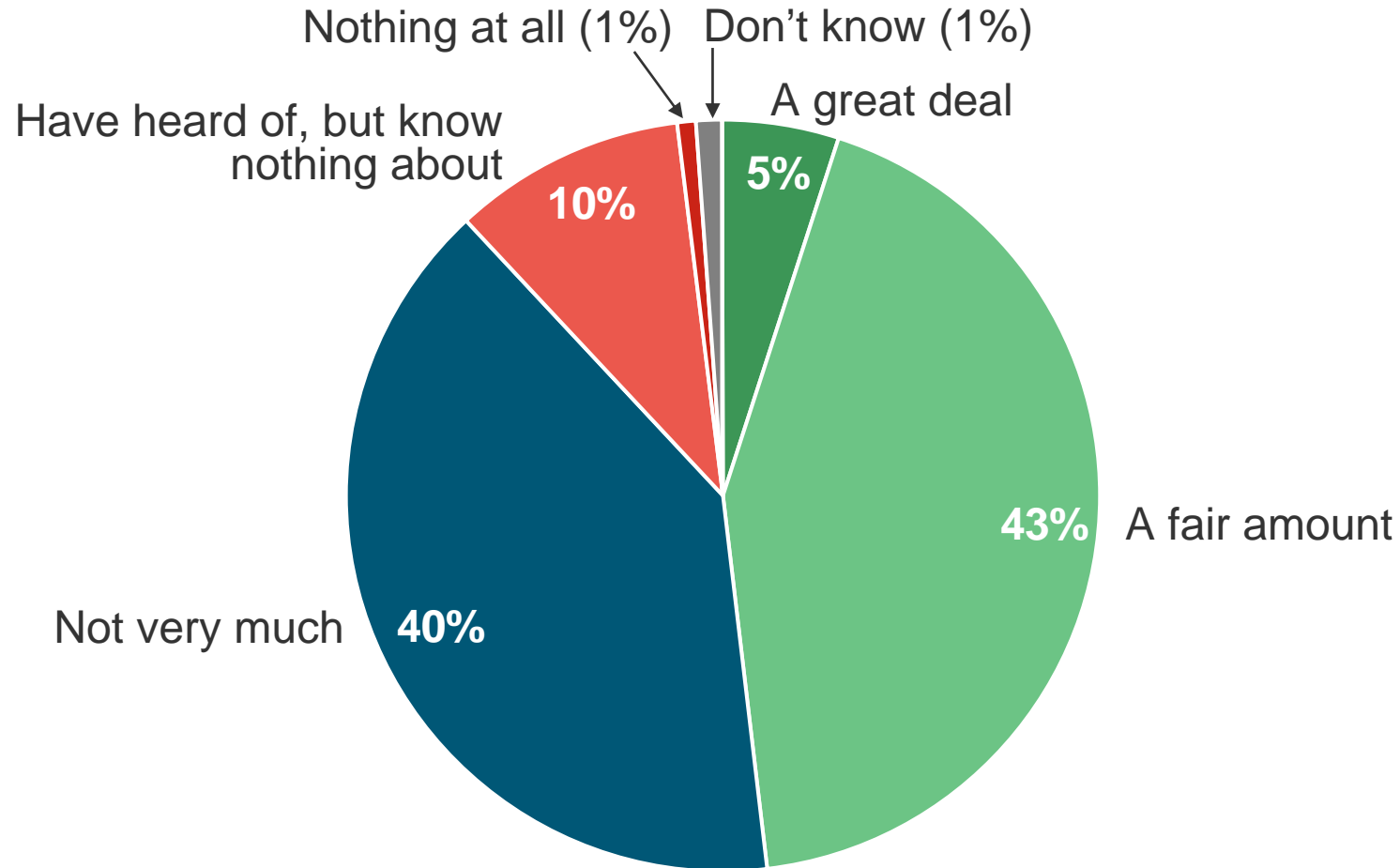
When people talk about environmental problems, what do you see as the most significant problem?other environmental problems

■ % most significant problem ■ % other problems



Source: SEABS

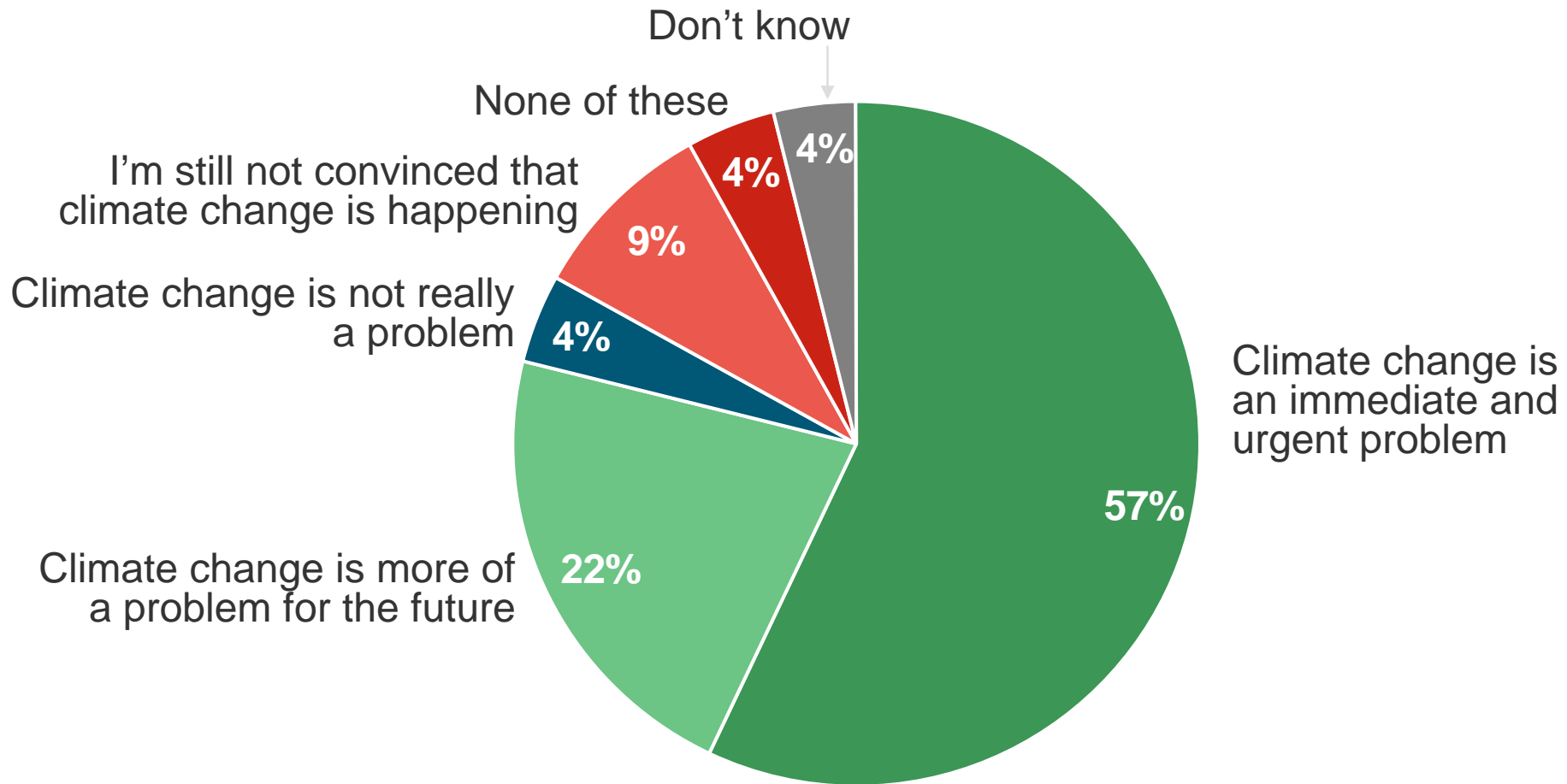
Self-reported knowledge on climate change



Source: SEABS '08

Immediacy of climate change – from SEABS '08

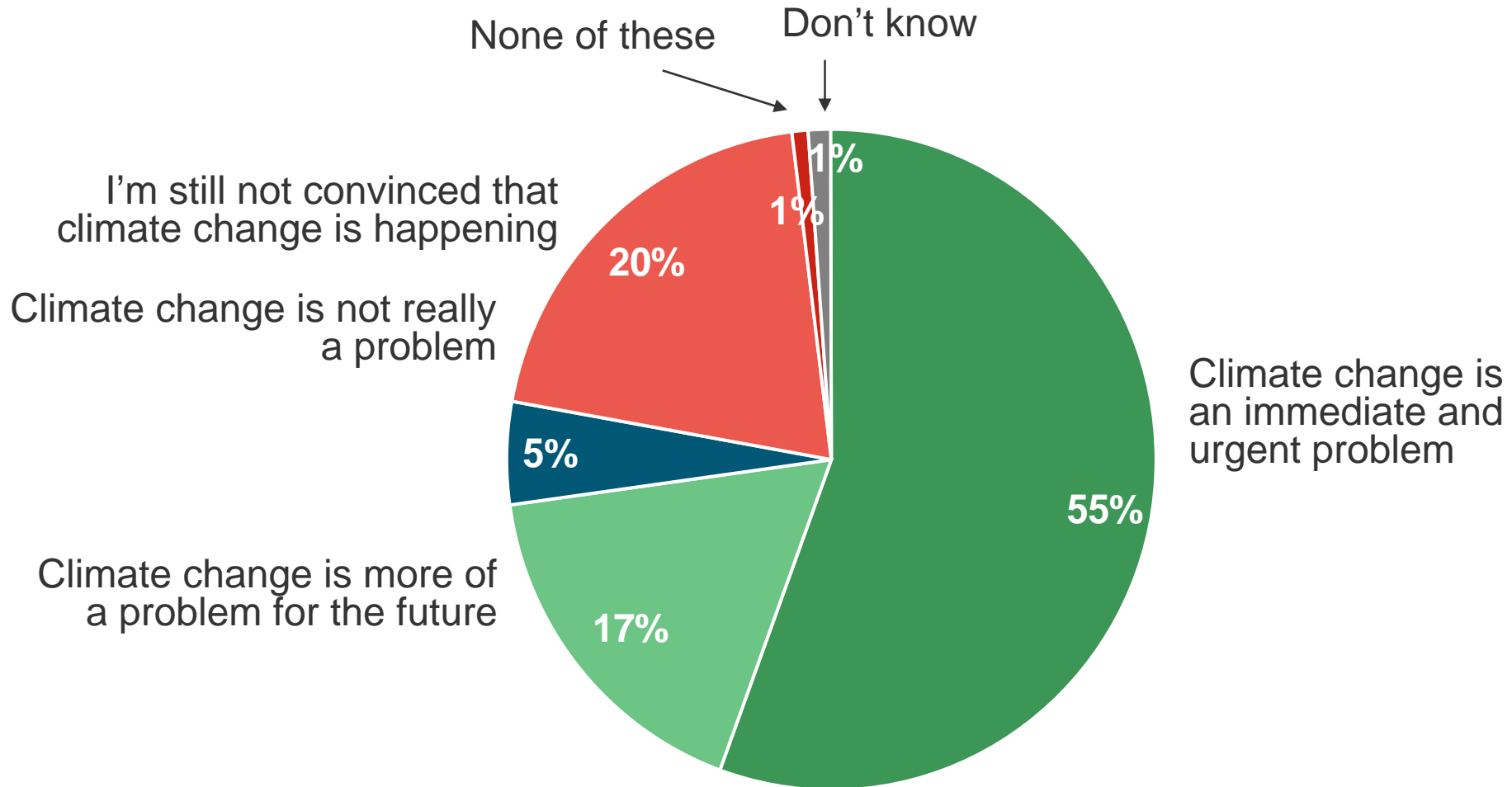
...which if these statements, if any, comes closest to your own view?



Source: SEABS'08

Immediacy of climate change – February 2010

...which if these statements, if any, comes closest to your own view?



Source: Scottish Policy Opinion Monitor – February 2010

News Front Page

Election 2010

World

UK

England

Northern Ireland

Scotland

Wales

Business

Health

Education

Science &
Environment

Technology

Entertainment

Also in the news

Video and Audio

Have Your Say

Magazine

In Pictures

Country Profiles

Special Reports

Related BBC sites

Sport

Weather

Democracy Live

Radio 1 Newsbeat

CBBC Newsround

On This Day

Editors' Blog

Page last updated at 12:02 GMT, Sunday, 7 February 2010

✉ E-mail this to a friend

🖨 Printable version

Climate scepticism 'on the rise', BBC poll shows

The number of British people who are sceptical about climate change is rising, a poll for BBC News suggests.

The Populus poll of 1,001 adults found 25% did not think global warming was happening, an increase of 10% since a similar poll was conducted in November.

The percentage of respondents who said climate change was a reality had fallen from 83% in November to 75% this month.

And only 26% of those asked believed climate change was happening and "now established as largely man-made".

The findings are based on interviews carried out on 3-4 February.

In November 2009, a similar poll by Populus - commissioned by the Times newspaper - showed that 41% agreed that climate change was happening and it was largely the result of human activities.

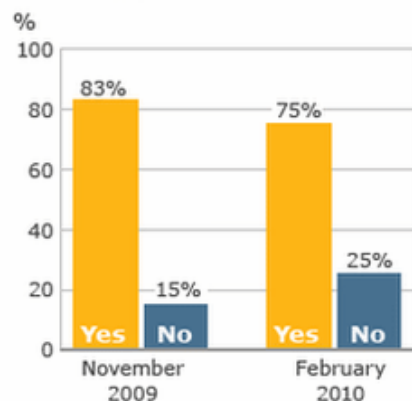
Which of these statements is closest to your view?

■ November 2009 ■ February 2010

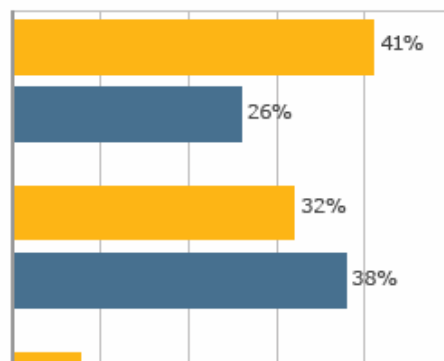
Climate change is happening and is now established as largely man-made

Climate change is happening but not yet proven to be largely man-made

Do you think global warming is taking place?



Source: BBC/Populus



CLIMATE CHANGE

KEY STORIES

- ▶ Embattled climate chief supported
- ▶ Climate body admits glacier error
- ▶ India attacks UN climate warning
- ▶ Climate data row man steps down
- ▶ Key powers in climate compromise
- ▶ World media reacts to climate deal

ANALYSIS



Profile: Rajendra Pachauri

Climate change head under pressure over report errors

- ▶ What 'ClimateGate' means
- ▶ Harrabin: Reforming the IPCC
- ▶ Why did Copenhagen fail to deliver?

BACKGROUND

- ▶ Atmospheric change over 800,000 years
- ▶ Climate change glossary

AROUND THE BBC

- ▶ Richard Black's Earth Watch
- ▶ Copenhagen conference coverage

RELATED INTERNET LINKS

- ▶ Populus

The BBC is not responsible for the content of external internet sites

Are we prepared to act?

There is a sense that we need to act

“It’s not worth Scotland trying to combat climate change, because other countries will just cancel out what we do”



65%
disagreed

22%
agreed

Attitudes towards climate change

■ % Agree ■ % Neutral/DK ■ % Disagree

It's not worth Scotland trying to combat climate change because other countries will just cancel out what we do



The effects of climate change are too far in the future to really worry me

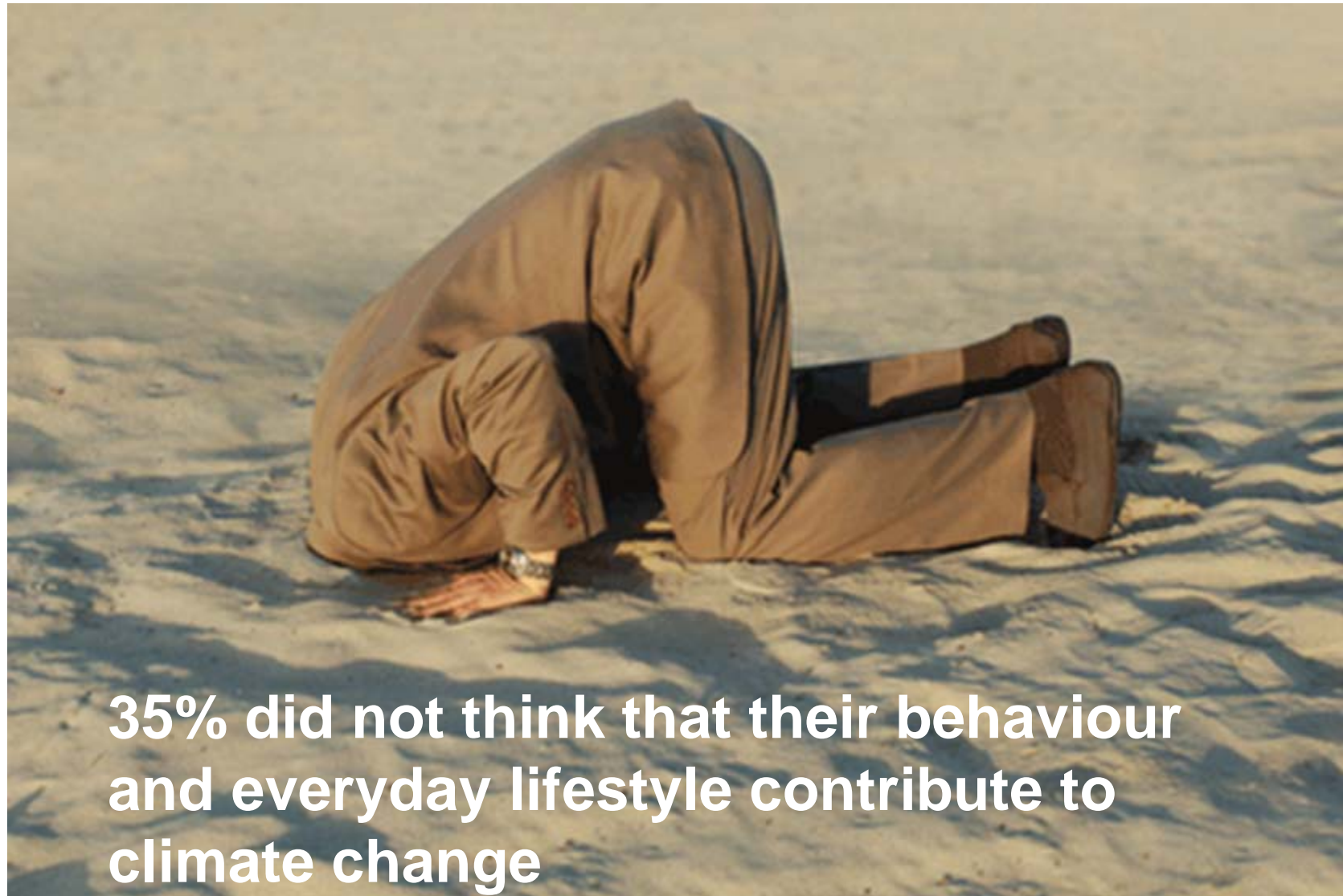


Climate change will only have an impact on other countries, there is no need for me to worry



Source: SEABS '08

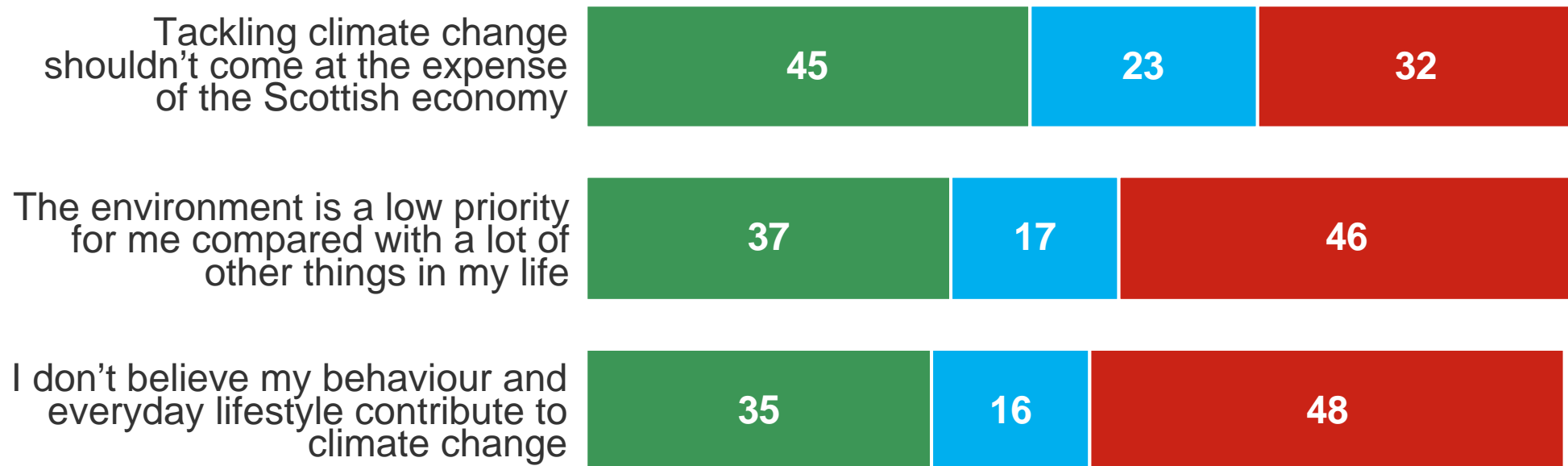
But some of us are still not convinced of the effects of our *own* actions...



**35% did not think that their behaviour
and everyday lifestyle contribute to
climate change**

Attitudes towards climate change

■ % Agree ■ % Neutral/DK ■ % Disagree



Source: SEABS '08

Who are the most convinced?

Environmental engagement typology

- Deep Greens (14%)
 - Light Greens (14%)
 - Shallow greens (30%)
 - Distanced (30%)
 - Disengaged (14%)
-
- Based on whether environment mentioned as an important issue, whether climate change an urgent threat, and self-reported knowledge of climate change – ie. attitudes not behaviour

Predictors of environmental engagement

- Educational attainment

- Strongest predictor

- Social Class

- Area deprivation

- Age

- Vegetarianism

- Whether volunteer

- Urban/rural indicator

- Whether have children in household

- Car availability

- Satisfaction with life

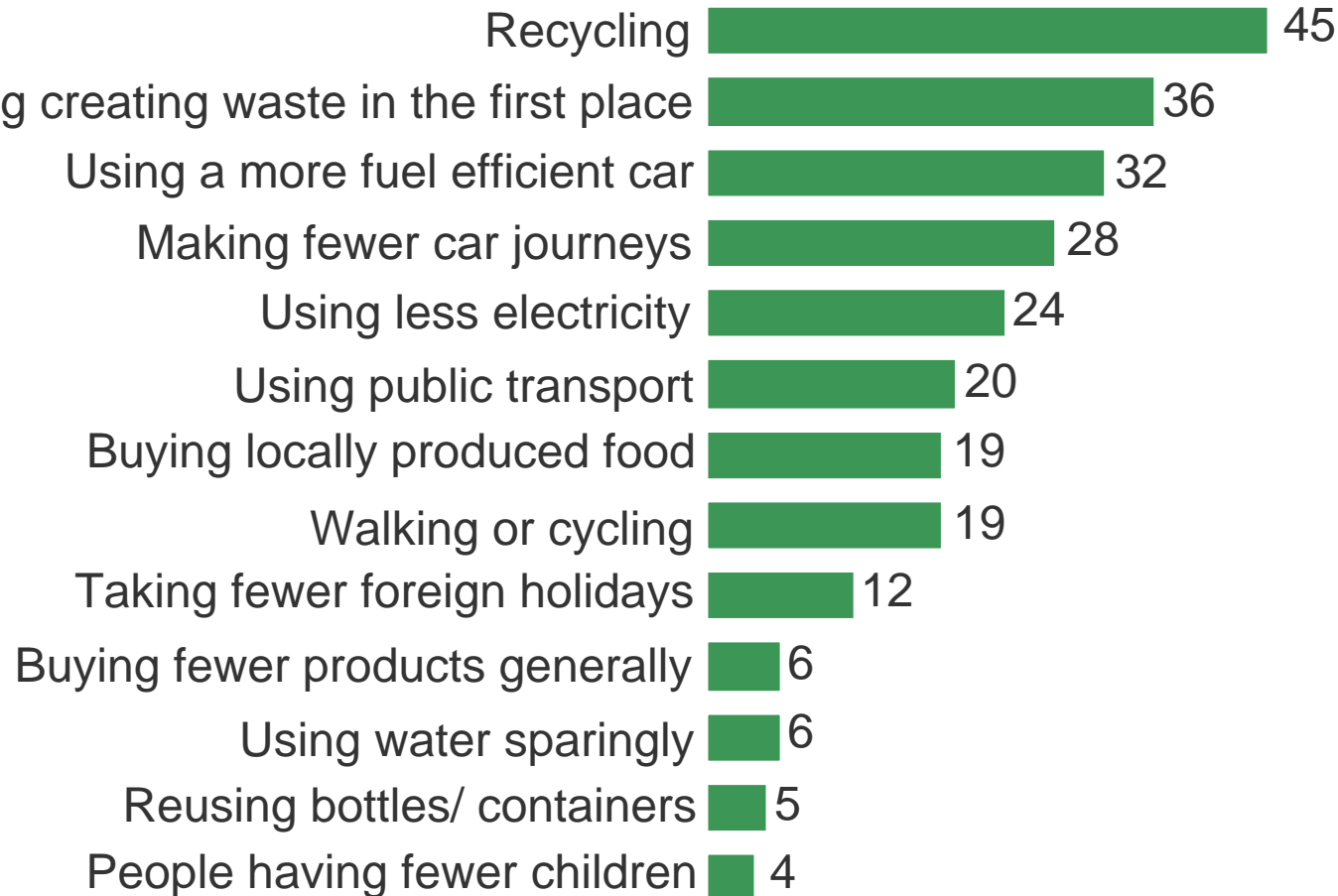
- Gender?

Are we taking action?

What can be done to reduce climate change?

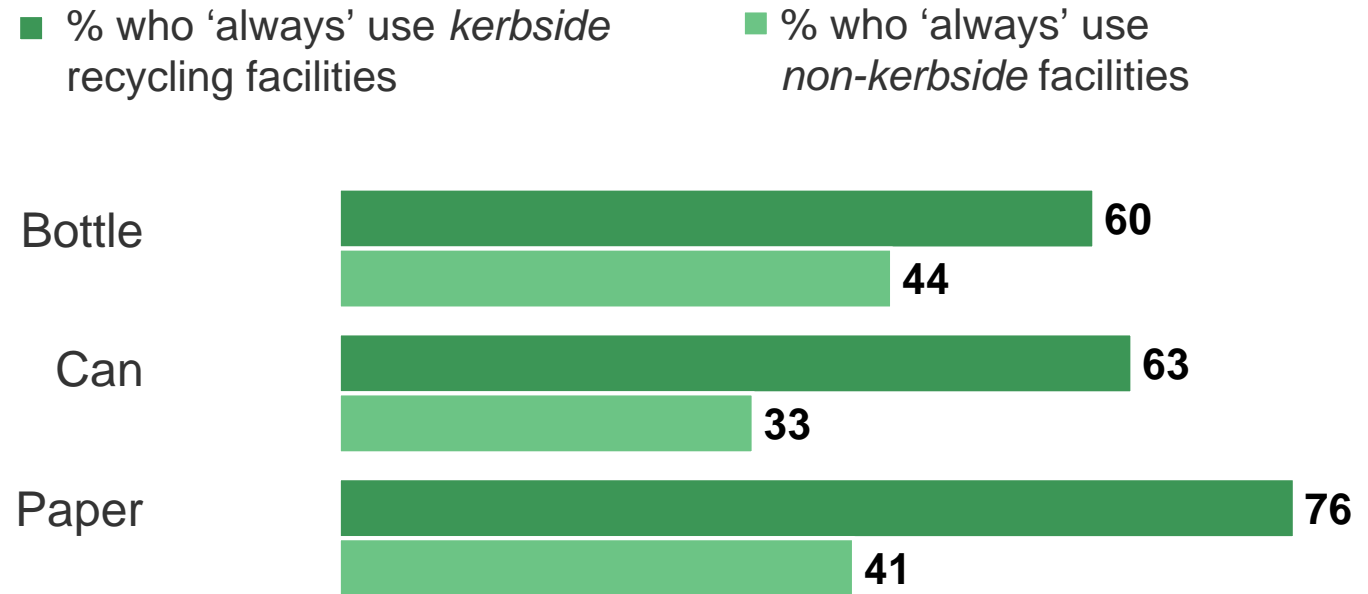
Which two or three of the actions on this list do you think would do the most to help reduce climate change?

%



Source: SEABS, All who know something about climate change (2,699)

Recycling – a success story?



Source: SEABS '08

And reusing our plastic bags....?

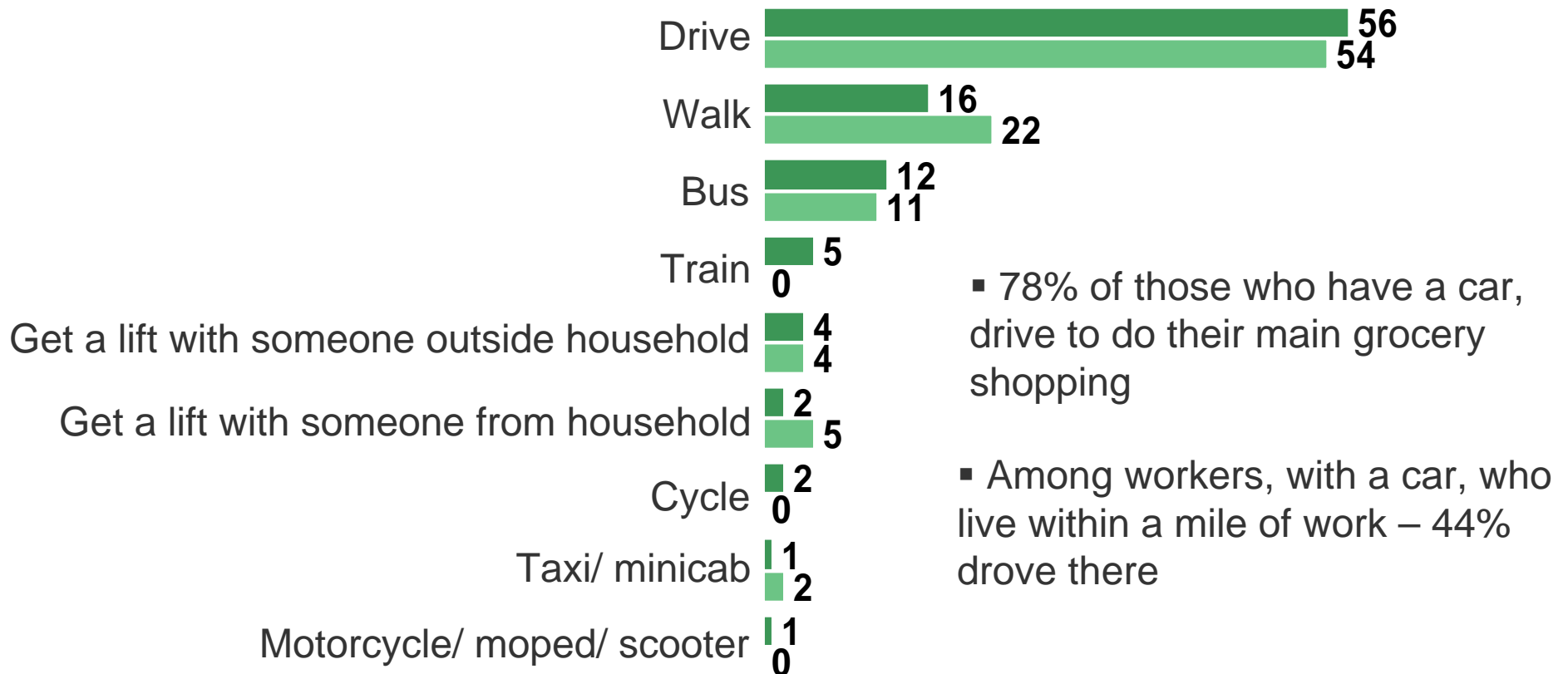


**65% said that they reuse
their plastic bags always
or most of the time**

Source: SEABS '08

Travel behaviour

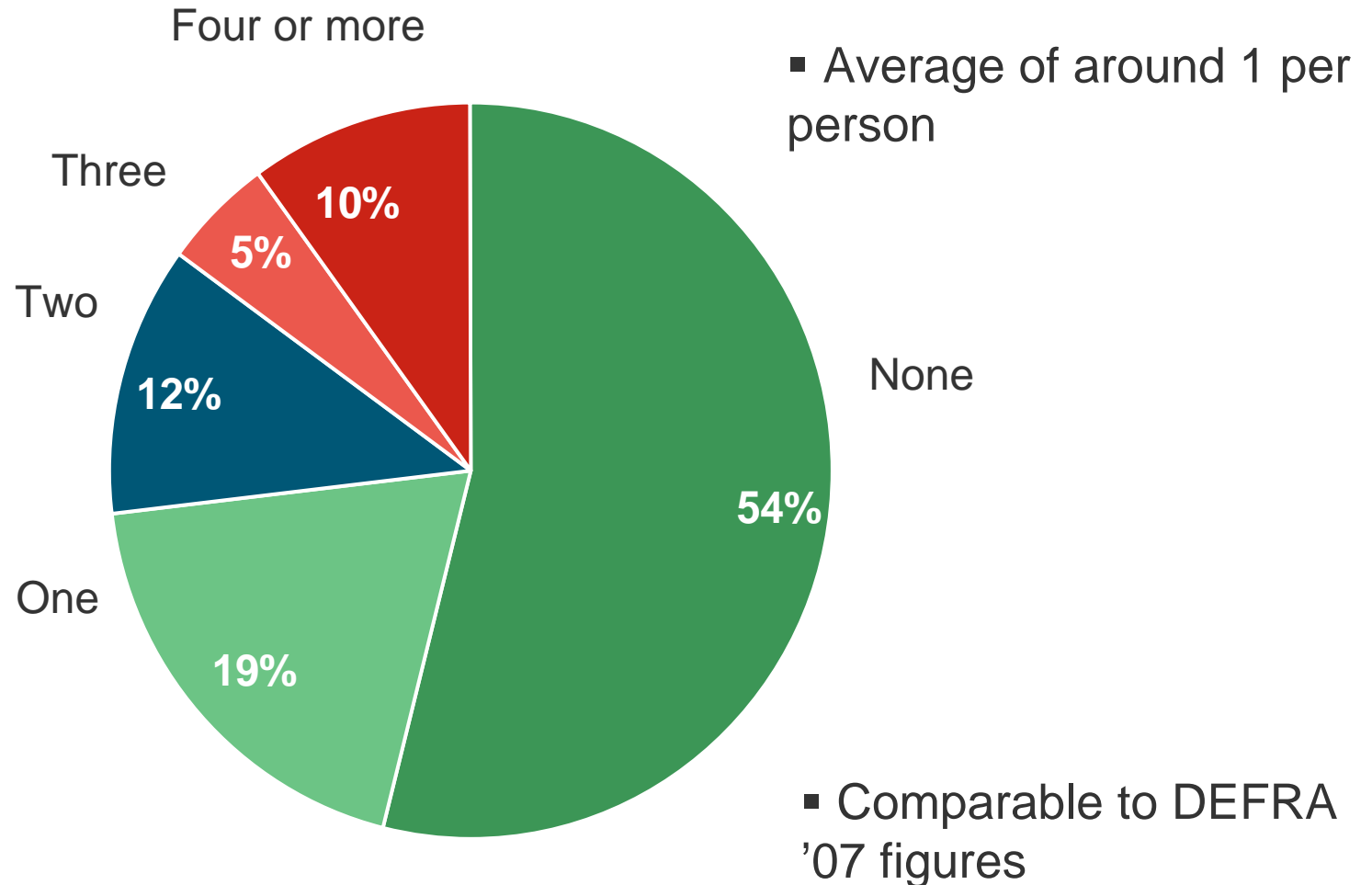
■ % place of work ■ % main food and grocery shop



Base: All who work (1,424); all who knew distance to shop (2,964)

Flying for fun

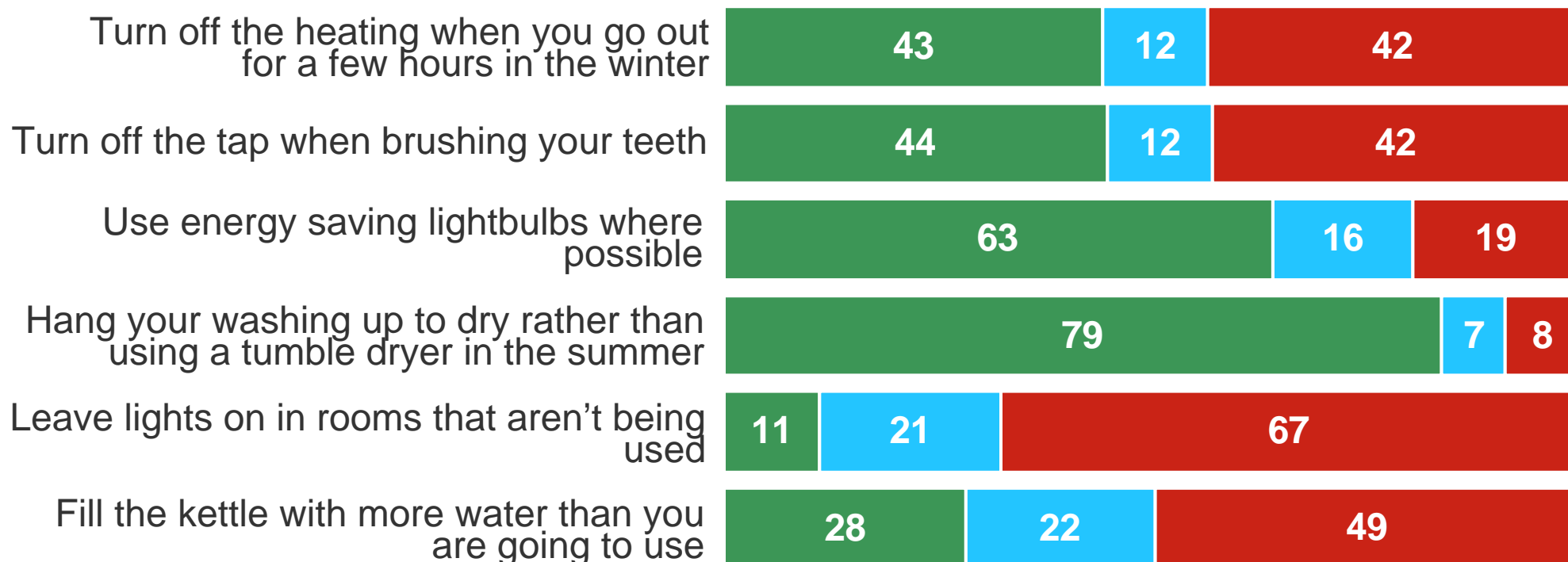
Number of air travel journeys for leisure, holidays, or visiting friends in the last twelve months



Source: SEABS '08

Energy efficiency

■ % Always/most of the time ■ % Sometimes ■ % Rarely/Never



Source: SEABS '08

Energy use

Energy Suppliers Logo

Contact numbers

Your account reference number

www.adfenergy.com
questions?

0800 096 9000

Mon - Fri, 8am - 8pm

Sat - Sun, 8am - 2pm

account number

774 134 217 4010

Electricity emergencies

0800 028 0247

24 hours a day, 7 days a week

bill for 23 Nov 06 - 23 Feb 07

bill date 27 Feb 07

Sheet 2 of 2

ⓐ = actual reading ⓑ = customer reading ⓒ = estimated reading

bill breakdown

payments over last period

Amount of last bill

Payments by cheque, received on 20 Dec 06

charges for this period

Electricity you've used this period	Meter: 31833	Tariff: latest
Electricity used	32807 ⓐ	33427 ⓐ

Total before VAT

VAT at 5%

Total including VAT at 5%

Total for this period

Please pay by 10 March 07

Further messages relating to your bill will be shown here.

Amount of your last bill

The number of units used and the charges for these

VAT added

Total amount due



34% were unable to estimate their electricity bills within £20

54% who have bought a fridge/freezer in the last year do not now its energy rating



1% use energy from micro-generation

Do **green** attitudes lead to different behaviours?

- All other factors being equal, **deep greens** more likely to –
 - Persuade people they know to help the environment
 - Undertake *some* energy saving behaviour in the household
 - Take slightly fewer car journey
 - Travel by bicycle
 - Use a compost bin or a wormery
 - Use non-kerbside recycling facilities (when kerbside facilities not present)
- All other factors being equal, **deep greens** no more likely to –
 - Know how much they were spending on electricity and gas
 - Not drive to work or to do their grocery shopping
 - Not fly for leisure or work purposes
 - Use kerbside recycling facilities

Why don't we do more?

Changes need to fit in with lifestyles

- **Convenience**
 - Driving to work (50%)
 - Air travel in UK for leisure (74%)
- **Cost**
 - Changing gas/electricity supplier (89%)
 - Not buying locally produced food (21%)
- **Lack of alternatives**
 - No direct public transport to workplace (18%)
 - Flying within UK for leisure or work (10% and 16% respectively)
- **Practical considerations**
 - Shopping too heavy to carry home on foot or public transport (44%)
 - Use a tumble-drier as nowhere to hang up clothes (29%)

The individual can't impact things by themselves



49% say they would do more to stop climate change if other people did more too

Views on policy options

Attitudes towards renewable energy

■ % Agree ■ % Neutral/DK ■ % Disagree

Windfarms do more damage than good to our natural environment

12

30

58

Scotland's energy should only come from renewable sources, not from nuclear power stations or coal and gas

48

26

26

Source: SEABS '08

But.....

■ % Agree ■ % Neutral/DK ■ % Disagree

New hydro-electric schemes and windfarms should only be allowed if they don't lead to more pylons being built across Scotland

44

24

32

I'd be happy to pay more for my electricity if I knew it was produced in a more environmentally responsible way

30

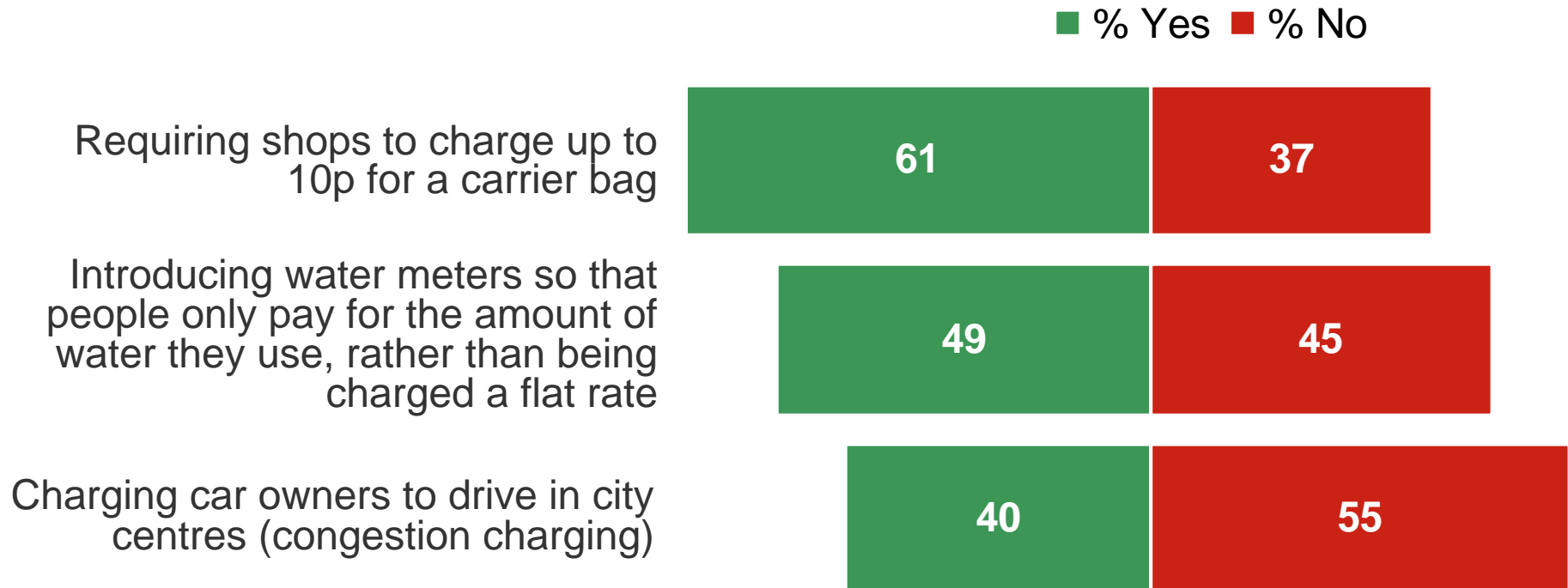
17

53

Source: SEABS '08

Ipsos MORI

Support for policy responses



Source: SEABS '08

Some concluding
thoughts...

Key messages

- Awareness of climate change is relatively high
- A 'greening' of public attitudes has occurred
- Signs people are starting to change their behaviour
- But participation in many 'green' behaviours remains low
- Changing attitudes does not necessarily lead to changing behaviour
- Views on potential policy responses are divided – but people are generally reluctant to make financial or lifestyle sacrifices

The challenge....

“...the Scottish public is beginning to engage with the environmental issue, and to participate in relatively ‘easy’ green behaviours such as recycling and reusing. The challenge moving forward will be to increase levels of engagement further among all sections of the public and specifically to persuade people of the need to make more significant lifestyles changes if environmental problems are to be tackled.”

SEABS ‘08

The big question.....

How much can be achieved through persuasion,
how much needs government intervention?

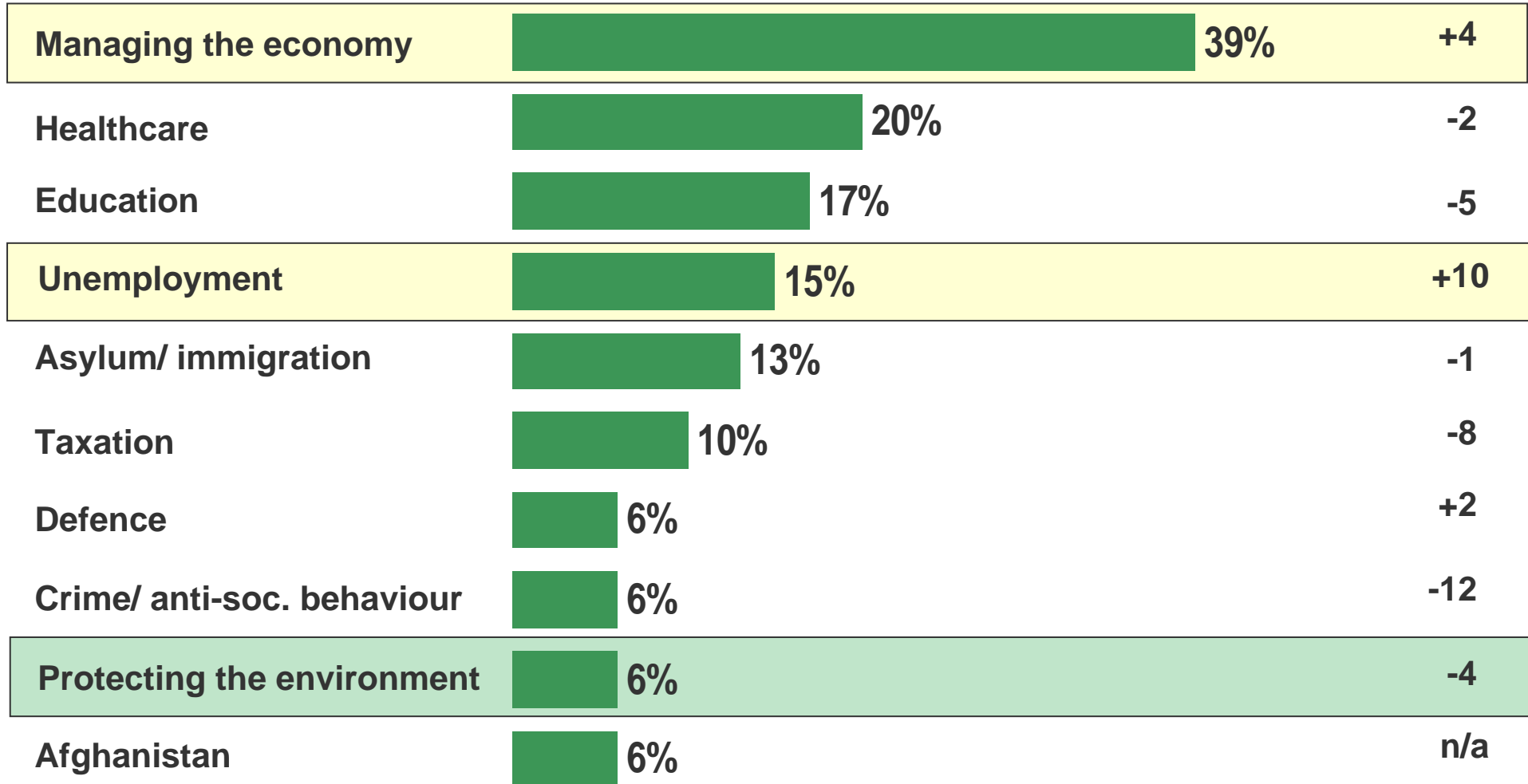
**And finally, with an eye on
tomorrow...**

Environment fallen as priority voting issue

Looking ahead of the next General Election, which, if any, of these issues do you think will be very important to you in helping you decide which party to vote for?

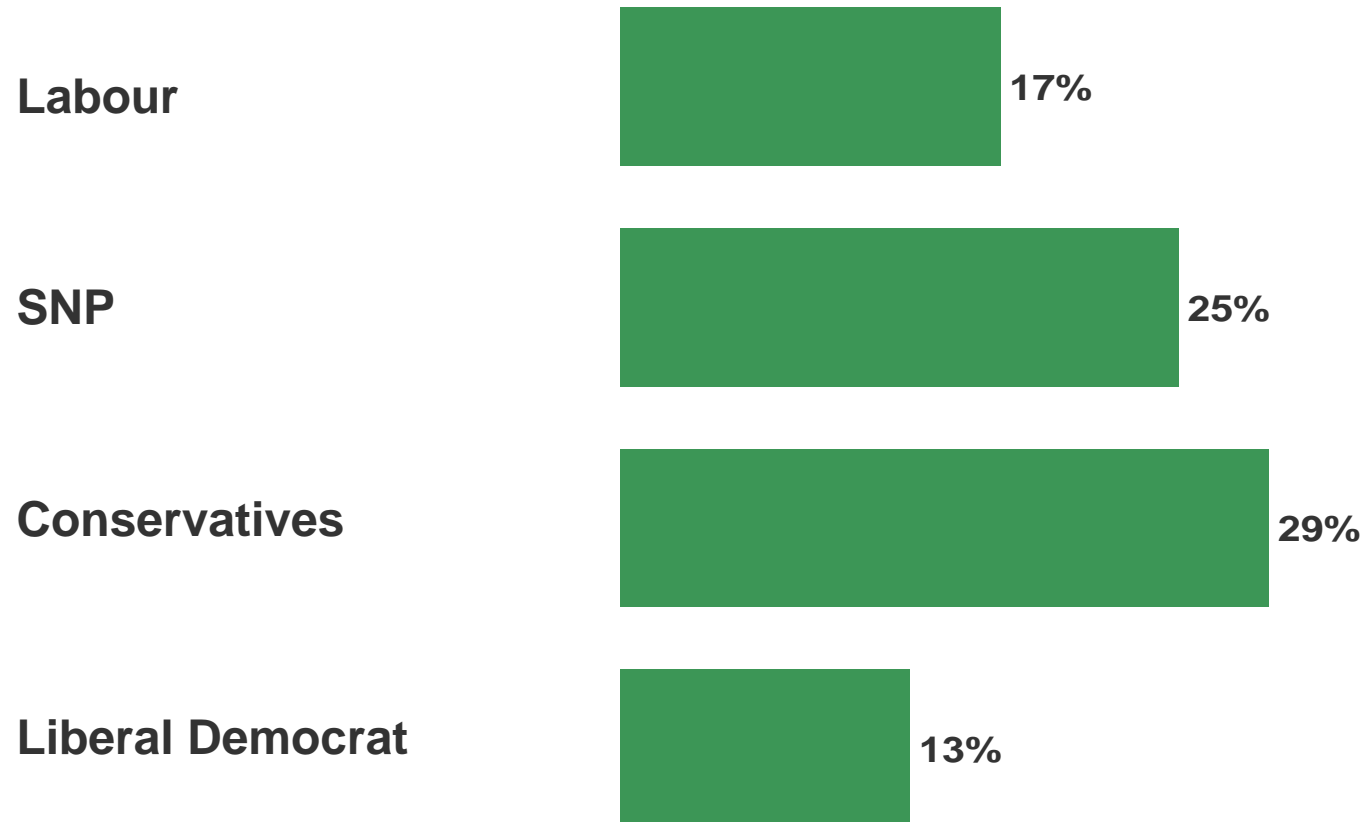
All at 6% and above

Change from
August 2008*



And just for interest.....

%age saying “Climate change is not really a problem” or “I’m still not convinced that climate change is happening” by voting intentions



For further information contact
chris.martin@ipsos.com
0131-226-8679

All SEABS reports can be found at
[http://openscotland.net/Topics/Research/by-topic/
environment/social-research/Environmental-Attitudes](http://openscotland.net/Topics/Research/by-topic/environment/social-research/Environmental-Attitudes)

Ipsos MORI

