



LIFESTYLE RESEARCH STUDY
Selected findings from a questionnaire-based survey with residents in the
London Borough of Richmond-upon-Thames

by

Michael Peters

RESOLVE Working Paper 05-07



The Research Group on Lifestyles, Values and Environment (RESOLVE) is a novel and exciting collaboration located entirely within the University of Surrey, involving four internationally acclaimed departments: the Centre for Environmental Strategy, the Surrey Energy Economics Centre, the Environmental Psychology Research Group and the Department of Sociology.

Sponsored by the UK's Economic and Social Research Council (ESRC) as part of the Research Councils' Energy Programme, RESOLVE aims to unravel the complex links between lifestyles, values and the environment. In particular, the group will provide robust, evidence-based advice to policy-makers in the UK and elsewhere who are seeking to understand and to influence the behaviours and practices of 'energy consumers'.

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Psychology of Energy Behaviours: concentrating on the social psychological influences on energy-related behaviours, including the role of identity, and testing interventions aimed at change.

Sociology of Lifestyles: focusing on the sociological aspects of lifestyles and the possibilities of lifestyle change, exploring the role of values and the creation and maintenance of meaning.

Household change over time: working with individual households to understand how they respond to the demands of climate change and negotiate new, low-carbon lifestyles and practices.

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Abstract

A postal questionnaire on lifestyles was randomly distributed to approximately 1000 residents of the London Borough of Richmond-upon-Thames. This generated 122 completed and returned responses. The sample represents a broad geographical spread across the Borough, a wide range of age groups and incomes and a distribution of household composition (in terms of the number of people living in a household) that reflects well the distribution of this factor existing across the Borough as a whole. 70 survey respondents expressed an interest in future stages of the research (~ 57% of the sample).

Approximately half of the sample place little emphasis on the acquisition and possession of material goods and a sizeable majority hold positive environmental attitudes, recognising for example the importance of climate change as a key world issue and agreeing that every household should 'do their bit' to help reduce the impacts of climate change. Many respondents have undertaken – and continue to carry out – routine actions consistent with improved energy efficiency that include regular purchase of energy efficient light bulbs, turning appliances off fully rather than leaving them on standby and insulating their homes. Nevertheless, there remains a proportion of the sample who apparently have yet to be convinced of the veracity of climate change and the contribution that they can make in helping to reduce carbon emissions.

Although there was a split of opinion as to the extent to which individuals alone can influence decisions that affect the local area, the bulk of the sample agreed that by working together people in their geographical community *can* influence these decisions. It is suggested that this potentially bodes well for community based projects designed to engage Richmond's residents in collective action to reduce carbon emissions. That said, when asked to describe their lifestyles the sample generated a diverse array of defining statements suggesting that any emerging community strategy for carbon reduction will require the capacity and flexibility to resonate effectively with individuals who have vastly differing needs, priorities and lifestyle aspirations.

Key Words: Lifestyles, community, energy-related behaviours, low carbon community initiatives

1. Introduction

This report presents findings generated through the administration of a postal questionnaire with residents in the London Borough of Richmond-upon-Thames during the summer of 2007. The questionnaire was designed to reveal a range of information relating to lifestyles under several broad areas including attitudes and values (including views on environmental issues and material possessions), how people identify themselves (in terms of consumerism) and energy-related behaviours (including use of standby on appliances, lighting, home insulation, personal transport, holidays and food shopping). Additionally the questionnaire sought basic socio-demographic information (such as age, income, household composition, age of dwelling, ethnicity and so on). This report focuses on a selection of key areas explored in the questionnaire and considers the opportunities and challenges that these results indicate for emerging community initiatives aimed at motivating action towards carbon reduction.

The development of the questionnaire used in this survey was carried out in consultation with the entire RESOLVE research team, and is intended to provide the basis for extended studies of lifestyles, energy consumption and social change over the next few years to be carried out across the disciplinary themes of the research group.

Attempting to engage people, and the communities in which they live, in progress towards lower carbon living must necessarily take into account the link between lifestyles (the ways that people live) societal values (the values that underpin and guide the way that we live) and the environment. Although highly complex this is now prime territory for policy makers at all levels – internationally, nationally and locally, in their attempts to influence behaviours and in particular to reduce energy consumption and reduce carbon emissions. The link between lifestyles and environment is mediated in a broad range of ways; material, economic, social-psychological, sociological and cultural. This initial survey begins to explore these important lifestyle issues and recognize potential ramifications for establishing effective community engagement.

2. Methodological approach

In consultation with Richmond Council's Sustainability Officer a file was secured containing addresses of residents from across the Borough. A random spread of approximately 1000 addresses were selected and a paper questionnaire, together with a covering letter and postage paid reply envelope sent to these residents, requesting participation in a lifestyle research study (see Appendix 1).

A total of 122 valid, completed responses were received (i.e. a response rate of just over 12%) - the geographical spread of respondents across the Borough is depicted in Figure 1.

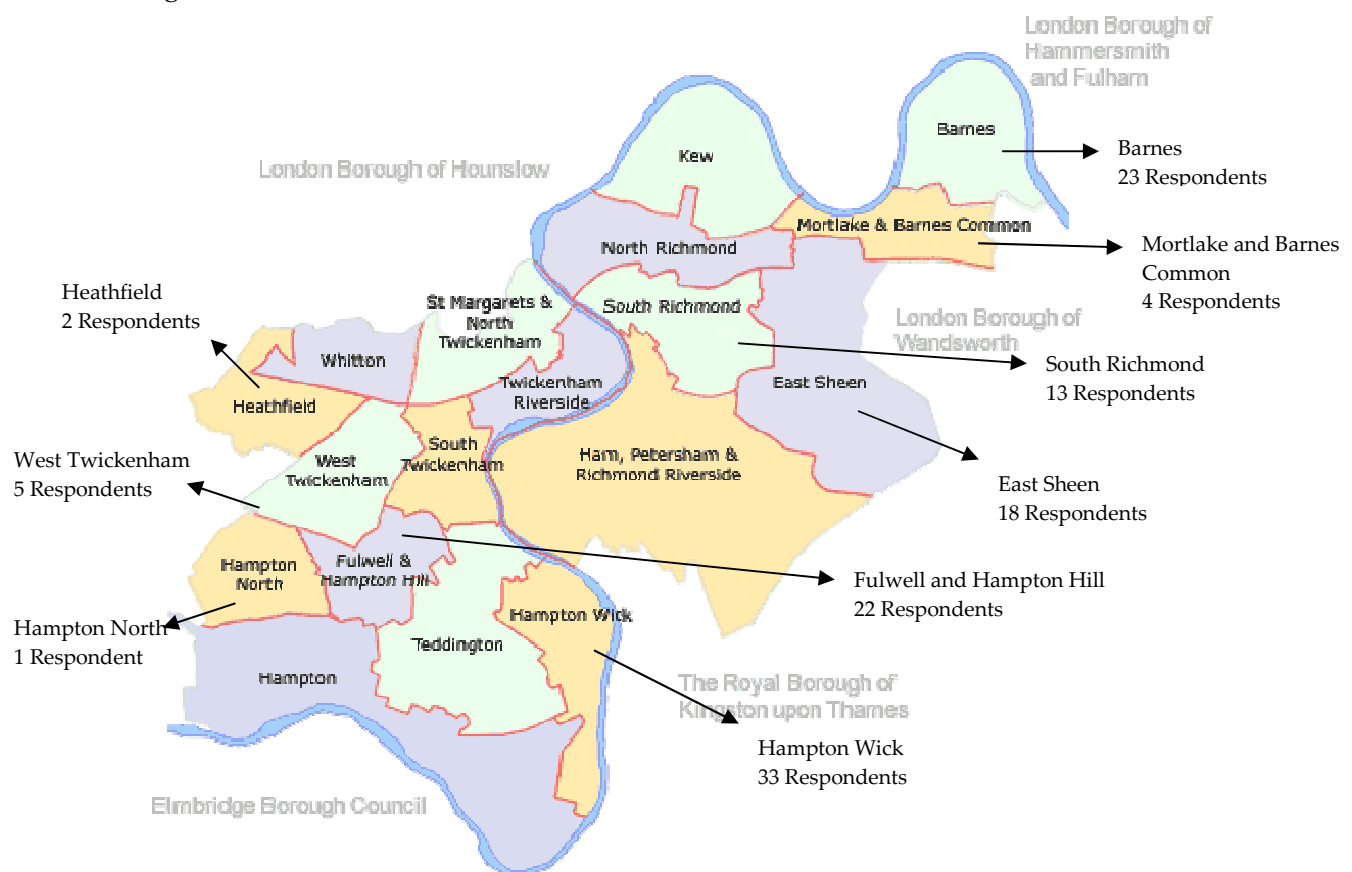


Figure 1: Map of the London Borough of Richmond-upon-Thames (with ward boundaries), showing location and numbers of survey respondents

These completed responses form the basis for the results, analysis and findings presented in this report and are referred to from here on as 'the sample'.

3. Composition of the Survey Sample

3.1 Household composition

3.1.1 Gender and age

A total of 46 men (37.7%) and 76 (62.3%) women individually completed and returned their questionnaires. In terms of age the respondents represent a fairly even spread across all categories other than 16-24 year olds who do not feature at all (Fig. 2).

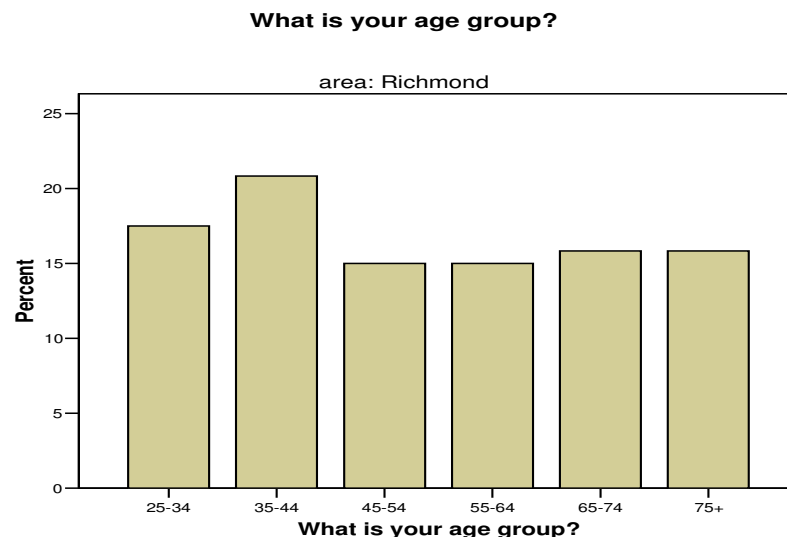


Figure 2: Responses to the question “What is your age group?”

In terms of ethnicity the sample was predominantly white (British, 86.8%; Irish, 1.7%, other white background, 6.6%) with other ethnic groups constituting 5%.

3.1.2 Household size

The majority of the sample were either single or two person dwellings in terms of permanent occupancy (36.9% and 35.2% respectively) with three person dwellings forming 11.5% of the sample, four person dwellings 10.7%, five person dwellings 4.9% and six person dwellings being represented by just 1 respondent (0.8% of the total sample). In this regard the sample corresponds quite well with the 2001 Census data on all occupied household spaces for the whole of Richmond Borough – Table 1.

Number of people living in households	2001 Census (Count and % of sample)	Study Sample (Count and % of sample)
All occupied household spaces	76, 146 (100%)	120 (100%)
1 person living in household	27, 043 (35.5%)	45 (36.9%)
2 people living in household	24, 435 (32.1%)	43 (35.2%)
3 people living in household	10, 803 (14.2%)	14 (11.5%)
4 people living in household	9, 530 (12.3%)	13 (10.7%)
5 people living in household	3, 132 (4.1%)	6 (4.9%)
6 people living in household	991 (1.3%)	1 (0.8%)

Table 1: Comparison of study sample with Census 2001 data on household size for the whole of the London Borough of Richmond-upon-Thames

Perhaps not surprisingly there was a dominance of single and two person occupancies in the 65-74 and 75+ age group, however is interesting to note that they are in fact represented across all the age categories, particularly in the younger groups (25-34 and 35-44) and in the 55-64 age group Fig. 3.

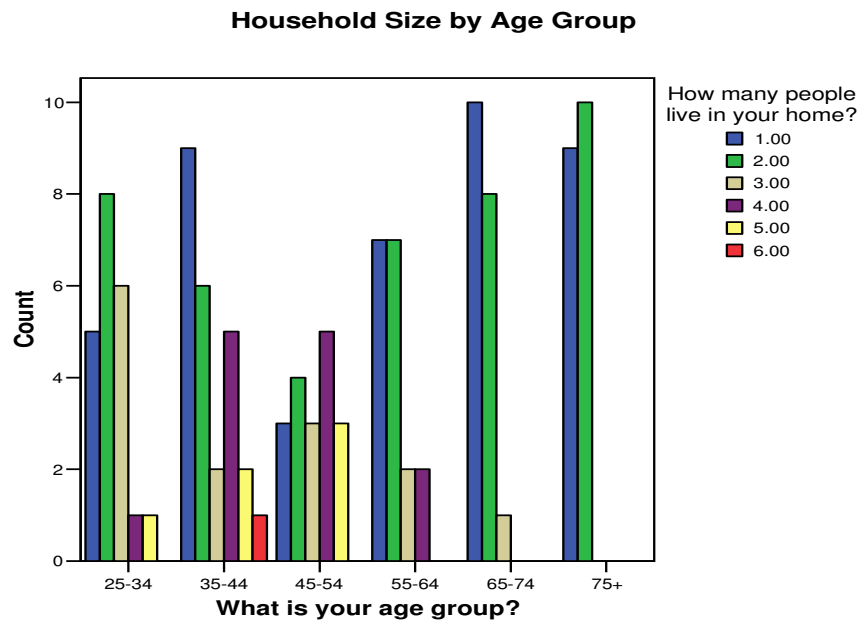


Figure 3: Cross-tabulated responses to the questions “What is your age group?” and “How many people live in your home?”

In order to obtain a more complete picture of household composition respondents were asked about the number of adults and children (or teenagers) in the household. Figure 4 shows a predominance of adults – households with no children or teenagers constitute 79% of the sample. Households with 1 child or teenager make up 8% of the sample, those with 2 children or teenagers 9% and those with 3 children or teenagers 4.1 % of the sample.

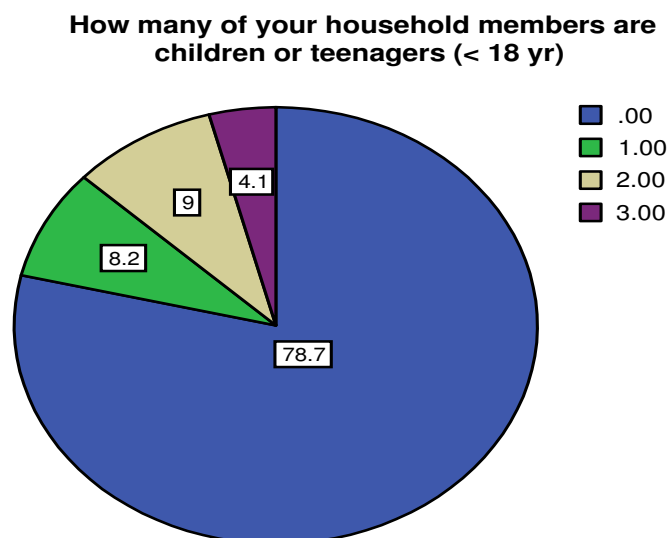


Figure 4: Responses to the questions “How many of your household members are teenagers or children?”

3.1.3 Income

Respondents were asked to give an indication of their household's total annual income before tax. The sample represented a broad spread of household income. The income bands with most representation in the sample were £15,000-19,999 (12.02%), £20,000-24,999 (10.6%), £40,000-49,999 and £100,000 or more (11.63%) – Fig. 5.

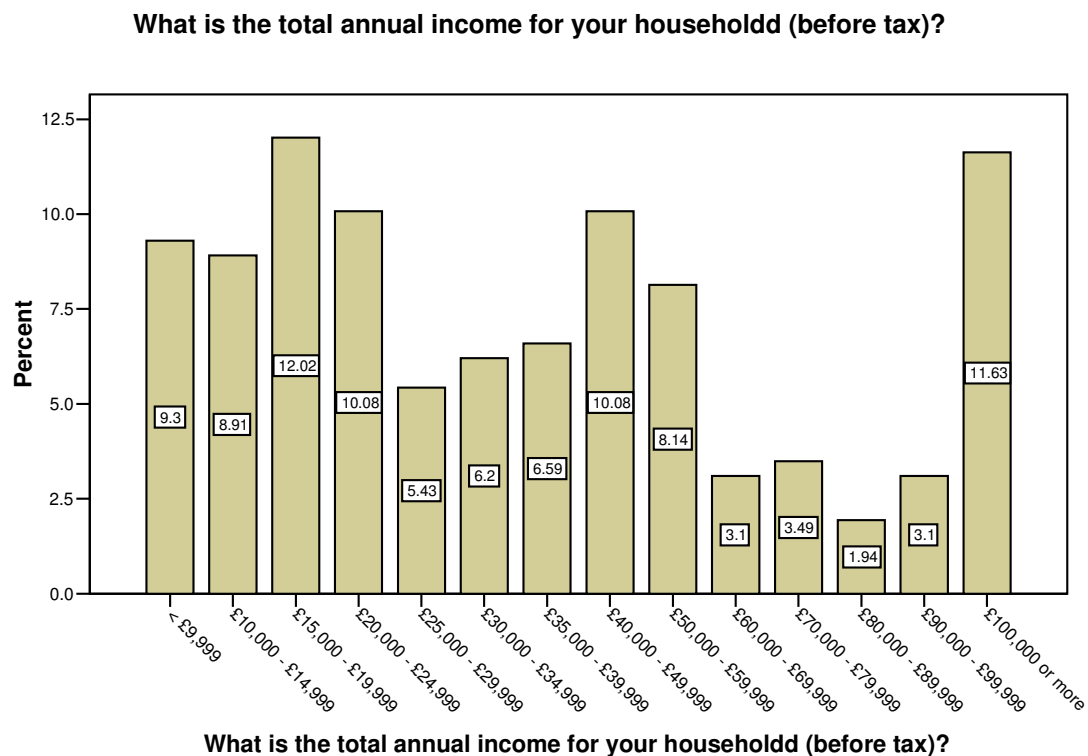


Figure 5: Responses to the question “What is the total annual income for your household (before tax)?”

3.2 Household characteristics

3.2.1 Type of accommodation

The make up of property types represented in the sample is shown in Fig.6. Semi-detached properties represent 32% of the sample, flats/apartments in a purpose-built block of flats 28.7%, terraced properties 21.3%, detached properties 13.1% and other flats and apartments (e.g. bedsits, converted/shared houses and those that are part of commercial buildings) 4.1%. The type of accommodation is an important consideration both in terms of a property's current energy efficiency status (the built form of a dwelling influences its energy efficiency as this determines the external surfaces over which heat can be lost through the building fabric) and with regard to the scope for action that can be taken to improve home energy efficiency and subsequently reduce carbon emissions. For example, properties with solid walls are considered ‘hard to treat’ as they cannot accommodate the ‘staple’ energy efficiency measure of cavity wall insulation. Other examples of ‘hard to treat’ property types unable to accommodate staple energy efficiency measures include homes that are off

the gas network; homes with no loft space; homes in a state of disrepair; high-rise blocks; and any other homes where for technical or practical reasons these staple energy efficiency measures cannot be fitted” (EST. 2004. Hard to Treat Homes Guide, 1).

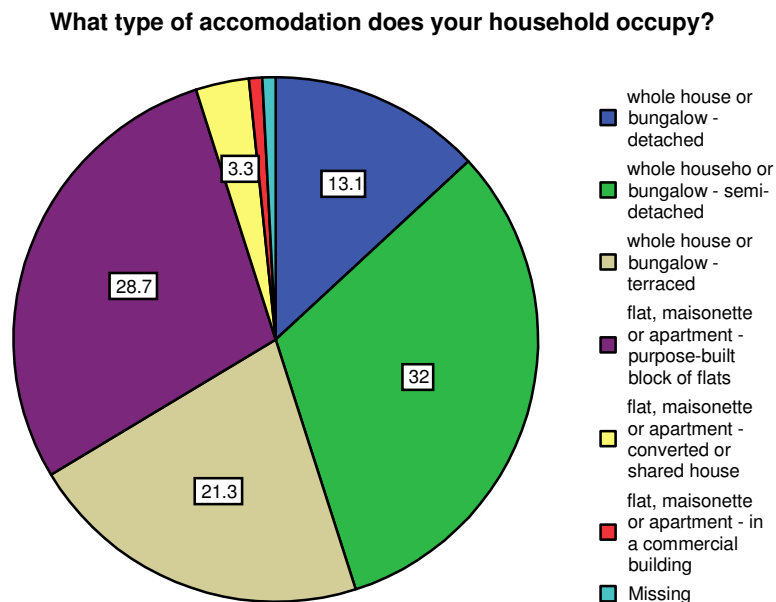


Figure 6: Responses to the question “What type of accommodation does your household occupy?”

3.2.2 Age of property

The ages of properties in the sample are shown in Fig. 7. There are clearly more older properties represented, with pre-1919 dwellings occupying 45.1% of the sample (55 households), properties built between 1919 and 1944 19.7% (22 households); 1945-1964 constituting 13.9% (17 households). Younger properties are less well represented in this sample, with those constructed between; 1965-1980 13.9%; and post 1980 1.6% (2 households). There were 7 respondents who did not know when their property was constructed (5.7% of the sample).

Similar to the accommodation type (and often associated in certain respects) the age of a property can have an impact upon energy efficiency and scope for making ‘fabric-oriented’ improvements to enable reduced carbon emissions. The Standard Assessment Procedure (SAP) is a government-specified energy rating for a dwelling. It is based on the calculated annual energy cost for space and water heating. The calculation assumes a standard occupancy pattern, derived from the measured floor area so that the size of the dwelling does not strongly affect the result, which is expressed on a 1-120 scale, with higher numbers reflecting better the standards (HES, 2006). The energy efficiency of dwellings varies between dwelling ages. In general older dwellings tend to be less energy efficient.

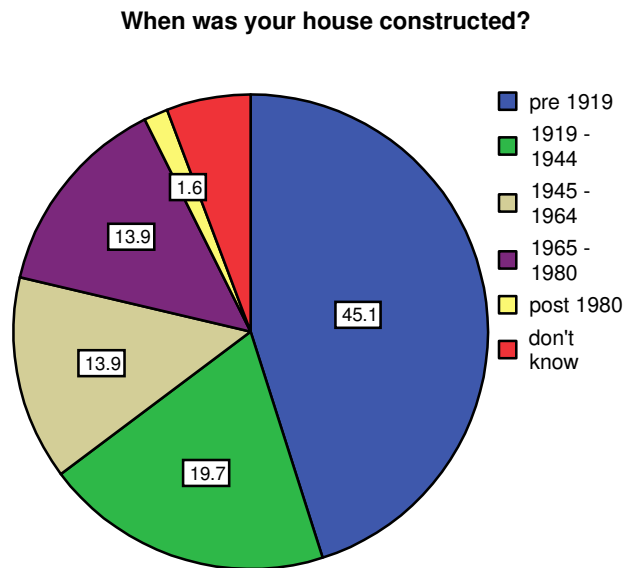


Figure7: Responses to the question “When was your house constructed?”

3.3 Personal transport

The majority of the sample (102 respondents, 83.7%) have access to personal transportation (i.e. one or more cars (or vans) available for use by members of the household. 20 respondents (16.4% of the sample) have no private vehicles. The breakdown of ownership is as follows:

- 1 car/van available for use – 75 respondents, 61.5% of sample;
- 2 cars/vans available for use – 23 respondents, 18.9% of sample;
- 3 cars/vans available for use – 4 respondents, 3.3% of sample.

If ownership is cross-tabulated with respondent age it is clear that private transport, to a greater or lesser extent, features across all age groups (Fig. 8). The consumption of transport fuel used in private vehicles as an important part of a person’s (and collectively a community’s) carbon profile; this could potentially be one good area for focus when formulating community-based initiatives for reducing carbon emissions.

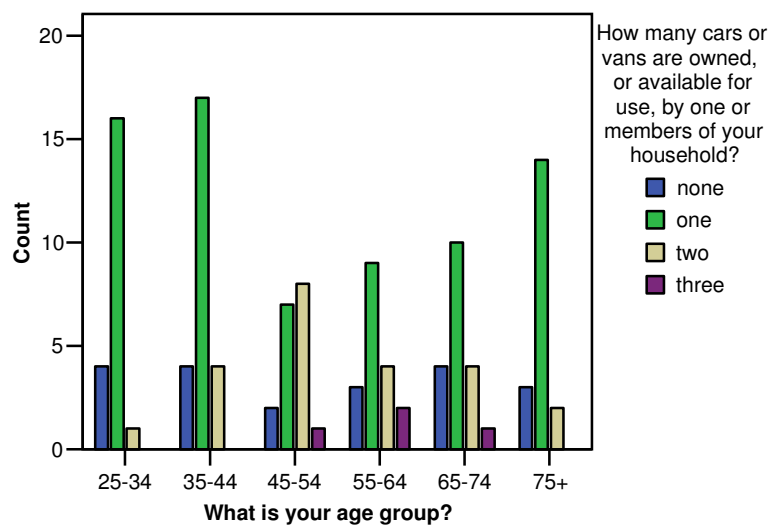


Figure 8: Cross tabulation of vehicle ownership by age group

4. Lifestyle summaries

Respondents were asked to describe their lifestyles – *“Can you please summarise (in no more than 5 sentences), for example, how you see yourself, the things you like to do, your values, your interests.”* Responses to this question were very rich and varied, reflecting a diversity of backgrounds, interests and priorities inherent in this relatively small sample. One common theme running through many of the summaries pertained to the hectic lives and busy schedules of respondents.

At a broader level this societal heterogeneity is a fact that should inform attempts to motivate community action, recognising that different people are likely to respond in different ways. For example, an idea for potential action to reduce carbon that seems interesting and worthwhile to one person may come across as less compelling for another. Projects and their approaches need to be sufficiently flexible, recognising this lifestyle diversity and appropriately tailored to provide the necessary incentives and structures that make the issue seem relevant to people, their varied outlooks on life and the different ways in which they live.

A snapshot of lifestyle summaries is provided below, taking examples from male and female respondents across the range of age groups represented in the sample.

Male, age 25-34:

“Sporty, active, happy and full.”

Female, age 25-34:

“Hectic. Sociable. Travel a lot. Drink with friends a lot. Eat out a lot. Family and friends very important.”

Male, age 35-44:

“Work, commute, home, children, wife, TV, sleep though not enough.”

Female, age 35-44:

“My life is a struggle. I have to work part time, I am unhappy in my job, a single parent with a child that hates school. We are 'poor' for want of a better word. We like to go to festivals, listen to music, the outdoors though this is not possible. Money isn't everything but it is when you don't have any for things like food and basics.”

Male, age 35-44:

“A professional couple both with a wide range of interests living modestly - 1 car between us used rarely and usually as the last choice of transport. Usual things like TV, cinema, eating out, reading, music etc. We eat very well and eat a varied, balanced diet - a majority of vegetables, fruit and other healthy things.”

Female, age 35-44:

“Comfortable enough to save for the future and today. I value fairness, honesty and integrity from friends and colleagues. Enjoy outdoors, swimming, walking and riding, cinema, relationship and family comes first.”

Male, age 45-54:

"I am a hardworking individual who believes that people should be properly rewarded for what they do and not expect to get something for nothing. Enjoy going out to the pub or having a meal in a restaurant. My interests are football, fishing, boxing and golf."

Female, age 45-54:

"Hard-working person. I like to move forward in life gaining new ideas and sharing. I have a strong set of values which I like to stick to. My interest is to live in a good, safe environment and to be more concerned about my environment."

Male, age 55-64:

"I value my good health, I value the work that I do and the fairly modest income that I earn. I value my friends and the ability to help others. I like to influence events. I have too little time for hobbies but cherish my family."

Female, age 55-64:

"Semi-retired, working as a self-employed consultant on global road safety... continue to be stimulated and interested. Enjoy opportunities for foreign travel, meeting new people and experiencing different cultures. At home I enjoy concerts, theatre and cinema and visits to art galleries etc., all of which makes living in London a rich experience."

Male, age 65-74:

"A life informed by feeling balanced by common sense; a cautious life, active on the touchline but inspired by much art. I value accuracy, sincerity and decent standards. I respect experience, insight and fact before opinion."

Female, age 65-74:

"Curtailed by health problems and lack of money. Rich is being able to read, listen to music, visit gardens and art galleries. Too deaf for theatre/films. Handicapped (physical) sister to visit daily. Friends of different backgrounds to visit and talk to and help."

Male, age 75+

"Enjoy meeting long term friends for a relaxing lunch. Enjoy gardening - essentially because of an interest in plants/horticulture. Read newspaper to maintain a knowledge of the world in which we live. Need to retain a knowledge of financial matters - much of my income consists of investment income. Watch TV, mainly in the evenings for news, info and entertainment."

Female, age 75+

In the last few weeks my lifestyle has changed radically because I have had a serious operation. I am now on an intermediate care programme aimed at making me able to live independently. I am hoping to get back to my active social life-membership of local clubs and societies, and visiting my many friends."

5. Material Values

Very often a person's outlook on life, and subsequently the way they construct their lifestyle around this, is coloured by a range of inter-relating factors, including (retrospectively and in an evolutionary sense) their upbringing and socialisation and also (in a 'here and now' or immediacy sense) the situation that they are currently in, including their employment status, their family and friends, where they live etc.. Key factors in this regard include:

- effect on a person of the society in which they grew up;
- experiences of sexism or racism in a person's daily life;
- the effect of historical forces (such as social mobility and educational opportunities) on the creation of a person's own economic position;
- values derived from a variety of sources including parents, school, church and workplace;
- the ways in which the politics and economics of the community affect people.

(Merchant, 1992)

All of these factors will to some extent play their part in shaping a person's values and attitudes towards a range of key issues in life and in turn influence lifestyles. The material values scale (MVS) developed by Richins and Dawson (1992) has been used in several studies to examine materialism as a facet of consumer behaviour (Richins, 2004). The set of questions cover three domains of materialism, namely:

'Success': the use of possessions to judge the success of others and oneself,

'Centrality': the centrality of possessions in a person's life, and

'Happiness': the belief that possessions and their acquisition lead to happiness and life satisfaction.

The question is set out as a series of statements about thoughts and values to which respondents are asked to indicate the extent to which they agree or disagree (on a five point scale from 'strongly disagree' to 'strongly agree'. It is useful to understand the role that materialism plays in a person's set of values. For example some previous studies indicate that increased levels of materialism tend to be associated with less priority being placed on environmental concerns (i.e that there is a negative association between strongly materialist values and pro-environmental attitudes and behaviours - Marks et al. 2007) and that materialism as a value influences the way that people structure their lives and interpret their environment (Richins, 2004). The existence of widely differing levels of materialism among community residents may therefore have implications for the appropriate design of strategies aimed at engaging, reaching and influencing individuals in progress towards lower carbon lifestyles.

5.1 Results from the survey

The main observation from this study is that the responses consistently indicate lower levels of materialism in approximately half of the sample. The level of 'middle ground' on particular items varied considerably with a substantial proportion of the sample responding 'neither agree nor disagree' for each item. Necessarily, when

interpreting the results, one must take into account the fact that there was a proportion of the sample (albeit generally smaller in magnitude than the less materialistic proportion) who responded in a more materialistic manner. Responses to three key statements from each domain of materialism under scrutiny are presented below (these statements taken together form a shortened, three-item version of the Material Values Scale proposed by Richins, 2004). For the purposes of this report the levels of agreement have been aggregated, i.e. 'strongly agree' and 'agree' are combined and presented as 'agree' and similarly 'strongly disagree' and 'disagree' combined and presented as 'disagree'. This simplification is to give an overall sense of how the sample responded.

'Success'

The following statement considered here (*'I admire people who own expensive homes, cars and clothes'* – Table 2) shows a predominance of response in the disagreement categories (combined together as *Disagree*), indicating that over half of the sample is less materialistic in their perceptions regarding the extent to which they consider material objects symbols of success. A substantial proportion of the sample (36.9%) neither agreed nor disagreed regarding admiration of people who own expensive homes, cars and clothes.

Level of agreement with statement	Percentage of sample
Agree	7.4
Neither Agree nor Disagree	36.9
Disagree	55.7

Table 2: I admire people who own expensive homes, cars and clothes

'Centrality'

Responses to the statement *'I like a lot of luxury in my life'* reveals that the greatest accumulation of response falls within the less materialistic categories (i.e. those of disagreement - Table 3), and in this regard showing consistency with responses to the previous statement. For 50% of the sample material possessions are not considered as being the most important, central part of their lives.

Level of agreement with statement	Percentage of sample
Agree	20.5
Neither Agree nor Disagree	29.5
Disagree	50

Table 3: I like a lot of luxury in my life

'Happiness'

The statement *'I'd be happier if I could afford to buy more things'* again shows the greatest amount of response gathered in the less materialistic categories of 'disagree' and 'strongly disagree' (combined together as 'disagree' in Table 4). 61% of the sample appears to be happy as they are regarding the material possessions that they own and do not equate happiness with ability to afford greater quantities.

Level of agreement with statement	Percentage of sample
Agree	21.3
Neither Agree nor Disagree	17.2
Disagree	61.5

Table 4: I'd be happier if I could afford to buy more things

6. Degree of influence in local area decision making

Respondents were asked the extent to which they agreed with two statements regarding decision-making in their immediate neighbourhood and the slightly larger surrounding area:

6.1 I can influence decisions affecting my local area

This statement elicited a strikingly divided response, with an almost equal number of the sample agreeing (33.6%) and disagreeing (32.8%), Fig. 9.

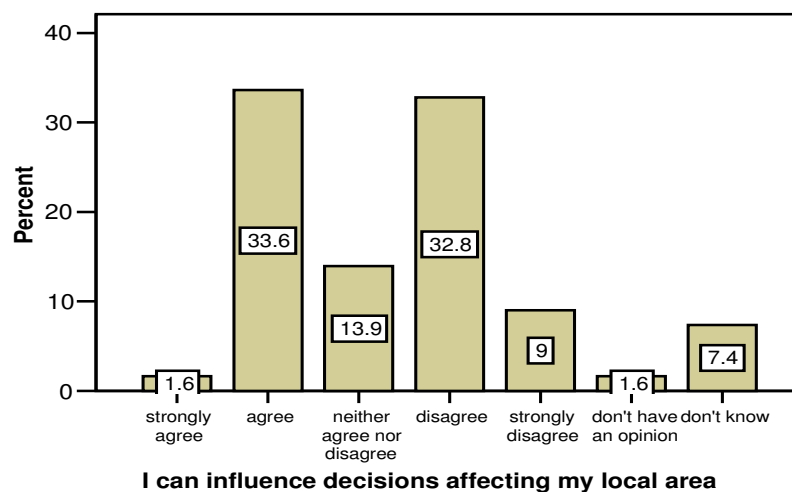


Figure 9: Responses to the statement "I can influence decisions affecting my local area"

6.2 By working together, people in my area can influence decisions that affect the local area.

In contrast to the first local area statement, the majority of responses to this part of the question were very much accumulated in the agreement categories (Fig. 10).

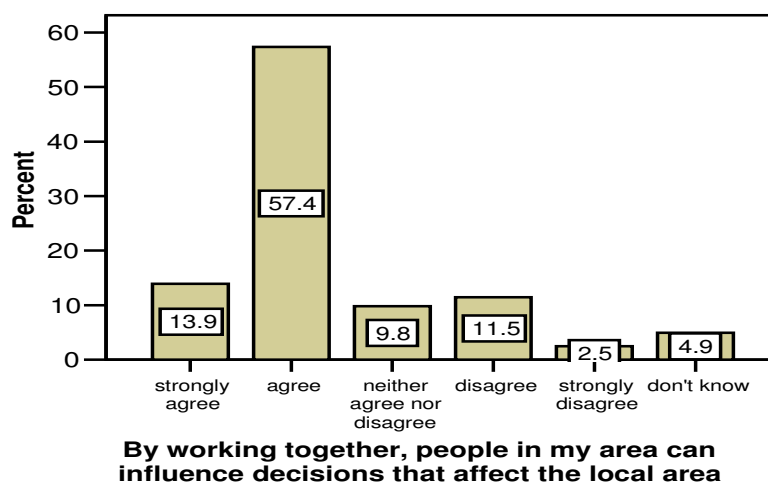


Figure 10: Responses to the statement "By working together, people in my area can influence decisions that affect the local area"

This potentially bodes well for an initiative, or initiatives seeking to foster community activity around a common set of objectives. If positive attitudes towards cumulative effort already exist (as this survey seems to indicate) then the task of mobilising action becomes more of an exciting – and hopefully attainable - challenge. In the area of climate change and personal carbon profiles this is particularly relevant, as very often there is a perception of apathy around the extent to which any one individual can ‘make a difference’. Attempting to filter the message through that many small actions in promotion of reduced carbon emissions can together constitute a substantial level of progress is an important and integral part of the process of motivating people to engage in action.

7. Environmental attitudes and energy-related action

Respondents were asked to give their opinion on a range of environmental issues. Another part of the questionnaire was devoted to asking about a range of actions related to home energy management. These covered lighting, use of standby on appliances and a range of insulation measures.

7.1 Environmental attitudes

This section of the questionnaire was entitled ‘*Your views on the environment*’ and comprised a list of 19 statements to which respondents were asked the extent to which they agreed or disagreed on a five point scale from ‘Strongly Disagree’ to ‘Strongly Agree’. For the purposes of this report we focus on four key statements.

7.1.1 ‘Climate change is as important an issue for tackling as other key world issues’

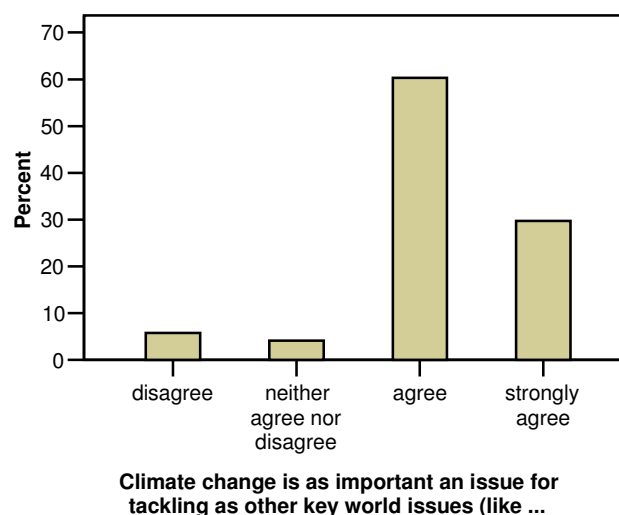


Figure 11: Responses to the statement “Climate change is an important an issue for tackling as other key world issues (like malnutrition, poverty, etc.).”

The majority of the sample either agreed (60%) or strongly agreed (30%) about the importance of climate change. Just 6% (7 respondents) disagreed with the statement

and none of the sample expressed strong disagreement. This apparent acceptance of the veracity of climate change may well be due in part to the huge recent surge of media focus on this issue – the population’s awareness does seem to be growing. Regardless of the cause, the fact that there does seem to be this level of concern about climate change in the community should be capitalised upon in attempts to motivate individual action, and may prove expedient in the process of engendering enthusiasm for collective carbon reduction.

7.1.2 *‘Humans are severely abusing the environment’*

The results show a general recognition of detrimental human impact on the environment, with the majority of the sample either agreeing (54%) or strongly agreeing (31%) with the statement. Although there was no strong disagreement, a small proportion of the sample did respond ‘disagree’ (4%) with approximately 11% expressing uncertainty (Fig. 12). Again, overall the level of concern and awareness is encouraging, but there is a clear indication that some convincing still needs to be done!

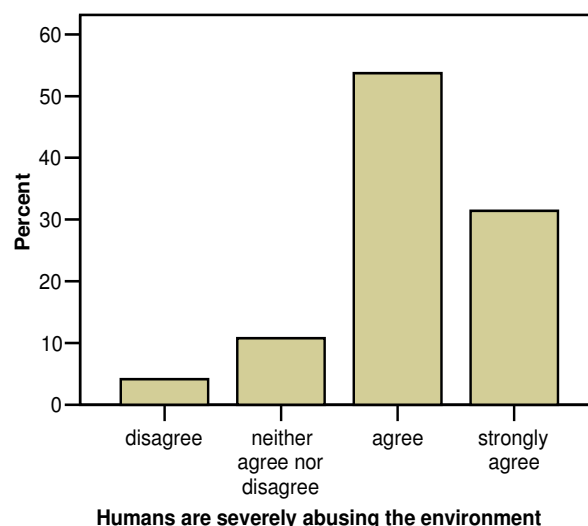


Figure 12: Responses to the statement “Humans are severely abusing the environment”

7.1.3 *‘There is very little I and my household can do to help tackle climate change’*

In terms of overall agreement/disagreement the greatest accumulation of response to this statement was in the disagreement categories indicating a general acknowledgement that individual actions can make a worthwhile contribution. While collectively 71% of the sample (86 respondents) either disagreed or strongly disagreed with the statement 22 respondents (18%) agreed and 3 respondents (2.5%) strongly agreed (Fig. 13). Breaking through this type of perception barrier (that perhaps reflects a degree of apathy) remains a key challenge for any strategy aimed at successfully engaging people in action to combat climate change.

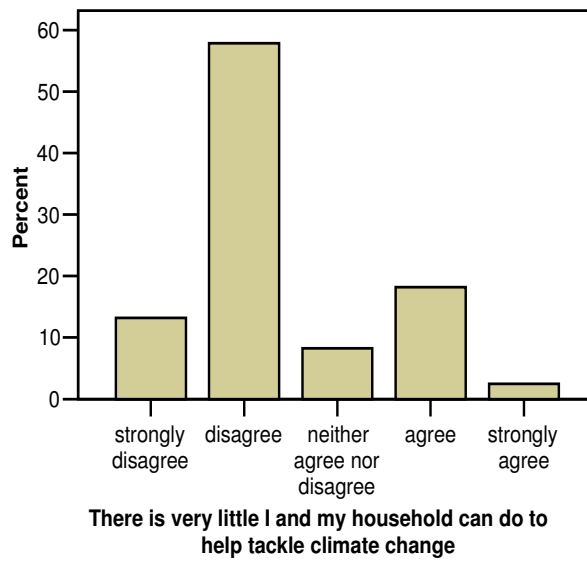


Figure 13: Responses to the statement "There is very little I and my household can do to help tackle climate change"

7.1.4 'Every household should do their bit to help reduce the impacts of climate change'

For an emerging strategy aimed at engagement in community carbon reduction, the responses to this statement convey a positive outlook. The overwhelming majority of the sample expressed agreement (36% stating 'strongly agree' and 55% 'agree') with only one respondent (0.8%) strongly disagreeing and just three respondents (2.5%) stating 'disagree' (Fig. 14)

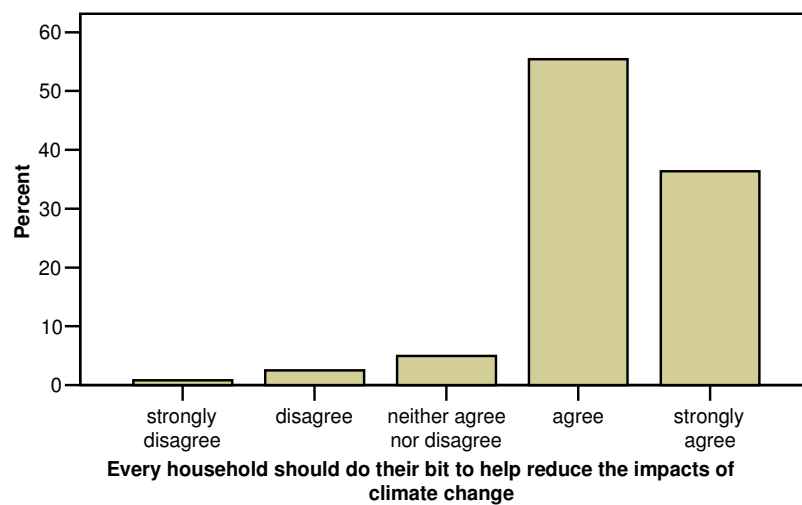


Figure 14: Responses to the statement "Every household should do their bit to help reduce the impacts of climate change"

7.2 Self reported energy-related action

7.2.1 Lighting

Respondents were asked how often they buy energy efficient (i.e. compact fluorescent) light bulbs and also how often they buy 'regular' light bulbs.

Percentage of sample who buy energy saving light bulbs...

Always:	19%
Often:	24%
Sometimes:	35%
Rarely:	12%
Never:	10%

Percentage of sample who buy regular light bulbs...

Always:	11%
Often:	29%
Sometimes:	31%
Rarely:	19%
Never:	10%

It is encouraging to note that 43% of the sample reported that they always or often buy energy efficient light bulbs – i.e. they are already voluntarily engaged in action geared towards carbon reduction (even if part of the motivation is grounded in the financial savings that accrue over time). The results show that a sizeable proportion of the sample 'always' and 'often' buy both types of bulb. By cross tabulating these responses it is clear, unsurprisingly, that

- those who 'always' buy energy efficient bulbs, rarely or never buy regular bulbs;
- those who 'never' buy energy efficient bulbs always or often buy regular bulbs (Fig. 15).

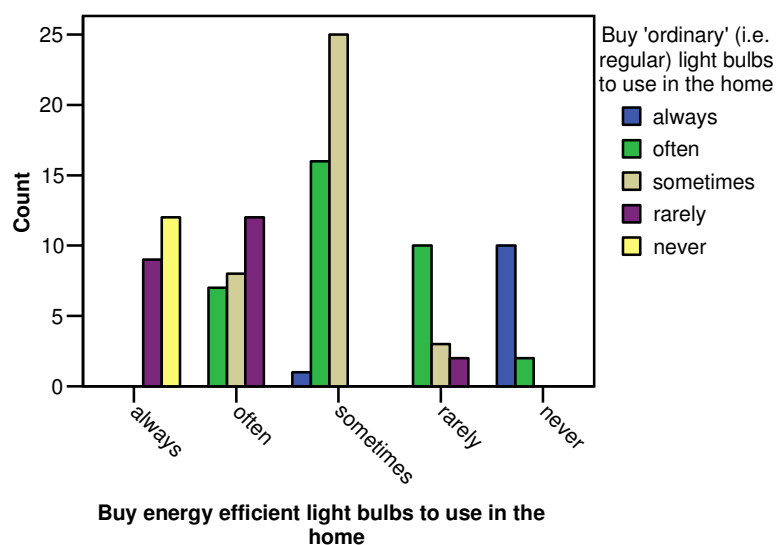


Figure 15: Cross tabulation of responses regarding frequency of purchasing energy efficient and regular light bulbs

However, there is middle ground – the purchase of both types of bulb on a regular basis – and this is reflected in a substantial number of the sample who reported that they ‘sometimes’ buy energy efficient light bulbs and also ‘sometimes’ buy regular light bulbs. Switching to efficient lighting is a key area for saving money, energy and carbon that is becoming increasingly affordable (as the price of energy efficient bulbs continues to drop). The range of efficient bulb types and styles available is now much more diverse.

7.2.2 Standby

Respondents were asked to indicate how often they turn all of their standby appliances fully. The results show that 36% (44 respondents) always turn their appliances off fully, 33% (40 respondents) often switch off fully and 24% (29 respondents) sometimes. Only one respondent stated ‘never’ and just 7% ‘rarely’ (Fig. 16).

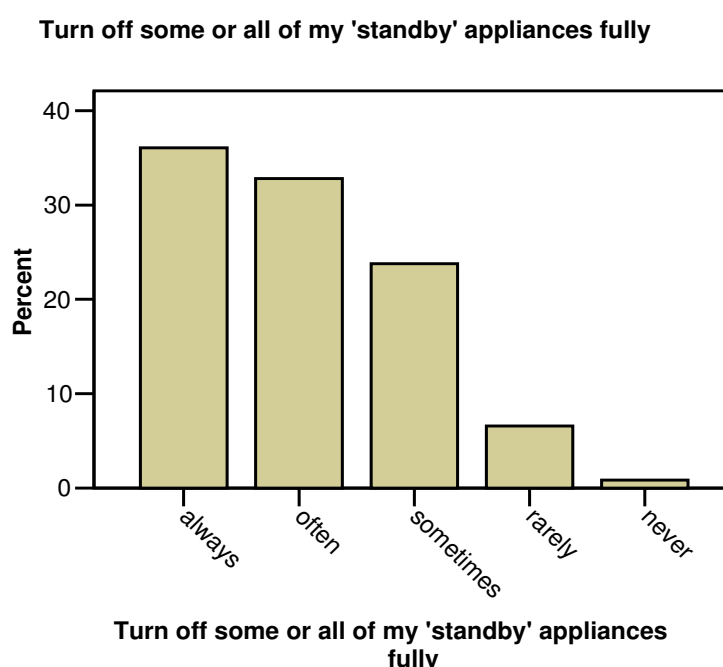


Figure 16: Responses to the statement “How often do you turn some or all of your standby appliances fully?”

In some respects this is a positive outcome - it is encouraging to note that a sizeable proportion of the sample are routinely acting in a way that saves money, energy and carbon. However, it appears that there is still some way to go in effectively raising awareness of these benefits among all members of the community. It has been estimated for the whole of the UK that the energy wasted by leaving televisions, videos, DVD's, stereos, cordless phones, mobile phone chargers and computers on standby amounts to in excess of £230 million a year (EST, 2007). This equates to around 7TWh and 800,000 tonnes of carbon. To be effective, and relevant, the message needs to be made understandable at the household level, pointing out for example, that switching off appliances fully when not required can save up to 8% off the electricity bill, that a TV left on standby will be responsible for about 30 kg CO₂

per year using anywhere between 10% and 60% of the power used when switched on fully and that a mobile phone charger, if left plugged in when not charging, will be responsible for between 35 to 70kg CO₂ per year.

7.2.3 Cross tabulation of standby behaviour with environmental attitude

By cross tabulating attitudinal responses with frequency of carrying out action the survey indicates that while energy efficient action appears to correspond with pro-environmental attitudes, this is not always the case (and *vice versa*). Figs. 17 and 18 reflect this, but do seem to show that the positive attitude and action correspondence is evident to some extent in the case of switching standby appliances off fully.

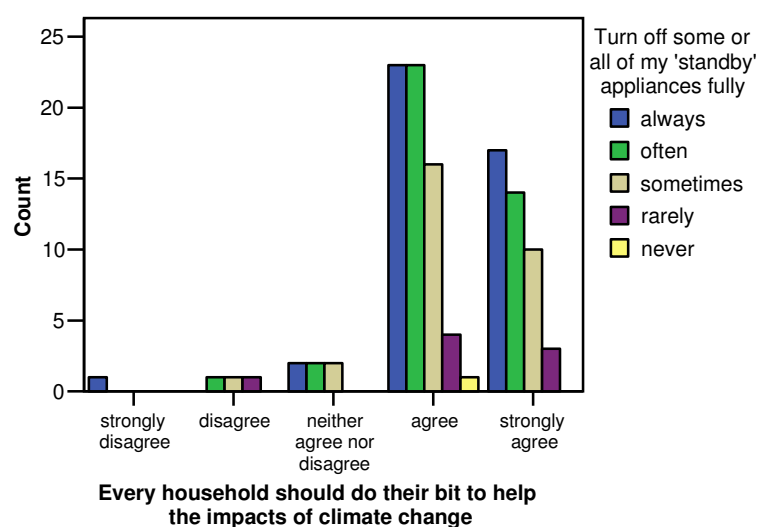


Figure 17: Cross tabulation of responses to "Every household should do their bit to help reduce the impacts of climate change" with frequency of standby action

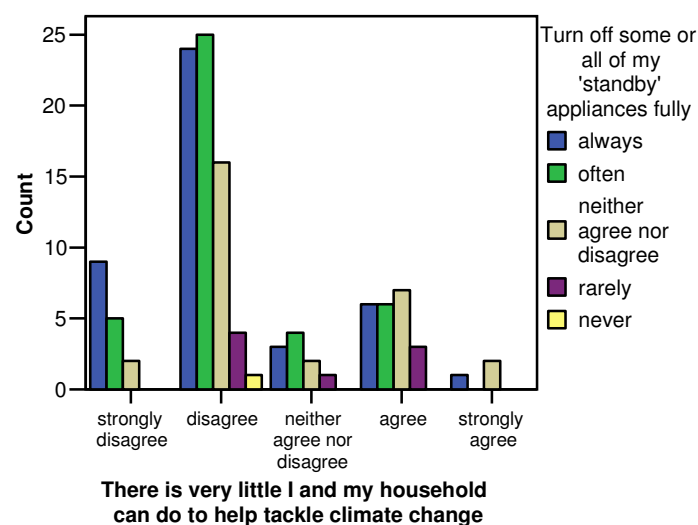


Figure 18: Cross tabulation of responses to "There is very little I and my household can do to help tackle climate change" with frequency of standby action

With regard to purchasing energy efficient light bulbs the association is less compelling (Fig. 19) which could be linked to range of factors highlighted in other studies (e.g. Tinch et al, 2004) including fittings and dimmer-switch circuits that don't enable the use of CFLs, perceptions about bulb shape, lighting ambience and also the initial cost. Attempts to motivate further energy efficient action in the community will also need to retain a focus on shifting attitudes in the direction of sustainability and low carbon living.

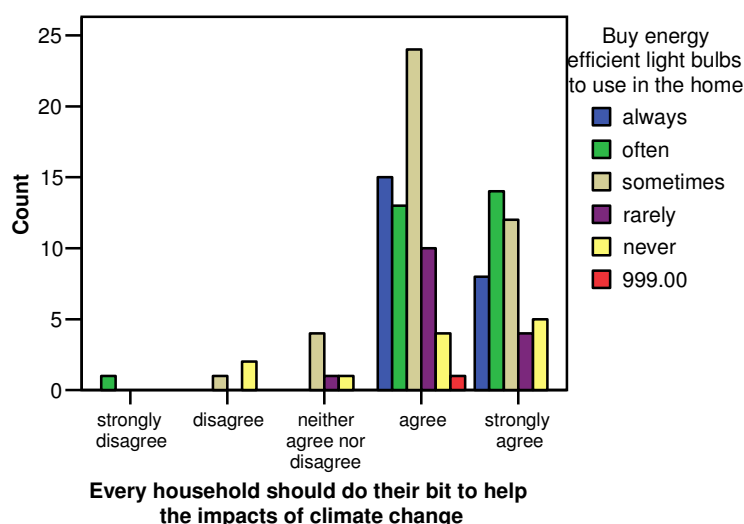


Figure 19: Cross tabulation of responses to "Every household should do their bit to help reduce the impacts of climate change" with frequency of purchasing energy efficient light bulbs

7.2.4 Home insulation

Respondents were asked to indicate which of the following insulation measures applies to their homes:

- Cavity wall insulation
- Insulation of hot water tanks/pipes
- Loft insulation

Depending on tenure and type of accommodation some of these measures clearly do not apply to every home (relating back to the 'hard to treat' properties described in section 3.2). Perhaps the most interesting facets of responses to this question are those who 'do not have but am considering', and equally those who 'do not have and am not considering'. Responses in the former category suggest an opportunity for clear focus and progress, while those in the latter reiterate the challenge of raising awareness of the multiple benefits that these types of home energy management measures have to offer. These well known benefits include:

- Walls - Walls leak as much as 33% of heat in an uninsulated home. Insulating cavity walls can save £130-£160 and around 1 tonne of carbon dioxide per year;

- Hot water tank - Fitting an insulating jacket around the hot water tank can save £10 - £20 and 150kg of carbon dioxide per year
- Loft insulation – installing to the recommended 270mm depth can save around £110 and nearly 1 tonne of CO₂ per year
- Draught exclusion - Gaps around doors and floors account for around 10% of heat loss in an uninsulated home. Filling gaps in floors and skirting and save £10 - £20 and around 120kg of carbon dioxide per year

Survey responses:

Cavity wall insulation

Already installed when I moved in:	18.8%
Installed more than 5 years ago:	6.8%
Installed less than 1 year ago:	1.7%
Do not have but am considering:	11.1%
Do not have and am not considering:	42.7%
Not applicable:	18.8%

Insulation of hot water tank/pipes

Already installed when I moved in:	33.1%
Installed more than 5 years ago:	31.4%
Installed less than 1 year ago:	8.3%
Do not have but am considering:	6.6%
Do not have and am not considering:	12.4%
Not applicable:	8.3%

Loft insulation

Already installed when I moved in:	23.1%
Installed more than 5 years ago:	29.9%
Installed less than 1 year ago:	8.5%
Do not have but am considering:	10.3%
Do not have and am not considering:	11.1%
Not applicable:	16.2%

Other insulation measures (e.g. draught exclusion)

Already installed when I moved in:	17.4%
Installed more than 5 years ago:	28.7%
Installed less than 1 year ago:	8.7%
Do not have but am considering:	19.1%
Do not have and am not considering:	19.1%
Not applicable:	6.1%

8. Holidays

Respondents were asked about the last major holiday they had taken (i.e. at least 3 nights away from home), where they had gone to and how they travelled there. They were also asked which destination they would choose if they could travel anywhere.

The responses show that the majority of the sample had travelled abroad on their last major holiday – 36% going to a European destination and 31% travelling elsewhere abroad. 32% of respondents had been on a holiday in Britain (Fig. 20).

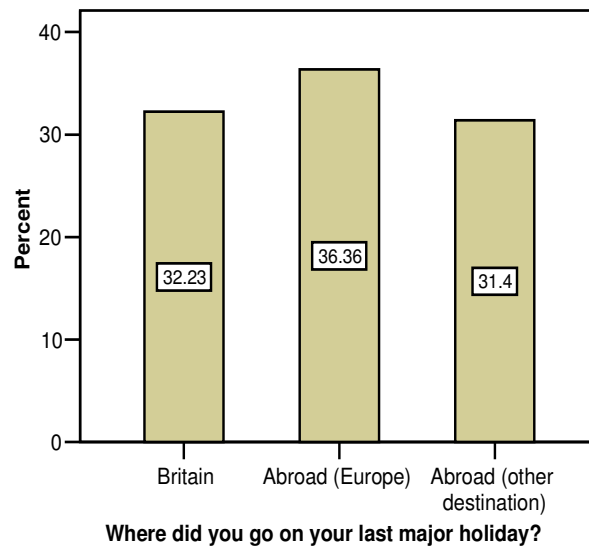


Figure 20: Responses to the question “Where did you go to on your last major holiday?” categorised by general destination area

In terms of travel mode, travelling by plane is most predominant (60% - reflecting the dominance of foreign holidays) followed by car (20%), other combination (11%) and train (9%) – Fig. 21.

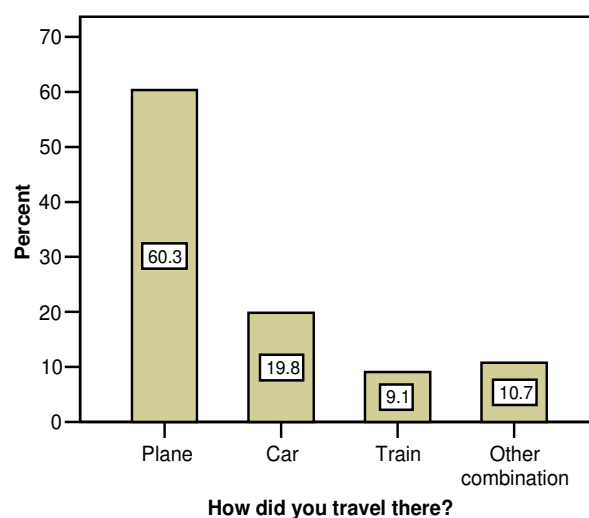


Figure 20: How respondents travelled to their last major holiday destination

Respondents' aspirations for travelling - if they could choose any destination – included mainly a range of long-distance locations (73%) and European destinations (18.8%). Only 8.5 % of the sample would choose to go on holiday in Britain, if they could go anywhere (Fig. 22). Although only a broad, anecdotal indication, this prevailing mindset of desire for foreign travel points to potential implications in terms of aviation, carbon emissions and climate change.

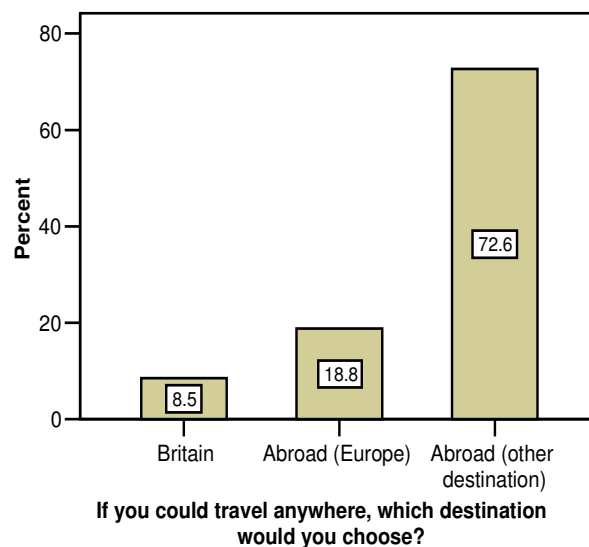


Figure 22: Responses to the question "If you could travel anywhere, which destination would you choose?" categorised by general destination area

9. Concluding comments

This report has presented a snapshot of some lifestyle-oriented findings from a questionnaire based survey with 122 residents of the London Borough of Richmond-upon-Thames.

The results considered here suggest that there are several opportunities and challenges for emerging local authority initiated projects aimed at engaging the community in personal action to lower carbon emissions. The key opportunity areas include:-

- Existing 'pro-environmental' attitudes towards climate change among a majority of respondents, particularly regarding the degree to which the issue is considered important together with a general feeling that all households should make an effort in helping to combat climate change and its consequences.
- Prevailing positive mindset among a majority of respondents who believe that by working together, individuals in a community can have an impact on local decision making.

- Energy efficient action already undertaken by a large part of the sample on a routine basis, including switching standby appliances fully and purchasing energy efficient light bulbs.
- A strong signal from approximately half the sample that the acquisition and possession of material belongings are not considered as a high priority in their lives.

These opportunities need to be capitalised upon in any forthcoming community initiatives – building on this apparent foundation of environmental concern, positive outlook on collective efforts and willingness to take action.

The key challenges are reflected in the smaller (but nevertheless existing) part of the sample who did not respond so positively. The results suggest that some people are not convinced about the seriousness of climate change, do not consider that individual actions can make a difference and are not currently engaged in energy efficient action around the home. It may be that people in the broader community reflecting this position will prove more difficult to reach and influence in attempts to motivate action and change, suggesting that appropriate, carefully designed and targeted awareness raising will be a vital element for success.

This also relates to another major challenge highlighted by this survey – that of recognising the diversity of lifestyles within the community. Strategies will need specificity but also flexibility in order to resonate effectively with the wide range of needs and priorities inherent in the diversity of a communities' lifestyles. Appeals for making lifestyle changes to reduce carbon emissions must come across as sufficiently relevant, worthwhile and 'doable' if they are to motivate community members to join in.

Shifting behavioural patterns in the direction of more sustainable, lower carbon living needs to tap into concerns about climate change that clearly already exist amongst members of the community, along with a compelling set of motivations, incentives for taking action and raised awareness of the worthwhile contribution that a combined effort can make in realizing reduced energy and carbon consumption.

10. Postscript reflectionsⁱ

The climate challenge is largely a challenge for governance. Good governance requires an informed citizenry who are much more than customers and consumers, but are active participants in a new post-carbon politics (Redclift, 2010). The reality is that governance itself becomes stretched by the demands of climate change. It must reach upwards to the world stage; downwards to the regions, households and communities. Global initiatives must resonate locally. Global targets must mean something to households (Peters, et al, 2010).

There is currently a great deal of emphasis on the year 2050 in terms of national and international targets for climate change. However for the 'ordinary' household 2050 is, in reality, a long way off and - in terms of action to combat climate change -

difficult to comprehend in terms of what they can or should practically do about it. The reality, again, is that targets are moveable; they are unreliable; and unless they are met can become a source of scepticism and lost hope.

Where there is perhaps an element of merit with regard to targets is in their ability to focus minds on a particular issue or common threat, and motivate action to address it. And it is action of a practical, meaningful and tangibly recognisable nature that is now required if our aspirations for transitioning to a low carbon economy are to become a reality. Local level action has a vital role to play in this transition; helping individuals, their families and households think and act together towards the realisation of a more socially, environmentally and economically sustainable future.

Effective community action should be structured around themes of *inclusivity* - the antithesis of isolation and individualism. The essence of this type of approach lies in bringing out the best in people; working together in imaginative, cohesive and productively enjoyable ways towards realising the behavioural and social changes which will be needed to adapt human society to the constraints of the planet.

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Appendix 1: The Questionnaire



Lifestyle Research Study

You are invited to take part in this questionnaire about lifestyle, values and everyday choices. Please would you kindly answer the questions in this booklet: they should take no more than 20 minutes to complete.

To show our appreciation for your time we are running a prize draw for four gift vouchers worth £70 each. You can enter the prize draw by providing your details on the entry form below.

The questions are about your everyday activities and decisions. There are no right or wrong answers – just try to be as honest as possible. Your answers will be treated anonymously and in the strictest confidence.

- ⇒ Please ensure this questionnaire is completed by one adult in your household
- ⇒ Please answer all the questions you are directed to
- ⇒ Please give one answer only for each question, unless asked otherwise
- ⇒ Please return your completed questionnaire using the freepost envelope provided.

For further information about this questionnaire please contact:

Dr Michael Peters
Senior Research Fellow
University of Surrey
Guildford GU2 7XH
Tel: 01483 686669 Email: m.peters@surrey.ac.uk

Thank you for your participation. We would be very grateful if you could post your completed questionnaire back to us within two weeks.



Prize Draw Entry

Please detach this entry slip to ensure your anonymity and send it together with your questionnaire in the free post envelope provided. The questionnaire will be separated from the slip as soon as it is received.

Your name & address

Please specify which gift voucher you would prefer:

- ☐ Marks and Spencer ☐ W H Smith ☐ HMV ☐ Habitat

Any information you provide will be held in strict confidence and used solely for the purposes of this research. We do not pass information on to any other parties.

Section 1: You and your family

Any information you provide throughout this questionnaire will be used for research purposes only and treated in the strictest confidence

1. What is your sex? ☐ Male ☐ Female

2. What is your age group?

- ☐ 16-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55-64
☐ 65-74
☐ 75+

3. If you were asked to describe your lifestyle, what would you say? Can you please summarise (in no more than 5 sentences), for example, how you see yourself, the things you like to do, your values, your interests. Don't think about it too long - just write down the first thing that you can think of. There are no right or wrong answers

4. Please name 3 things that you own that are an important part of your lifestyle (please name only material possessions, not other people, or pets)

1

2

3

Any information you provide will be used for research purposes only and treated in the strictest confidence

2

5. How many people live in your home?

Include all people who have lived in the house over *at least the last year* and will be doing so over *at least the forthcoming year*

please write in number _____

6. Of your household members how many are adults and how many children or teenagers?

Adults (18 years old and above), *please write in number* _____

Children or teenagers (under 18 years old), *please write in number* _____

7. What is the total annual income for your household (before tax)?

- ☐ Below £9,999
- ☐ £10,000-£14,999
- ☐ £15,000-£19,999
- ☐ £20,000-£24,999
- ☐ £25,000-£29,999
- ☐ £30,000-£34,999
- ☐ £35,000-£39,999
- ☐ £40,000-£49,999
- ☐ £50,000-£59,999
- ☐ £60,000-£69,999
- ☐ £70,000-£79,999
- ☐ £80,000-£89,999
- ☐ £90,000-£99,999
- ☐ £100,000 or more per year

Any information you provide will be used for research purposes only and treated in the strictest confidence

3

Section 2: Your home

1. What is your postcode?

please write in: _ _ _ _ _

2. How long have you lived at this address?

- ☐ Less than 12 months
- ☐ 12 months but less than 2 years
- ☐ 2 years but less than 3 years
- ☐ 3 years but less than 5 years
- ☐ 5 years but less than 10 years
- ☐ 10 years but less than 20 years
- ☐ 20 years or longer

3. What type of accommodation does your household occupy?

A whole house or bungalow that is:

- ☐ Detached
- ☐ Semi-detached
- ☐ Terraced (including end-terrace)

A flat, maisonette or apartment that is:

- ☐ In a purpose-built block of flats or tenement
- ☐ Part of a converted or shared house (includes bed-sits)
- ☐ In a commercial building (eg in an office building or hotel, or over a shop)

Mobile or temporary structure:

- ☐ A caravan or other mobile or temporary structure

4. Is your household's accommodation self-contained?

This means that *all* the rooms, including kitchen, bathroom and toilet are behind a door that only your household can use

- ☐ Yes, all the rooms are behind a door that only our household can use
- ☐ No

Any information you provide will be used for research purposes only and treated in the strictest confidence

4

5. How many rooms do you have for use only by your household?

Do not count bathrooms, toilets, halls or landings, or rooms that can only be used for storage such as cupboards

Do count all other rooms, for example kitchens, living rooms, bedrooms, utility rooms and studies

If two rooms have been converted into one, count them as one room. If a room has been partitioned in to two rooms count them as two rooms.

Number of rooms, *please write in number*: _____

6. When was your house constructed?

- ☐ Pre 1919
☐ 1919-1944
☐ 1945-1964
☐ 1965-1980
☐ Post 1980
☐ Don't know

7. How many cars or vans are owned, or available for use, by one or more members of your household?

Include any company car or van if available for private use

- ☐ None
☐ One
☐ Two
☐ Three
☐ Four or more, *please write in number*: _____

8. Is your home owned or rented?

✓ one circle only

- ☐ Owned
☐ Private rented
☐ Social rented (i.e. rented from council or Registered Social Landlord, or Housing Association)
☐ Rent free

Any information you provide will be used for research purposes only and treated in the strictest confidence

5

Section 3: Your thoughts and values

1. To what extent do you agree or disagree with the following statements?

Choose ONE level of agreement for each statement, then ✓ the appropriate circle to indicate your choice

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	I admire people who own expensive homes, cars and clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Some of the most important achievements in life include acquiring material possessions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	I don't place much emphasis on the amount of material objects people own as a sign of success	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	The things I own say a lot about how well I'm doing in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	I like to own things that impress people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	I try to keep my life simple, as far as possessions are concerned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	The things I own are not all that important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Buying things gives me a lot of pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	I like a lot of luxury in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	I put less emphasis on material things than most people I know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	I have all the things I really need to enjoy life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	My life would be better if I owned certain things I don't have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	I wouldn't be any happier if I owned nicer things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	I would be happier if I could afford to buy more things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any information you provide will be used for research purposes only and treated in the strictest confidence

6

2. The following two questions are about the area you live in. In terms of your immediate neighbourhood and the slightly larger surrounding area - to what extent do you agree or disagree with the following statements:

i) I can influence decisions affecting my local area?

Choose ONE level of agreement, then ✓ the appropriate circle to indicate your choice

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't have an opinion
- ☐ Don't know

ii) By working together, people in my area can influence decisions that affect the local area?

Choose ONE level of agreement, then ✓ the appropriate circle to indicate your choice

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't have an opinion
- ☐ Don't know

Any information you provide will be used for research purposes only and treated in the strictest confidence

7

Section 4: Your activities

1. Please consider the actions in the table below and ✓ the circle that best describes your behaviour

	Always	Often	Sometimes	Rarely	Never
Buy energy efficient light bulbs to use in the home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy 'ordinary' (i.e. regular) light bulbs to use in the home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turn off some or all of my 'standby' appliances fully	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Which of the following energy efficiency measures applies to your home (or might apply in the future)?

Please ✓ one circle for each measure

	Already installed when I moved in	Installed more than 5 yrs ago	Installed less than 1 year ago	Do not have but am considering	Do not have and not considering
Cavity wall insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insulation of hot water tank/pipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loft insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other insulation measures (e.g. draught exclusion)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Holidays: thinking of the last major holiday you had (i.e. at least 3 nights away from home)...

i) Where did you go to? _____

ii) How did you travel there? _____

iii) If you could travel anywhere, which destination would you choose? _____

Any information you provide will be used for research purposes only and treated in the strictest confidence

8

4. Food shopping: how often do you buy the following?

Choose ONE level of regularity for each statement, then ✓ the appropriate circle to indicate your choice

	Very regularly	Often	Sometimes	Rarely	Never
Organic produce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairtrade products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat (any type; red meat, poultry, game etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. To what extent do you agree or disagree that you are...

Choose ONE level of agreement for each statement, then ✓ the appropriate circle to indicate your choice

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	A health conscious consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	A fashion conscious consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	A green consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	A cautious consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	A fitness conscious consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	A reckless consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	An ethical consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	An eccentric consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	A self-indulgent consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	A non-consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	A compulsive consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. If you could drive ANY car in the world for just ONE day, what would it be? (make, model, etc.)

Any information you provide will be used for research purposes only and treated in the strictest confidence

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Section 5: Your views on the environment

We would like to get your opinion on a range of environmental issues.

For each of the following statements please indicate the extent to which you agree or disagree.

Choose ONE level of agreement for each statement, then ✓ the appropriate circle to indicate your choice

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	We are approaching the limit of the number of people the earth can support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Humans have the right to modify the natural environment to suit their needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	When humans interfere with nature it often produces disastrous consequences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Human ingenuity will ensure that we do NOT make the earth un-livable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Climate change is as important an issue for tackling as other key world issues (like malnutrition, poverty etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Humans are severely abusing the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	The earth has plenty of natural resources if we just learn how to develop them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Humans were created to rule over the rest of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Plants and animals have as much right to exist as humans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	There is very little I and my household can do to help tackle climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Every household should do their bit to help reduce the impacts of climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	The balance of nature is strong enough to cope with the impacts of modern industrialised nations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Despite our special abilities humans are still subject to the laws of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	The so-called 'ecological crisis' facing humankind has been greatly exaggerated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	The earth is like a spaceship with only limited room and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	Humans were meant to rule over the rest of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	The balance of nature is very delicate and easily upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	Humans will eventually learn enough about how nature works to be able to control it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19	If things continue on their present course, we will soon experience a major ecological catastrophe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Section 6: Your Work

1. What is your occupation? *please write in* _____

Do you work:

- ☐ Full-time
- ☐ Part-time

2. Please write in the number of hours you usually work each week?

Number of hours worked in a week _____

3. What is the occupation of the largest income earner in your household, if different?

Please write in _____

Do they work:

- ☐ Full-time
- ☐ Part-time
- ☐ Not applicable

4. How do you usually travel to work?

✓ one circle only

If you travel by more than one method please ✓ the circle which shows the longest part *by distance*

- ☐ Work mainly at or from home
- ☐ Public transport
- ☐ Driving a car, van or other motorised vehicle
- ☐ Passenger in a car, van or other motorised vehicle
- ☐ Car share
- ☐ Bicycle
- ☐ On foot
- ☐ Other
- ☐ Not applicable

How often do you travel to work (days per week) _____

How far is the journey from home to work (please estimate in miles) _____

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5. If you have a spouse/partner how do they usually travel to work?

✓ one circle only

If they travel by more than one method please ✓ the circle for the longest part *by distance*

- ☐ Work mainly at or from home
- ☐ Public transport
- ☐ Driving a car, van or other motorised vehicle
- ☐ Passenger in a car, van or other motorised vehicle
- ☐ Car share
- ☐ Bicycle
- ☐ On foot
- ☐ Other
- ☐ Not applicable

How often do they travel to work (days per week)

How far is their journey from home to work (please estimate in miles)

Any information you provide will be used for research purposes only and treated in the strictest confidence

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and finally...

Section 7: Your background

1. What is your ethnic group?

Choose ONE section from A to E, then ✓ the appropriate circle to indicate your cultural background

A White

- ☐ British
- ☐ Irish
- ☐ Any other White background, *please write in* _____

B Mixed

- ☐ White and Black Caribbean
- ☐ White and Black African
- ☐ White and Asian
- ☐ Any other Mixed background, *please write in* _____

C Asian or Asian British

- ☐ Indian
- ☐ Pakistani
- ☐ Bangladeshi
- ☐ Any other Asian background, *please write in* _____

D Black or Black British

- ☐ Caribbean
- ☐ African
- ☐ Any other Black background, *please write in* _____

E Chinese or other ethnic group

- ☐ Chinese
- ☐ Any other, *please write in* _____

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2. What is your marital status?

- ☐ Single (never married)
- ☐ Married (first marriage)
- ☐ Same sex civil partnership
- ☐ Re-married
- ☐ Living with partner (mixed sex relationship)
- ☐ Living with partner (same sex relationship)
- ☐ Separated (but still legally married)
- ☐ Divorced
- ☐ Widowed

3. What is your religion?

- ☐ None
- ☐ Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
- ☐ Buddhist
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Sikh
- ☐ Any other religion, *please write in* _____

4. What is the highest level of qualification achieved by any of your household?

- ☐ No qualifications
- ☐ GCSE/O level grade A*-C, vocational level 2 & equivalents
- ☐ A levels, vocational level 3 and equivalent
- ☐ Higher Education below degree level
- ☐ Degree, or Degree equivalent, and above
- ☐ Other qualifications

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- 1 Thank you for completing this questionnaire.
- 2 Please fold it in half, and send it in the freepost envelope provided.
- 3 If you would like to be included in the prize draw please ensure you complete and return your entry form.
- 4 Please use the next page if you would like to make any comments.

This is an ongoing research study being carried out by the University of Surrey. We would very much like to do some follow-up work with those who have taken part in this questionnaire. Please indicate here if you would be willing to participate in future research work connected with this study.

Please ✓ appropriately:

- ☐ I am willing to participate in future stages of this research study (please complete contact details below)
- ☐ I do not wish to take part in any further stages of this research study

Contact details:

Title: _____

Name: _____

Address: _____

Contact telephone number (optional) _____

Contact email address (optional) _____

Any information you provide will be used for research purposes only and treated in the strictest confidence

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Please use this space to write down any further comments or questions:

Any information you provide will be used for research purposes only and treated in the strictest confidence

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ⁱ This section was added to the paper in September 2010 following publication of Low Carbon Communities: imaginative approaches to combating climate change locally, Edward Elgar Ltd. Cheltenham (see Peters, et al, above for full reference details).