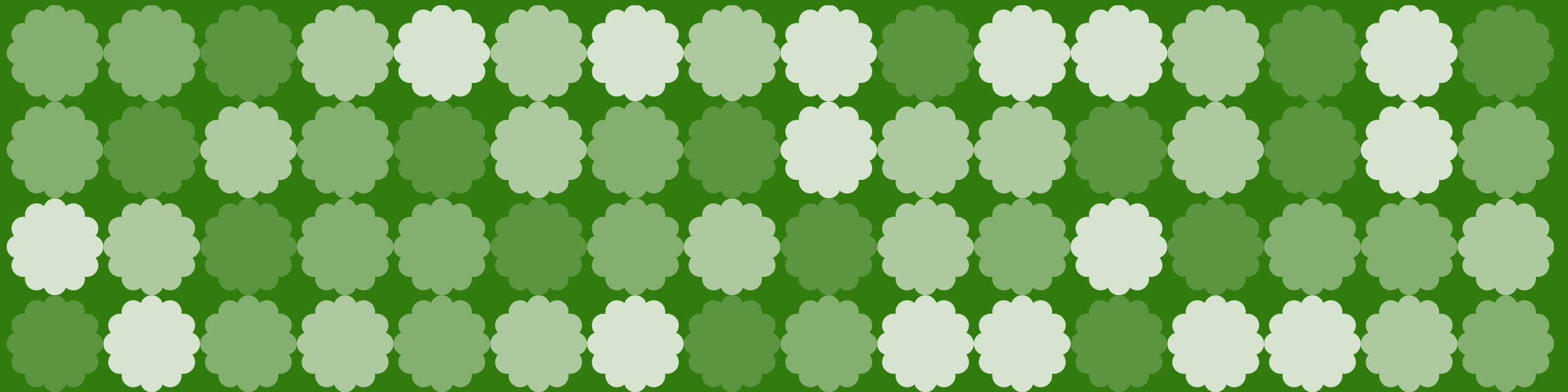


SCP: Behaviour Insights Wave 10

Green Cities Partnership Board: 16th July 2024



A REMINDER OF THE STUDY



The latest wave of our sustainability study took place in April 2024, with the next wave (wave 11) taking place in October 2024



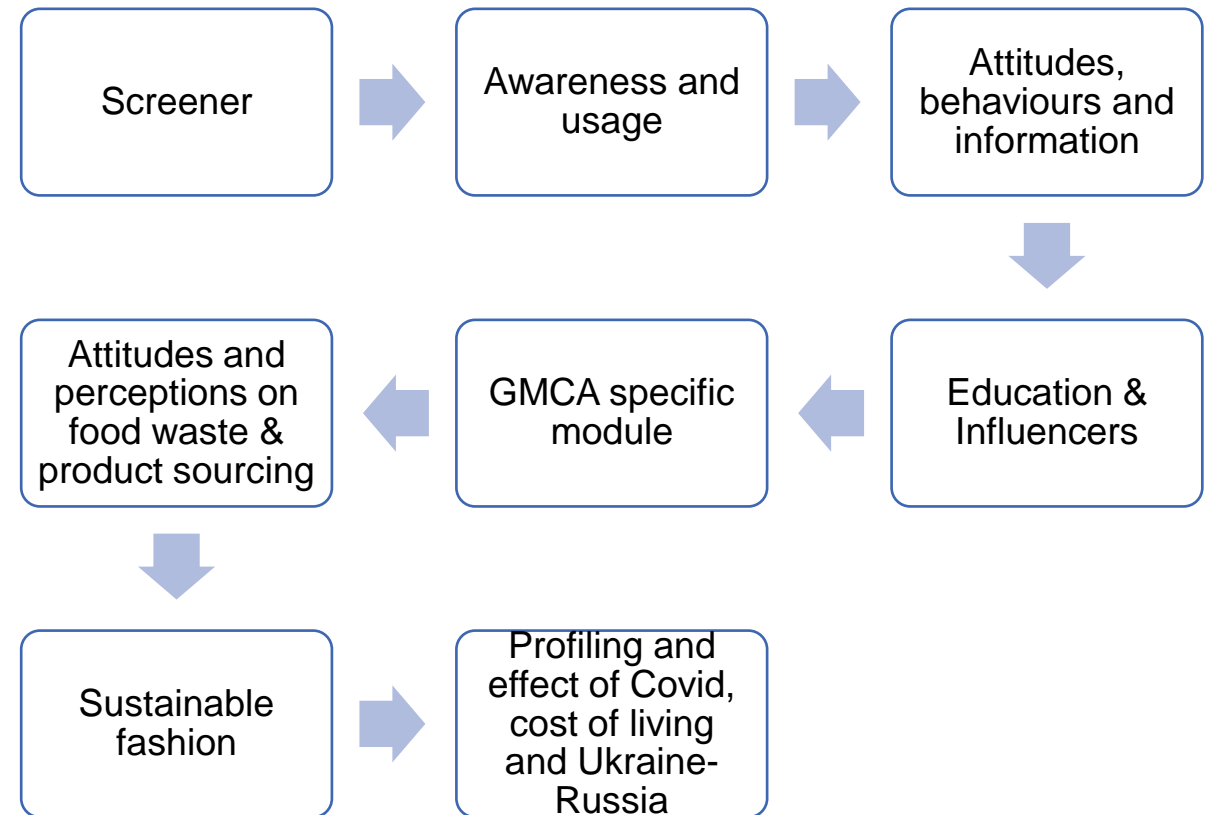
UK study representative of the 16+ population



In the latest wave we spoke to 2,017 people (+ a boost of 500 people in the GMCA region)



The survey takes about 20 minutes to complete

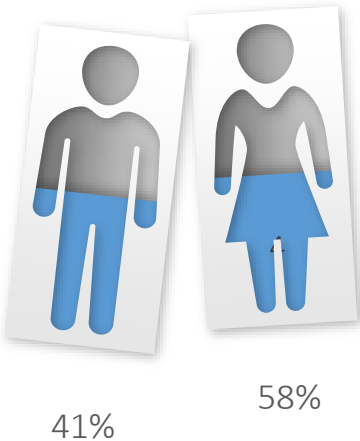


SAMPLE: WAVE TEN – UNWEIGHTED – GMCA

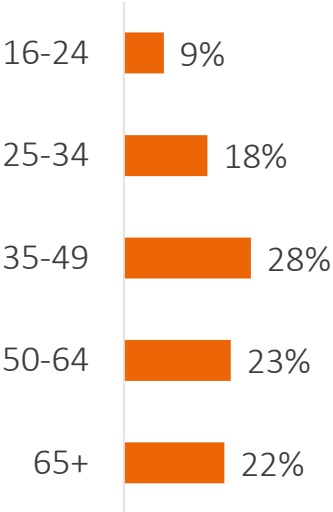
Quantitative Online Research: Online research was conducted with 570 GMCA respondents



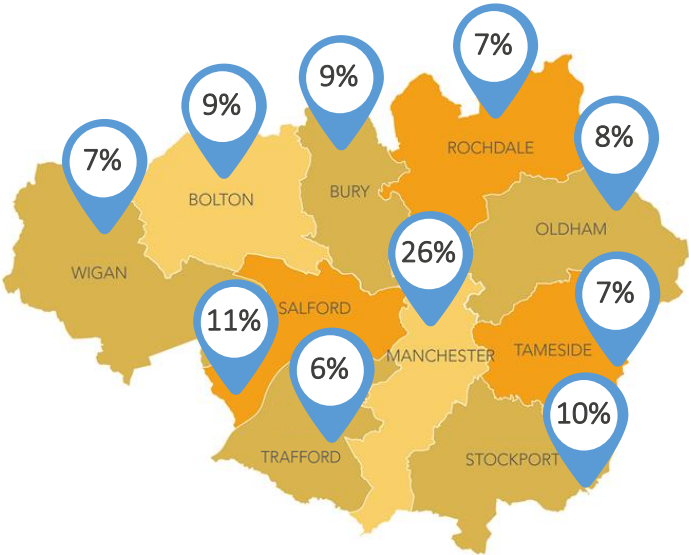
Gender



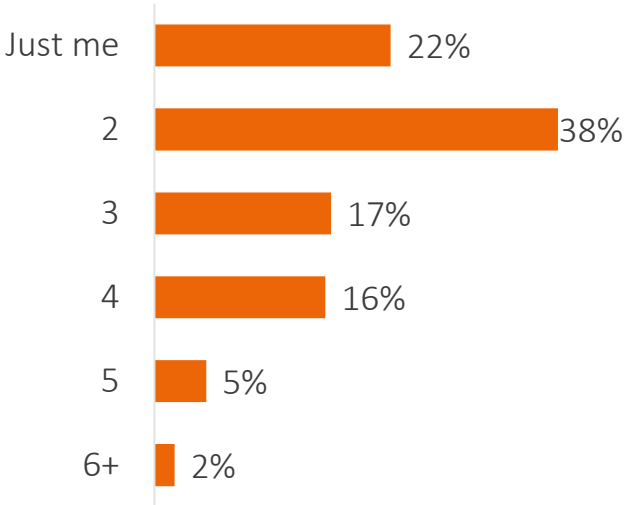
Age



Region



Household Members



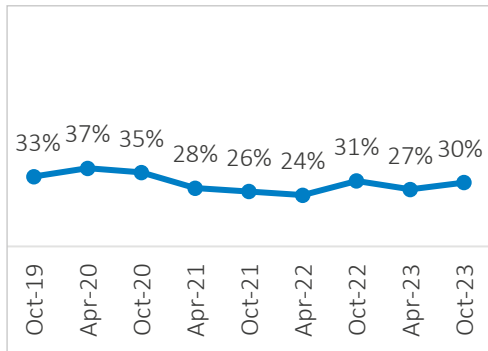
Move from 'LIFE to Climate Segments



SEGMENT CHANGES FROM OCT-19 TO OCT-23

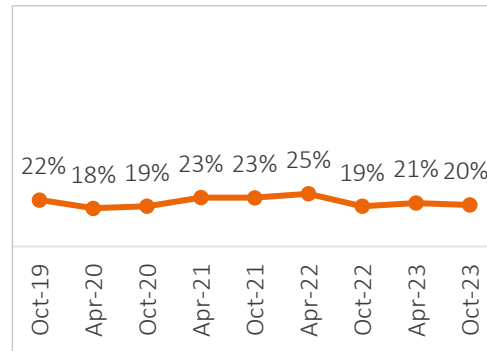
As part of the analysis, Impact identified four key segments based on environmental attitudes and behaviours. Data on how the sizes of the segments have changed since October 2019 can be found below.

Light Contributors



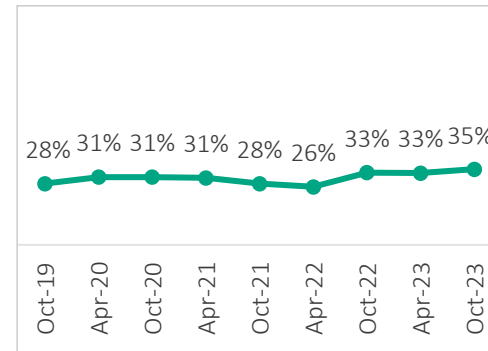
Low knowledge, have more basic environmental behaviours

Inactive Sceptics



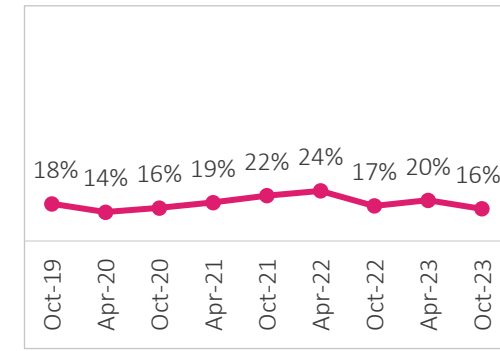
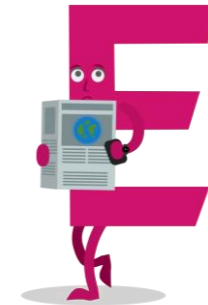
Don't know, don't care

Focused Achievers



Knowledgeable, positive attitudes and moving beyond basic environmental behaviours

Educated Non-Doers



Knowledgeable and positive attitudes, but not following through to action

OCT 23

GMCA 31%

GMCA 23%

GMCA 33%

GMCA 13%

SUSTAINABILITY SEGMENTS

Impact has recently developed a segmentation based on attitudes towards the environment and climate change. They have now identified 7 segments rather than the 4 previous 'LIFE' segments:

Motivated Advocates

Genuinely care about the environment and place a high priority on protecting it through their own behaviours, as well as encouraging others to follow suit.

Eco-Pragmatists

Care for the environment and think more should be done to tackle climate change. While they exhibit a lot of sustainable behaviours, they know their limits (often financial).

Committed Traditionalists

While they know climate change is an issue, they stick to more traditional behaviours (e.g. recycling), preferring to put the onus of bigger change on the Government and companies.

Inconsistent Enthusiasts

Climate change is important to them and they want to make a difference, but it doesn't always follow through into action. They tend to make changes but not stick to them.

Ambivalent Savers

Still uncertain on their position with regards to climate change, somewhat lacking clarity on the topic. They are currently focusing on saving money, so climate change is a low priority.

Time-Poor Bystanders

Climate change and the environment is not a priority and they're not particularly interested in it, hence exhibiting fewer sustainable behaviours. They have other priorities in their busy lives.

Local Prioritisers

Not taking action and not interested in doing so. They feel focus should be put on local/ UK issues rather than global environmental issues.



Most sustainable

Least sustainable

SUSTAINABILITY SEGMENTS

This enables us to gain further insights to people's perceptions and behaviours:

Committed Traditionalists (3)

Local Prioritisers (7)

Inconsistent Enthusiasts (4)

Motivated Advocates (1)

Ambivalent Savers (5)

Time-Poor Bystanders (6)

Eco-Pragmatists (2)

C

18%

While they know climate change is an issue, they stick to more traditional behaviours (e.g. recycling), preferring to put the onus of bigger change on the Government and companies.

GMCA 20%

2nd

L

8%

Not taking action and not interested in doing so. They feel focus should be put on local/UK issues rather than global environmental issues.

GMCA 4%

7th

I

7%

Climate change is important to them and they want to make a difference, but it doesn't always follow through into action. They tend to make changes but not stick to them.

GMCA 9%

6th

M

13%

Genuinely care about the environment and place a high priority on protecting it through their own behaviours, as well as encouraging others to follow suit.

GMCA 13%

5th

A

19%

Still uncertain on their position with regards to climate change, somewhat lacking clarity on the topic. They are currently focusing on saving money, so climate change is a low priority.

GMCA 19%

3rd

T

18%

Climate change and the environment is not a priority and they're not particularly interested in it, hence exhibiting fewer sustainable behaviours. They have other priorities in their busy lives.

GMCA 21%

1st

E

18%

Care for the environment and think more should be done to tackle climate change. While they exhibit a lot of sustainable behaviours, they know their limits (often financial).

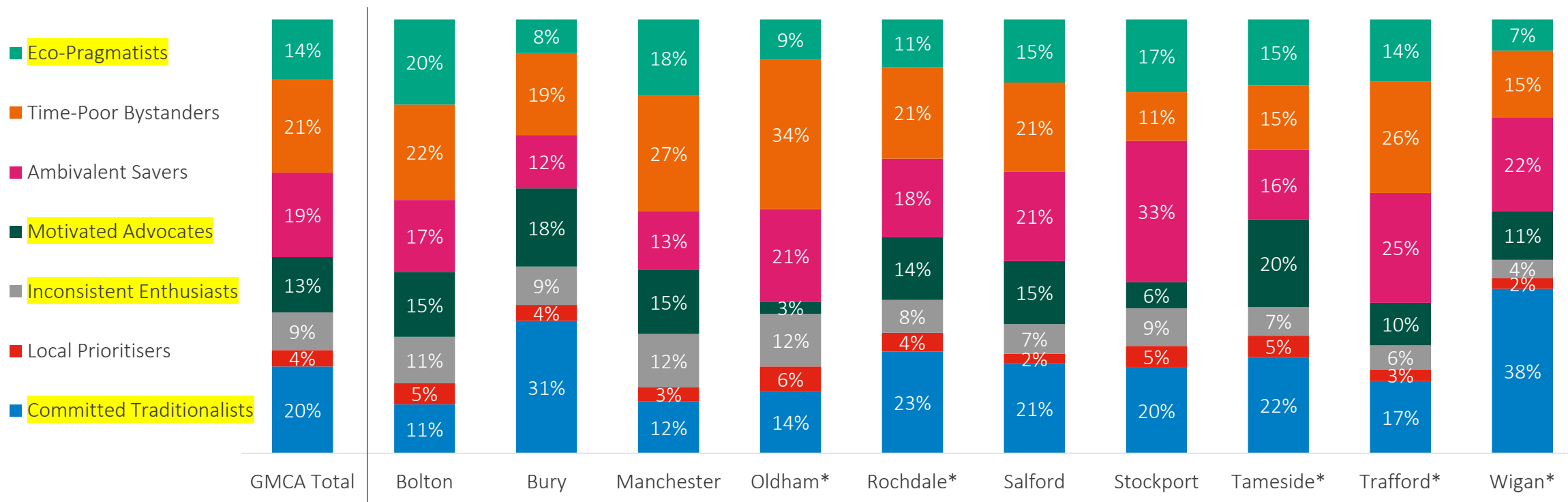
GMCA 14%

4th

CLIMATE SEGMENTS IN GMCA REGIONS

Oldham, Manchester and Trafford are more likely to have Time-Poor bystanders. Just under 1 in 3 of those in Bury are committed traditionalists. 1 of 3 of those in Stockport are ambivalent savers.

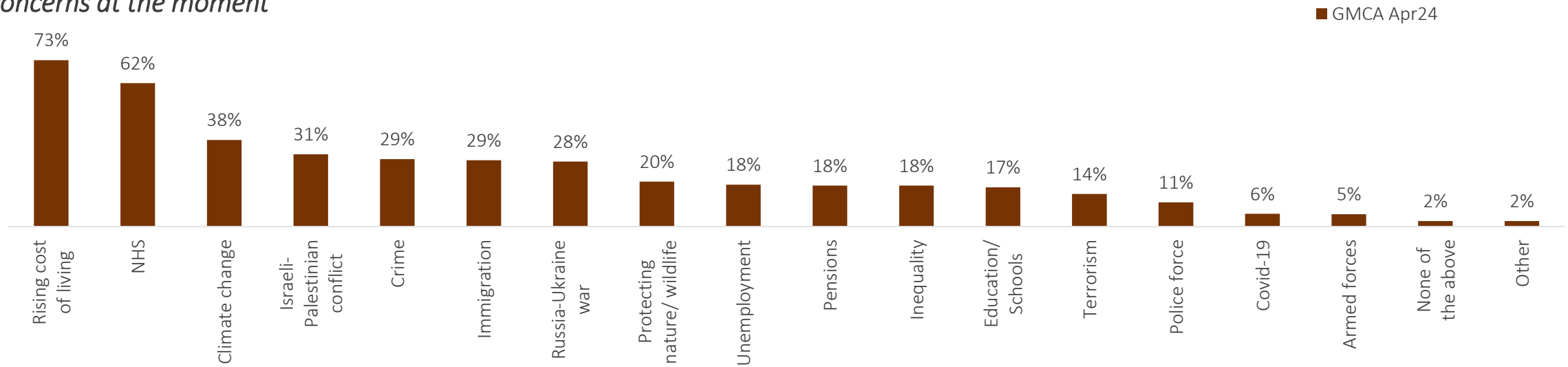
CLIMATE Segments within each region of GMCA



AREAS OF CONCERN

The primary area of concern is the rising cost of living with 3 in 4 saying this concerns them. Immigration is of greater concern at a Nat Rep level than it is at a GMCA level.

Top concerns at the moment



Nat Rep Apr24	74%	64%	41%	32%	29%	36%	33%	25%	15%	15%	15%	13%	16%	8%	5%	5%	2%	1%
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65+ GMCA: **Sig. higher** NHS (79%), immigration (49%) and Russia-Ukraine war (44%)

25-34 GMCA: **Sig. higher** unemployment (36%)

Children in HH GMCA: **Sig. higher** schools (33%)

Income less than £24,999 GMCA: **Sig. higher** rising cost of living (82%)

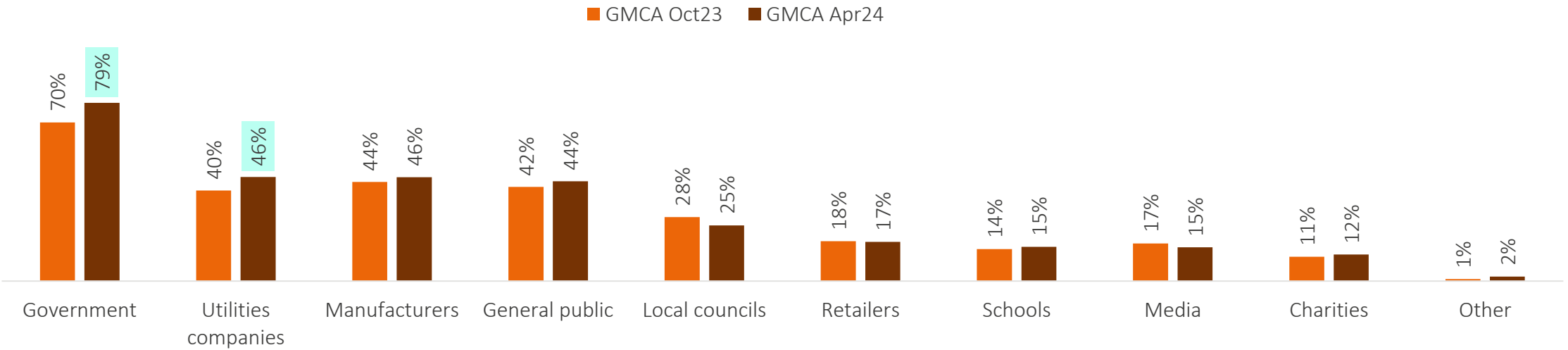
New code added (Israel-Palestinian conflict) – tracking started from scratch

GMCA sig. higher than the UK
 GMCA sig. lower than the UK

RESPONSIBLE FOR TACKLING CLIMATE CHANGE - PROMPTED

The Government is deemed most responsible for tackling climate change, consistent across GMCA and the UK. GMCA residents are also more likely to place responsibility on their Local Councils, putting pressure on GMCA to act. Schools are also important, especially amongst the 16-24 age cohort.

Responsibility for tackling climate change - % Ranked Top 3



Nat Rep Oct23	74%	43%	55%	44%	21%	22%	11%	16%	13%	1%
Nat Rep Apr24	78%	45%	54%	45%	20%	19%	9%	15%	13%	2%

16-24 GMCA: Sig. higher for schools (37%)

Children in the HH GMCA: Sig. higher for schools (24%)

WHAT PEOPLE ARE EXPECTING SCHOOLS TO DO MORE OF

People are expecting schools to teach children, from a young age, more about climate change and what they can do to try help the environment.

What schools should do:

- Teach and educate children/ students (and parents) as they are the future generation.
 - Teach them about climate changes due to human actions
 - How/ what to recycle
 - Not to be wasteful
 - Sustainable transport, pollution
 - Not just do 1 lesson but make it part of the curriculum

“Because if the next generation are educated on the matter, the trend should continue with the next making the world a better place.”

“I think if it was spoken about more early in life people would grow up doing the right things rather than trying to change habits later in life.”

“Teach the children more about climate change and how they can help. Encourage with fun tasks/challenges/competitions.”

“Less packaging with food, speak about the benefits of recycling, using reusable items, how to use a bin and not just chuck things.”

“Encourage environmental consciousness by implementing recycling programs, reducing waste, conserving energy and water, and promoting eco-friendly transportation options like biking or walking to school.”

“Do classes or after school classes on the importance of the climate or maybe have them plant trees and monitor their growth.”

WHAT PEOPLE ARE EXPECTING LOCAL COUNCILS TO DO MORE OF

People would like the local council to offer improved recycling facilities, provide more advice through leaflets or talks and put more investment into sustainable initiatives.

What local councils should do:

- Better recycling services and facilities, collect a wider variety of items, more recycling bins available in the community
- Advise and educate homeowners on how to be sustainable
- Invest in renewable energy
- Invest in public transport
- Incentive for people to be sustainable
- More electric vehicle charging points
- Planting more trees
- Reduce pollution
- Give talks, meetings for the community

“Collect more items that can be recycled, at the moment my local council only collect paper/ cardboard/ aluminum tins/ glass/ garden waste. If they collected things such as batteries, a lot of these items could be recycled rather than going to the landfill.”

“They could have it as one of there priorities - make people more aware of how our decisions affect the planet and what could happen in the future. Make more flyers, advertisements regarding this.”

“Encourage the adoption of renewable energy sources like solar and offer incentives or subsidies for installation, invest in public transport systems that are more consistent and keep to time to reduce reliance on cars, thereby reducing greenhouse gas emissions from transportation.”

“Encourage green incentives for businesses and transport.”

“Council delivers information to society as a leaflets or on TV or even by email.”

“Use electric vehicles and take measures to stop local flooding.”

“They need to encourage and give talks on climate change and make it one of their priorities.”

CONSUMER ATTITUDES - SEGMENTS

Significantly higher than GMCA total sample

Significantly lower than GMCA total sample

*Low base size warning

Column %	Total Nat Rep Sample	GMCA Total Sample	Committed Traditionalists (GMCA)	Local Prioritisers (GMCA)*	Inconsistent Enthusiasts (GMCA)*	Motivated Advocates (GMCA)	Ambivalent Savers (GMCA)	Time-Poor Bystanders (GMCA)	Eco-Pragmatists (GMCA)
NET: Agree (slightly agree, agree and somewhat agree)									
I make a conscious effort to recycle	91%	89%	91%	56%	91%	100%	86%	83%	98%
Companies need to do more to help the environment	85%	90%	90%	51%	93%	100%	80%	91%	100%
It is important for me to eat a healthy diet	82%	86%	81%	57%	98%	100%	85%	81%	90%
The government need to do more to help the environment	82%	86%	84%	69%	95%	99%	69%	86%	100%
There should be greater investment in renewable energy	81%	85%	84%	59%	95%	94%	68%	89%	95%
I want to do more to help the environment	74%	80%	77%	44%	100%	99%	52%	83%	97%
I could do more to help the environment	74%	78%	67%	40%	86%	86%	72%	81%	94%
The use of plastic in packaging should be banned	65%	68%	68%	0%	94%	89%	52%	59%	88%
It is important for me to eat a sustainable diet	59%	64%	60%	7%	88%	93%	34%	65%	87%
I make lifestyle compromises to benefit the environment	56%	58%	56%	2%	88%	94%	25%	53%	80%
I'm willing to pay more for products from companies committed to the environment	47%	52%	39%	6%	98%	84%	8%	52%	87%
I actively look for information about the environment and climate change	46%	49%	25%	0%	95%	91%	8%	53%	83%
The environment is low priority for me compared to a lot of other things in my life	34%	36%	15%	100%	79%	4%	66%	39%	7%
I don't really think about the amount of packaging on the products I buy	34%	31%	11%	70%	68%	4%	39%	52%	10%
The effects of climate change are too far in the future to really worry me	29%	30%	13%	46%	76%	1%	43%	43%	10%
It's not worth me doing things to help the environment if others don't do the same	28%	30%	7%	82%	69%	2%	34%	51%	12%

C1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 2,017, GMCA: 570, GMCA Committed Traditionalists: 118, GMCA Local Prioritisers: 24, GMCA Inconsistent Enthusiasts: 45, GMCA Motivated Advocates: 81, GMCA Ambivalent Savers: 107, GMCA Time-Poor Bystanders: 112, GMCA Eco-Pragmatists: 83

CONSUMER ATTITUDES - SEGMENTS

■ Significantly higher than GMCA total sample

■ Significantly lower than GMCA total sample

**Low base size warning*

Column % NET: Agree (slightly agree, agree and somewhat agree)	Total Nat Rep Sample	GMCA Total Sample	Committed Traditionalists (GMCA)	Local Prioritisers (GMCA)*	Inconsistent Enthusiasts (GMCA)*	Motivated Advocates (GMCA)	Ambivalent Savers (GMCA)	Time-Poor Bystanders (GMCA)	Eco-Pragmatists (GMCA)
The only way for any significant change is for the UK government to take action	72%	77%	71%	73%	88%	84%	53%	87%	87%
I need more information about what I can do to be environmentally-friendly	61%	65%	60%	39%	76%	72%	50%	70%	81%
The UK government doesn't take climate change seriously enough	57%	61%	48%	49%	88%	73%	44%	68%	67%
There is too much conflicting information about the environment and climate change	52%	51%	29%	75%	83%	21%	73%	51%	50%
Having children makes it harder to be environmentally-friendly	33%	36%	27%	41%	72%	24%	38%	39%	33%
I tend to make changes in my environmental behaviours but not stick to them	26%	31%	11%	8%	88%	6%	24%	55%	28%
Global warming is a myth	13%	14%	2%	30%	49%	1%	15%	21%	4%

Recommendations

- To note the presentation.





Any Questions

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