



Cherwell Citizens Panel  
Energy & Environment Survey 2012



## Background

- 2012  
decision to do a separate Energy & Environment Survey
- Launch of survey Nov 2012 and deadline of return Jan 2013 (prize draw for first twenty replies)
- Questionnaire was send to all panel members (1,367) and 521 completed the questionnaire
- Data was weighted with regard to age and gender bias



## Questions asked

- Questions regarding current behaviour & attitudes regarding **limiting climate change & improving energy efficiency**

- Purpose was to examine the following objectives:

to assess the **opinion** residents in Cherwell have regarding energy and climate change

to evaluate personal **energy usage**

to find out what **actions** residents have taken or are prepared to take

to find out what the residents think the **role of the council** should be

to assess the residents understanding of the **Green Deal**

## What do the residents think about... Climate Change & Energy

- 67% of residents in Cherwell are **concerned** about the impact of climate change on their area (2011 →60%)
- 80% of residents consider themselves **environmental friendly** and doing quite a few environmental friendly things
  - higher than national average
- What residents **have done**: recycle more (94%, 2011→83%), turn off appliances, avoid use of plastic carrier bags (82%, 2011→71%), reduce household waste (80%, 2011 →69%) and make their homes more energy efficient (72%, 2011→65%)
- What residents **are prepared to do**: using smart meters (61%, 2011→50%), consider switching energy suppliers, use renewables (51%, 2011→45%), buy more local food (42%, 2011→31%) and buy reusable and refillable products (40%, 2011→28%).

## Personal energy use

- In Cherwell residents find it **easy to keep their homes warm** (compared to national average)
- Are more likely to keep up with their energy bills (compared to national average)
- **2/3** keep their home at **18 to 21 Celsius**
- **1/3** heat to much higher temperature – **22 to 24 Celsius**



## The role of the Council

- > **90%** agree that **the council should reduce its energy usage**
- > **81%** say the **council** has to play a **role in limiting climate change** (2011→78%)
- > **75%** of **residents** feel they have a role to play **to reduce their carbon footprint**
- > **55%** do not agree with the statement that they are more interested in the money they would save from using less energy than on the effect it will have on climate change



## Lets talk about recycling



- Council should make **blue bins free (78%)**. Introducing **weekly food waste** is also seen as a way to increase recycling (**41%**)
- Younger residents want to recycle more
- Older residents suggest monthly waste collection to recycle more
- Banbury residents seem to like the idea of compulsory recycling

## What the council should do to tackle climate change



- Work with **businesses** to become more environmental friendly (71%, 2011→53%)
- Ensure the council buys **sustainable products** (71%, 2011→60%)
- Work with **Leisure** providers to reduce energy consumption (62%, 2011→50%)
- Work with **Fleet** to reduce fuel consumption (62%, 2011→53%)
- Offer **advice** to residents on **website** (60%)
- Work with **community groups, parish and town councils** to reduce energy use (60%)
- Offer advice to residents at **roadshows and events** (58%, 2011→41%)



## Awareness and understanding of the Green Deal



- Overall **low awareness** of the green deal – **71%** have **not heard** of the Green Deal
- Those that are aware do not really know what the Green Deal can provide
- Residents are mostly interested in solar pv and thermal solar with regard to the Green Deal
- Residents under 35 say they would consider pvs, draught proofing and cavity wall insulation

## Conclusions – Key Findings



- Residents in Cherwell consider themselves environmentally **aware** and are **concerned** about the impact of climate change
- They expect the **Council** to take a **lead** through its own behaviour and **giving advice** to residents → energy saving measures by Council should be widely communicated
- **Environmental issues are seen as a driver for saving energy**, → communications messages should be adapted and not purely focus on financial benefits
- Having free blue bins is expected to increase recycling
- Awareness of green deal is low and needs greater promotion