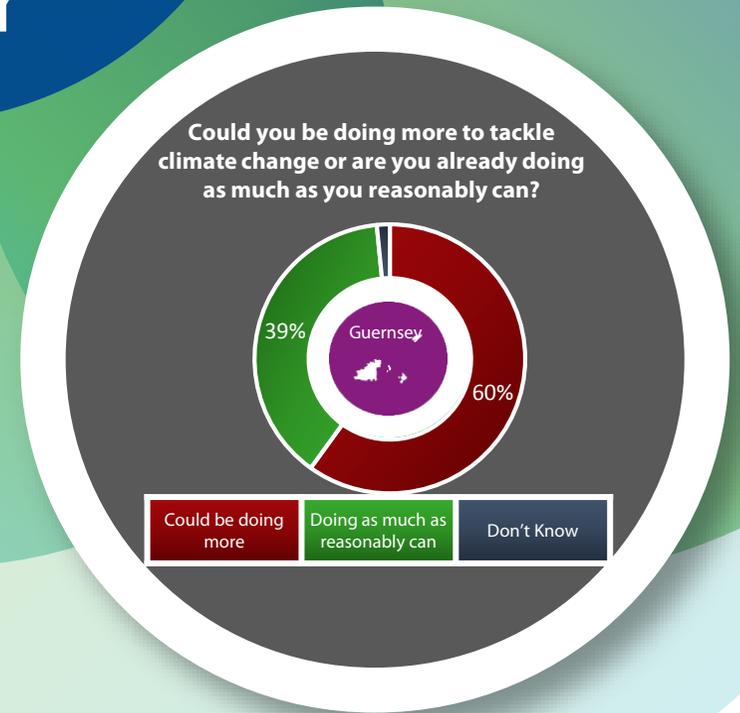


2019

CLIMATE CHANGE SURVEY

STATES OF GUERNSEY REPORT



Island Global Research

CONTENTS

This report sets out the findings from an online survey of residents in Jersey, Guernsey and the Isle of Man undertaken 6-15 November 2019.

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About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

Island Global Research is part of the BWCI Group, and a member of Abelica Global.

KEY FINDINGS

The 2019 survey was completed by 2,399 residents across the Crown Dependencies, including 843 from the Bailiwick of Guernsey.

FOR GUERNSEY RESIDENTS

THE ROLE OF HUMAN ACTIVITY

- 58% believe the climate is changing and human activity is mainly responsible. A further 38% believe that human activity is partly responsible.
- Younger people are more likely to believe that human activity is mainly responsible as opposed to partly responsible together with other factors

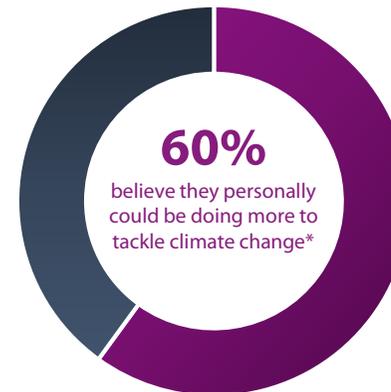
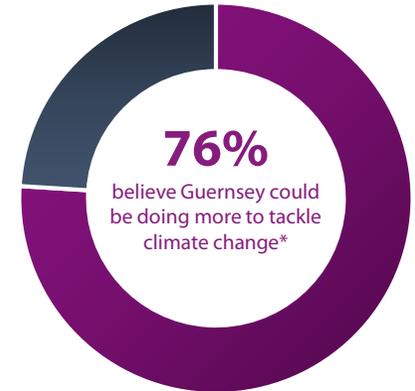
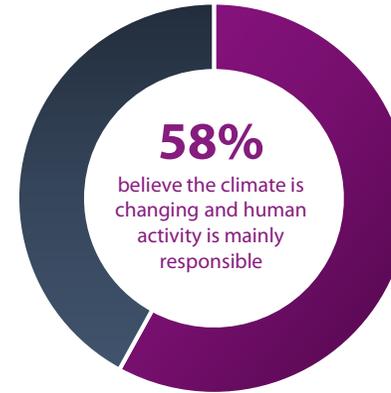
ACTIONS TO TACKLE CLIMATE CHANGE ROLE OF HUMAN ACTIVITY*

- 76% believe Guernsey could be doing more to tackle climate change.
- 60% believe they personally could be doing more to tackle climate change, while 39% said that they are already doing as much as they reasonably can (1% selected don't know).
- Younger people and women were more likely to say that more could be done in Guernsey and by themselves.
- 70% believe that we are still able to avoid the worst effects of climate change, but it would need a drastic change in the steps taken. Younger people and women are more likely to hold this view.

BY VIEW ON THE ROLE OF HUMAN ACTIVITY

- Views differ depending on the role humans are believed to play in causing climate change. Those who believe that human activity is mainly responsible for climate change are much more likely than others to say that their island could be doing more, that they personally could be doing more and that a drastic change in the steps taken is required to avoid the worst effects of climate change.

VIEWS OF GUERNSEY RESIDENTS



*excluding the <1% who do not believe the climate is changing

BACKGROUND AND APPROACH

Island Global Research conducted a survey in Jersey, Guernsey and the Isle of Man to understand views on climate change and how they compare to the UK. This was one of our own surveys and top line results will be released to the public by Island Global Research.

States of Guernsey have commissioned additional analysis of the findings to help inform policy decisions around reducing the use of hydrocarbons in Guernsey. The findings are presented in this report, published in December 2019.

The survey was conducted online, and comprised of five questions on climate change plus profiling questions. Responses were collected between 6 and 15 November 2019. We contacted our market research panel, inviting them to participate in the survey. We also promoted the survey using social media.

The survey was completed by 2,399 residents across the Crown Dependencies, with 843 from the Bailiwick of Guernsey, 838 respondents from Jersey and 718 from the Isle of Man.

Survey weights were applied to adjust for the small differences between the age and gender of the sample and the resident population. This is a standard statistical method that allows us to report results for the island as a whole.

The report and associated data tables contain results for residents in the Bailiwick of Guernsey as a whole and disaggregated results for selected sub-groups. The report focuses on age, gender and belief about the role of human activity in climate change, as initial analysis suggests that these are likely to be a key driving factors.

Results are also benchmarked against results for Jersey and the Isle of Man. In addition, results for the Bailiwick of Guernsey will be compared to findings from an International survey on climate change that was undertaken in 28 countries and were published by YouGov in September 2019.

The survey was completed by 2,399 residents in the Crown Dependencies.



PROFILE OF RESPONDENTS



PROFILE OF RESPONDENTS

	GUERNSEY	JERSEY	ISLE OF MAN
Base size (sample)	843	838	718
Age group	% after weighting		
16-29	20%	21%	18%
30-39	15%	18%	14%
40-49	17%	21%	18%
50-59	18%	16%	19%
60-69	14%	12%	15%
70+	16%	12%	16%
Gender			
Male	49%	48%	47%
Female	50%	50%	50%
Other	<1%	<1%	1%
Prefer not to say	1%	1%	2%
Generation*			
Generation Z & Millennials	35%	39%	32%
Generation X	26%	29%	27%
Baby boomers & Older	39%	32%	40%
Prefer not to say	<1%	<1%	1%

	GUERNSEY	JERSEY	ISLE OF MAN
Base size (sample)	843	838	718
Household composition	% after weighting		
Working age	42%	44%	41%
Working age + children under 16	26%	29%	25%
Pension age	15%	12%	17%
Other	15%	14%	14%
Prefer not to say	3%	2%	4%
Employment status			
Full-time employed	49%	50%	42%
Part-time employed	12%	12%	9%
Self-employed	8%	8%	12%
Retired	23%	19%	24%
Not working for other reasons	4%	5%	5%
Other	2%	4%	5%
Prefer not to answer	2%	2%	2%

BELIEFS ABOUT THE ROLE OF HUMAN ACTIVITY IN CLIMATE CHANGE

The views of Guernsey residents:

- Overall vs Jersey, Isle of Man and the UK
- By age and gender

BELIEFS ABOUT THE ROLE OF HUMAN ACTIVITY

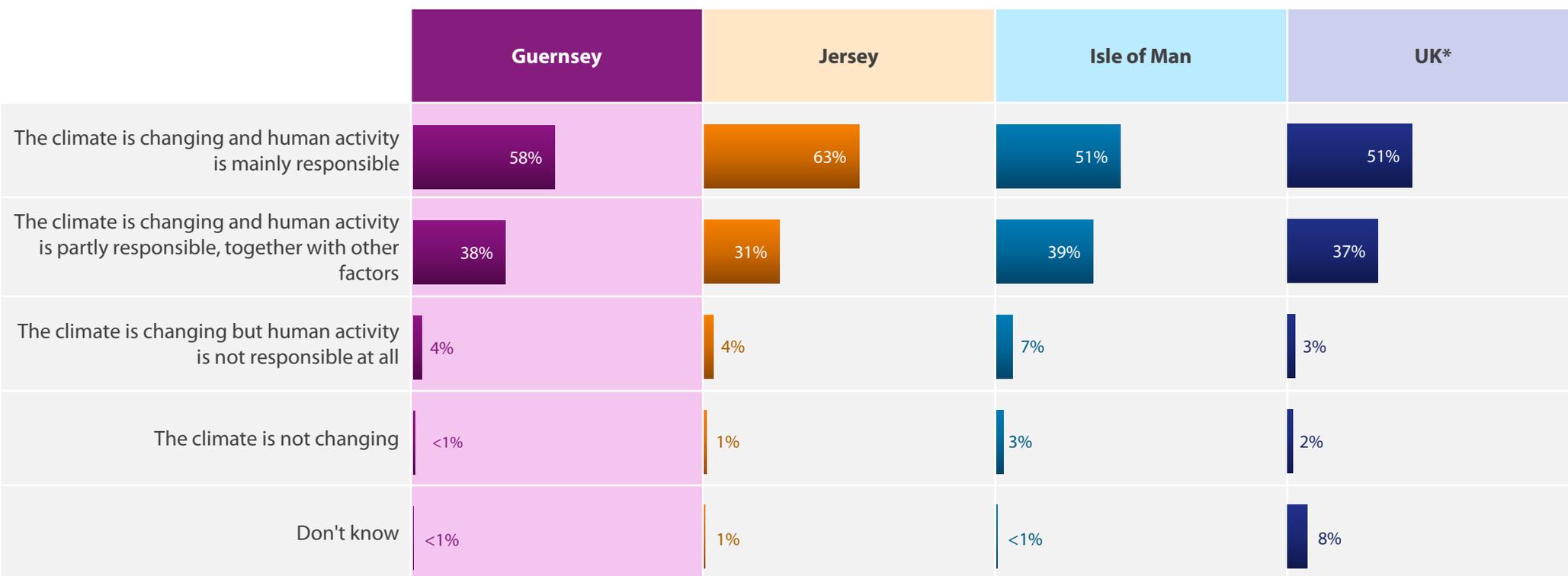
Respondents were asked “Thinking about the global environment... In general, which of the following statements, if any, best describes your view?”. 58% of residents in Guernsey believe the climate is changing and human activity is mainly responsible, while a further 38% believe that human activity is partly responsible.

Those in Guernsey are more likely than those in:

- Jersey to believe that human activity is partly (rather than mainly) responsible (38% vs 31%)
- The Isle of Man and the UK to believe that human activity is mainly responsible (58% vs 51%).

The results also suggest that people in the Crown Dependencies feel more informed about the issue than the UK (<1% said ‘don’t know’ vs 8% of those in the UK asked a similar question).

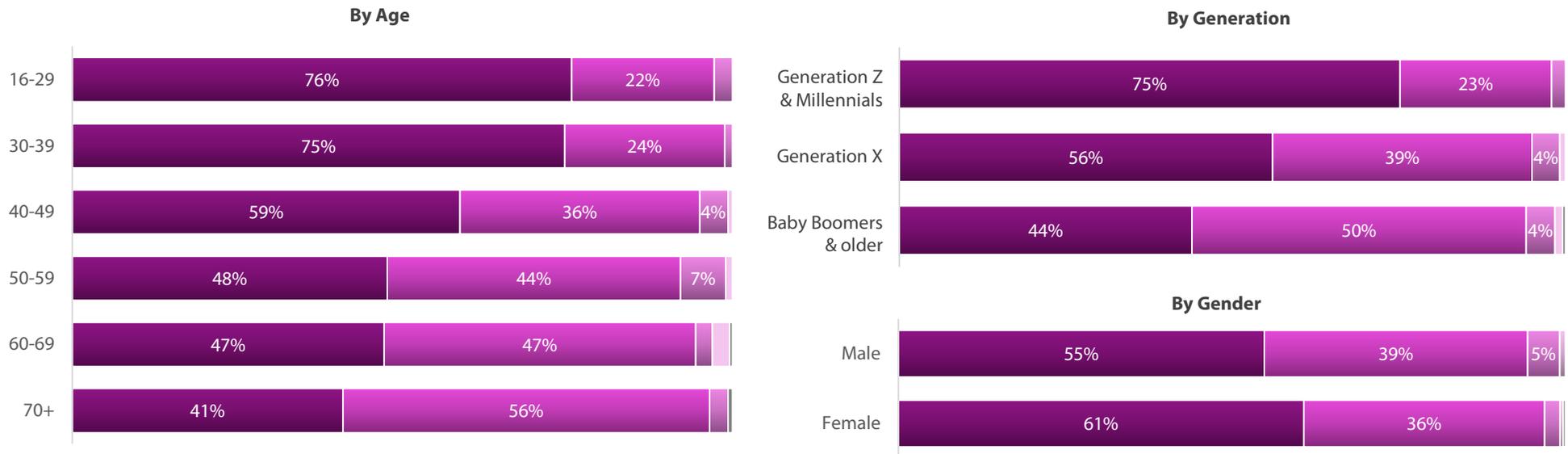
**Thinking about the global environment...
In general, which of the following statements, if any, best describes your view?**



GUERNSEY: BY AGE, GENERATION AND GENDER

The age and generational graphs demonstrate that younger people are more likely to believe that human activity is mainly responsible as opposed to partly responsible together with other factors. There were no notable differences by gender.

Thinking about the global environment... In general, which of the following statements, if any, best describes your view?



RESPONSIBILITY OF YOUR ISLAND

The views of Guernsey residents:

- Overall vs Jersey, Isle of Man and the UK
- By age and gender

The views of all respondents by view on the role of human activity

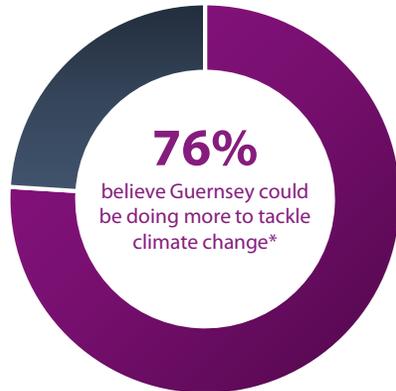
RESPONSIBILITY OF YOUR ISLAND

Respondents* were asked “Do you think that your island could be doing more to tackle climate change, or is it already doing as much as it reasonably can?”

76% of residents believe Guernsey could be doing more to tackle climate change.* This is slightly less than Jersey, but similar to the Isle of Man and more than the UK.

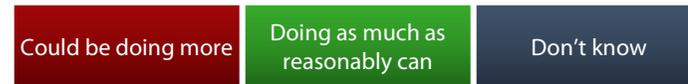
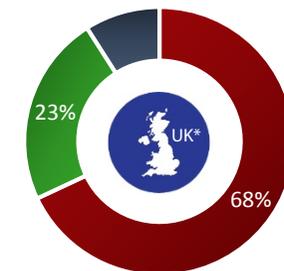
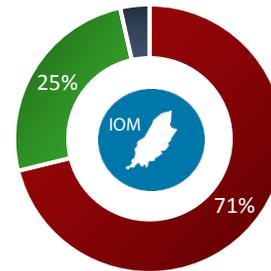
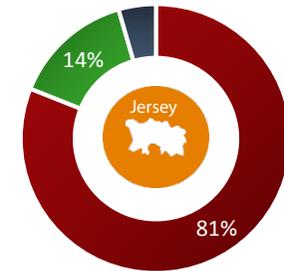
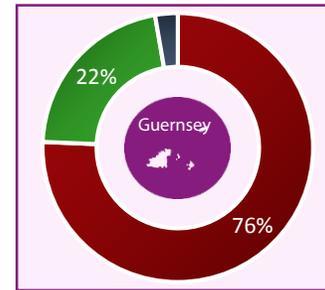
The comments help demonstrate that a lot of people would be likely to support Guernsey doing more as a community, including some who believe that there is an opportunity for Guernsey to lead by example. We didn’t ask who should be doing more, but the States of Guernsey and businesses were mentioned as being well positioned to take more of a lead.

There are also strong views in opposition to this, in particular those questioning the extent to which Guernsey can really make a difference in a global context. Respondents with this view were more likely to say that Guernsey is doing as much as it can or don’t know.



*excluding the <1% who do not believe the climate is changing.

Do you think that your island could be doing more to tackle climate change, or is it already doing as much as it reasonably can?





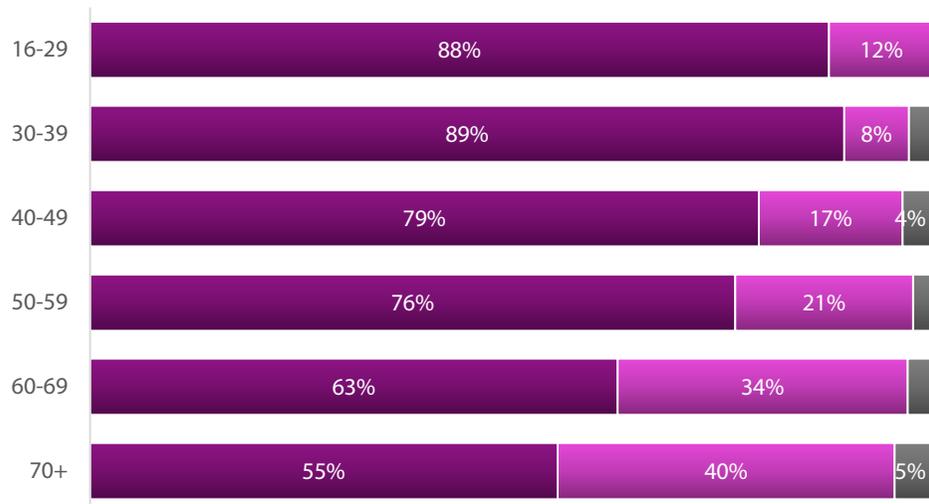
GUERNSEY: BY AGE, GENERATION AND GENDER

The age and generational graphs demonstrate that younger residents are more likely to believe that Guernsey could be doing more (88% of Generation Z & Millennials, 79% of Generation X and 62% of Baby Boomers and older).

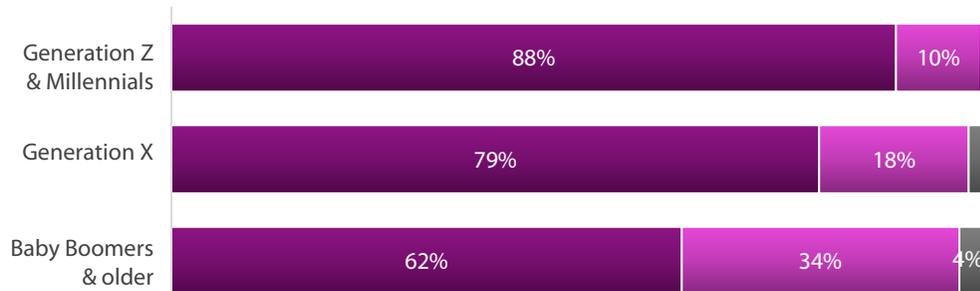
Women were also more likely than men to say Guernsey could be doing more (84% vs 67%).

Do you think that your island could be doing more to tackle climate change, or is it already doing as much as it reasonably can?

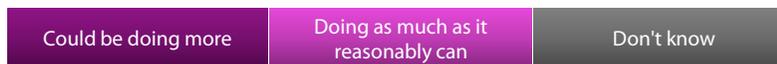
By Age



By Generation



By Gender



BY VIEW ON THE ROLE OF HUMAN ACTIVITY

The charts on this page illustrate how views differ depending on the role humans are believed to play in causing climate change.

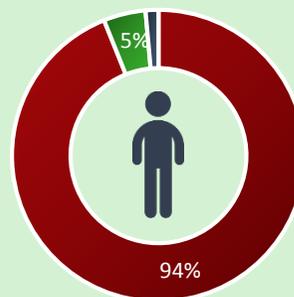
Those who believe that human activity is mainly responsible for climate change are much more likely to say that their island could be doing more (94%), compared to those who believe humans are responsible together with other factors (57%).

Comments suggest that some of those who believe human activity is not responsible at all put either 'doing as much as reasonably can' or 'don't know' because they do not necessarily believe that any actions need to be taken. Some others recognise that, globally, actions to adapt to a changing climate may need to be taken but there is little their island can do. This group is a minority in Guernsey.

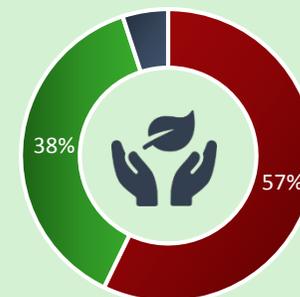
Results for the total sample across Guernsey, Jersey and the Isle of Man are presented with similar views expressed in each group across all three islands.

Do you think that your island could be doing more to tackle climate change, or is it already doing as much as it reasonably can?

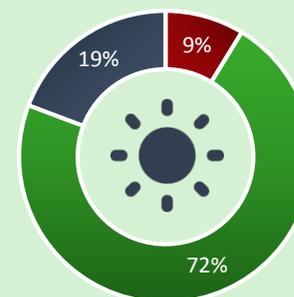
The climate is changing and human activity is mainly responsible



The climate is changing and human activity is partly responsible, together with other factors



The climate is changing but human activity is not responsible at all



Could be doing more

Doing as much as it reasonably can

Don't Know

PERSONAL RESPONSIBILITY

The views of Guernsey residents:

- Overall vs Jersey, Isle of Man and the UK
- By age and gender

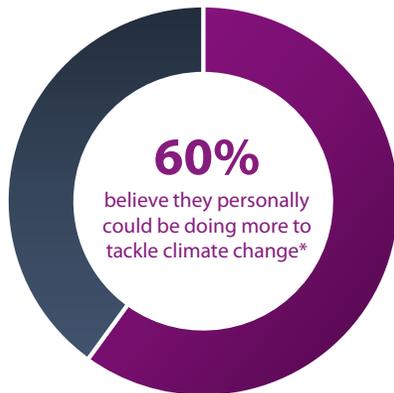
The views of all respondents by view on the role of human activity

PERSONAL RESPONSIBILITY

Respondents* were asked "Do you think that you personally could be doing more to tackle climate change, or are you already doing as much as you reasonably can?"

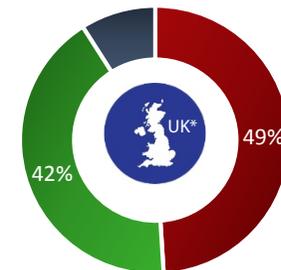
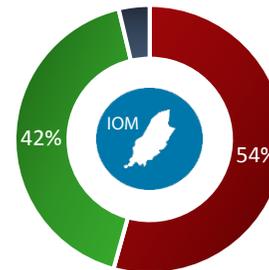
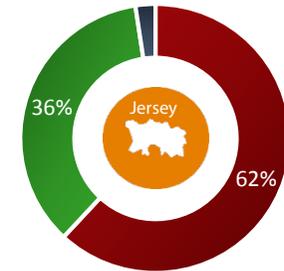
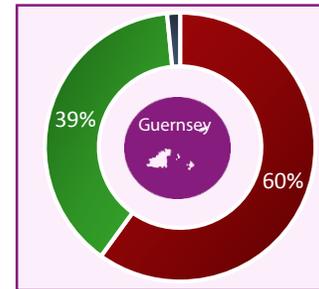
60% of Guernsey residents believe they could be doing more to tackle climate change*, while 39% said that they are already doing as much as they reasonably can. This is similar to Jersey and the Isle of Man.

A higher proportion of people in Guernsey than the UK believe they could personally be doing more to tackle climate change. Alongside the previous findings, this suggests that Guernsey residents have greater motivation than UK residents to do more.



*excluding the <1% who do not believe the climate is changing.

Do you think that you personally could be doing more to tackle climate change, or are you already doing as much as you reasonably can?



Could be doing more

Doing as much as reasonably can

Don't Know

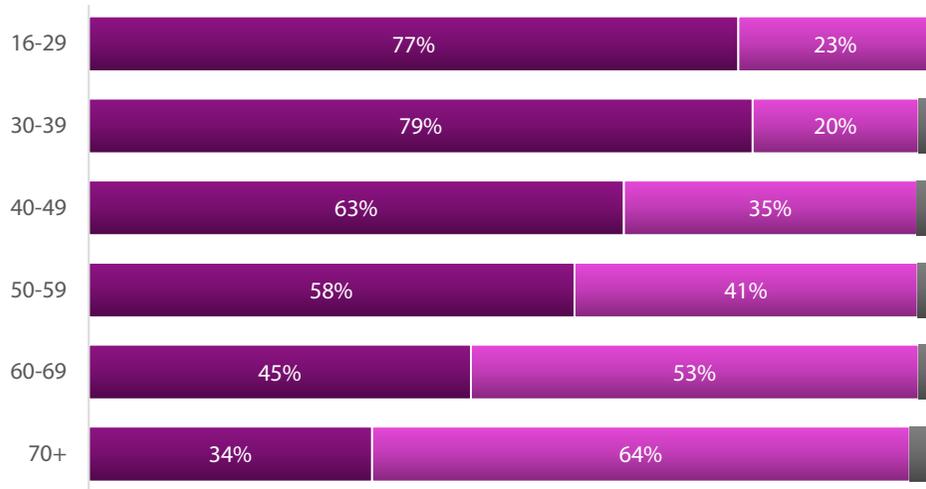
GUERNSEY: BY AGE, GENERATION AND GENDER

The age and generational graphs demonstrate that younger residents are more likely to believe that they personally could be doing more (78% of Generation Z & Millennials, 63% of Generation X and 42% of Baby Boomers and older).

Women were also more likely than men to say they could be doing more (64% vs 56%).

Do you think that you personally could be doing more to tackle climate change, or are you already doing as much as you reasonably can?

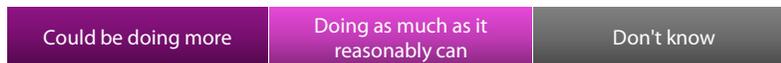
By Age



By Generation



By Gender



BY VIEW ON THE ROLE OF HUMAN ACTIVITY

The charts on this page illustrate how views differ depending on the role humans are believed to play in causing climate change.

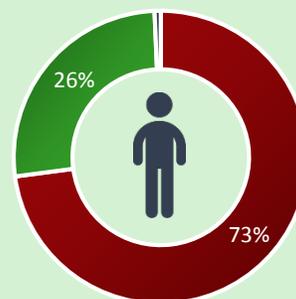
Those who believe that human activity is mainly responsible for climate change are much more likely to say they personally could be doing more (73%), compared to those who believe humans are responsible together with other factors (44%).

Comments suggest that some of those who believe human activity is not responsible at all put either 'doing as much as reasonably can' or 'don't know' because they do not necessarily believe that any actions need to be taken. Some others recognise that, globally, actions to adapt to a changing climate may need to be taken but there is little they can do personally. This group is a minority in Guernsey.

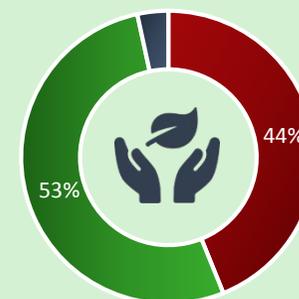
Results for the total sample across Guernsey, Jersey and the Isle of Man are presented with similar views expressed in each group across all three islands.

Do you think that you personally could be doing more to tackle climate change, or are you already doing as much as you reasonably can?

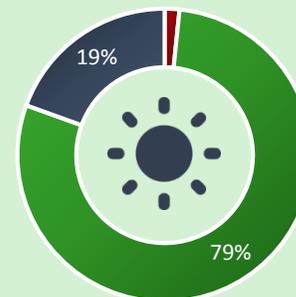
The climate is changing and human activity is mainly responsible



The climate is changing and human activity is partly responsible, together with other factors



The climate is changing but human activity is not responsible at all



Could be doing more

Doing as much as I reasonably can

Don't Know



WHAT IF ANYTHING ARE YOU PERSONALLY DOING TO TACKLE CLIMATE CHANGE

Respondents were asked "What if anything are you personally doing to tackle climate change?" Responses given by Guernsey residents can be summarised as follows, with those more frequently mentioned highlighted in bold.



TRANSPORT

Bus, cycle or walk (more)

- Use low emission vehicle / smaller vehicle/ hybrid car
- Sold diesel vehicle for petrol one
- Currently use or are looking into buying an electric vehicle
- Limit off-island travel
- Use car less/** plan journeys to reduce fuel use/ car share



AT HOME

- Use or changing to a more environmentally friendly source of heating
- Turn heating down**
- Use /considering use of technology around the home to be energy efficient and/or generate own electricity e.g. Heat pump, solar panels, Eco-home construction methods
- Energy efficient household items e.g. lighting, appliances
- Improved home insulation
- Careful with/monitor/ reduce energy use around the home in general**
- Reduce energy use in other ways



SUSTAINABLE LIFESTYLE

Recycle

- Reduce waste and/or re-use/upcycle
- Ethical Consumer / buy less / buy eco-friendly and/or re-usable products
- Avoid excessive packaging / **minimise plastics**
- Shop local / grow own food
- Buy less clothing / buy more second-hand items
- Eat carefully/ reduce food waste
- Reduce/cut out meat
- Reduce/cut out dairy
- No children



ENVIRONMENT

- Wildlife friendly gardening/planting/ tree planting
- Carbon offsetting through green projects
- Do not use aerosols



AWARENESS

- Raise awareness in others
- Member of relevant bodies/organisations
- Support international charities



WHAT IF ANYTHING ARE YOU PERSONALLY DOING TO TACKLE CLIMATE CHANGE

- The majority of people could think of at least one thing they were doing that helps to tackle climate change. A small number of people said that although they weren't, they would be open to ideas. There were also a small number who said they were reducing their fossil fuel use, energy use or carbon footprint but did not specify how.
- Recycling was one of the most common actions given, and there were a number of people who gave only that as an example.
- There were many people who could list more than one action. It is worth noting that those who gave 'sustainable lifestyle' choices, apart from recycling, often tended to list a number of ways in which they were living a sustainable lifestyle suggesting that there is a specific segment of the population who are particularly passionate about this aspect.
- There were a number of respondents who framed their actions in terms of doing less e.g. travelling less, turning the heating down, as opposed to using alternative methods of transport or more environmentally friendly methods of heating their home. For many this is about cutting out unnecessary journeys and not having the heating up higher than required to feel warm. But it is also worth considering whether vulnerable groups of the population have access to feasible alternatives, where their quality of life may be negatively impacted by being encouraged to make certain types of changes.
- Younger people and families were slightly more likely than others to say they were doing something.
- Those who believe that human activity is mainly responsible for climate change were more likely to list action(s) than those who believe humans are partly responsible.
- Very few people who said that humans are not at all responsible for climate change said they were doing anything – and several made the point that they do not believe that anything needs to be done.

AVOIDING THE WORST EFFECTS OF CLIMATE CHANGE

The views of Guernsey residents:

- Overall vs Jersey, Isle of Man and the UK
- By age and gender

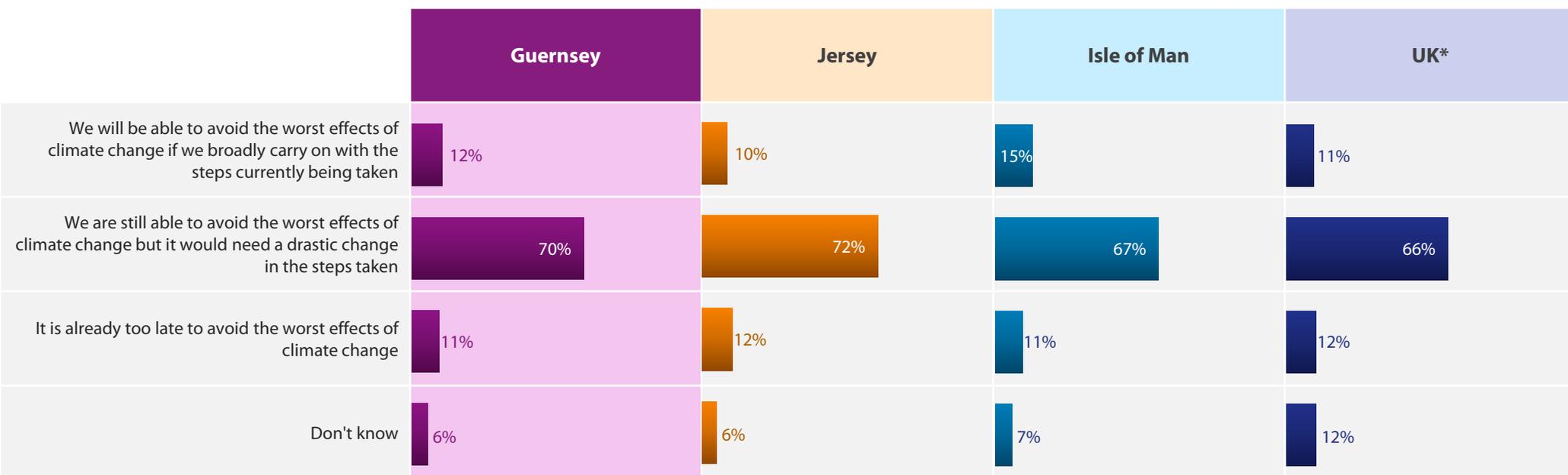
The views of all respondents by view on the role of human activity

AVOIDING THE WORST EFFECTS OF CLIMATE CHANGE

Respondents were asked “Which of the following statements comes closest to your view about avoiding the effects of climate change?”

70% of residents in Guernsey believe that we are still able to avoid the worst effects of climate change, but it would need a drastic change in the steps taken*. The results are similar across all three islands and the UK.

Which of the following statements comes closest to your view about avoiding the effects of climate change?



*excluding the <1% who do not believe the climate is changing.

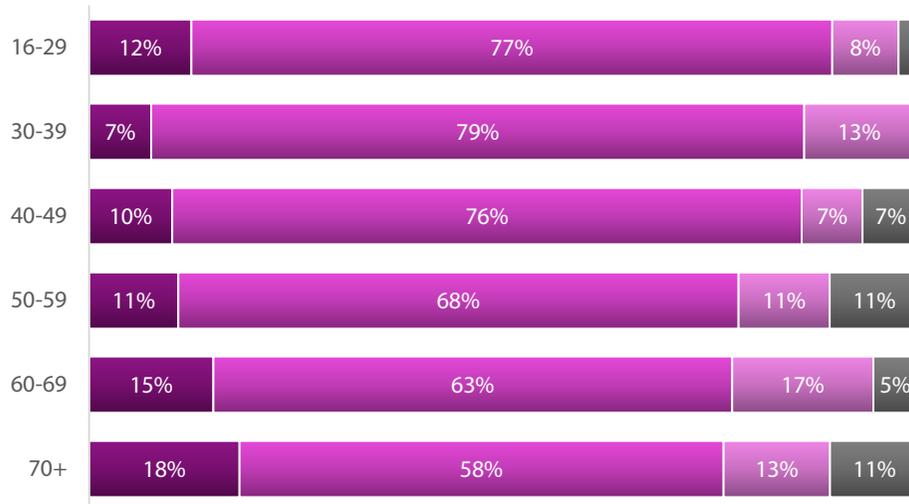
GUERNSEY: BY AGE, GENERATION AND GENDER

Younger people are more likely to believe that we are still able to avoid the worst effects of climate change but it would need a drastic change in the steps taken (>75% of under 50s vs <70% of over 50s).

Women are also more likely to agree with this than men (78% vs 62%)

Which of the following statements comes closest to your view about avoiding the effects of climate change?

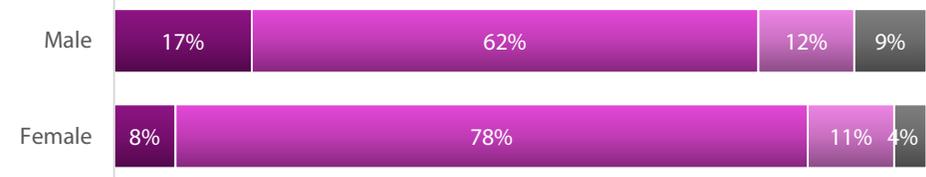
By Age



By Generation



By Gender



We will be able to avoid the worst effects of climate change if we broadly carry on with the steps currently being taken

We are still able to avoid the worst effects of climate change but it would need a drastic change in the steps taken

It is already too late to avoid the worst effects of climate change

Don't Know

BY VIEW ON THE ROLE OF HUMAN ACTIVITY

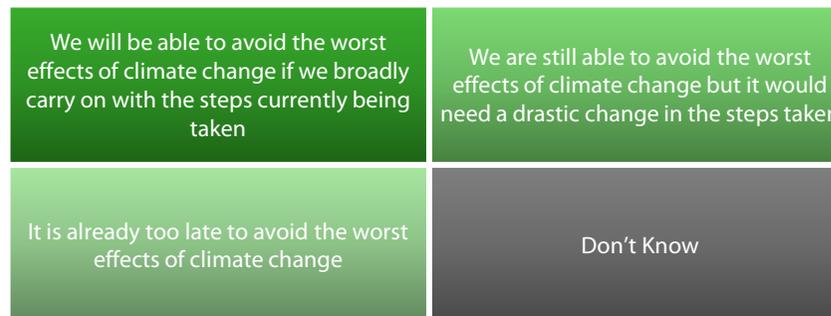
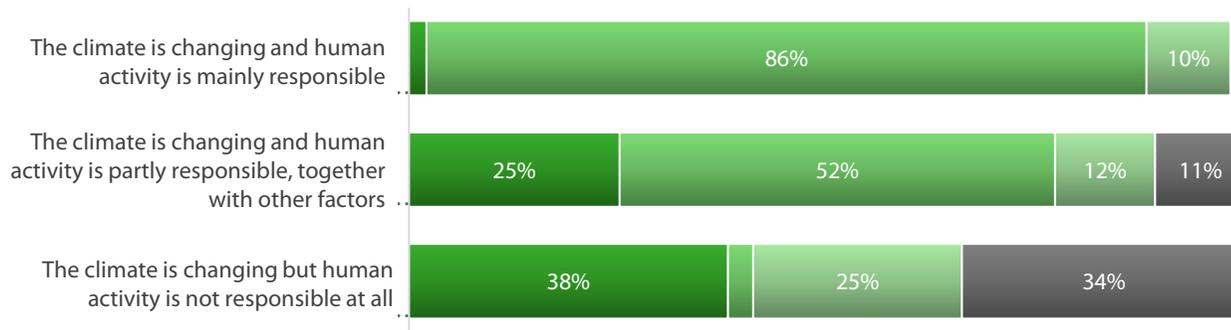
86% of those who believe that human activity is mainly responsible said that “We are still able to avoid the worst effects of climate change but it would need a drastic change in the steps taken”.

This decreases to 51% of those who believe human activity is partly responsible and 3% of those who believe the climate is changing but human activity is not responsible at all. These groups are more likely to support the view that “We will be able to avoid the worst effects of climate change if we broadly carry on with the steps currently being taken”.

Comments suggest that some of those who believe human activity is not responsible at all do not necessarily believe that any actions need to be taken, or that climate change will necessarily lead to affects that need to be avoided. This group is a minority in Guernsey.

Results for the total sample across Guernsey, Jersey and the Isle of Man are presented with similar views expressed in each group across all three islands.

Which of the following statements comes closest to your view about avoiding the effects of climate change?



CONCLUSIONS

feedback

CONCLUSIONS

This is a topic about which people have a range of strong views.

The majority of people in Guernsey appear to:

- Believe that humans are the main, or at least a major, contributor to climate change.
- Recognise that we have a responsibility at an island and at an individual level to take more action to help tackle or mitigate the effects of climate change.
- Believe we are still able to avoid the worst effects of climate change, but it would need a drastic change in the steps taken.

The findings suggests that most people in Guernsey largely agree with scientific understanding of climate change and its causes. They also suggest that many are hopeful about the future, but recognise and are open to the possibility, that we need to make changes to the ways we live our lives.

A number of people already feel empowered enough to have made notable changes to their lifestyles. Others have a positive attitude towards their individual responsibilities but are earlier in their journey to behaviour change - having started to make small changes to their lifestyle, or say they are open to ideas for change.

Older people and those who believe that humans play less/no role in causing climate change are key groups that contain people with diverging views to the majority of the population.

The views of people in Guernsey are very similar to those in Jersey, the Isle of Man and the UK, though there are small differences as noted in this report.





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