

## Summary of the GfK NOP survey for DECC LCCC communities (Totnes)

This is a high level take on the detailed results, drawing on the things that most stand out. Those with the asterisks are where the results in Totnes really are so markedly different to the national picture (and Q11/Q21 are really quite incredible).

Q1. There are high levels of satisfaction in Totnes with (a) the local area as a place to live, and (b) satisfaction in the sense of community. Two in three (67%) say they are 'very satisfied' with the local area as a place to live (compared to half (50%) nationally); and almost half (48%) say they are 'very satisfied' with the sense of community (compared to 29% nationally).

Q4\*/Q6. Residents in Totnes are significantly more likely to think about their energy use in the home – over eight in ten (82%) 'always' or 'often' think about it (compared to 58% nationally and 67% in Paington). This is partly driven by a heightened sense of concern around paying energy bills compared with elsewhere – 46% in Totnes say they have been 'very/fairly' worried about paying their energy bills in the past 12 months, compared to 37% nationally and 38% in Paington.

Q8. Local residents are much less concerned than average about the threat of terrorist attacks interrupting energy supplies (only 8% are 'very concerned' compared to 21% nationally) and – instead – are more concerned than average that the UK will not invest fast enough in alternative energy supplies (43% are 'very concerned' compared to 32% nationally).

Q9/Q10. Residents in Totnes are more concerned about climate change – 72% say that they are 'very' or 'fairly' concerned, compared to 63% nationally and 58% in Paington. However, they are not too dissimilar to the prevailing national picture when it comes to attributing the cause of climate change – 42% think it is 'entirely' or 'largely' the result of human activity (only slightly higher than is seen nationally (37%) but significantly higher than in Paington (26%)); while 24% think it is 'entirely' or 'largely' the result of natural processes (compared to 27% nationally and 33% in Paington).

Q11\*. Residents in Totnes are more likely to disagree with the statement 'the Government is taking sufficient action to tackle climate change' – 72% disagree compared to 44% nationally and 49% in Paington. Furthermore, there is a notably stronger sense of social norms around low carbon behaviour – 78% agree that 'trying to reduce your carbon footprint is the 'normal' thing to do' (compared to 40% nationally and 32% in Paington).

Q12/Q13. Patterns of habitual behaviour do not seem that different to Paington or 'all LCCC' areas, although recycling stands out with higher levels in Totnes. Likewise, there is not a dramatic difference in terms of existing installation of energy efficiency measures or micro-renewables - 77% have double glazing (88% in Paington); 75% have loft insulation (62% in Paington); 43% have cavity wall insulation (31% in Paington). However, notably more households in Totnes are thinking about doing a range of measures than in the control, e.g. 17% are thinking of installing solar PV (compared to 5% in Paington).

Q17\*/Q18/Q19. There is higher recognition in Totnes of solar panels in the area – 13% say they have seen 'a lot' or a 'fair amount' in the local area (compared to 7% nationally and 8% in Paington), while 51% say they have seen 'one or two' (compared to 27% nationally and 31% in Paington). Of these, almost three quarters (73%) think the panels have a positive impact on the local area, 22% think they have a neutral impact, and only 4% think they have a negative impact. There is less recognition in Totnes of large wind turbines – 7% have noticed them in the local/surrounding area, compared to 26% nationally.

Q21\*. There is significantly higher awareness of, and engagement with, local action on climate change/energy efficiency in Totnes. Three quarters (75%) have heard of action in the local area (compared to 11% nationally, 16% in Paington and 33% across 'all LCCC' areas), and 22% say that they have attended a meeting (compared to 3% nationally, 2% in Paington and 7% across 'all LCCC' areas). And, furthermore, 13% say that they have joined a local action group (compared to 2% nationally, 1% in Paington and 4% across 'all LCCC' areas). Where there is less differentiation from the national picture/local control is in terms of receiving an in-home visit/energy assessment, or offerings of energy efficiency 'kit'.