

# Environment, Climate Change and Sustainability

## Acorn Analysis

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# Introduction

According to the World Health Organisation, healthier environments could prevent almost one quarter of the global burden of disease. 13.7 million of deaths per year in 2016, amounting to 24% of the global deaths, were due to modifiable environmental risks. This means that almost 1 in 4 of total global deaths are linked to environment conditions.<sup>1</sup>

It can be difficult to source local data on the environmental behaviours of the population of Gloucestershire, so we have used our customer segmentation tool, Acorn to give us an understanding of where some of these behaviours may be more prevalent in different parts of the county. This data can only give us a likelihood but can be used as a useful proxy to go alongside other more traditional datasets.

Acorn provides several variables relating to the environment, these include:

- Rarely keep the tap running while brushing teeth
- Make an effort to cut the use of gas / electricity at home
- Important when buying a car: environmentally friendly / low co2 emissions
- If a brand I like expresses a view I agree with in advertisements, I am more likely to buy it from that brand
- Fuel consumption is the most important feature when buying a new car
- I think brands should consider environmental sustainability when putting on events
- Climate change is the biggest threat to civilisation
- I always make an effort to recycle
- I consider myself an environmentalist
- I do not care if it is green energy, as long as it is cheap
- I do not care what my carbon footprint is
- I think energy companies do not care about the environment
- I am actively trying to reduce my meat consumption
- I do not mind paying more for organic food
- I like to look out for where my products are made or grown
- I only buy products from companies that have ethics and values that I agree with
- I make an effort to support British businesses

In this document we explore some of these behaviours more closely.



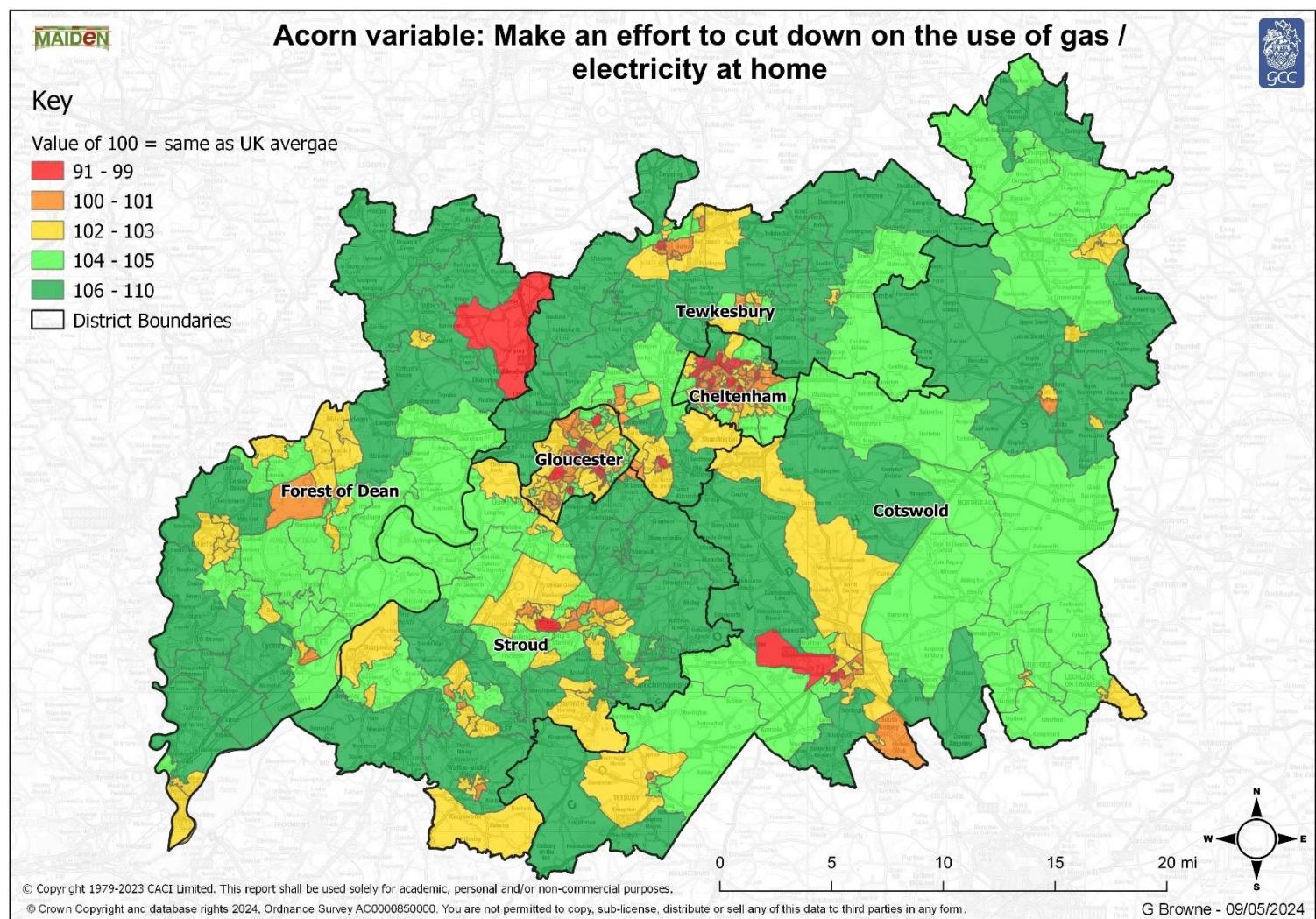
# Making an effort to cut down on gas and electricity in the home



Data provided by Acorn allows us to identify those Lower Super Output Areas (LSOAs) where people are most likely to make an effort to cut down on the use of gas and electricity in the home, as seen in map 1 below.

The LSOAs where people are most likely to make this effort are highlighted in dark green on map 1 and are mainly located in the more rural areas of Gloucestershire.

**Map 1: Make an effort to cut down on the use of gas/electricity at home**



# Important when buying a car: Environmentally friendly / low co2 emissions

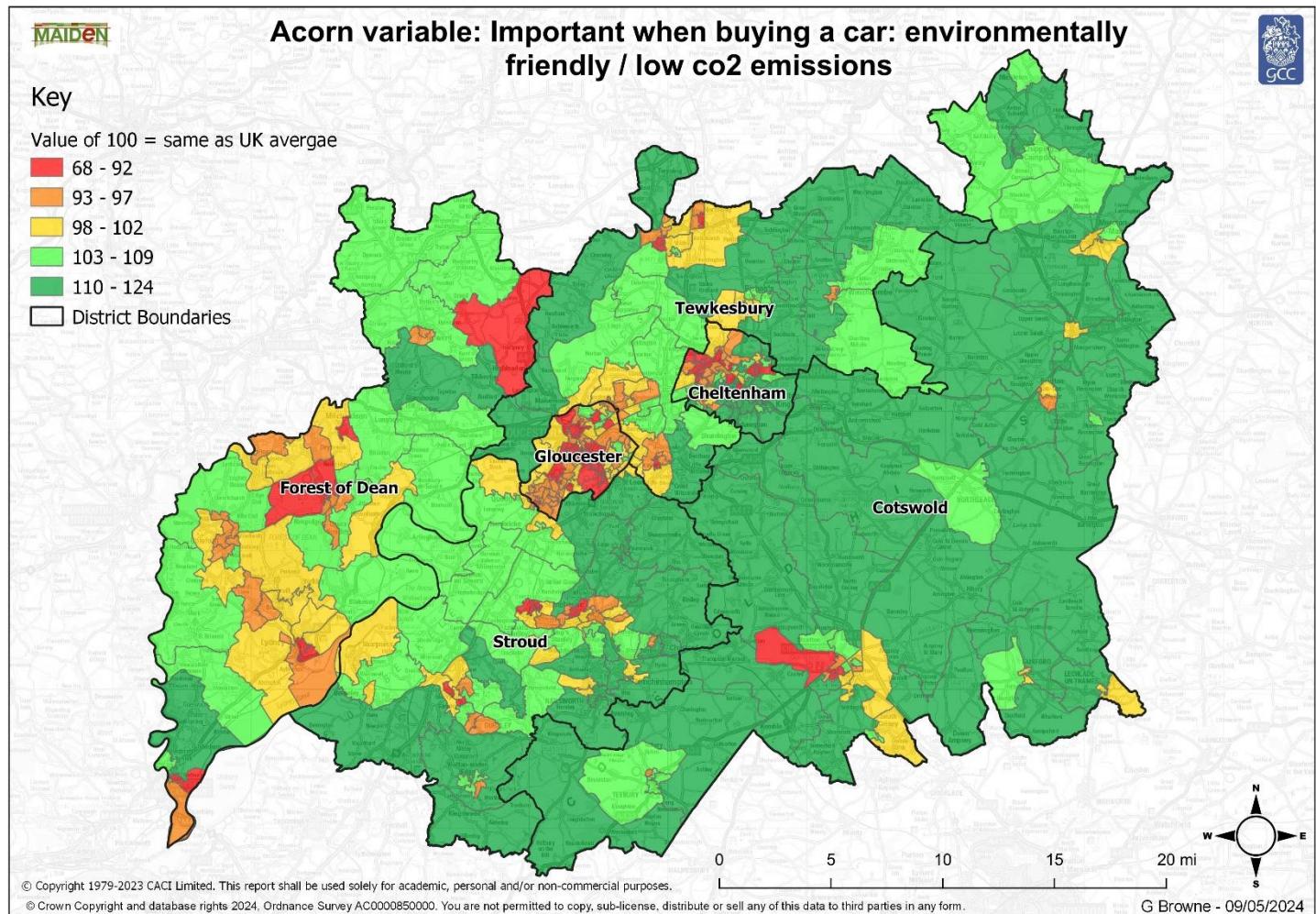


Electric cars are ever more appealing in a world where reducing carbon emissions and pollution is a growing concern for many people. Research has shown that electric cars are better for the environment. They emit less greenhouse gases and air pollutants over their life than petrol or diesel cars. This is even after the production of the vehicle and the generation of the electricity required to fuel them is considered.

We can use Acorn to get an idea of the likelihood of people in Gloucestershire having the view that it is important when they are buying a car that it is environmentally friendly or has low co2 emissions.

The areas highlighted in green on map 2 indicate the Lower Super Output Areas (LSOAs) which would be more likely to consider an environmentally friendly car or one with lower co2 emissions as it is important to them. The majority of Cotswold district are most likely to find this view important when compared to the UK average.

**Map 2: Important when buying a car: environmentally friendly / low co2 emissions**



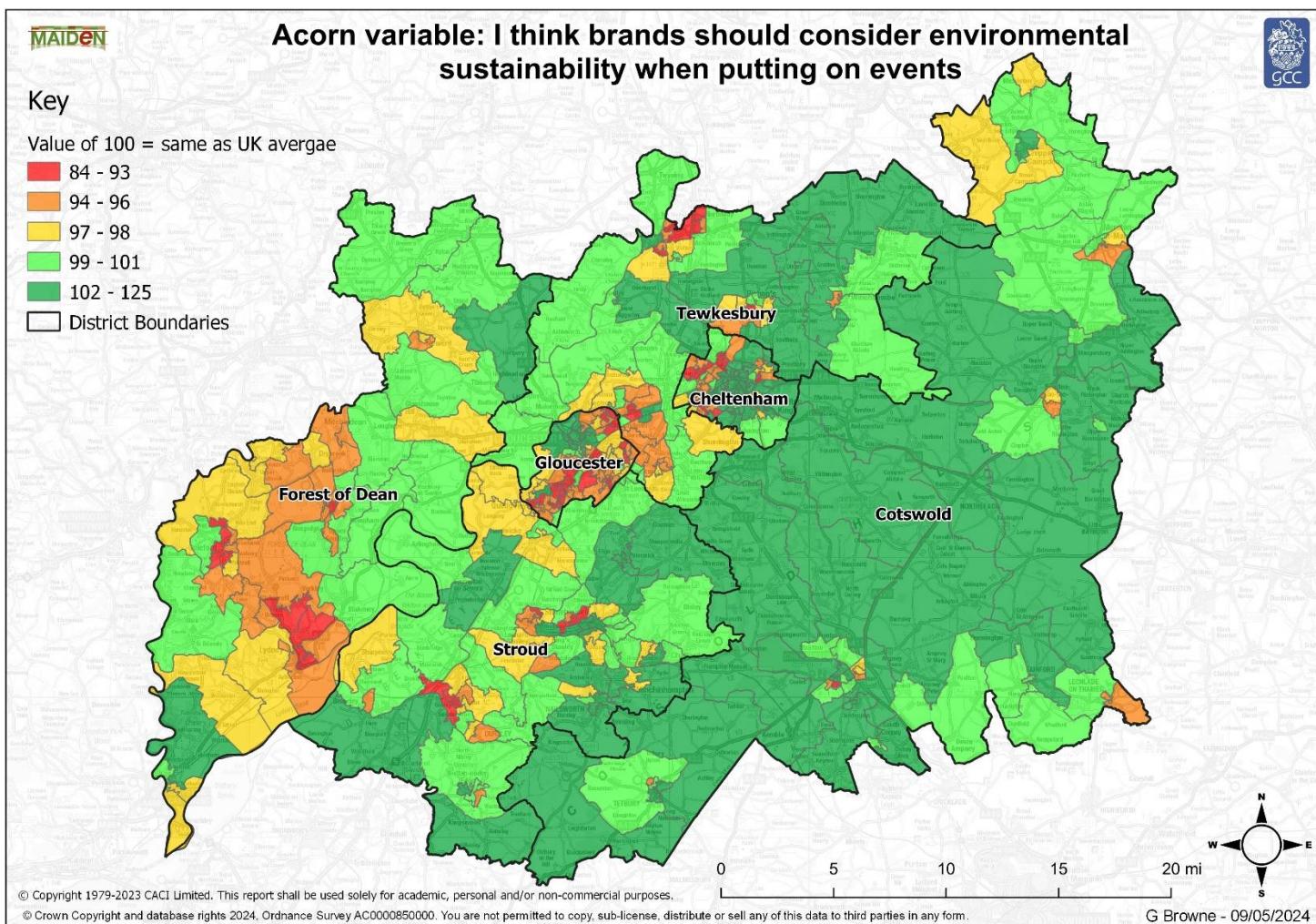
# I think brands should consider environmental sustainability when putting on events



Sustainability is becoming an increasingly crucial focus for corporations of all sizes. With climate change being a very real concern for the consumers of today, we're seeing a shift in the events industry towards more sustainable practices, both in terms of the companies running the events, as well as the technology and resources used to power them.

By using Acorn, we can look at the LSOAs in Gloucestershire where people are most likely to live who might have the view that brands should consider environmental sustainability when they are putting on events and these areas are shaded in dark green on map 3 below. A large proportion of Cotswold, Tewksbury and Stroud districts are likely to agree with this statement.

**Map 3: I think brands should consider environmental sustainability when putting on events**



# Climate change is the biggest threat to civilisation

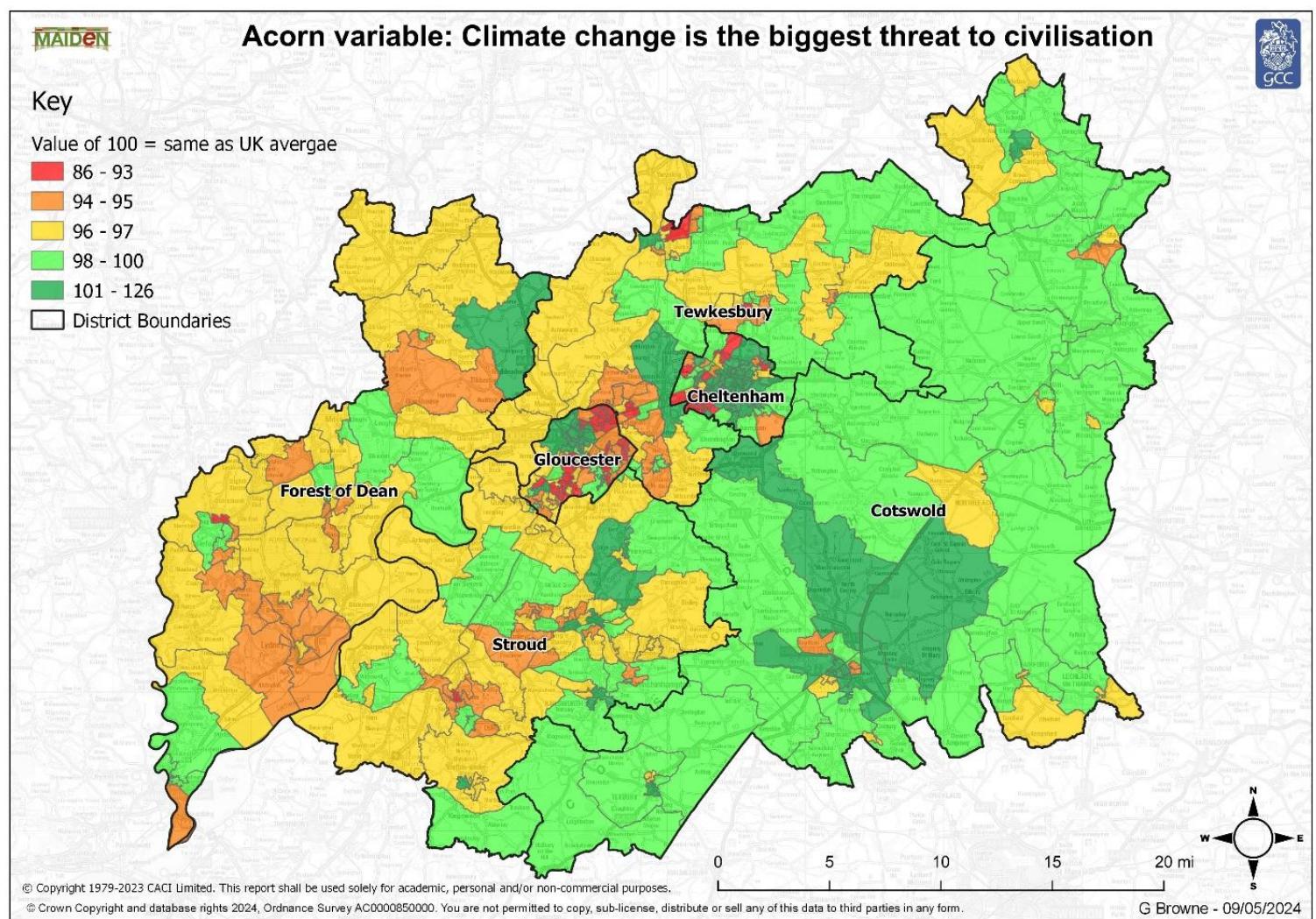


Climate change is the long-term shift in the Earth's average temperatures and weather conditions. Over the last decade, the world was on average around 1.2C warmer than during the late 19th Century. It has now been confirmed that global warming exceeded 1.5C across the 12 month period between February 2023 and January 2024. That followed 2023 being declared the warmest year on record.<sup>2</sup>

One of the environmental Acorn variables can help us to understand the likelihood of our Gloucestershire residents agreeing with the statement 'climate change is the biggest threat to civilisation'.

The areas shaded dark green on map 4 show the LSOA's where residents are most likely to believe climate change is the biggest threat to civilisation, with this belief most likely within the Cotswold district.

**Map 4: Climate change is the biggest threat to civilisation**



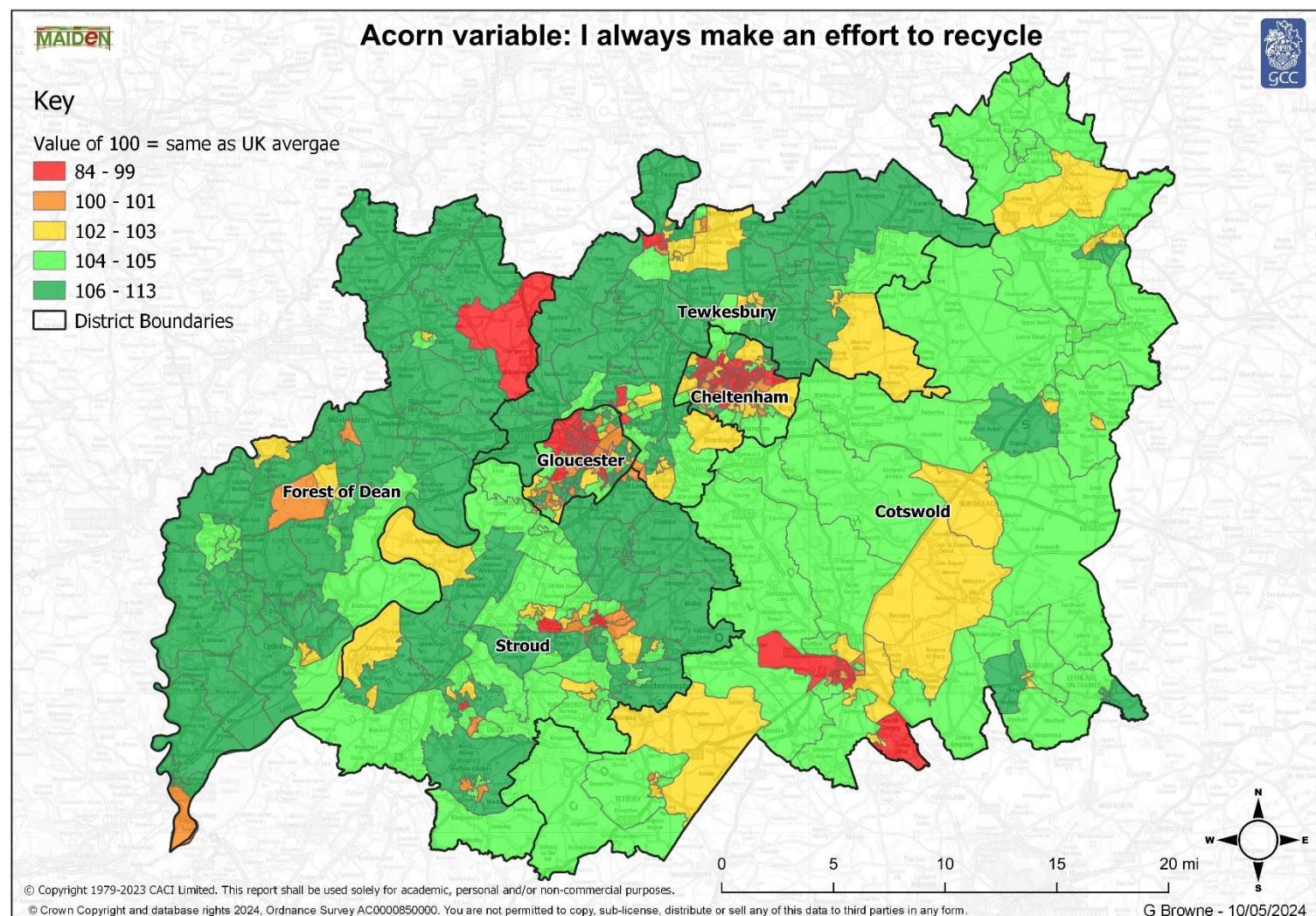
# I always make an effort to recycle



Recycling is one of the main ways that we can all help create a greener planet in our everyday lives. The more people that get into good habits, the bigger the difference we can all make. Recycling benefits the environment, conserves resources, and contributes to a more sustainable future.

Using the Acorn variable 'I always make an effort to recycle' we can map the Gloucestershire LSOA's most likely to carry out this statement compared to the UK average, which are highlighted with dark green shading in map 5 below.

**Map 5: I always make an effort to recycle**



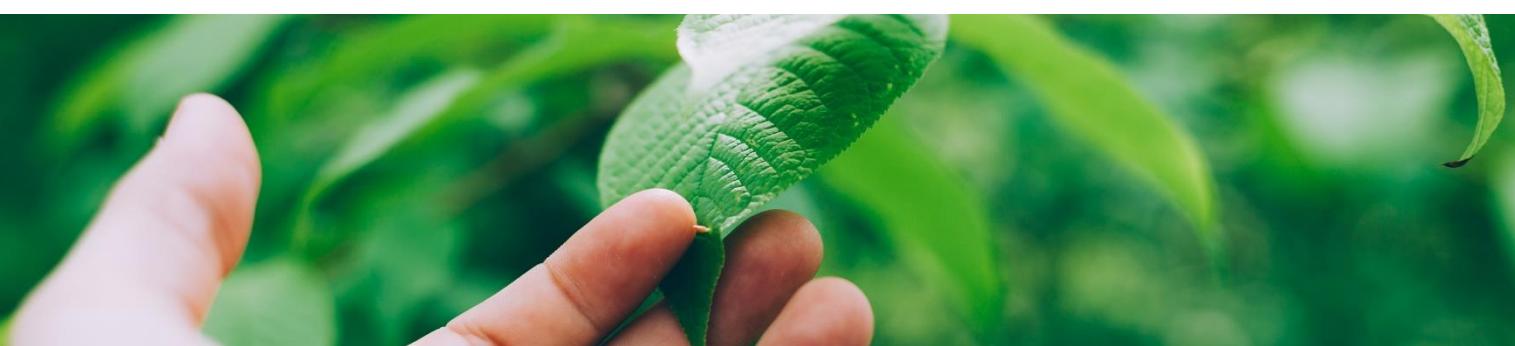
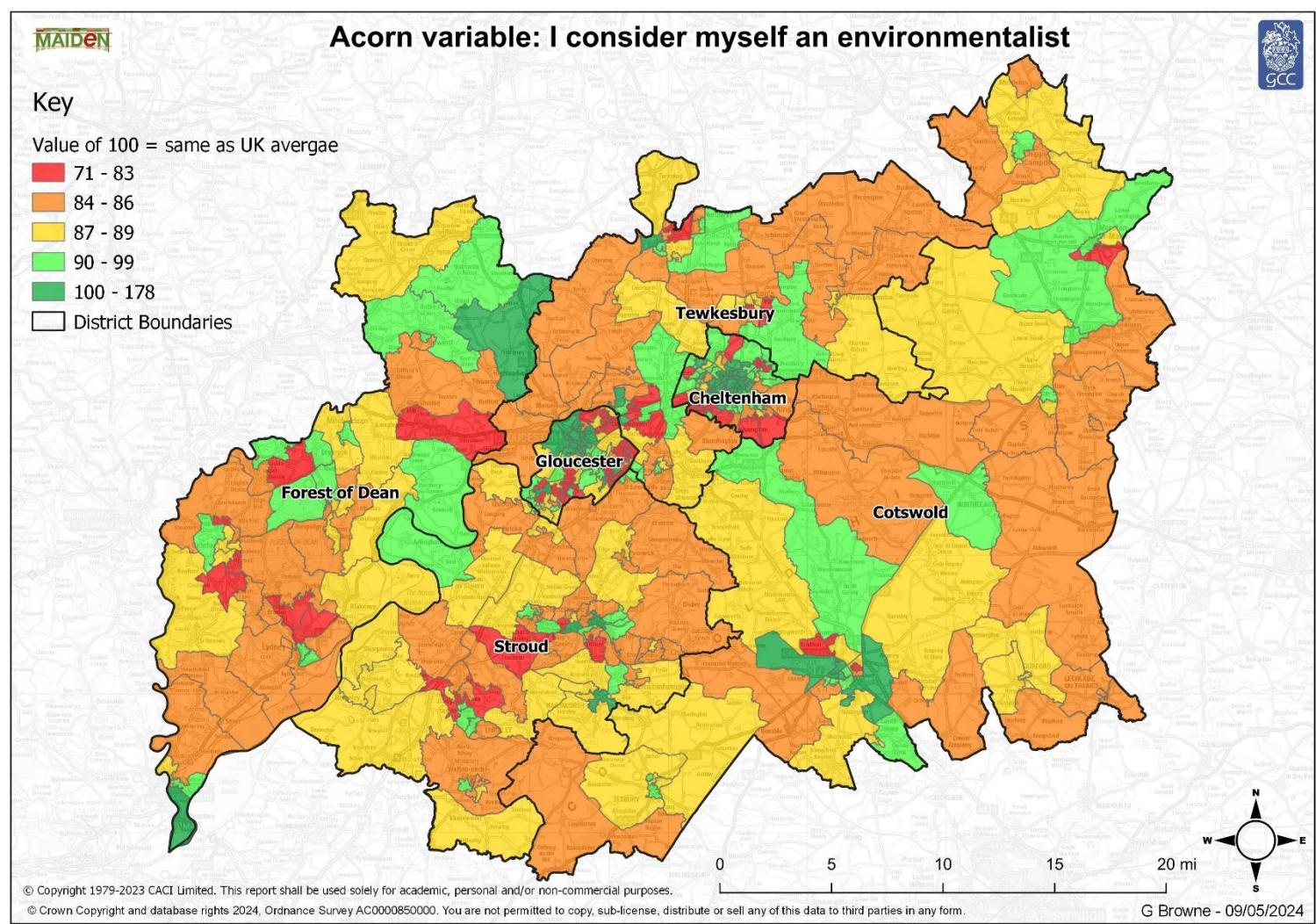
# I consider myself an environmentalist



An environmentalist is a person who is concerned with and/or advocates for the protection of the environment. They support the goals of the environmental movement, which is a political and ethical movement aiming to improve and protect the quality of the natural environment through changes to environmentally harmful human activities.

Acorn can help us to identify where our residents in Gloucestershire are likely to live who consider themselves as an environmentalist and they are highlighted by the dark green shading in map 6 below.

**Map 6: I consider myself an environmentalist**



# I do not care what my carbon footprint is

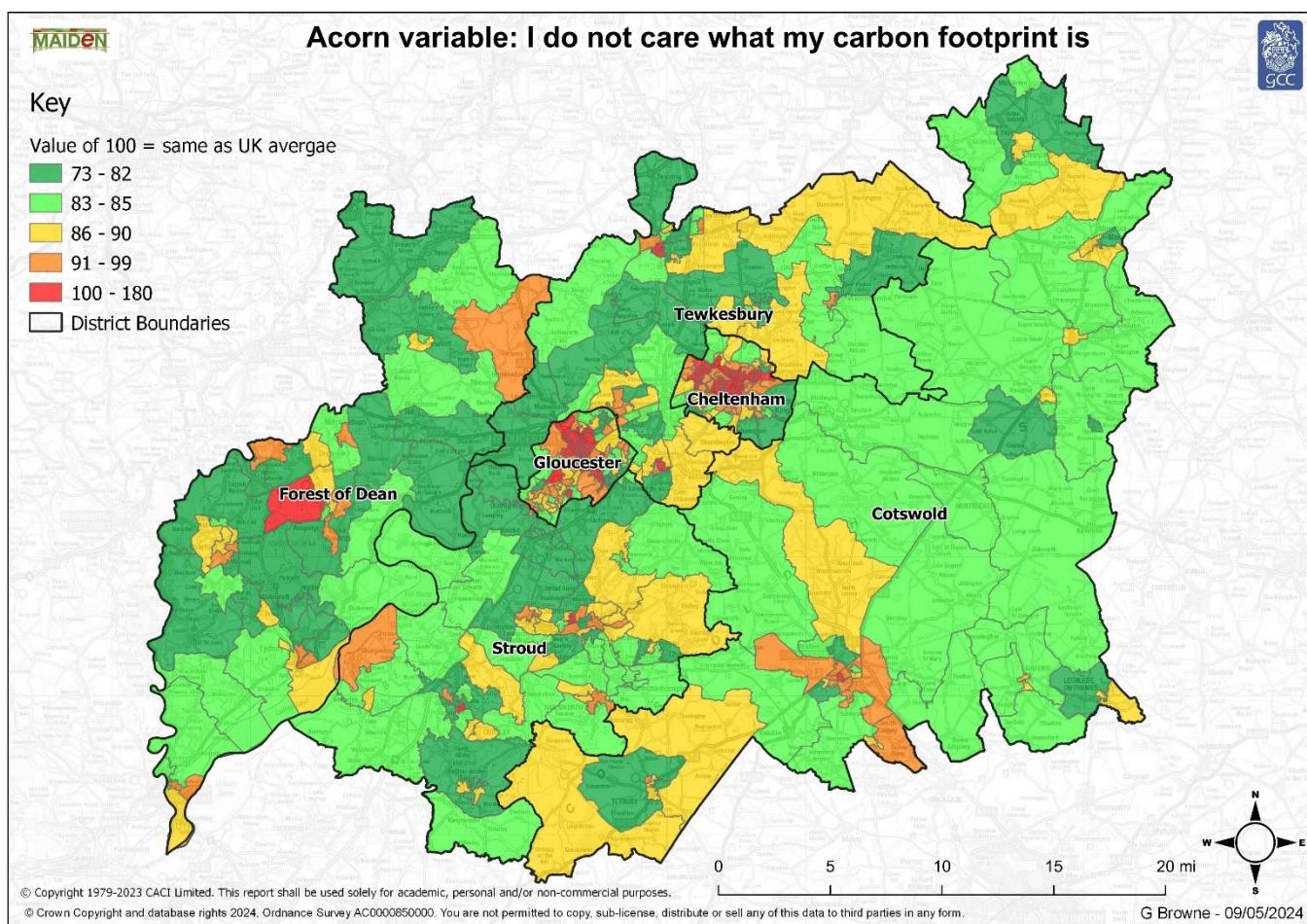


A carbon footprint is defined as the total amount of greenhouse gases emitted into the atmosphere, such as carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), hydrofluorocarbons (HFCs), expressed in equivalent tons of CO<sub>2</sub>. It is associated with the activities of an individual, a community, an organisation, a process, a product or service, or an event, among other things.

Individual carbon footprint can thus be termed as the total amount of greenhouse gases produced by our personal actions such as transportation, household activities, clothing and food. By reducing our carbon footprint, we can reduce our greenhouse gas emissions. The choices we make every day in our homes, our travels, the food we eat, and what we buy and throw away can help ensure a stable climate for future generations.

However, some people may not care what their carbon footprint is, and we can use Acorn data to determine what areas people who are most likely to not care might live in Gloucestershire, as highlighted by the red shading in map 7 below. The LSOA's people live in who are most likely to not care what their carbon footprint is are mainly located in urban areas such as central Gloucester and Cheltenham.

**Map 7: I do not care what my carbon footprint is**



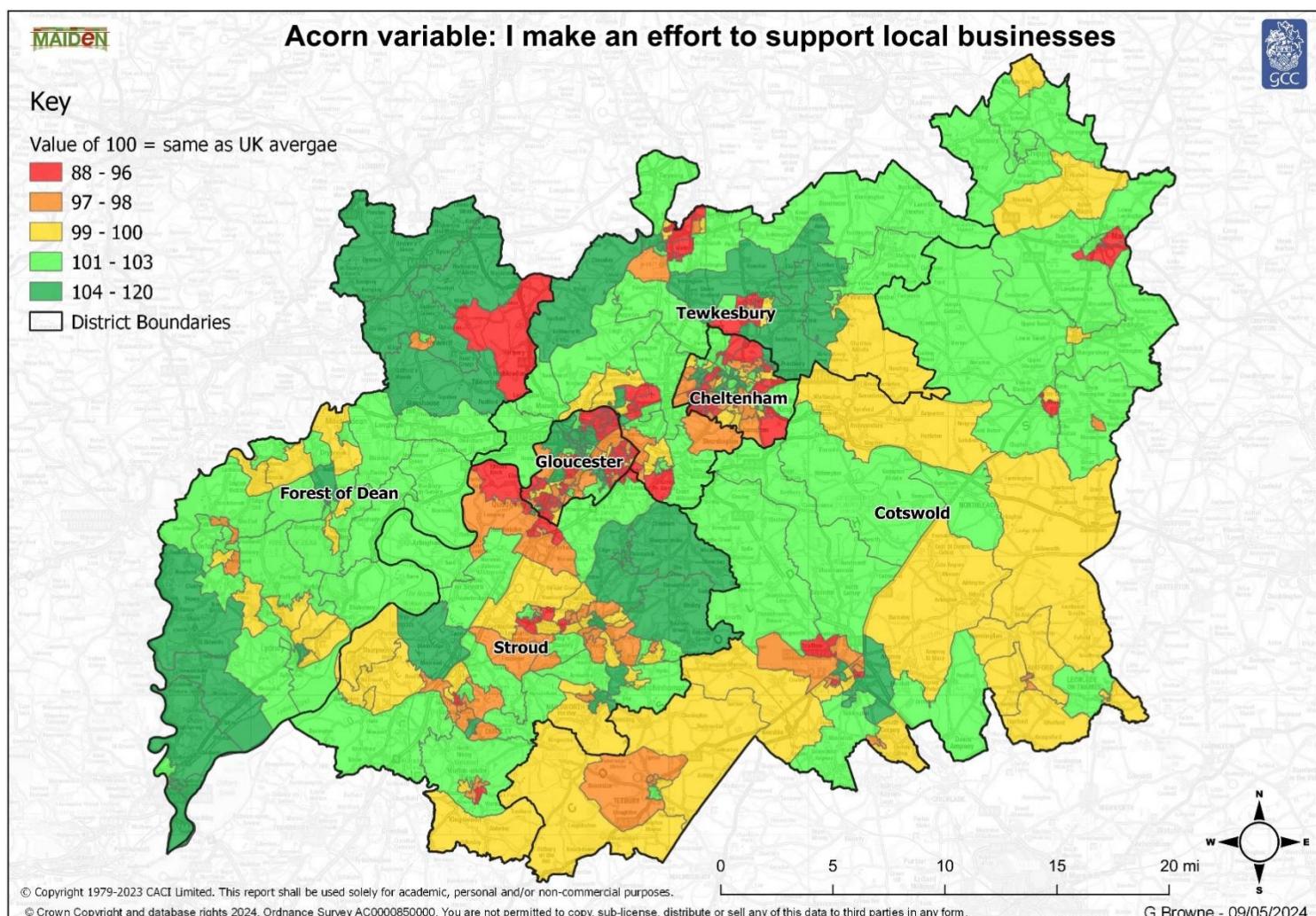
# I make an effort to support local businesses



Supporting local businesses offers several benefits for both the community and individuals. It is not only about making a purchase; it's an investment in your community's future. By doing so, you help create a thriving local economy, preserve community character, and contribute to a more diverse and vibrant neighbourhood.

Acorn data can help us to identify areas where people who make an effort to support local businesses are most likely to live compared to the UK average. Map 8 highlights those LSOA's in Gloucestershire that are most likely to make an effort supporting local businesses in dark green.

**Map 8: I make an effort to support local businesses**



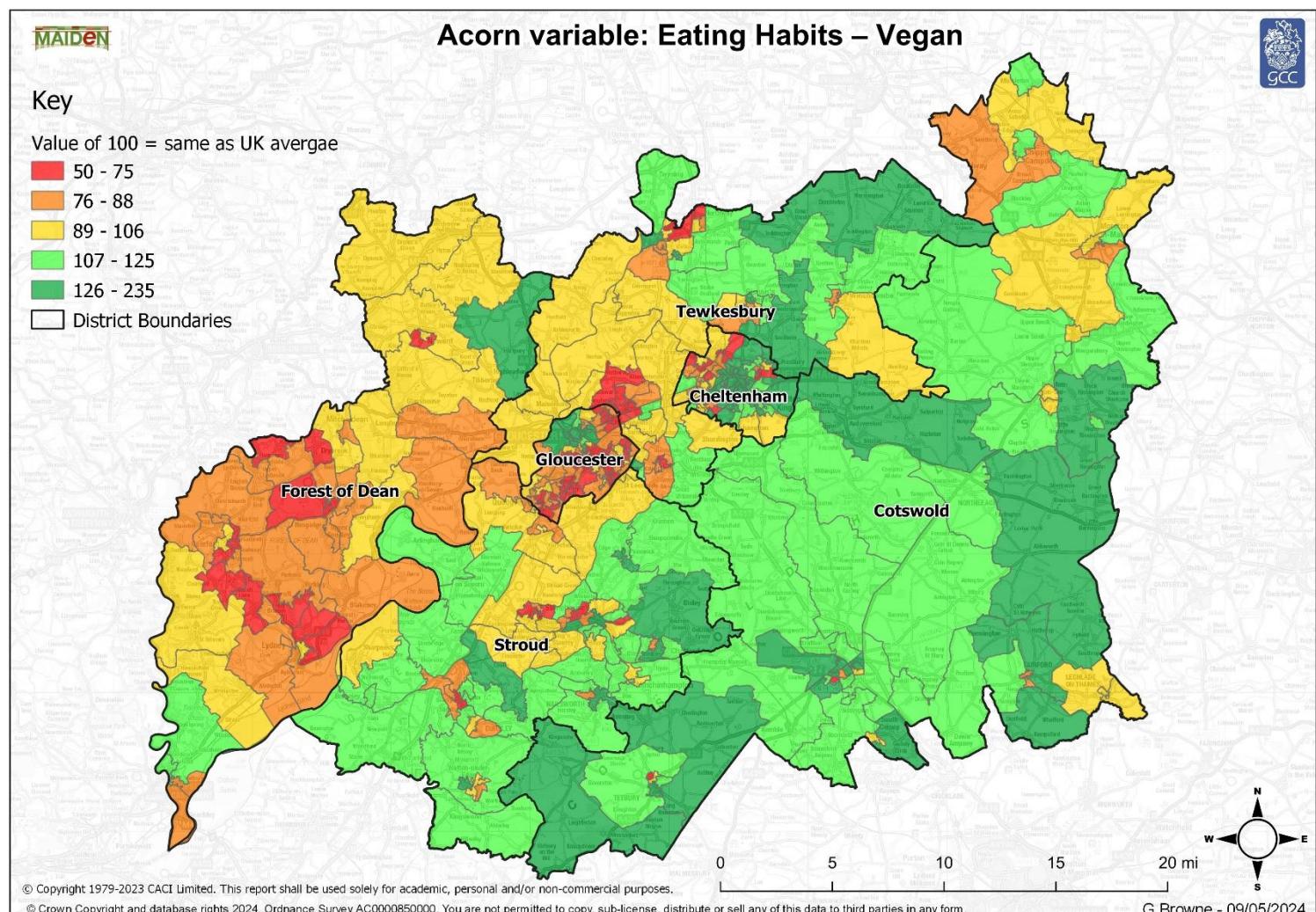
# Eating Habits – Vegan



A vegan diet can benefit both our health and the environment, it involves cutting out animal products like meat, fish, dairy and eggs and is good for the planet because cattle grazing generates massive amounts of methane and carbon dioxide, both of which are potent greenhouse gases that contribute to climate change.

We can use Acorn data to look at where people who follow a vegan diet are most likely to live in Gloucestershire. This is shown in map 9 below by those LSOA's highlighted in dark green and light green areas. A large proportion of the Cotswold district are more likely than the UK average to be vegan as well as parts of Tewkesbury and Stroud.

**Map 9: Eating habits - vegan**



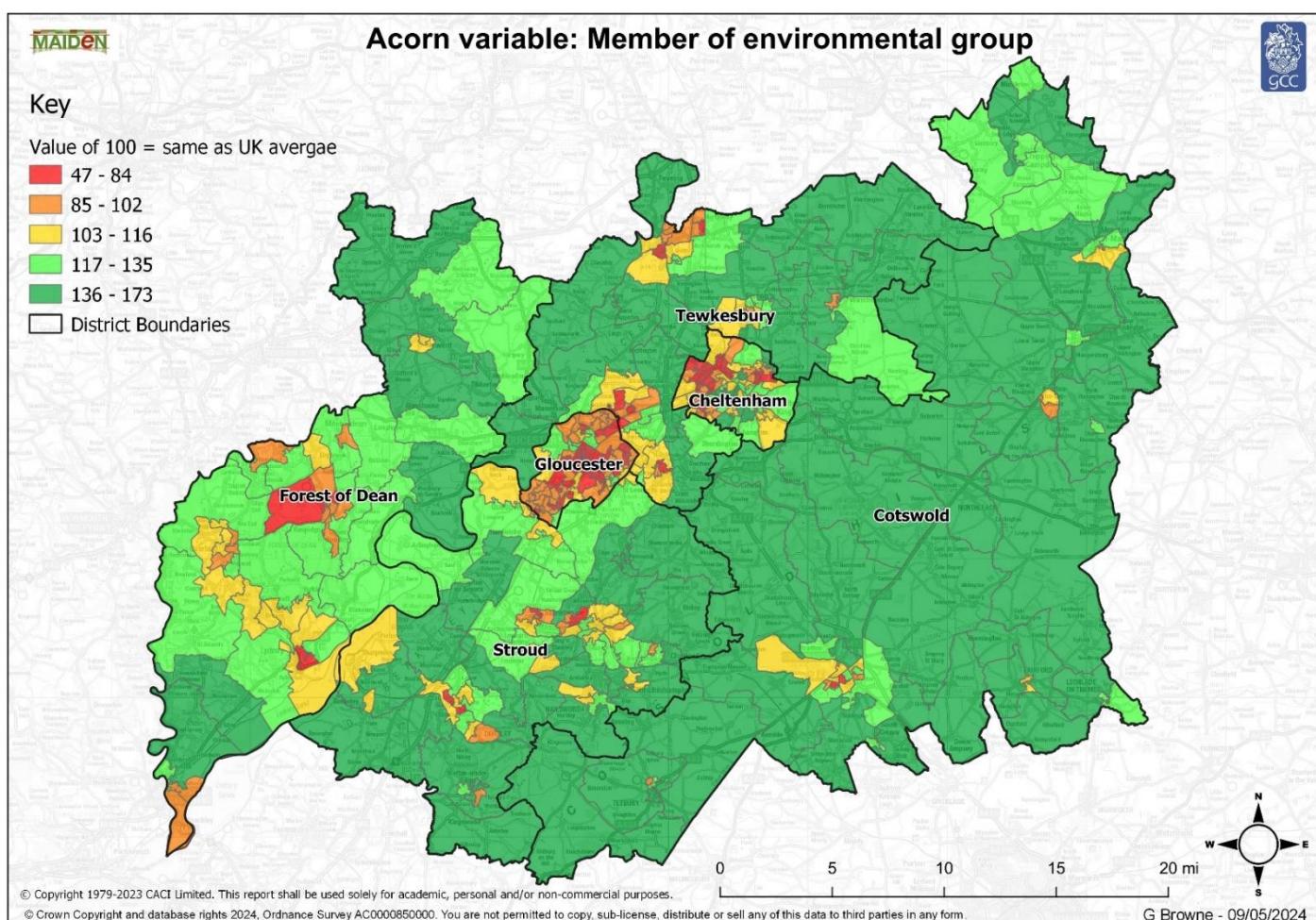
# Member of environmental group



An environmental group is an organisation that seeks to protect, analyse or monitor the environment against misuse or degradation from human forces. An environmental group may focus on the biophysical environment or the natural environment. These groups work to reduce pollution, protect wildlife habitats, promote sustainable energy sources, and advocate for climate change policies.

Map 10 highlights in green the LSOA's in Gloucestershire where the population are most likely to be a member of an environmental group compared to the UK average. This indicates if residents live in a more rural area they are more likely to be part of an environmental group.

**Map 10: Member of an environmental group**



Further information about Acorn and other  
Acorn reports can be found on  
[Inform Gloucestershire.](http://InformGloucestershire.com)