

Collated Responses to EcoHub Questionnaire 2022

From September to December 2022, visitors to the EcoHub stall in Salisbury Market who engaged in conversation were invited to fill in a brief questionnaire. Not all did so, and the sample was self-selected and not necessarily representative of the population as a whole, but the results are collated below.

Question 1: How often do you think about the effects of climate and other environmental changes?
Responses: Always 40.7%; Often 53.7%; Sometimes 3.7%; Occasionally 1.9%; Never 0%

Question 2: Do you feel anxious about the climate emergency and wish more was being done?
Responses: Always 52.8%; Often 33.3%; Sometimes 5.6%; Occasionally 5.6%; Never 2.8%

Question 3: Please fill in the following grid by ticking all the boxes which apply in each row:

	I do this (or use this) already in Salisbury	I know where to do this or find this in Salisbury	I'd do this (or use this) if I knew where	I'm not really interested in this
Recycling small waste not taken at kerbside or recycling centres (e.g. ink cartridges, cheese packets, pens)	48.4%	18.8%	32.8%	0%
Cheap short term hire of items like drills, tents, garden tools & babygym	17.6%	23.5%	39.2%	19.6%
Access info about local green businesses/traders	20.4%	29.6%	50.0%	0%
Electric car hire/pooling	20.4%	16.7%	29.6%	33.3%
Access info about what the council is doing to make Salisbury greener	20.8%	20.8%	56.3%	2.1%
Repair shop (e.g. for electrical items or clothing)	27.7%	21.3%	44.7%	6.4%
Cafe with organic, vegan and fair trade food and drink options	22.9%	25.0%	45.8%	6.3%
Zero-waste shopping	22.2%	24.4%	46.7%	6.7%
A place to go to hear about/talk to others about climate concerns	8.3%	20.8%	56.3%	14.6%
Find liftshare information	4.3%	6.4%	51.1%	38.3%
Access local advice on home improvements e.g. solar panels, insulation, heat pumps, grants	8.9%	13.3%	64.4%	13.3%
Attend events with environmental/climate theme	18.6%	23.3%	44.2%	13.9%

Question 4: How often do you think you would visit an EcoHub located in central Salisbury with these goals?

Responses: Always 4.6%; Often 36.4%; Sometimes 40.9%; Occasionally 18.2%; Never 0%

Analysis

It is unsurprising that the first two questions produced answers indicating a degree of climate and environmental awareness greater than the national polling average, given the self-selected nature of the sample of responders.

The answers to the various parts of question 3 are revealing. It is most notable that the third option, "I would if I knew where", is the most popular in almost every case, and second most popular in the two instances where it is not. Each part of question 3 relates to something which is available in Salisbury, but the responses highlight a big information gap. Local councils score particularly badly on providing information on what they are doing to make Salisbury greener, with 56% saying they would access such information if they knew where, and on liftsharing, on which the county council has had a promotional billboard beside the ring road for a decade or more, but without providing any effective information to enable people to do it. Again, over 50% of responders say they would use such information if they knew where to get it.

The proposed EcoHub could be very effective in filling this information gap.

Also among the biggest areas of unmet need are "a place to go to hear or talk to others about climate concerns" (56.3% would use this if they knew where to find it), and "local advice on solar panels, insulation, heat pumps etc." (64.4%). Both these are key things which the EcoHub is already providing to an extent through its market stall, and which it would be much better placed to provide once it acquires its own premises.

The last item under question 3 and question 4 both indicate that an EcoHub is likely to be well used, and will be filling a clear need in the local society.