



BREAZE Community and Member Survey

Part of the BREAZE Climate for Change Project,

funded by Sustainability Victoria

Prepared by:

Dr Steven McEachern and Dr Patrice Braun

12 February 2009



Executive Summary

This report presents the findings of two surveys conducted by the Centre for Regional Innovation and Competitiveness (CRIC) on behalf of BREAZE Inc – Ballarat Renewable Energy and Zero Emissions. The research outcomes presented in this report are intended to assist BREAZE in identifying its' effectiveness in supporting its members to achieve zero emissions. The research also identified knowledge and information needs of the broader Ballarat community in relation to climate change and sustainable behaviours.

The methodology adopted for this research was a combination of two surveys - one of members of the BREAZE organisation, and the other of a random sample of households in the Central Highlands region of Victoria, which is approximately consistent with the geographical distribution of BREAZE members. The research design was developed by CRIC in consultation with BREAZE representatives and the project steering committee prior to commencement of data collection. The BREAZE member survey was conducted via the web, using the LimeSurvey data collection software. The community survey was conducted by telephone. The analysis of the results presented in the report was conducted using the SPSS statistical package, version 15. The results are presented in two forms. Where available, comparisons between the sample of respondents to the two surveys were made.

Salient survey findings and related implications of these findings are summarised below:

Demographics

The notable finding from the demographic results was the difference in education of the two groups. While age and gender profiles were consistent between the two groups, there was a significant greater level of education (generally at a tertiary level) among BREAZE members. It should be recognised that those with higher levels of education often exhibit higher levels of interest in environmental issues and are more aware/engaged in environmental action.

BREAZE members were also more likely to report their income at lower levels of income. This may be the result of the greater anonymity provided in self-completion data collection methods such as web surveys, relative to interviewer-based telephone surveys.

Information provision, attitudes and behaviour

Among both BREAZE members and the broader populace, there is an apparent demand for high quality, in depth information on which individuals can base purchase decisions. Members also rated more highly those activities which had higher levels of information content, such as workshops and bulk purchasing information sessions.

The results show a major difference in the sources utilised by each group. For BREAZE members, the Internet was most likely to be their primary source of information and commonly ranked as a second or third ranked source, with BREAZE itself the most commonly used organisation information source. By comparison, telephone respondents ranked television as



their most commonly used source, closely followed by the use of pamphlets and newspapers. Both groups also relied on friends and family for environmental information, suggesting that environmental information may be transmitted through social networks.

Drawing these issues together, it appears that one of the primary functions of BREAZE has been as an information intermediary, with a capacity to review and present complex information to support member decision-making. The higher level of (self-reported) action taken after 'high-information' events suggests such events help to reduce barriers to action by participants.

Behaviours and attitudes

While both the BREAZE members and telephone survey group indicated that they engaged in pro-environmental behaviours, those behaviours were much more frequently among BREAZE members than the general population. BREAZE members also reported higher levels of 'high-effort' and 'high cost' behaviours, whereas low-effort behaviour patterns were relatively similar.

A similar response pattern was also present in the various attitudinal questions asked of respondents. While members of both groups were likely to exhibit pro-environmental attitudes, those attitudes were generally more strongly held among BREAZE members – for example, they were more likely to report strong agreement with pro-environmental statement, while respondents to the telephone survey tended to report simple agreement.

Barriers to action

The survey questions examining technology adoption highlight a key function of BREAZE in reducing the barriers to adopting more sustainable behaviours. The level of adoption of sustainable technologies among the responding BREAZE members was fundamentally different from adoption in the general population, particularly for the two solar technologies that had been part of BREAZE bulk-purchase programs. The findings on support mechanisms also suggest that both groups are looking for means to reduce their barriers to adoption, and have some desire and intention to change their behaviour. This is also apparently an intermediary function that BREAZE provides in the minds of members, and may be able to build upon to expand participation in the broader Ballarat population.

Recommendations

While the primary purpose of the current research is to provide data for input into later stages of the overall "Climate for Change" project, rather than specific recommendations for action, some suggestions are provided here on specific issues highlighted by the survey results.

Current BREAZE activities:

1. Focus activities on those that facilitate higher levels of information provision

The feedback on the usefulness of current BREAZE activities, and the desired support requested from both members and the telephone group, suggest that the greatest benefit is



derived from those activities which are information rich. While growth in membership does require breadth of discussion, activities such as the BREAZE Climate Change Forum might be a better mechanism for achieving membership growth, as they allow for a wide audience, but contain significant content.

2. Review usage and usefulness of low-participation activities, such as website discussion boards and action groups

The viability of certain BREAZE activities with low participation should be further reviewed, to consider the benefits they provide relative to the time and cost involved. Action groups have low participation, but do allow for greater participation among BREAZE members with higher levels of engagement. By comparison, activities such as the BREAZE discussion forums, where there is limited usage even among members, may provide little benefit, and may even undermine the value of the website if they are not seen to be providing “current” information and ideas.

Future activities

1. Engaging new members through social networks

The results of the survey indicate that family and friends are an important means through which individuals gather information. BREAZE may wish to consider means through which BREAZE members can engage their social networks in order to promote BREAZE. Use of social networking software may be one means through which this can be achieved online, but other face to face mechanisms should also be considered.

2. Modelling behaviours and practices

Responses to the ‘desired support’ questions indicate a desire for working examples and practices among both groups of respondents. Telephone respondents were also less likely to engage in either ‘high effort’ or ‘high cost’ behaviours, such as growing your own food or purchasing expensive technologies such as solar PVs. Education programs that focus on modelling exemplary behaviours, enabling individuals to see the benefits as well as the costs associated with such behaviours, might be an effective means of increasing the frequency of their occurrence.

3. Bulk purchase programs

The responses to the future technology purchase questions suggest that there are some possible opportunities for BREAZE to establish further bulk purchase programs. Telephone respondents indicated that their priorities for future purchases would be in two areas – solar hot water systems and energy efficient whitegoods. Thus, promotion of new programs (or continuing the existing solar hot water program) in both these areas might serve to expand the membership base, particularly if run in conjunction with the social network program discussed above.



Table of Contents

1	Introduction	7
2	Methodology	8
2.1	Data collection	8
2.2	Analysis	9
3	Demographics	10
3.1	Demographic summary	10
3.2	Age	11
3.3	Gender	11
3.4	Education and language spoken	12
3.5	Number of residents per household	12
3.6	Number of cars	13
3.7	Utility bills	14
3.8	Income	14
3.9	Town of residence	15
4	BREAZE Membership and Awareness	16
4.1	Membership of BREAZE	16
4.2	Knowledge of BREAZE	17
5	Sources of information	18
5.1	Source of information	18
5.2	Organisations used for information	20
6	BREAZE activities	22
6.1	Usefulness of BREAZE activities	22
6.2	Preferred method of contact with BREAZE	23
6.3	Use of BREAZE website	24
6.4	Participation in BREAZE activities	25
6.5	Participation in BREAZE action groups	26
6.6	Other types of information sought	26
6.7	Behaviour and norms	27
6.8	Pro-environmental behaviours	27
6.9	Environmental social norms	28
6.10	Past changes in behaviour	29
6.11	Future changes in behaviour	30
6.12	Support to change behaviour	31
7	Environmental knowledge and attitudes	31
7.1	Knowledge of environmental issues	32
7.2	Environmental attitudes	33
7.3	New Ecological Paradigm	34
7.4	Causes of climate change	37
7.5	Responsibility for action on climate change	37
8	Residential characteristics	39
8.1	Type of residence and home ownership	39



8.2	Home insulation	40
8.3	Hot water systems	41
8.4	Heating	41
8.5	Air conditioning	42
9	Sustainable technologies	43
9.1	Presence of technologies at home	43
9.2	Future purchasing of sustainable technology	44
9.3	Support for future purchases	46
10	Discussion and recommendations	47
10.1	Recommendations	48
11	Appendices	50
	Appendix One: Questionnaires	Error! Bookmark not defined.
	Appendix Two: Frequency Tables.....	Error! Bookmark not defined.
	Appendix Three: Descriptions of BREAZE activities by telephone survey respondents	Error! Bookmark not defined.
	Appendix Four: Other types of information sought	Error! Bookmark not defined.
	Appendix Five: Changes in past behaviour	Error! Bookmark not defined.
	Appendix Six: Changes in future behaviour	Error! Bookmark not defined.
	Appendix Seven: Types of sustainable systems	Error! Bookmark not defined.
	Appendix Eight: Utility bills.....	Error! Bookmark not defined.



1 Introduction

This report presents the findings of two surveys conducted by the Centre for Regional Innovation and Competitiveness (CRIC) on behalf of BREAZE Inc – Ballarat Renewable Energy and Zero Emissions. The aim of BREAZE is to support its members to adopt more sustainable behaviours, in particular to reduce greenhouse gas emissions. The research presented here forms part of a larger BREAZE project, the Climate for Change Project, funded by Sustainability Victoria.

The Climate for Change Project has a series of objectives it is intending to realise. This survey research project contributes to a subset of those objectives, namely:

- To evaluate the success of BREAZE in supporting its members to reduce greenhouse gas emissions
- To consult current BREAZE Inc. members to better understand their needs and aspirations and to review and confirm strategic priorities of the group
- To undertake research to gain a better understanding of community knowledge and needs in the Ballarat region relating to personal action to reduce greenhouse gas emissions, and
- To provide contributing data to enable BREAZE researchers to establish an emission profile for Ballarat as a basis for monitoring and comparing progress towards zero emissions.

The surveys conducted by CRIC provide data to assist BREAZE in identifying its' effectiveness in supporting its members to achieve zero emissions. The surveys also identify the knowledge and information needs of the broader Ballarat community, in relation to climate change and sustainable behaviours. This provides comparative data and will build knowledge on sustainable consumption patterns in the Ballarat region. The findings of the project are intended as a guide for future BREAZE activities to better support members and the wider Ballarat community. The findings of the report are expected to be used by BREAZE and other project partners to facilitate sustainable behaviour within the broader community.

The specific activities undertaken by CRIC in the conduct of this research include:

1. Establishing research parameters (brief and scope) in collaboration with BREAZE representatives
2. Conduct of a web-based survey of BREAZE members
3. Conduct of a telephone survey of households in Ballarat and surrounding areas
4. Comparative data analysis of the results of the two surveys, and
5. Preparation of the attached survey report

Further details on the specific activities are discussed in the following methodology section.



2 Methodology

The methodology adopted for this survey was a combination of two surveys - one of members of the BREAZE organisation, and the other of a random sample of households in the Central Highlands region of Victoria, which is approximately consistent with the geographical distribution of BREAZE members. The research design was developed by the Centre for Regional Innovation and Competitiveness, in consultation with BREAZE representatives and the project steering committee prior to commencement of data collection.

2.1 Data collection

The two surveys conducted as part of this project were designed by CRIC staff with input from BREAZE staff and committee members, and the project methodology including the survey content was approved by the University of Ballarat Human Research Ethics Committee. The data collection for this survey was conducted in November and December 2008.

Member Survey

The BREAZE member survey was conducted via the web, using the LimeSurvey data collection software hosted on the CRIC website. Notification of the BREAZE member survey was distributed through the BREAZE mailing list, the primary communication mechanism used by the organisation, as well as through a link on the BREAZE website. Two follow-up emails to provide reminders to complete the survey were also distributed, as part of BREAZE's regular email newsletter.

The survey was made available for a period of three weeks in late November and early December 2008. At the close of the survey, there were 145 responses in the system. Of the 145 there were 92 complete survey responses from BREAZE members, which are the basis of the analysis in this report. While it is difficult to clearly identify the reasons for dropout from the survey (failure to complete once started), the length of the survey may be a factor, as the survey took between 20 and 30 minutes to complete. Of the final 92 responses, 81 were from financial members of BREAZE, and 11 were from non-financial members (such as those who belonged to the BREAZE mailing list and website).

Community Telephone Survey

The telephone survey was conducted for the purposes of gathering information on the current environmental behaviour and attitudes of the Ballarat community, and to compare the characteristics of BREAZE members with that of the broader geographic community to which they belong. For this reason, the coverage for the survey was developed to approximate the geographic distribution of BREAZE members.

The community survey was conducted by telephone from the 20th of November to the 19th of December 2008. Random digit dialling sampling techniques were used to draw a random sample of households in Ballarat and surrounding areas. A total of 538 households were contacted as part of the survey, with 154 households consenting to participate in the survey,



a response rate of 28.6 percent. The average length of time required to complete the survey was 16.2 minutes, with the shortest survey lasting 9 minutes, and the longest 34 minutes.

2.2 Analysis

The analysis of the results presented in the report was conducted using the SPSS statistical package, version 15. The results are presented in two forms. The main body of the report provides a graphical presentation of responses to all questions in the survey, with comparisons between respondents in the member and telephone survey where the question was asked of both groups. Appendix Two then includes the results in tabular format, providing exact figures regarding the number and proportion of responses to each question in the survey, and results of statistical tests comparing the two survey groups. Comparisons between the sample of respondents to the two surveys were made where available. The primary statistical test used throughout the report is a z-test for differences in two proportions, comparing the proportion of respondents in the telephone and member surveys giving a particular category of response to a survey question.



3 Demographics

The following section details the demographic characteristics of the respondents to the member and telephone surveys. A comparison with the community profile from the Australian Bureau of Statistics is presented where comparable data is available.

3.1 Demographic summary

A summary of the primary demographics of the respondents to the survey is included in Table 1. As can be seen, the distribution of the respondents to both surveys are similar in terms of gender and language spoken at home, but with a more concentrated age distribution and significantly higher level of education among the BREAZE member respondents, relative to the telephone survey group. All of the member respondents, and all but one of the telephone survey respondents, spoke English as their primary language at home.

Table 1 Demographic characteristics of survey respondents, by survey group

Characteristics	Survey group				
	Member		Phone		
	Count	Column N %	Count	Column N %	
Age (D_Q1)	Less than 18	0	.0%	0	.0%
	18-24	0	.0%	6	3.9%
	25-34	4	4.4%	21	13.6%*
	35-44	19	21.1%	28	18.2%
	45-54	26	28.9%	30	19.5%
	55-64	31	34.4%*	34	22.1%
	65-74	8	8.9%	21	13.6%
	75 or older	2	2.2%	12	7.8%
	Rather not say	0	.0%	2	1.3%
Gender (D_Q2)	Female	48	54.5%	89	57.8%
	Male	40	45.5%	65	42.2%
Main language spoken in household? (D_Q3)	English	87	100.0%	153	99.4%
	Other	0	.0%	1	.6%
Highest level of education completed? (D_Q4)	Primary school	0	.0%	3	1.9%
	Secondary school - Year 10	1	1.1%	33	21.4%*
	Secondary school - Year 11	1	1.1%	24	15.6%*
	Secondary school - Year 12	3	3.4%	27	17.5%*
	Diploma	19	21.6%*	15	9.7%
	University - undergraduate degree	27	30.7%*	22	14.3%
	University - postgraduate degree	37	42.0%*	29	18.8%
	Rather not say	0	.0%	1	.6%

* denotes significant difference between groups (p < 0.05).

3.2 Age

The age distribution of respondents to the two surveys is presented in Figure 1. It shows that the distribution of respondents is highly concentrated in the BREAZE respondents around those in the 35-54 year age groups, with 63.3 percent of respondents in this age group, and no BREAZE respondents in the 18-24 year age group. There is a significantly higher proportion of respondents in the member group aged 55-64 (z-test, $p < 0.05$). By comparison, there is a significantly higher proportion of respondents in the 25-34 year old and 65 plus age groups.

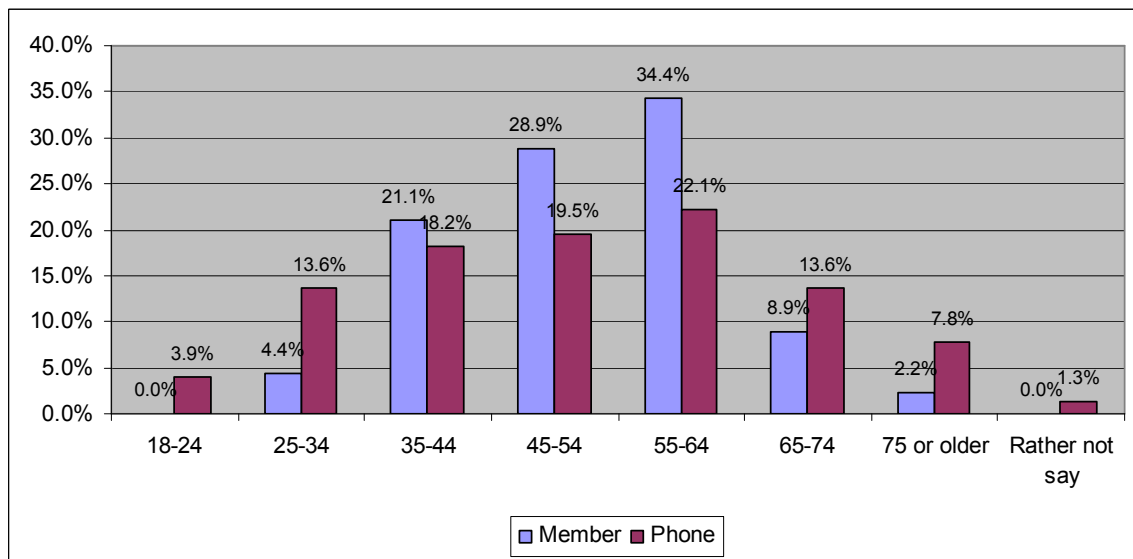


Figure 1 Age distribution of respondents by survey group

3.3 Gender

The gender distribution of respondents to the two surveys is broadly similar, as shown Figure 2. There is a slightly higher proportion of female respondents in both surveys.

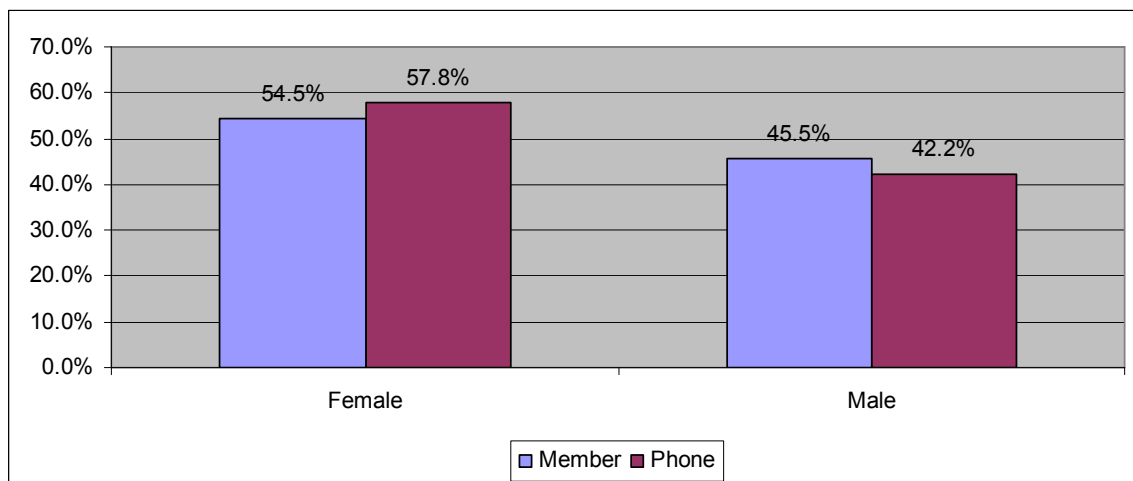


Figure 2 Gender of respondent

3.4 Education and language spoken

There was a statistically significant difference in the level of education between the member and telephone survey groups, as shown in Figure 3. BREAZE members were more likely to have some form of post-secondary education, with 93.6 percent of BREAZE members surveyed holding either a diploma or university degree (z-test, $p < 0.05$), compared to less than half of those participating in the telephone survey.

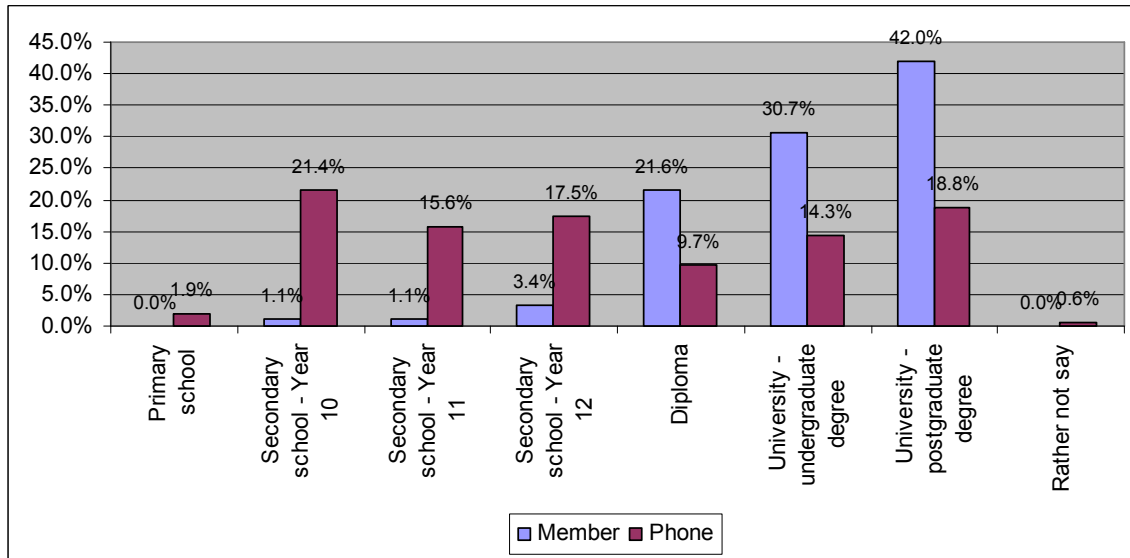


Figure 3 Highest level of education of respondent

All of the member respondents, and all but one of the telephone survey respondents, spoke English as their primary language at home.

3.5 Number of residents per household

Figure 4 shows the distribution of the number of residents in the household of the respondent, giving an indication of household size. While the households of respondents were predominantly either 1 or 2 persons, there was also a significantly higher proportion of 5-

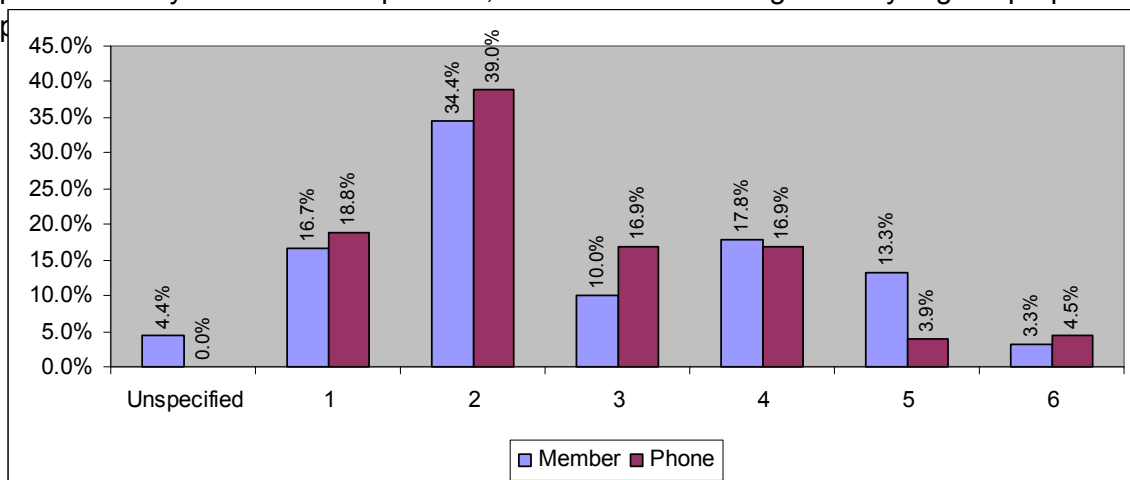


Figure 4 Total number of residents in the household

The high proportion of childless households is also reflected in the age of children in respondent households. Figure 5 shows the proportion of respondents who had children of a particular age. It shows that telephone respondents were more likely to have pre-school aged children, while BREAZE respondents were more likely to have primary school aged children, although these differences were not statistically significant.

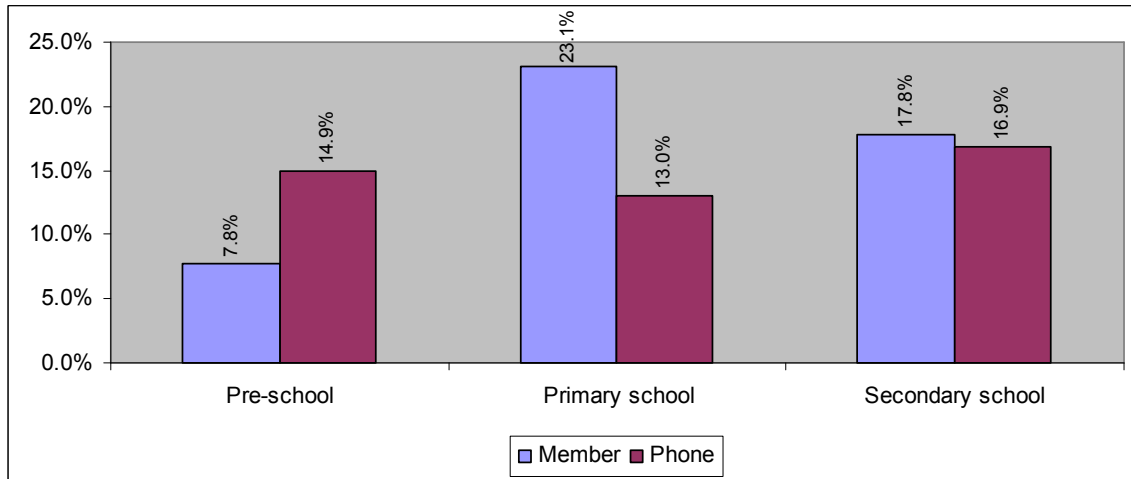


Figure 5 Age of children in the household

3.6 Number of cars

In order to better assess the contributions to greenhouse gas emissions made by respondent households, respondents were asked about the presence and number of motor vehicles in their household. Figure 6 shows that virtually all respondent households had at least one vehicle, and most were likely to have either one or two vehicles. One respondent reported having more than 10 vehicles in the household.

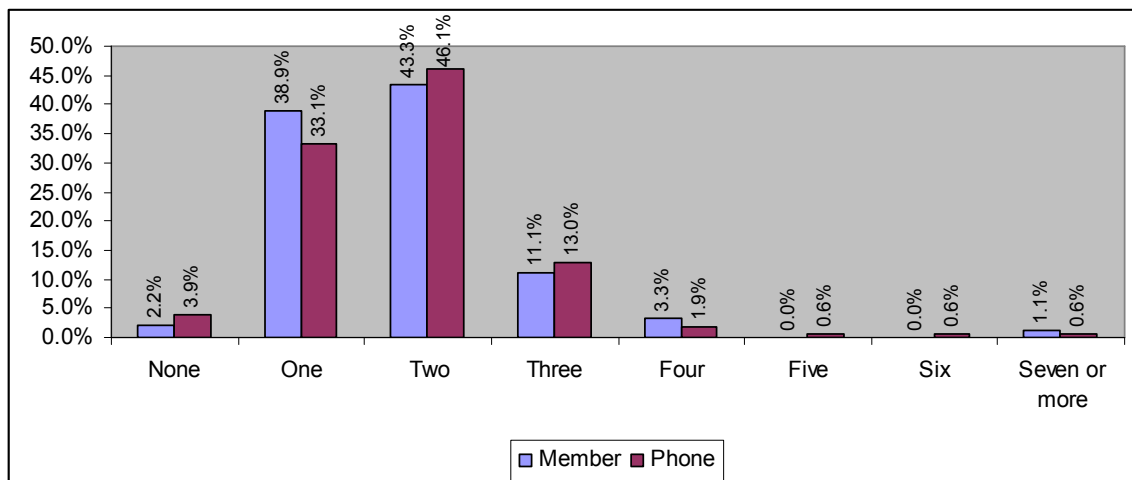


Figure 6 Number of motor vehicles in the household

Respondents were also asked to estimate the distance travelled by all cars in the household per week on average. Figure 7 shows that most households covered less than 200 kilometres per week. It should be noted that there is some potential for respondents to underestimate these figures due to the need to estimate the distance travelled by cars that may not be driven by the respondent.

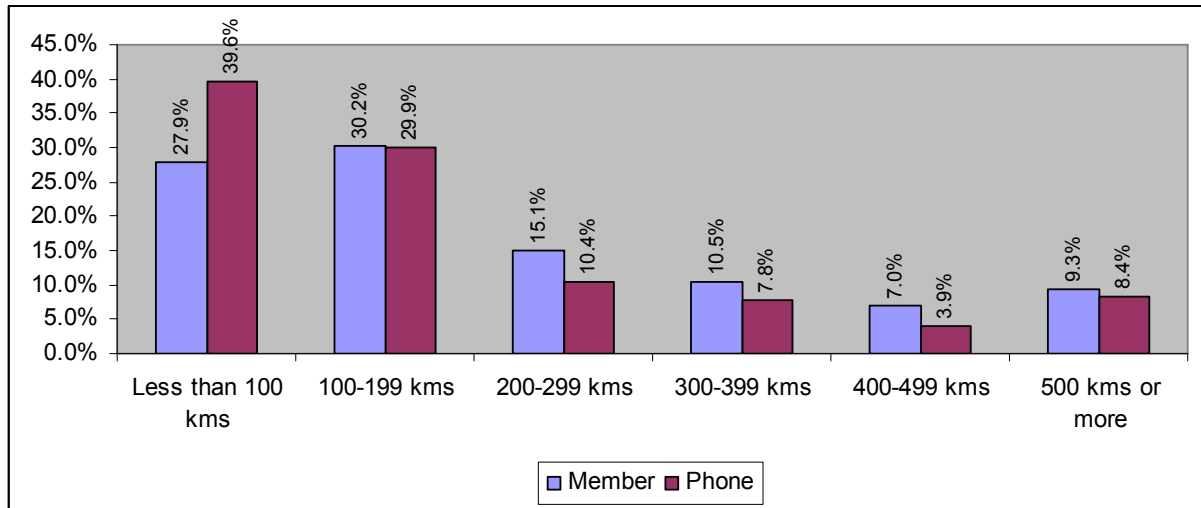


Figure 7 Distance travelled by all vehicles in the household, per week, on average

3.7 Utility bills

BREAZE members were asked to estimate the amount of their various utility bills, for the purposes of estimating their levels of energy consumption. They were asked to provide the amount of each of their most recent electricity, gas, and heating fuel bills (and the period covered), along with their total annual expenditure on these utilities. A summary of these results is included in Appendix Eight.

3.8 Income

The last demographic characteristic provided by respondents was their annual household income. Figure 8 shows that BREAZE members were more likely to report their income at lower levels of income (notably the \$40,000-59,999 and \$60,000-79,999 bands).

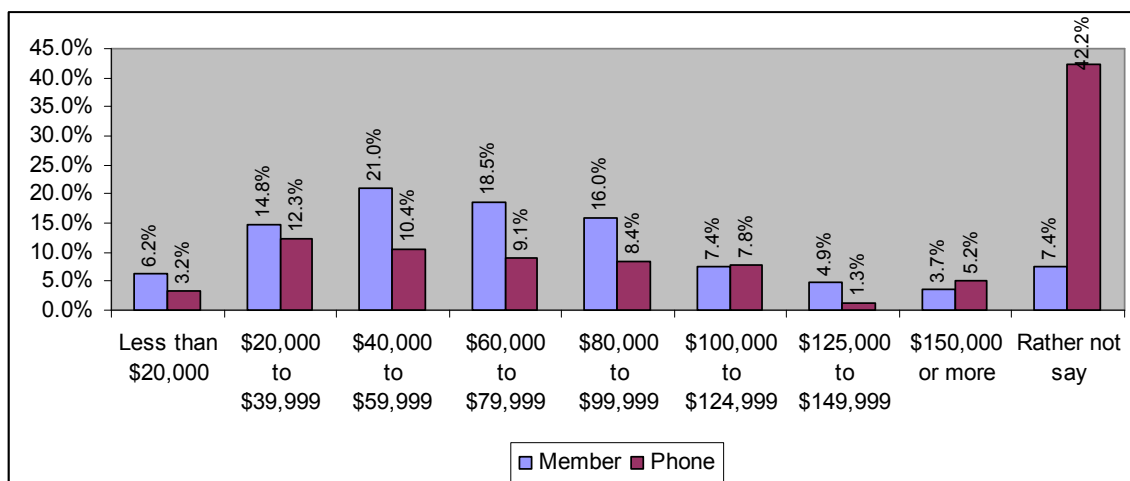


Figure 8 Annual household income from all sources, before tax



By comparison, a significantly higher proportion of telephone respondents were unwilling to provide an estimate of their household income. This is likely to be the result of the administration of this survey via telephone, which provides a lower level of anonymity than through self-completion methods such as the web method used for the member survey.

3.9 Town of residence

To verify that the geographic distribution of the telephone survey response was consistent with the distribution of the BREAZE membership, telephone respondents were asked to provide their town or suburb of residence. Table 2 shows that the large majority of telephone respondents were from the Ballarat area, with only 7 respondents from outside the City of Ballarat local government area.

Table 2 Town of residence (telephone survey respondents only)

	Frequency	Percent
Alfredton	7	4.5%
Anakie	1	0.6%
Ballarat	29	18.8%
Ballarat East	13	8.4%
Ballarat North	5	3.2%
Black Hill	3	1.9%
Brown Hill	6	3.9%
Bullarook	1	0.6%
Buninyong	6	3.9%
Cardigan	1	0.6%
Cardigan Village	1	0.6%
Creswick	1	0.6%
Delacombe	10	6.5%
Durham Lead	1	0.6%
Dereel	1	0.6%
Eureka	2	1.3%
Invermay	4	2.6%
Invermay Park	1	0.6%
Lake Gardens	2	1.3%
Lake Wendouree	2	1.3%
Magpie	1	0.6%
Miners Rest	2	1.3%
Mitchell Park	1	0.6%
Mount Clear	4	2.6%
Mount Helen	7	4.5%
Mount Pleasant	4	2.6%
Nepoleons	1	0.6%
Nerrina	2	1.3%
Newington	2	1.3%
Redan	6	3.9%
Sebastopol	13	8.4%
Smythes Creek	1	0.6%
Soldiers Hill	3	1.9%
Wendouree	10	6.5%
Total	154	100.0%

4 BREAZE Membership and Awareness

The first section of the survey focussed on the the respondents familiarity with BREAZE and its' activities. The member group and telephone survey group were asked different questions in this section, but results are compared directly where available.

4.1 Membership of BREAZE

BREAZE members were first asked about the type of membership that they held with BREAZE, as some members are non-financial members and participate only through the BREAZE email list. Figure 9 shows that 88 percent of respondents (81 out of 92) were financial members.

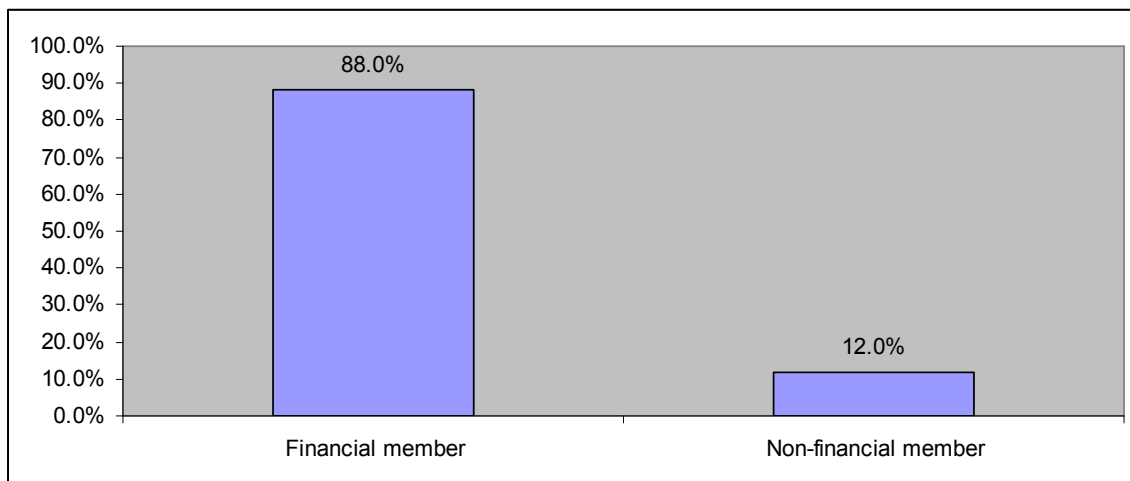


Figure 9 Type of membership of respondent (member survey only)

Looking further at the length of membership, Figure 10 illustrates that both financial and non-financial members had a broadly similar length of membership, although there is a slightly higher proportion of financial members who had joined only in the last six months.

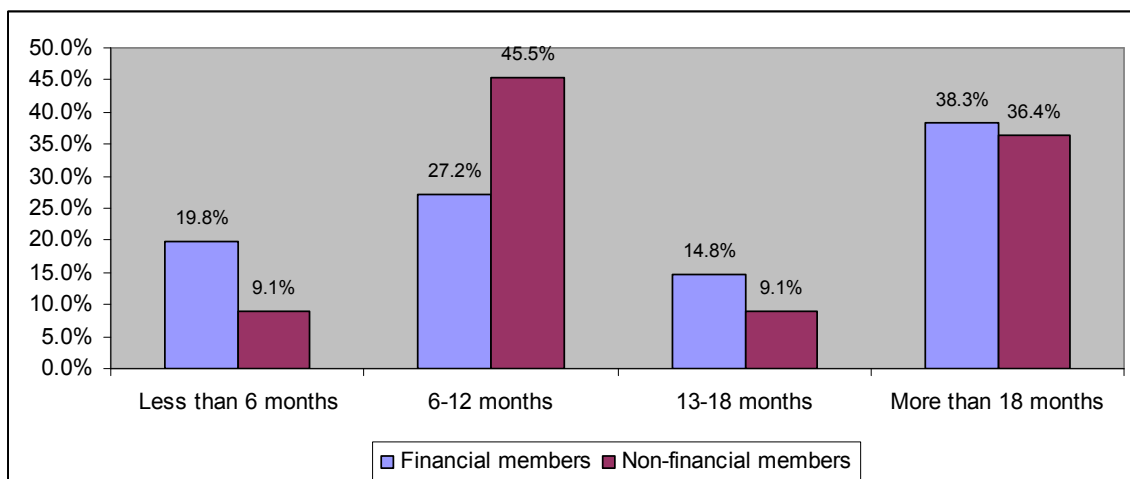


Figure 10 Length of membership of respondents to member survey



4.2 Knowledge of BREAZE

Telephone respondents were asked about their familiarity with BREAZE, namely “Have you heard of the Community Group BREAZE?”. 38.3 percent of telephone respondents (59 of 154 respondents - Figure 11) had heard of BREAZE.

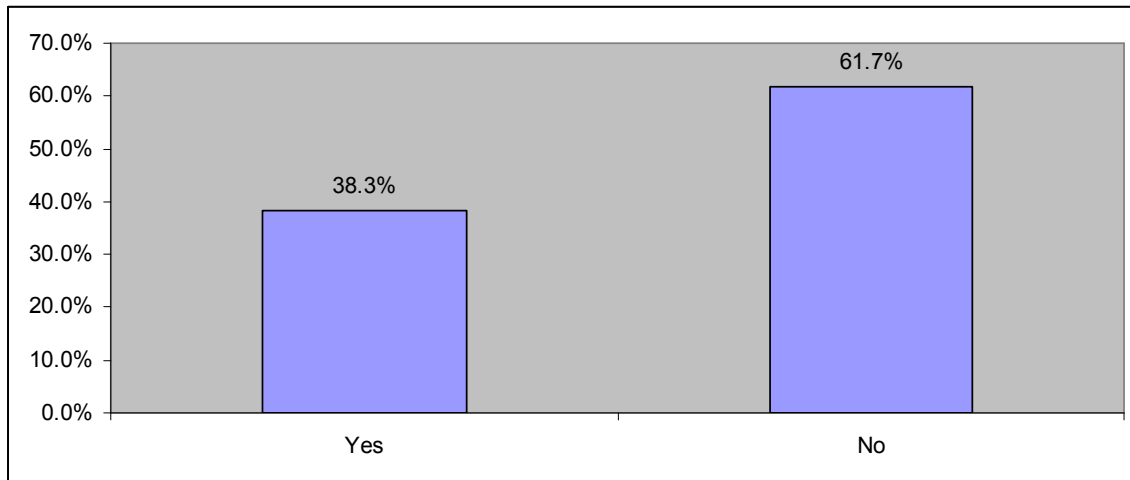


Figure 11 Awareness of BREAZE among telephone survey respondents

In order to understand the respondent’s level of familiarity, the 59 “familiar” respondents were further asked if they were able to describe what it is that BREAZE does (in their own words). Figure 12 indicates that 71.2 percent (42 of 59 respondents) were able to provide some description of BREAZE activities. A summary of these responses is included in Appendix Three.

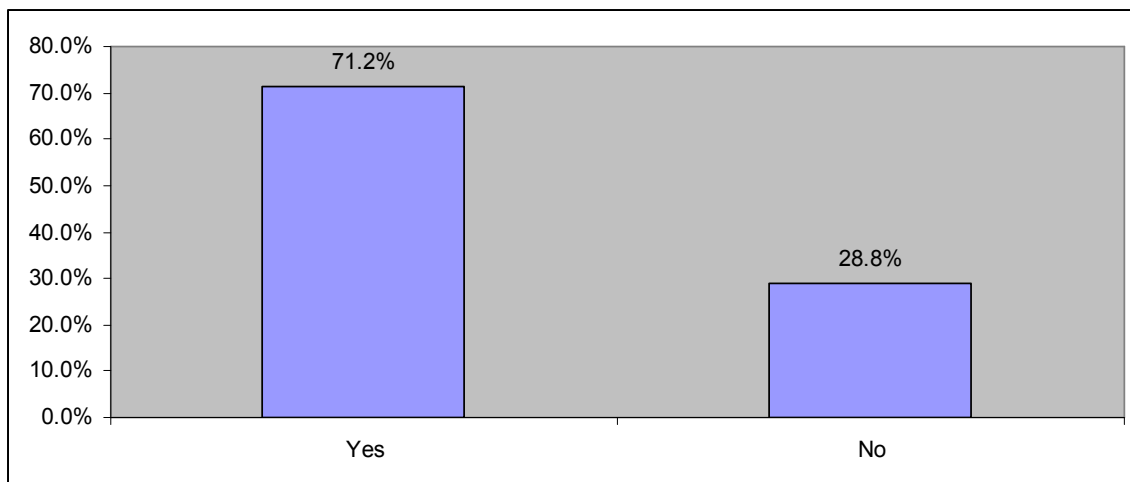


Figure 12 Proportion of telephone survey respondents familiar with BREAZE who were able to provide a description of BREAZE activities (n=59)

5 Sources of information

Following articulation of their connections and familiarity with BREAZE, both groups of respondents were asked about how they gathered information on environmental issues. This section considers those sources in light of current BREAZE activities. It should be noted that the telephone group were first asked about their sources of information, while BREAZE members were asked about organisations they utilised (as there is a wish to understand how BREAZE contributed to their knowledge). This difference in order is considered unlikely to have any effect on responses.

5.1 Source of information

Telephone respondents were first asked to identify whether they used any of six possible sources to find information of environmental issues (BREAZE members were not asked this question). Figure 13 shows that pamphlets, newspapers and printed material (74.3 percent) and television (70.1 percent) were the sources most often used for finding environmental information, while workshops were rarely utilised as a source (5.5 percent of respondents).

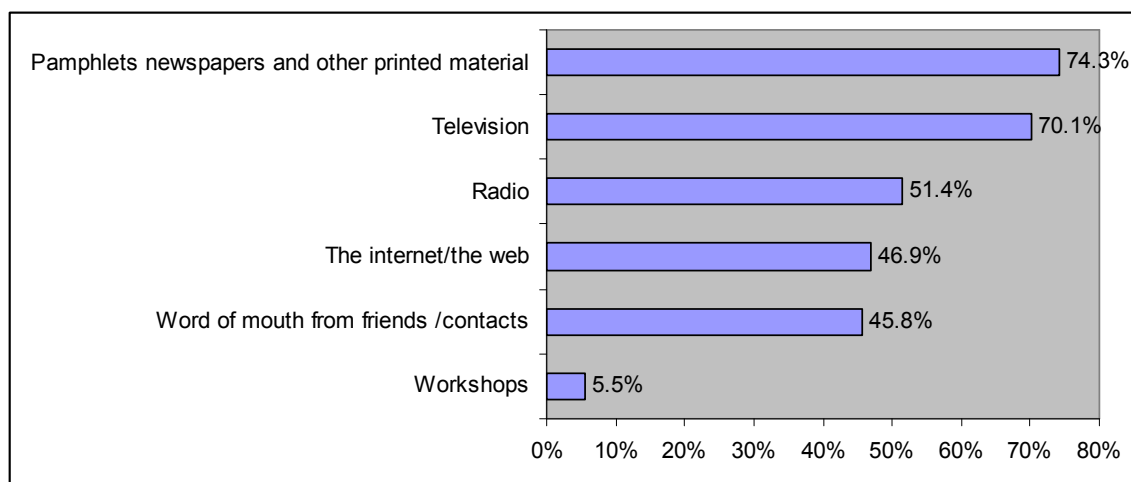


Figure 13 Use of source to find information on environmental issues (telephone survey only)

All respondents were then asked to rank these sources in order of frequency of use¹. The proportion of respondents ranking each of the six sources as their first, second or third most used source is presented in Figure 14, broken down by survey group.

The results show that there is a major difference in the sources utilised by each group. For BREAZE members, the internet was the most likely to be their primary source of information,

¹ Telephone respondents were only asked to rank their top three sources, and only those which they indicated that they had used in the previous question.



and was also commonly ranked as a second or third ranked source².By comparison, telephone respondents ranked television as their most commonly used source, closely followed by the use of pamphlets and newspapers.

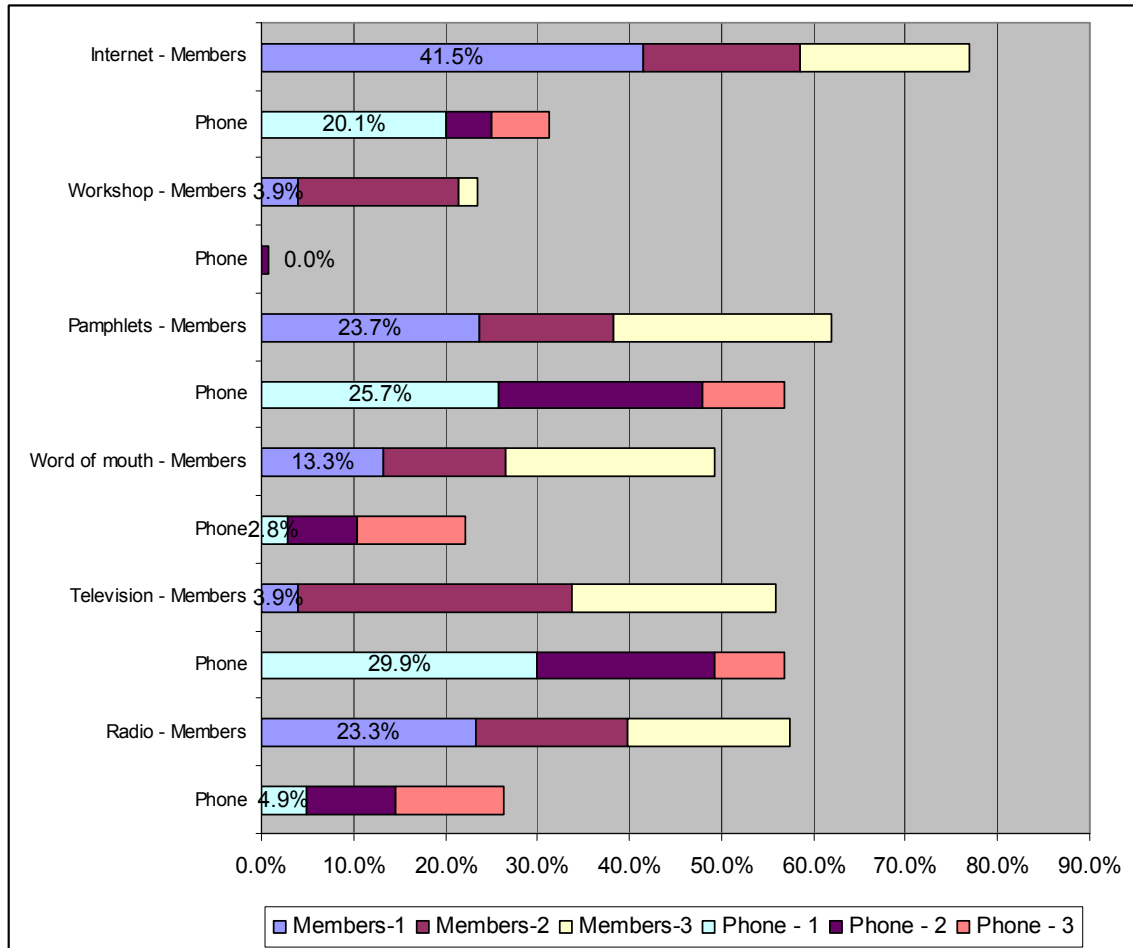


Figure 14 Ranking of information sources by frequency of use.

Number denotes the proportion of each survey group that chose the source as their most frequently used source.

² It should be remembered here that BREAZE members were recruited to complete the survey via email, so they may have a higher tendency to rely on internet sources generally.

5.2 Organisations used for information

Following consideration of the sources of information respondents utilised, they were then asked about the different organisations they utilised in gathering information on environmental issues. These questions were asked in two stages.

Firstly, respondents were asked to identify which of a series of seven types of organisations they utilised *at all* to gather information, a mix of general organisational types and specific organisations. Figure 15 indicates that over 90 percent of BREAZE members used BREAZE and the media to gather information, and over 60 percent used family and friends, and Sustainability Victoria. By comparison, telephone respondents relied primarily on media (78.2 percent) or family and friends (46.4 percent) as information sources. There were statistically significant differences in the use of all of the organisations other than the local council (z-test, $p < 0.05$).

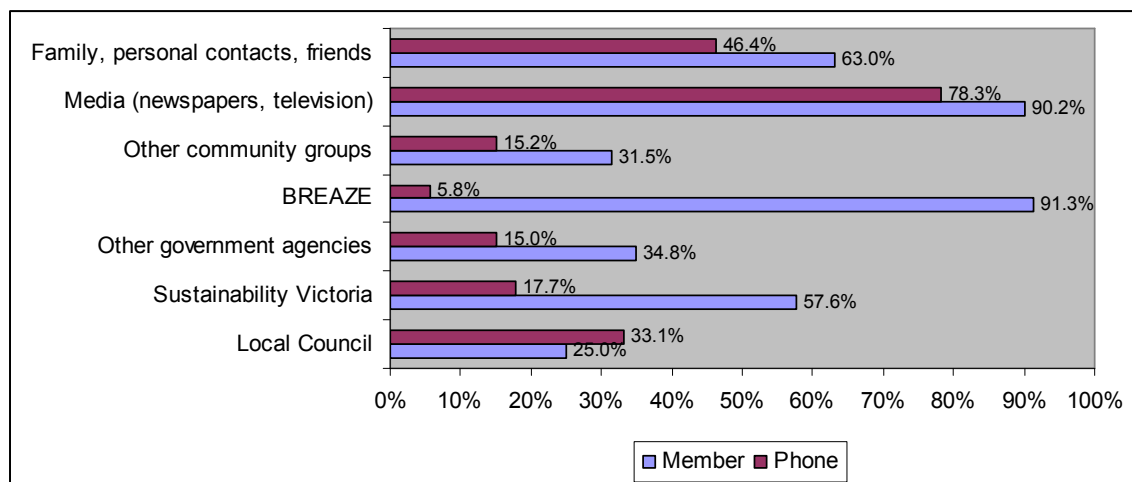


Figure 15 Reported use of organisations for gathering information on environmental issues, by survey group

Respondents were then asked to rank the organisations that they used for information in order of frequency of use. The proportion of respondents ranking each of the seven organisations as their first, second or third most used is presented in Figure 16, broken down by survey group. It shows that BREAZE members ranked BREAZE as the organisation they were most likely to use as a source of information (30.6 percent of respondents), followed by media organisations. By comparison, telephone respondents were most likely to report their family and friends as their most frequently used source, followed by the local council. Notably, BREAZE members were likely to report family and friends as their second or third most used organisational source.

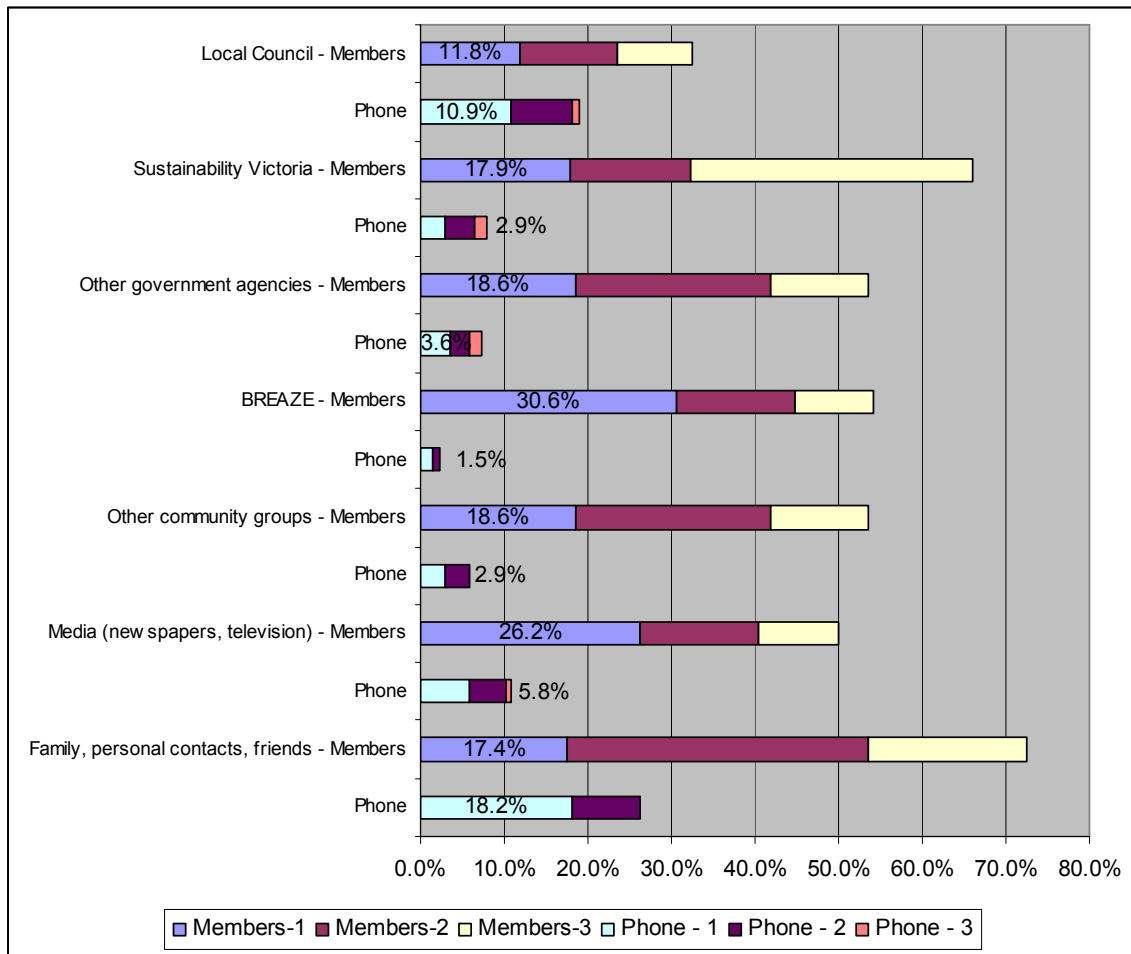


Figure 16 Ranking of organisations by frequency of use.

Number denotes the proportion of each survey group that chose the organisation as their most frequently used source of information on environmental matters

6 BREAZE activities

BREAZE members were asked a series of questions about their engagement with BREAZE, and the extent to which they participated in activities and utilised information provided by BREAZE. This section considers these questions in further detail.

6.1 Usefulness of BREAZE activities

Firstly, BREAZE members were asked to rate the usefulness of five broad areas of activities that BREAZE provides (presented in Figure 17). The results here suggest that all five areas of activity are positively regarded by BREAZE members, with greater than 80 percent of respondents rating every activity as either moderately or very useful. There is however some distinction between these activities, with the bulk purchase programs and the workshops and talks receiving a higher proportion of “very useful” ratings.

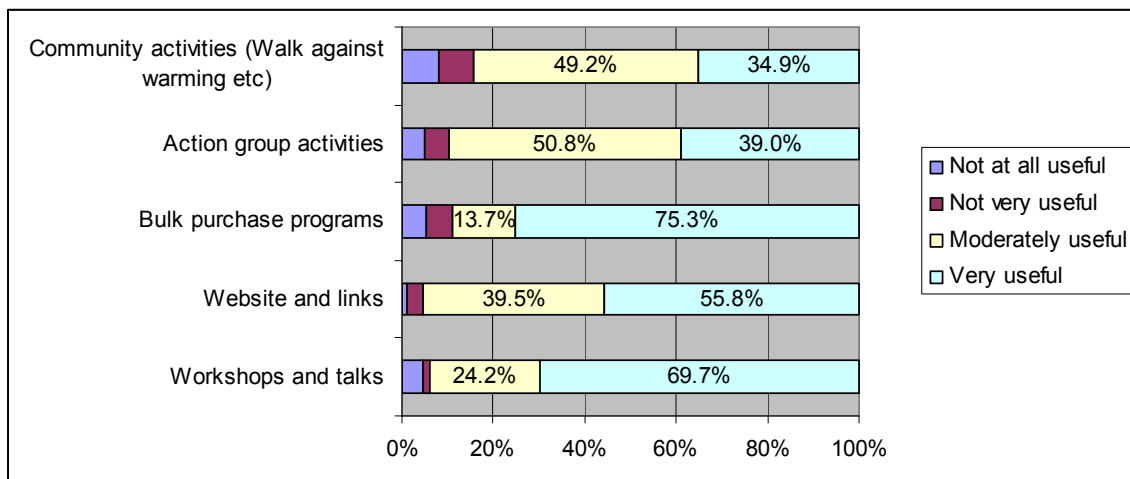


Figure 17 Perceived usefulness of BREAZE activities, by type (members only)

Respondents were then asked to rank the activities in order of their perceived usefulness. The proportions of respondents attributing one of their top three rankings to each activity is shown in Figure 18.

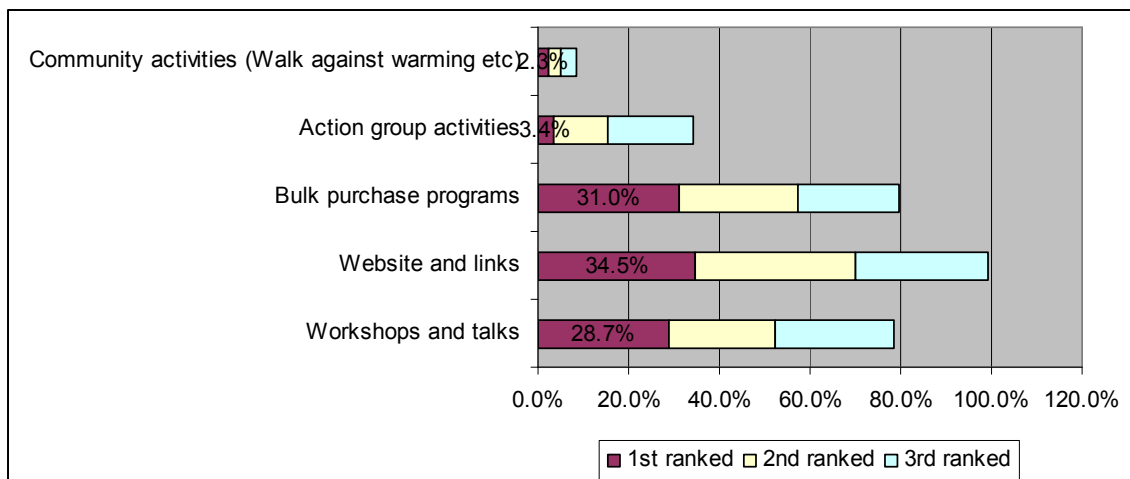


Figure 18 Ranking of BREAZE activities in order of perceived usefulness.

Percentage figures indicate proportion of respondents giving first ranking to the activity



The results in Figure 18 are consistent with the previous question, and suggest that the bulk purchase program, website and workshops and talks are more highly regarded in terms of their perceived usefulness to members.

6.2 Preferred method of contact with BREAZE

BREAZE has largely provided communication through electronic methods, particularly their mailing list and their website. Respondents were asked to rank their preferred method of contact with BREAZE, choosing from five possible options. Figure 19 shows that email continues to be the preferred method of communication for nearly half of all responding members (46.9 percent), and among the top three methods for over 80 percent of respondents. Workshops were the next most commonly preferred method, which 8.6 percent of BREAZE members rated as their most-preferred contact method. Other possible contact methods suggested by members are listed in Appendix Two.

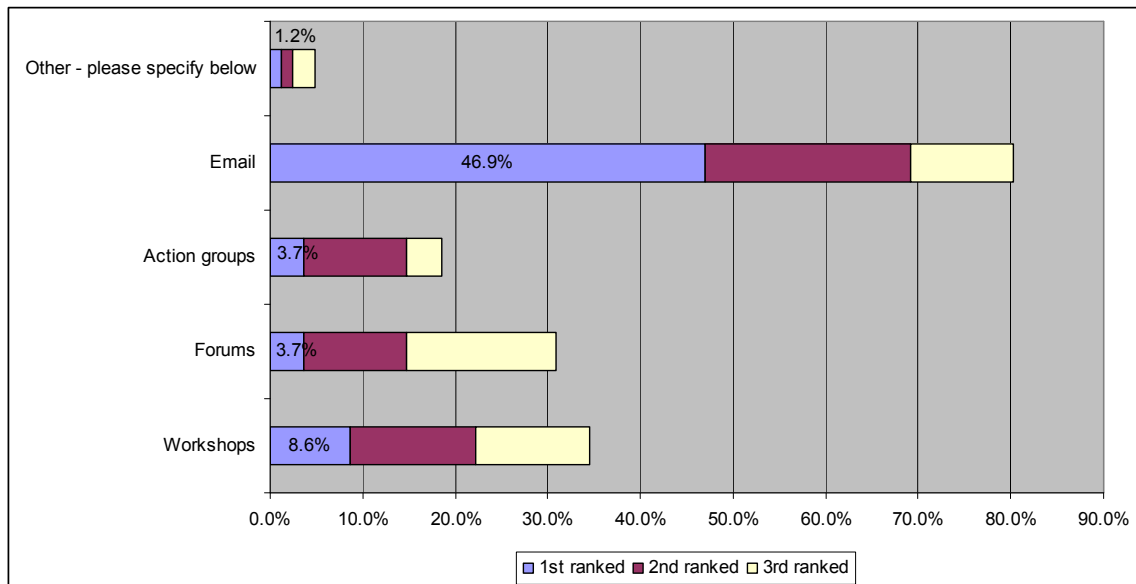


Figure 19 Ranking of methods of contact with BREAZE by preference (members only).
Number denotes proportion of respondents indicating method as their first preference.



6.3 Use of BREAZE website

As discussed previously, the BREAZE website is seen as an important source of information on the environment for many BREAZE members. They were thus asked to report on the frequency with which they accessed four sections of the BREAZE website – the general information sections, bulk buying, discussion forums, and other parts of the website.

Figure 20 shows that there are quite different patterns of usage for each section. Over 50 percent of members reported using the general BREAZE information section at least several times per month, although they did not indicate which information they were seeking. By comparison, only 10 percent of members reported using the discussion forums more than once per month. 40 percent of respondents reported accessing other parts of the website at least once per month, while only 10 percent reported use of the bulk-buy sections once a month or more³.

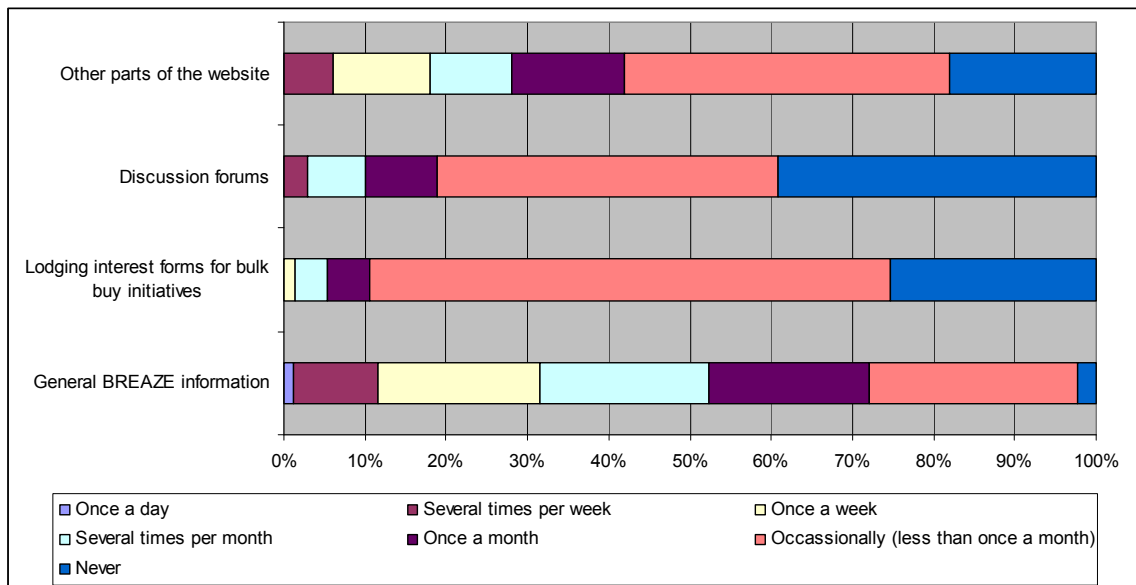


Figure 20 Frequency of use of BREAZE website, by section (members only)

³ This is to be expected, given that most bulk-buy purchases will be a once-off or infrequent activity.



6.4 Participation in BREAZE activities

Members were also asked about their engagement in a list of 11 different BREAZE activities. Here they were asked two questions on each activity – firstly, whether they had participated in the activity, and secondly whether they had acted on information received as part of the activity. Figure 21 presents the responses to these two questions for all 11 activities. The number who “took action” on information is presented as a proportion of all member respondents – thus close alignment between the proportion of “participated” and “took action” indicates a high level of follow-up on the information.

As can be seen in Figure 21, the highest levels of participation reported were for the bulk purchasing workshops for solar photovoltaic (76.2 percent) and solar hot water systems (66.2 percent of respondents). These two activities also have high levels of reported follow-up, with around only 10 percent difference between the participation and action results. Members who participated in the BREAZE Climate Forum also reported a high level of taking action following the forum.

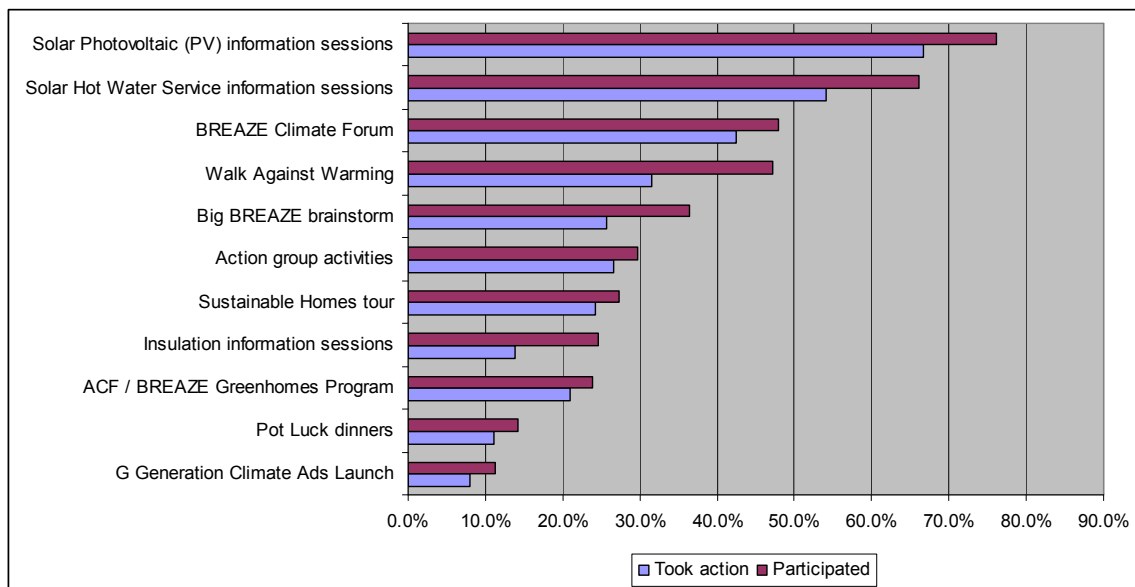


Figure 21 Proportion of members participating in BREAZE activities and taking of action following participation



6.5 Participation in BREAZE action groups

BREAZE also runs a series of four action groups as part of its activities, and members were asked to indicate whether they had participated in any of these action groups (Figure 22). Overall, participation in action groups was relatively low, the highest being the Local Food Production Group with 16.3 percent of members having participated.

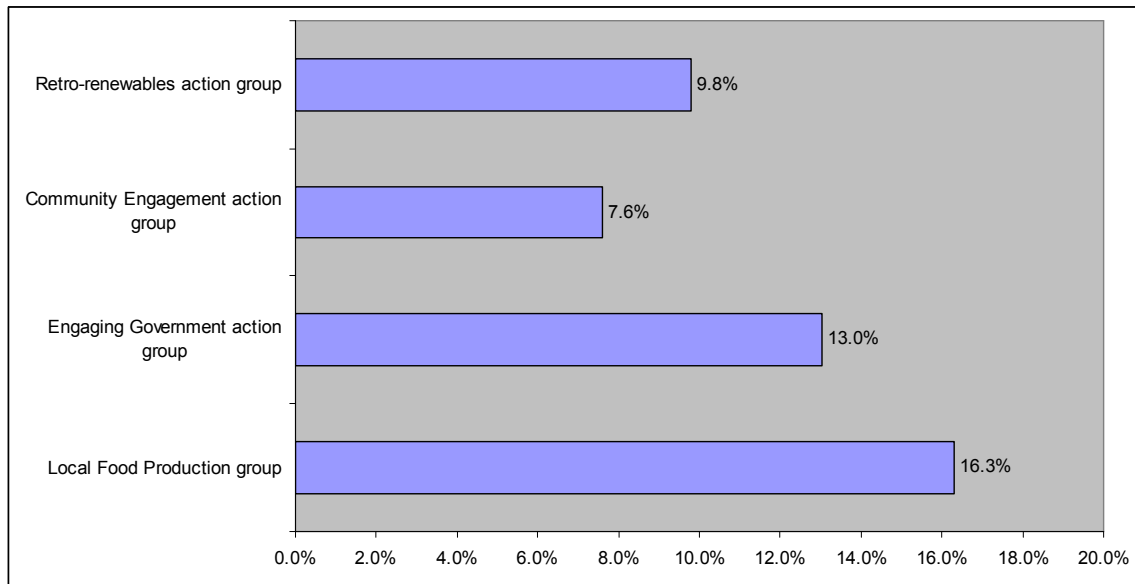


Figure 22 Participation in BREAZE action groups (members only)

6.6 Other types of information sought

The final question asked in the information section was an open question on the types of information respondents were looking for that BREAZE might be able to provide. BREAZE members were asked to respond to the question “What types of information, and in what format and delivery method, would help you to adopt more sustainable behaviour?”, while telephone respondents were asked “What types of information do you think would help you to be more sustainable or help the environment?”

The verbatim responses from each group are presented in Appendix Four.

6.7 Behaviour and norms

In order to understand the means through which BREAZE can enable both members and the community to move towards more environmentally sustainable behaviour and the effectiveness of BREAZE activities in influencing change, there is a need to establish the current patterns of behaviour common among these groups. This section presents an overview of past, present and intended future behaviour.

6.8 Pro-environmental behaviours

In order to understand behaviour, respondents were first asked about the extent to which they currently engaged in a series of 16 sustainable practices, on a four point scale from “Not at all” to “Always”. The results of this are presented in Figure 23 below

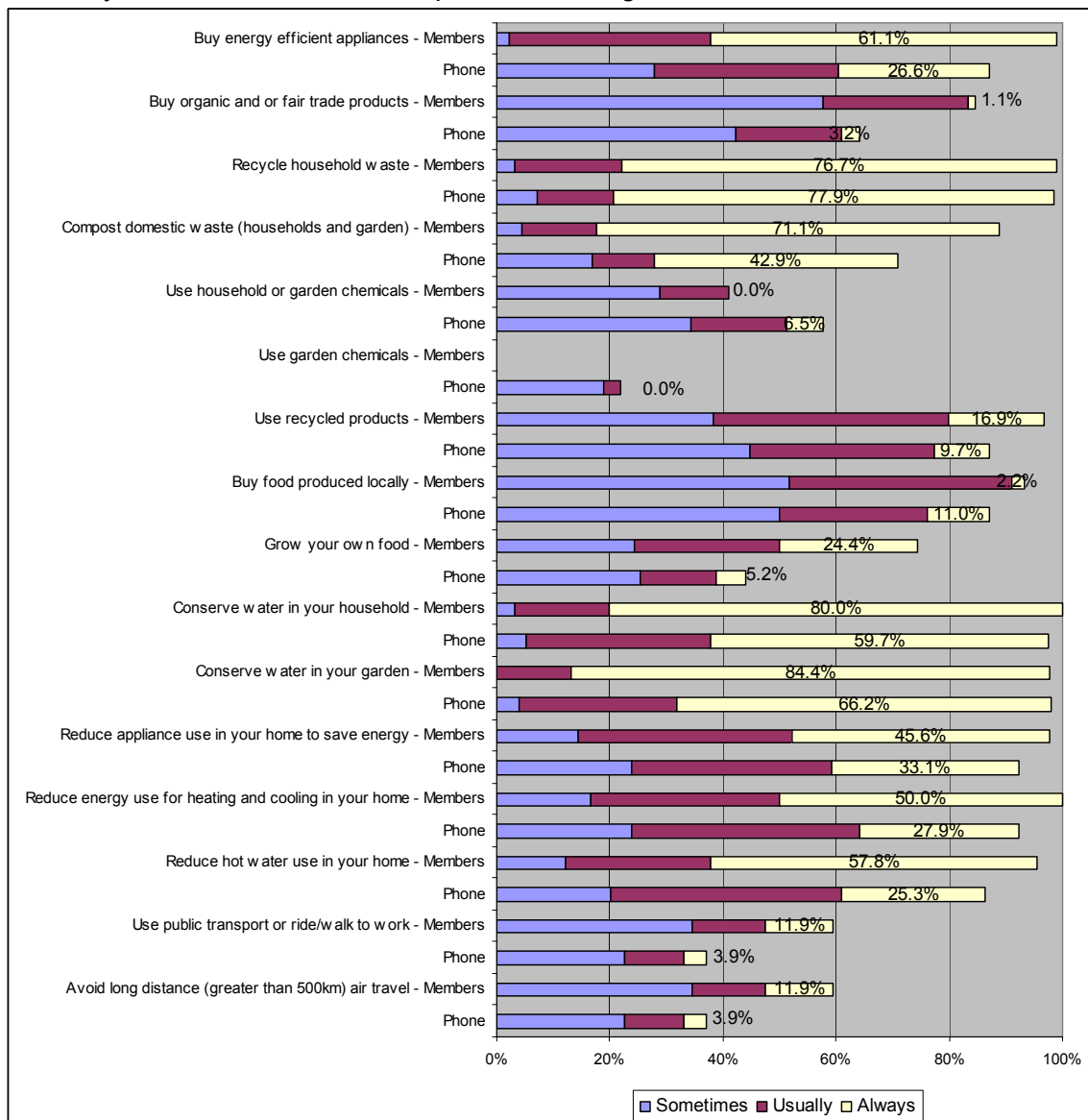


Figure 23 Frequency of engaging in selected pro-environmental behaviours, by survey group.

Number reports proportion of group indicating that they always engage in this behaviour.



Figure 23 shows the proportion of respondents in each survey group who reported practising each behaviour, with the “Not at all” response excluded (as it indicates that the behaviour is not practiced). Some of the behaviours such as “use of house and garden chemicals” were negatively worded, so that more frequent practice of the behaviour reflected *unsustainable practice*⁴.

The results of this question indicate two key findings. The first is that the patterns of behaviour of both member and telephone survey respondents were relatively consistent in their overall profile, with both groups report pursuit of a number of the behaviours on a wide scale (responding either “Sometimes”, “Usually” or “Always”). Similar cumulative patterns were identified for most of the 15 behaviours other than “higher effort” behaviours such as growing your own food, buying organic products and use of public transport.

Secondly, within the broad adoption of sustainable behaviours, BREAZE members were significantly more likely to report higher levels of sustainable behaviour across the range of different activities. This is reflected in the higher proportion of BREAZE members reporting “Always” rather than “Sometimes”. BREAZE members were significantly more likely (z-test, $p < 0.05$) to report that they *always* did the following:

- bought energy efficient appliances,
- composted domestic waste,
- grew their own food,
- conserved water in the garden reduced energy use, and
- reduced hot water use
- used public transport

BREAZE members also reported higher levels of buying organic products and avoiding long distance air travel. By comparison, telephone respondents more often reported pursuing these behaviours sometimes or often.

6.9 Environmental social norms

Environmental behaviour is also likely to be influenced by attitudinal factors, such as the level of importance of environmental beliefs, and the normative beliefs individuals hold about the expectations of “referent others” such as family and friends. Respondents were asked three questions about the strength of their normative and attitudinal beliefs, on a five point scale from “Strongly Disagree” to “Strongly Agree”. The results of these are shown in Figure 24.

The result indicate that BREAZE members were significantly more likely (z-test, $p < 0.05$) to believe in both the importance of sustainability to them, and the belief in collective action with others as an important form of taking action. By comparison, there was no statistical difference in the responses of members and telephone respondents regarding the question of whether

⁴ The behaviour “Use of house and garden chemicals” was split into two separate items for telephone survey respondents after pilot testing with that group, one each for house and for garden. This split was not used in the member survey.



they think “people who are important to me believe I should behave in a sustainable way”. This indicates that both groups recognise that others see sustainability as important⁵.

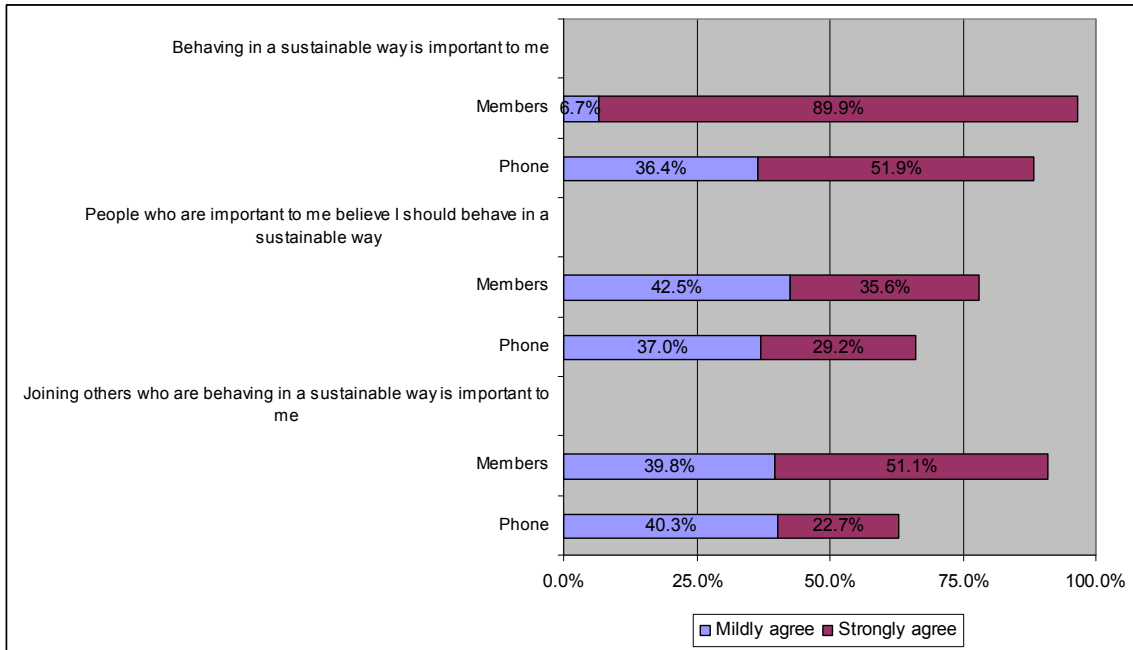


Figure 24 Agreement on questions regarding the influence of others

6.10 Past changes in behaviour

Having established current patterns of sustainable behaviour, respondents were then asked about changes to their behaviour. BREAZE members were asked to indicate the extent to which they believed they had “changed [their] behaviour in order to live more ‘sustainably’ relative to three points in time – 2 years ago, 5 years ago, and since joining BREAZE. Telephone respondents were only asked to report perceived change. Responses were provided on a four point scale (“Not at all”, “Very little change”, “Moderate change” and “Major change”).

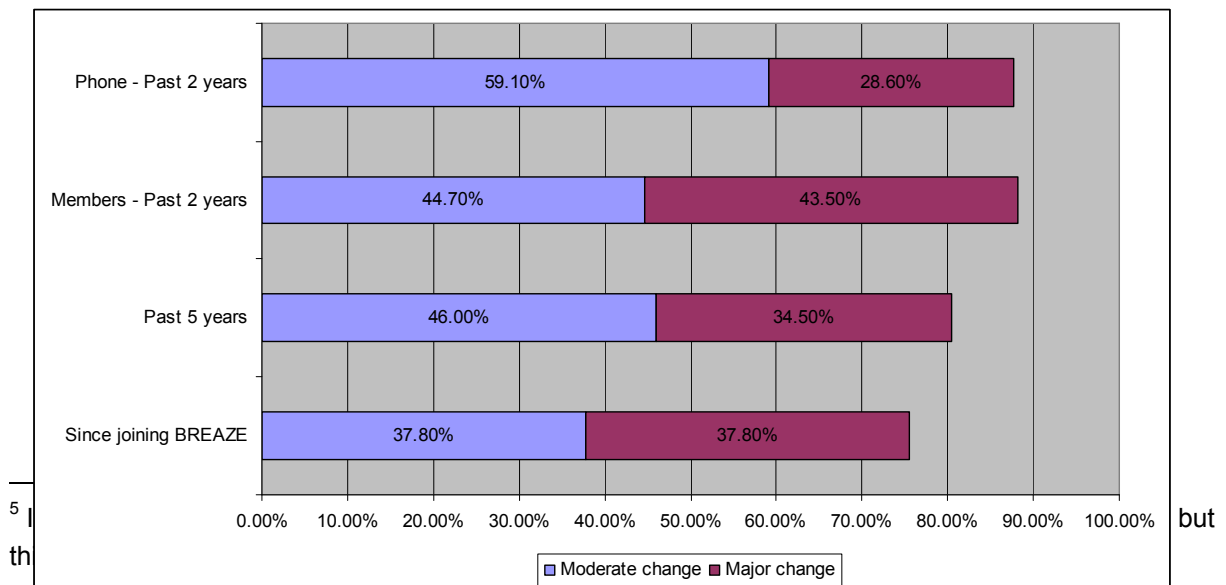


Figure 25 Reported level of changes in past behaviour in order to live more sustainably

Note: Telephone respondents were only asked about the past 2 years

The responses to this question are presented in Figure 25, and indicate high levels of reported change (taken to be either moderate or major change). BREAZE members were also significantly more likely to report a “major change” in behaviour in the last 2 years, while telephone respondents were more likely to report “moderate” change.

Respondents who responded that they had made either a moderate or major change to their behaviour in any of the periods were asked to further indicate the nature of those changes. A verbatim description of the changes listed by respondents are included in Appendix Five.

6.11 Future changes in behaviour

Along with past behaviour, respondents were also asked about their expectations that they would change their behaviour to live more sustainably in the future. Respondents were asked “How much do you think you will change your behaviour to live more sustainably” in the next 2 years (both groups) and the next 5 years (BREAZE members only), on a four point scale from “Not at all” to “Major Change”. Respondents could also indicate if they were uncertain about the likelihood that they would change their behaviour.

Figure 26 indicates that around two-thirds of both groups expect to make either moderate or major changes in the next two years. Telephone members reported slightly lower levels of expected change, with major change expected among only 10.4 percent of respondents compared to 25.3 percent of BREAZE members, but this was not a statistically significant difference.

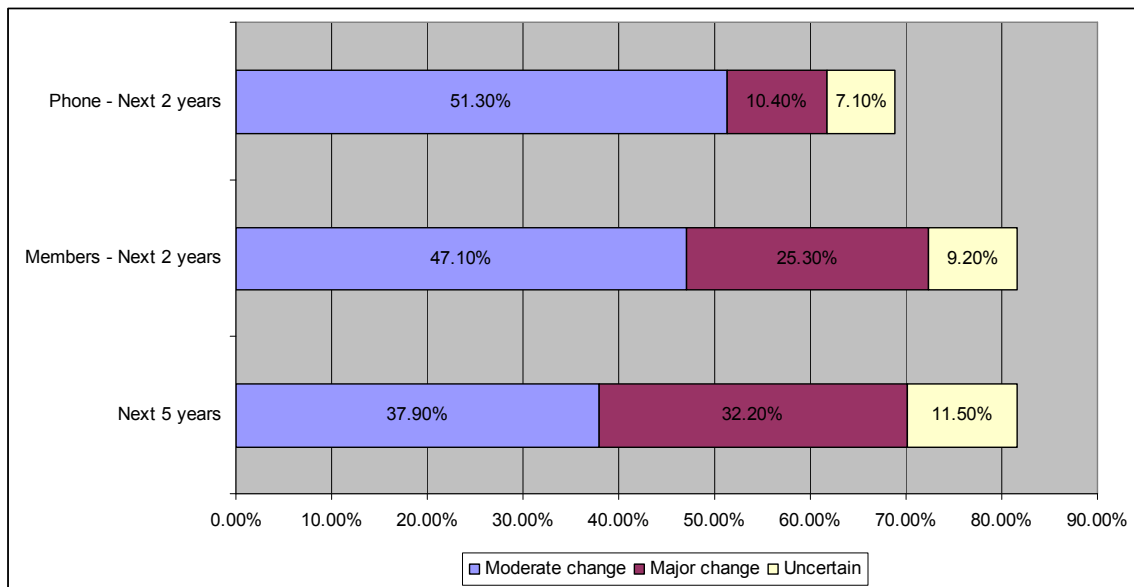


Figure 26 Expected level of changes in future behaviour in order to live more sustainably

Note: Telephone respondents were only asked about the past 2 years

As with the past behaviour, respondents who indicated that they expected to make a moderate or major change were asked to detail the likely changes that they expected to make. A verbatim list of these responses is included in Appendix Six.

6.12 Support to change behaviour

To conclude discussion on behavioural change, telephone respondents were asked about the types of support that might assist them to make the changes to their behaviour discussed in the previous question⁶. Respondents were given a list of seven possible support methods, and asked “Which of the following would help you in make these changes?”, providing a “Yes or No” response.

Figure 27 shows that telephone respondents who intended to make changes to their behaviour were supportive of most of the suggested support methods. At least three-quarters of respondents indicated that they would like support in terms discounts (89.5 percent), information on sustainable products (82.1 percent), examples of working systems (80 percent) or examples of working systems, and just under three quarters supported education and training programs (73.7 percent) There was slightly lower approval however for support from a local community support group, or political advocacy.

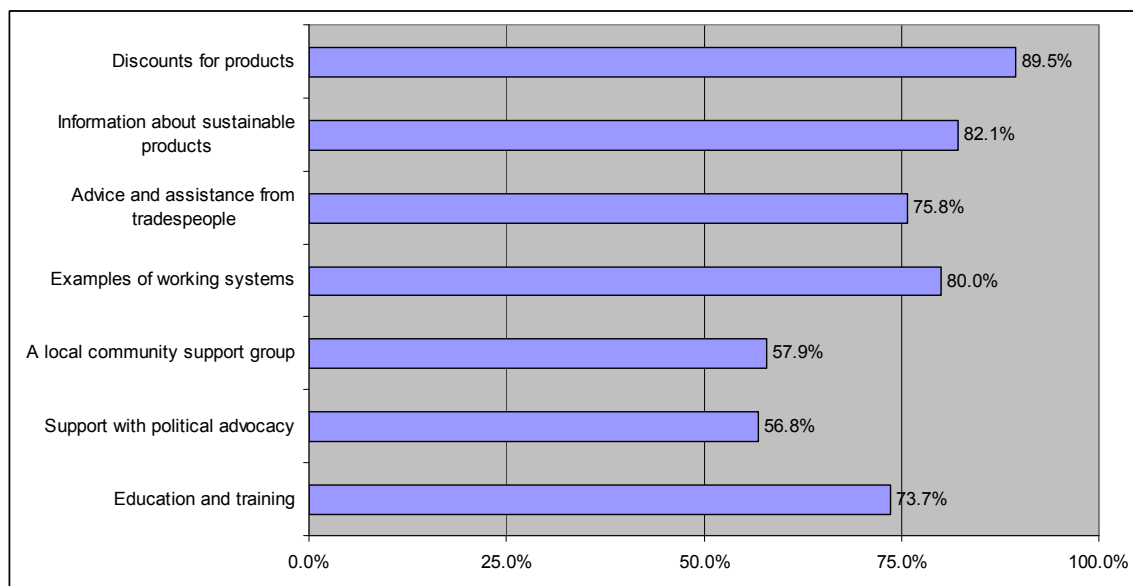


Figure 27 Support mechanisms that would assist telephone respondents to make behavioural changes to improve sustainability

7 Environmental knowledge and attitudes

A significant volume of research has identified links between environmental attitudes and behaviours, with individuals holding pro-environmental attitudes being more likely to support environmentally sustainable behaviour. This section examines respondents’ levels of knowledge about environmental issues and their attitudes towards the environment and the economy.

⁶ This question was not asked of BREAZE members. The format and response categories for the question are however comparable with question S_Q8 of the member survey, which investigates support needed among BREAZE members to adopt sustainable technologies



7.1 Knowledge of environmental issues

In order to understand the determinants of respondent attitudes towards the environment, respondents were first asked about their knowledge in regard to environmental issues. Respondents were given a set of five areas of environmental knowledge, and asked “How would you rate your knowledge on the following environmental issues?”. Responses were on a scale from 1 (‘Very poor’) to 5 (‘Very good’).

Figure 28 indicates that the level of self-reported knowledge is generally higher among BREAZE members than among the telephone survey group. BREAZE members were significantly more likely to report a “very good” level of knowledge in all five of the areas identified. By comparison, telephone respondents reported significantly lower levels of knowledge, particularly on the issues of biodiversity and climate change (z-test, $p < 0.05$).

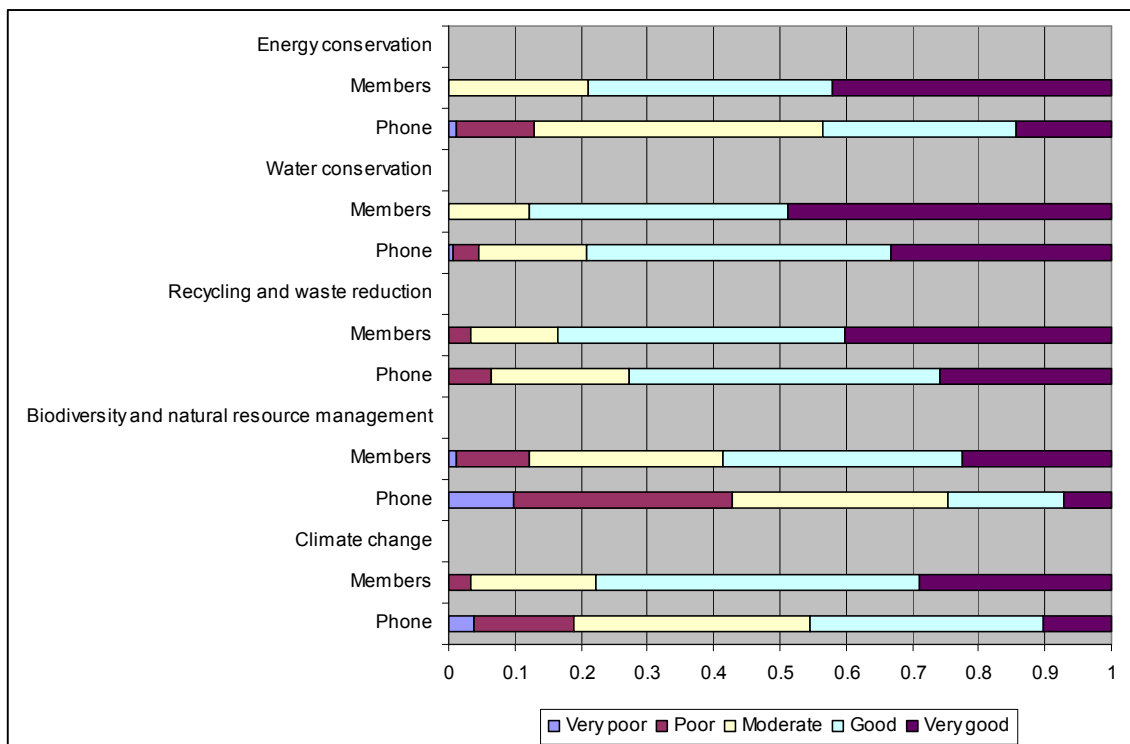


Figure 28 Self-reported level of knowledge on different environmental issues, by group

7.2 Environmental attitudes

Having established the respondent's level of self-reported knowledge, they were then asked a series of 13 questions to elicit their attitudes to various environmental and climate change issues. Respondents were asked to indicate whether they agreed or disagreed with each of the 13 statements, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Four questions were worded in negative terms to reflect attitudes more antagonistic to the environment.

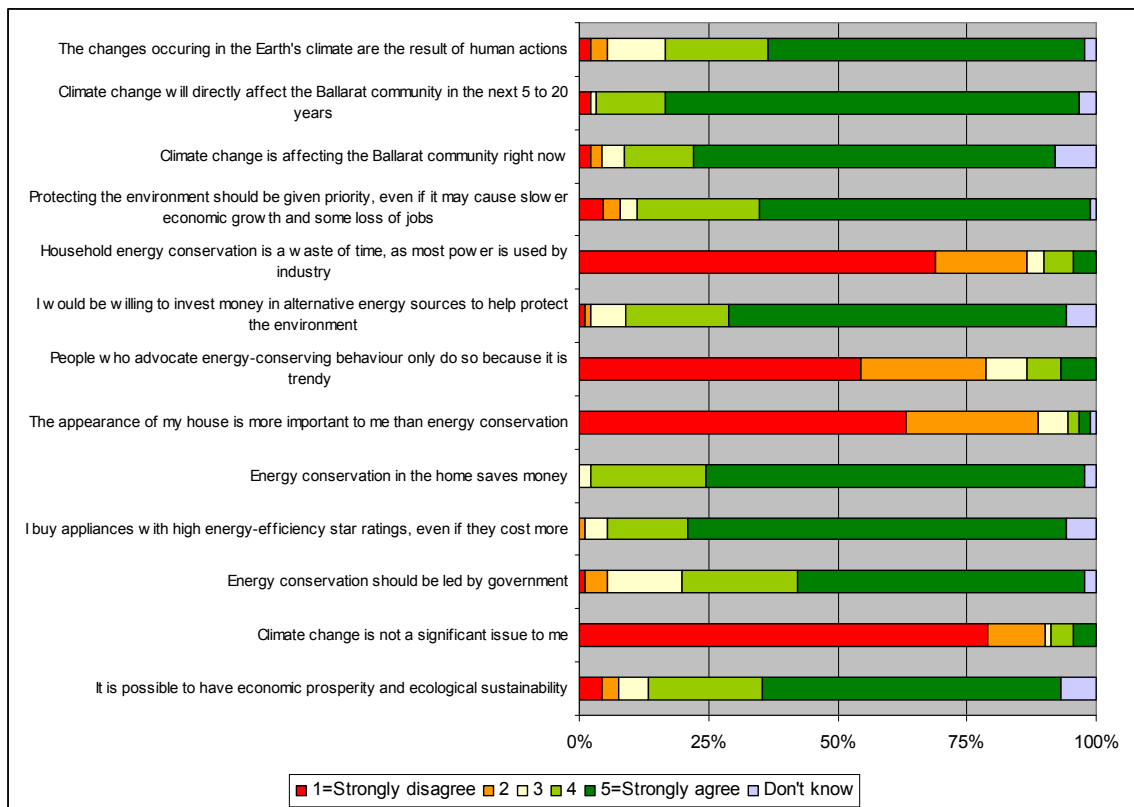


Figure 29 – Attitudes towards environmental issues – BREAZE members

The responses to this question are presented in Figure 29 (for BREAZE members) and Figure 30 (for telephone respondents). They show three broad patterns, similar to the earlier question on behaviours. Firstly, the pattern of pro-environmental attitudes is largely consistent between members and the telephone respondents. Three-quarters of respondents in both groups agreed with the positively worded statements about the environment, and disagreed with the negatively worded statements.

The second pattern was the difference between the groups in terms of the strength of agreement with the statements. BREAZE members were significantly more likely to report strong agreement (or strong disagreement) on 10 of the 13 statements, the exceptions being:

- Climate change is not a significant issue to me
- The appearance of my house is more important to me than energy conservation
- Household energy conservation is a waste of time, as most power is used by industry

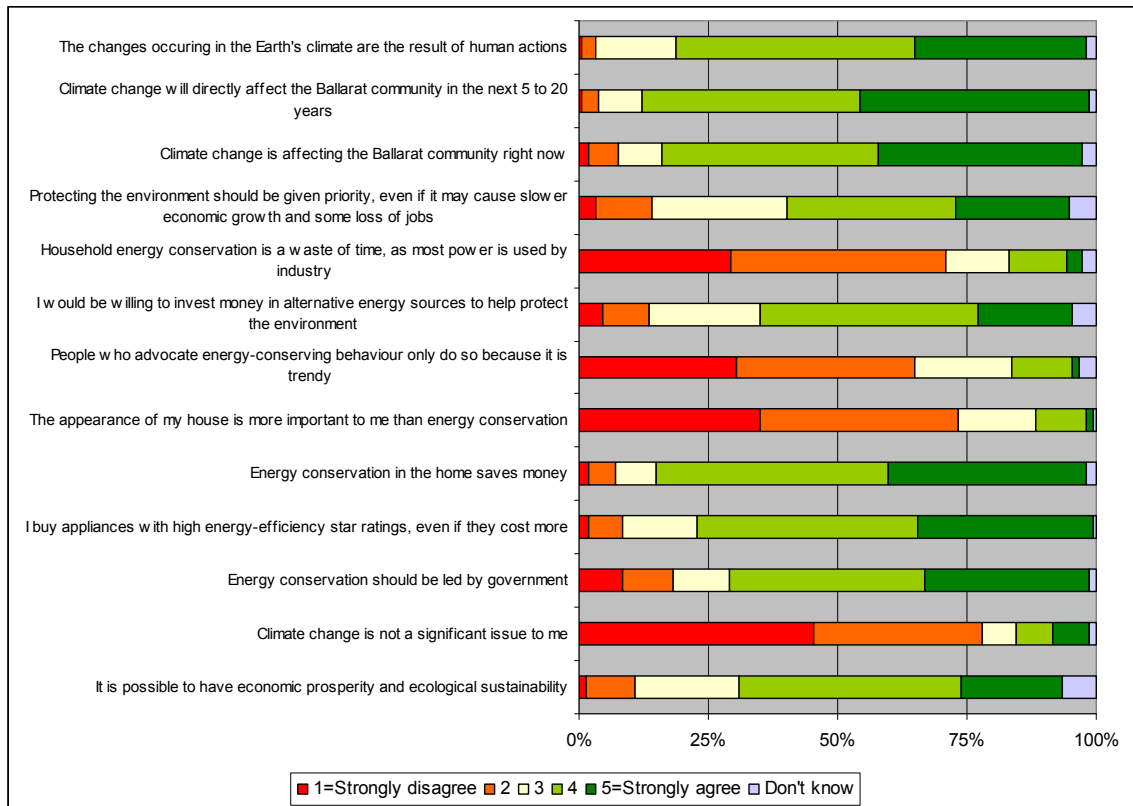


Figure 30 Attitudes towards environmental issues – Telephone survey respondents

The third pattern was the lower level of support among telephone respondents for environmental action that may undermine either their own or general economic prosperity. Telephone respondents were significantly less likely to agree with three particular statements:

- It is possible to have economic prosperity and ecological sustainability
- I would be willing to invest money in alternative energy sources to help protect the environment;
- Protecting the environment should be given priority, even if it may cause slower economic growth and some loss of jobs.

This suggests that telephone respondents are more likely to consider the economic consequences of any environmental action that might be under consideration.

7.3 New Ecological Paradigm

To further understand the basis of respondent attitudes, BREAZE members were also asked to complete the “New Ecological Paradigm” (NEP) scale, a series of 15 questions forming a validated scale commonly used in environmental attitude research. An additional 2 questions were also included in discussions with the BREAZE project team.



Responses to the NEP questions are presented in Figure 31. They show a similar pattern of response to the previous environmental attitude questions, with strong positive support for pro-environmental statements, and strong disagreement with negatively worded statements. There was however more equivocal response to statements regarding the availability of resources and the capacity for humans to act to avoid changes that makes the planet unliveabl

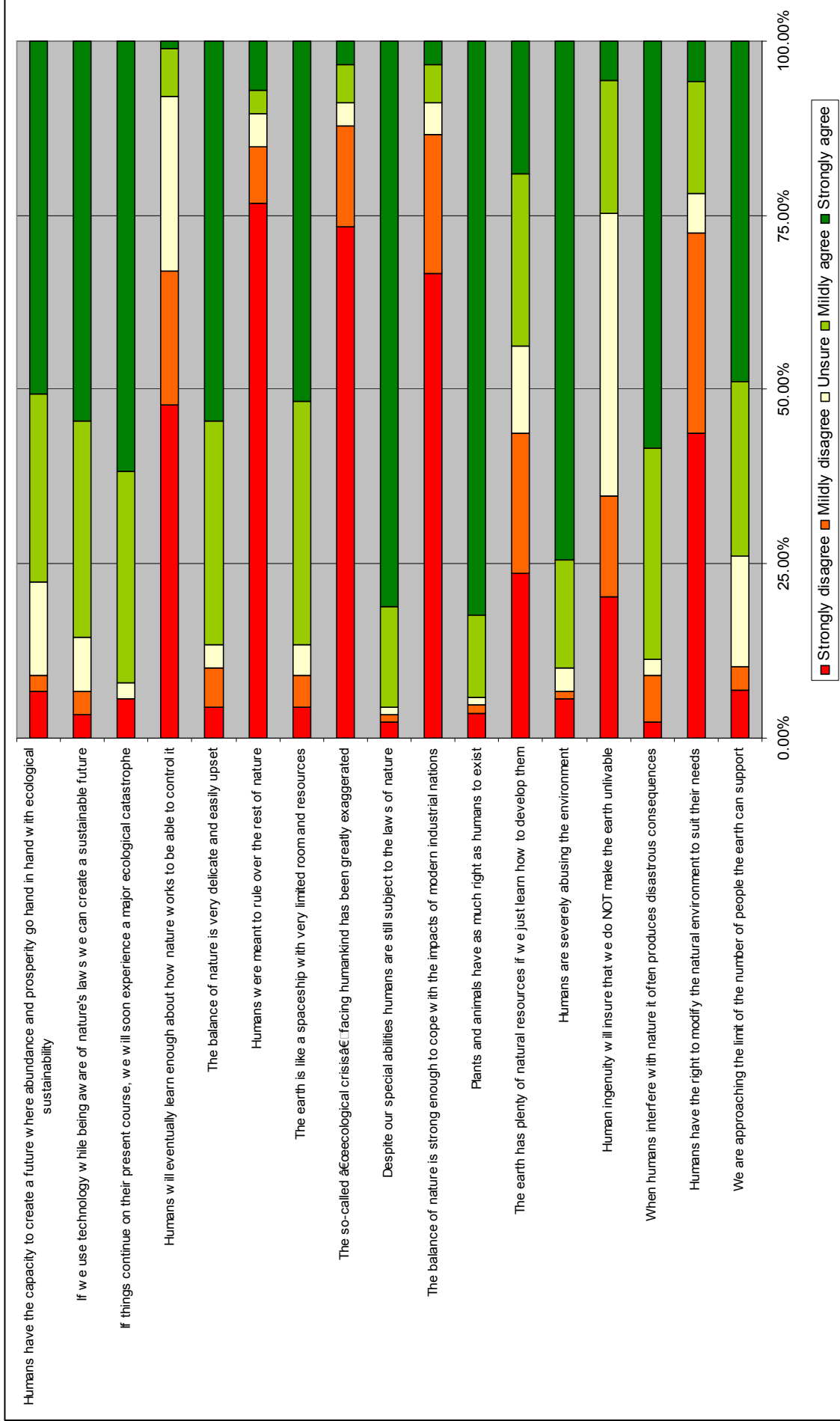


Figure 31 Member's attitudes toward environmental issues on the "New Ecological Paradigm" scale

7.4 Causes of climate change

The BREAZE project group were also interested in understanding the extent to which the general population of Ballarat believed in anthropogenic climate change, and to what they attributed the causes. To this end, a further series of questions were asked of telephone respondents who agreed with either the statement that climate change was affecting Ballarat “right now” or would affect Ballarat “in the next 5-20 years”.

Respondents to this question were given a list of six possible sources of human-induced climate change, and asked “Which of the following do you believe to be a cause of climate change?” Responses were given three options, either “Major Cause”, “Minor Cause” or “Not at all”. Figure 32 shows that telephone respondents attributed cause primarily to coal and transport fuel use, and deforestation. Only 22.9 percent of respondents indicated that they felt agriculture and animals were a major cause of climate change.

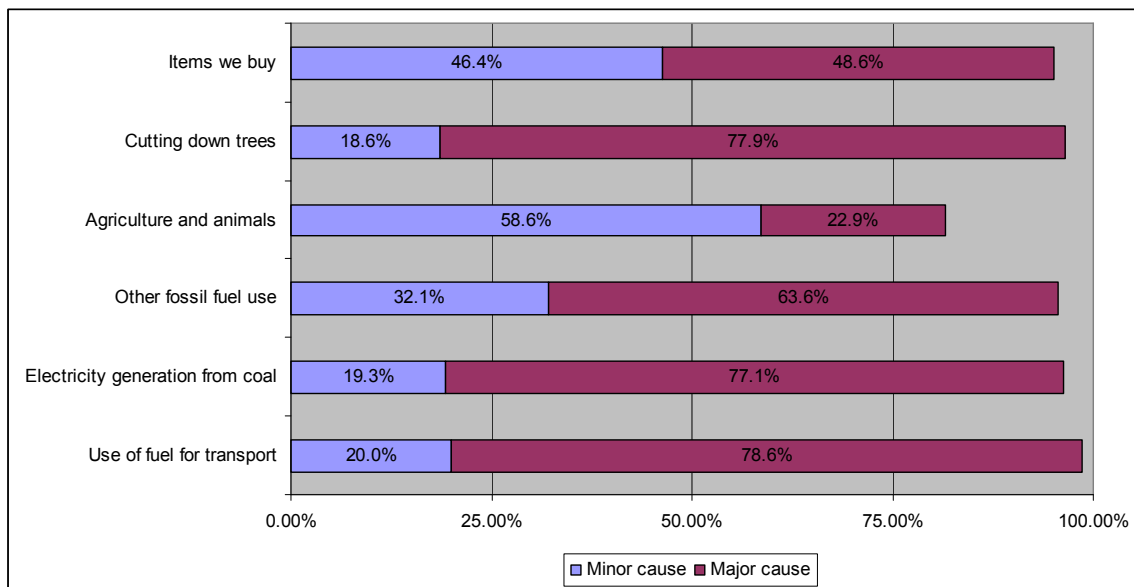


Figure 32 Perceived causes of climate change among telephone survey respondents

7.5 Responsibility for action on climate change

The subset of telephone respondents who showed concern over the impact of climate change on Ballarat were also asked about taking action on climate change. These respondents were asked “Which of the following organisations do you think has the primary responsibility for taking action on environment and sustainability issues?” They were asked to indicate either yes or no to this question for a series of six organisations or individuals.

Figure 33 shows that telephone respondents who are concerned about the impact of climate change believe the primary responsibility for taking action on climate change falls either to themselves (94.3 percent) or to government agencies, either Sustainability Victoria (84.3 percent), the local council (82.1 percent) or other government agencies (88.6 percent). A lower percentage felt that responsibility laid with BREAZE (67.9 percent) or other community groups (71.4 percent), while almost no respondents felt that it was no-one’s responsibility.

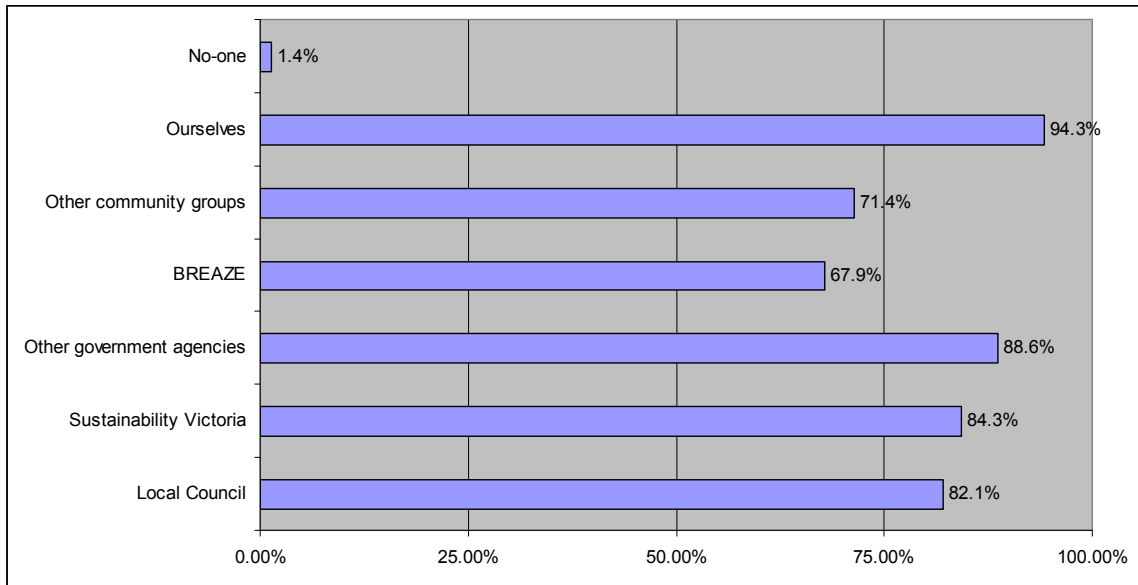


Figure 33 Proportion of telephone respondents believing nominated groups had primary responsibility for action on climate change

8 Residential characteristics

This section presents an overview of the housing characteristics of respondents, and the appliances and technologies present in their homes that have the potential to emit significant greenhouse gas emissions.

8.1 Type of residence and home ownership

Respondents were first asked about the type of residence they lived. Figure 34 shows that most respondents in both groups lived in separate houses, although a small proportion of telephone respondents (5.2 percent) lived in units. There was a significantly higher proportion of BREAZE members living in separate houses (97.7 percent) relative to telephone respondents (90.9 percent).

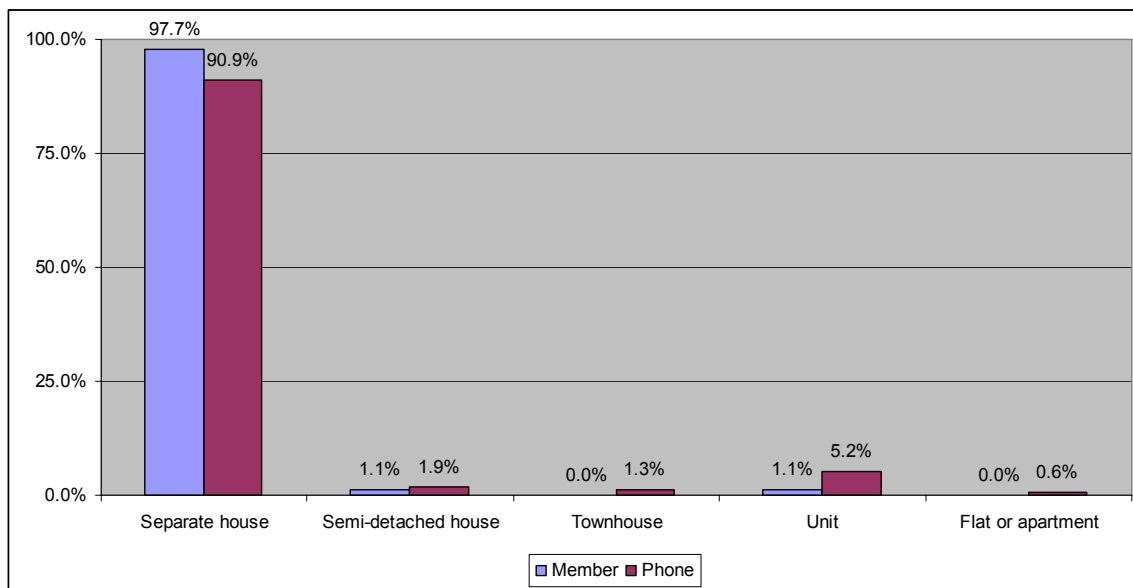


Figure 34 Type of housing by survey group

Telephone respondents were also significantly more likely to be renting rather than owning their residence

Respondents were asked to indicate the size of the residence of respondents, by reporting the number of rooms in the household. Figure 35 indicates that most households had 3 to 4 bedrooms and 1 to 2 bathrooms. The distribution of the total number of rooms was slightly more spread among telephone respondents, primarily ranging between 6 and 10 rooms, whereas over half of all household of BREAZE members had either 8 or 9 rooms.

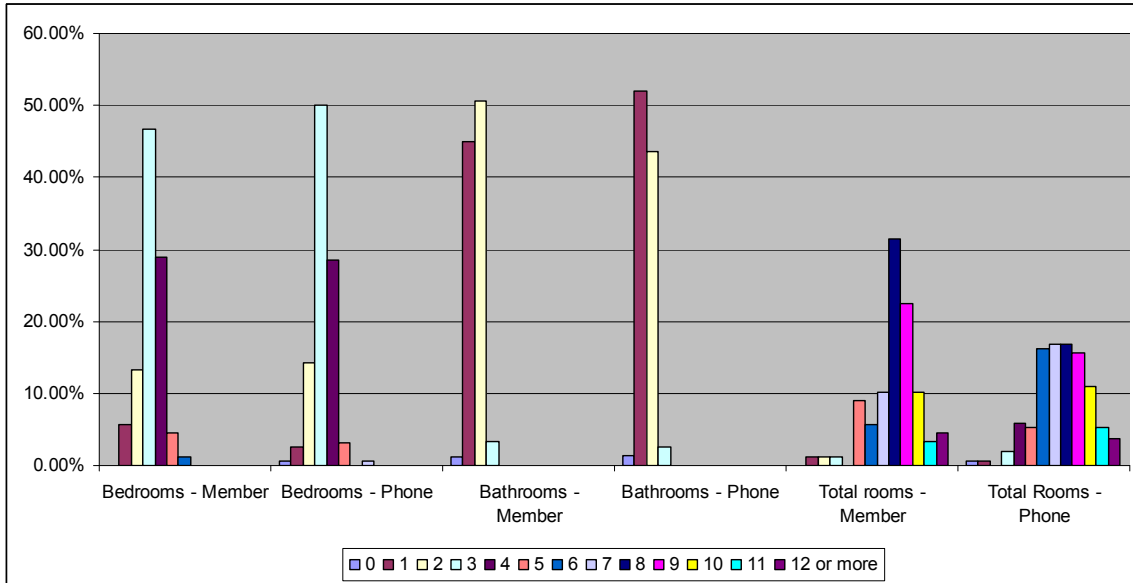


Figure 35 Number of bedrooms, bathrooms and total rooms in respondent household, by survey group

8.2 Home insulation

The distribution of home insulation products was largely consistent between the two survey groups, with no significant differences. Figure 36 illustrates that 92.4 percent of member households, and 83.8 percent of telephone respondent households had ceiling insulation, and just over half of each group had wall insulation in their residence.

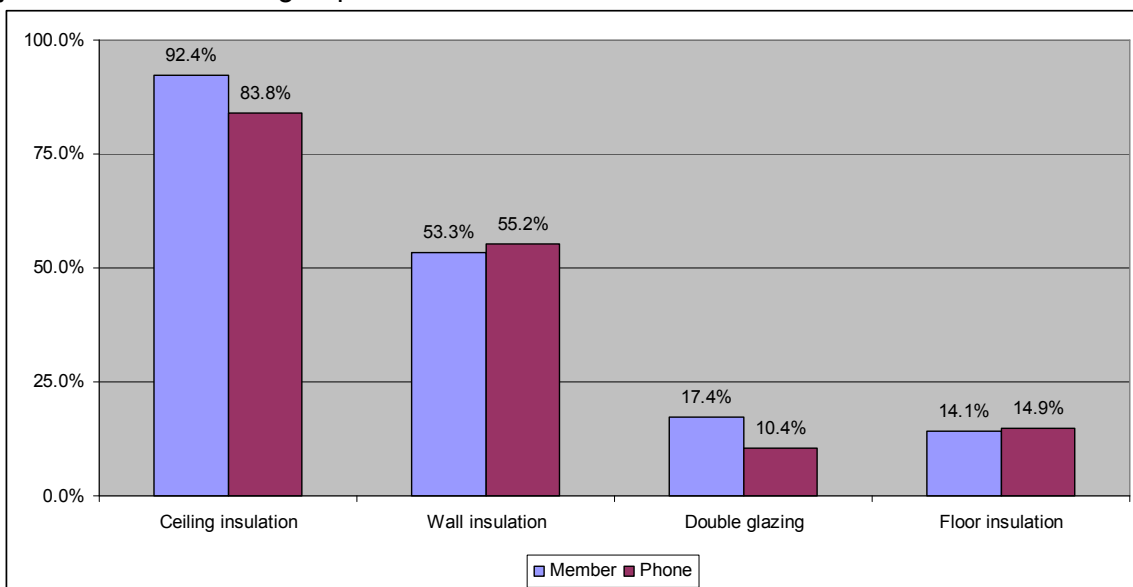


Figure 36 Presence of different insulation types in respondent household, by survey group

8.3 Hot water systems

There were major differences between the two survey groups in terms of hot water systems, with nearly half of all BREAZE members responding having a solar hot water system in their residence (Figure 37). This can be primarily attributed to the BREAZE bulk purchasing programs for solar hot water conducted over the past 2 years.

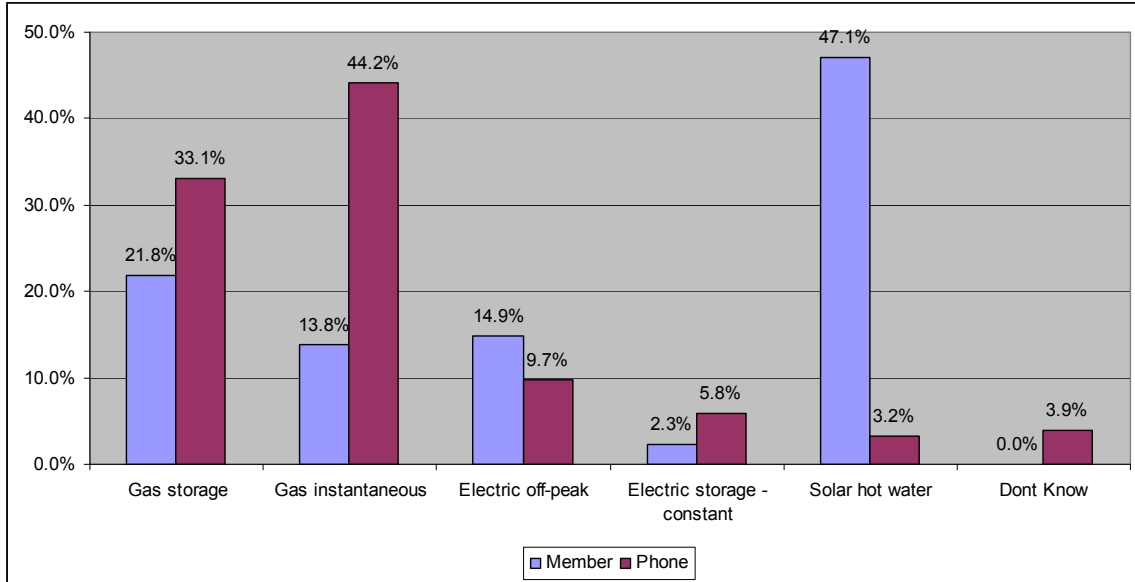


Figure 37 Type of hot water system by survey group

8.4 Heating

There were also major differences reported between groups in terms of heating systems, with 41.3 percent of BREAZE households reporting the use of slow combustion heating (Figure 38). Telephone respondent households reported significantly higher usage of all other heating methods, other than oil-column and reverse cycle ducted heating systems denotes significant difference between groups ($p < 0.05$).

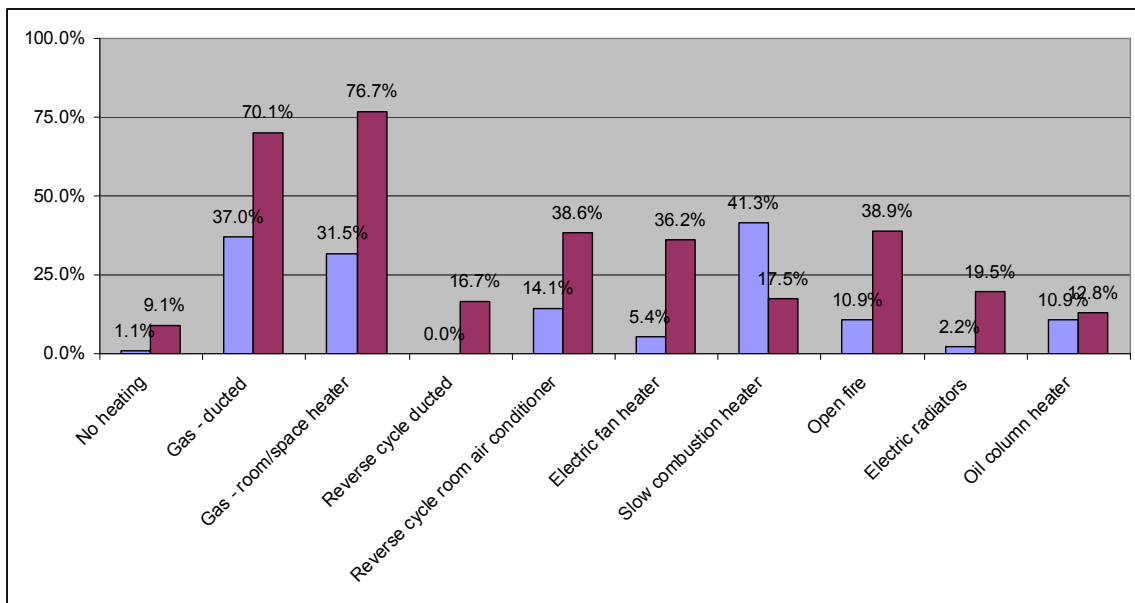


Figure 38 Type of heating systems used in household, by survey group

8.5 Air conditioning

Telephone respondents reported a slightly higher presence of air conditioning within their households. 30 percent of BREAZE members and 38.3 percent of telephone respondents reported the presence of an air conditioner at their residence (Figure 39), but this difference was not statistically significant.

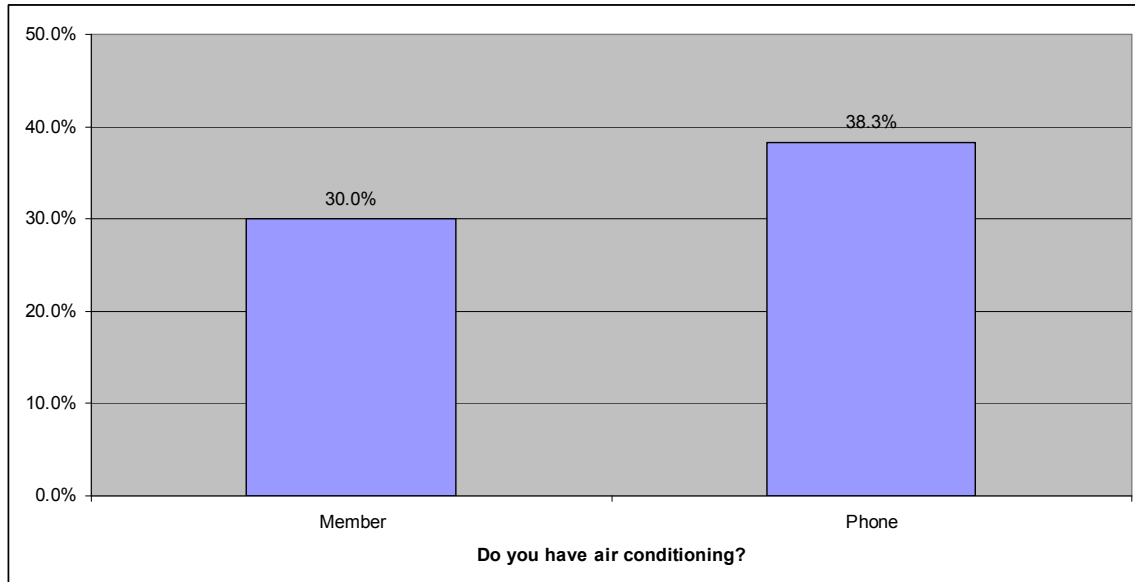


Figure 39 Presence of air-conditioning in household, by survey group

9 Sustainable technologies

The final section of the survey focussed on the presence of sustainable technologies within the home, and future intentions for purchasing sustainable technologies. Respondents were also asked about the support they required in future to assist them in adopting such technologies.

9.1 Presence of technologies at home

There were significant differences in the proportion of sustainable technologies present in BREAZE member and telephone respondent households. BREAZE members were significantly more likely to have any of four named technologies within their household (Figure 40). Notably, there was very low penetration of solar photovoltaic and solar hot water systems in telephone respondent households⁷.

BREAZE members were also asked about the type and scale of technologies that they possessed. A summary of the type and scale of each of four technologies (solar photovoltaic systems, solar hot water systems, rainwater tanks and grey water systems) is included at Appendix Seven.

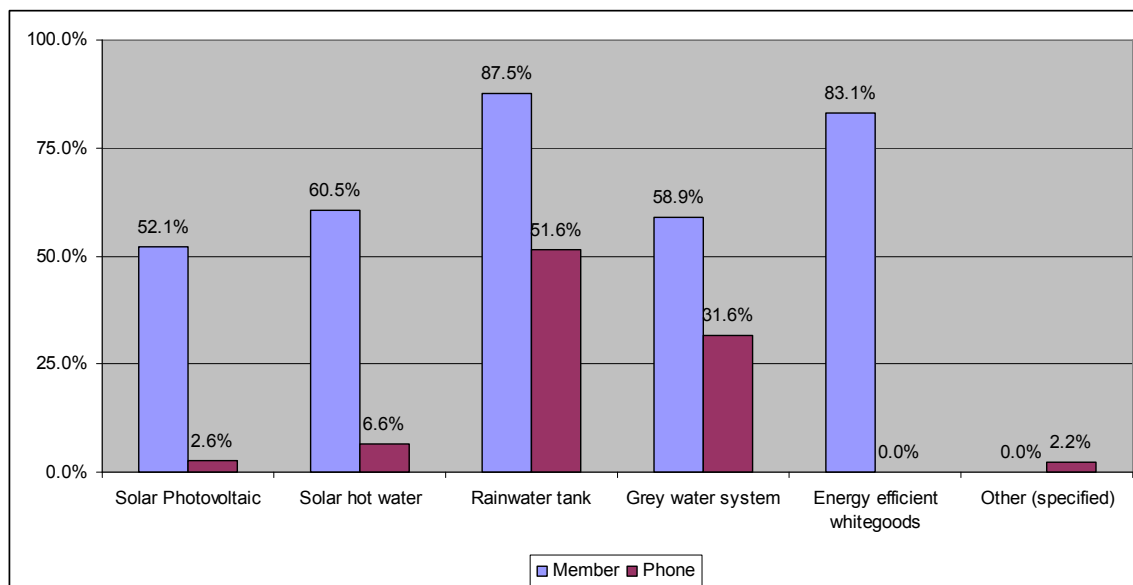


Figure 40 Presence of sustainable technologies in the household, by survey group

⁷ Note: Telephone respondents were not asked about energy efficient whitegoods, while members were not asked about “other” types of technology

BREAZE members who had purchased solar hot water or solar photovoltaic systems were also asked about their participation in the BREAZE bulk purchasing programs. Figure 41 indicates that a significant proportion of BREAZE members had purchased through their systems through BREAZE – 81.8 percent of those with solar photovoltaic systems, and 57.8 percent of those with a solar hot water system.

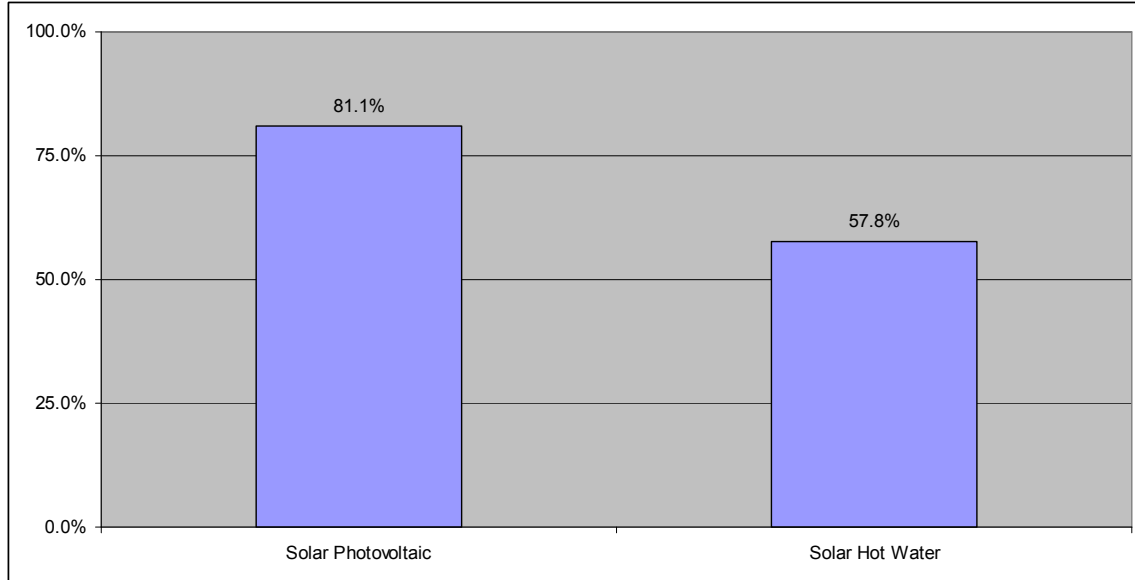


Figure 41 Purchasing of sustainable technology through BREAZE

9.2 Future purchasing of sustainable technology

Both BREAZE members and telephone respondents were asked about their intentions for purchasing sustainable technologies. Respondents were given a list of six technologies, and asked if they expected to purchase each technology in the next 12 months. Three response options were provided – “Definitely purchase”, “Probably Purchase” and “Will not purchase”.

Figure 42 shows that expectations about definite purchases are relatively similar between the two groups. There was only one significant difference in terms of definite purchase intentions, with BREAZE members more likely to “definitely purchase” a solar photovoltaic system. By comparison, BREAZE members were significantly more likely to indicate that they would “probably purchase” all six technologies.

Telephone respondents were then asked to indicate which of the technologies would be their highest priority for purchase, of the six technologies listed. Figure 43 shows that, among telephone respondents that intended to purchase any of the technologies, 20.3 percent prioritised the purchase of rainwater tanks, while 15.4 percent prioritised solar hot water systems.

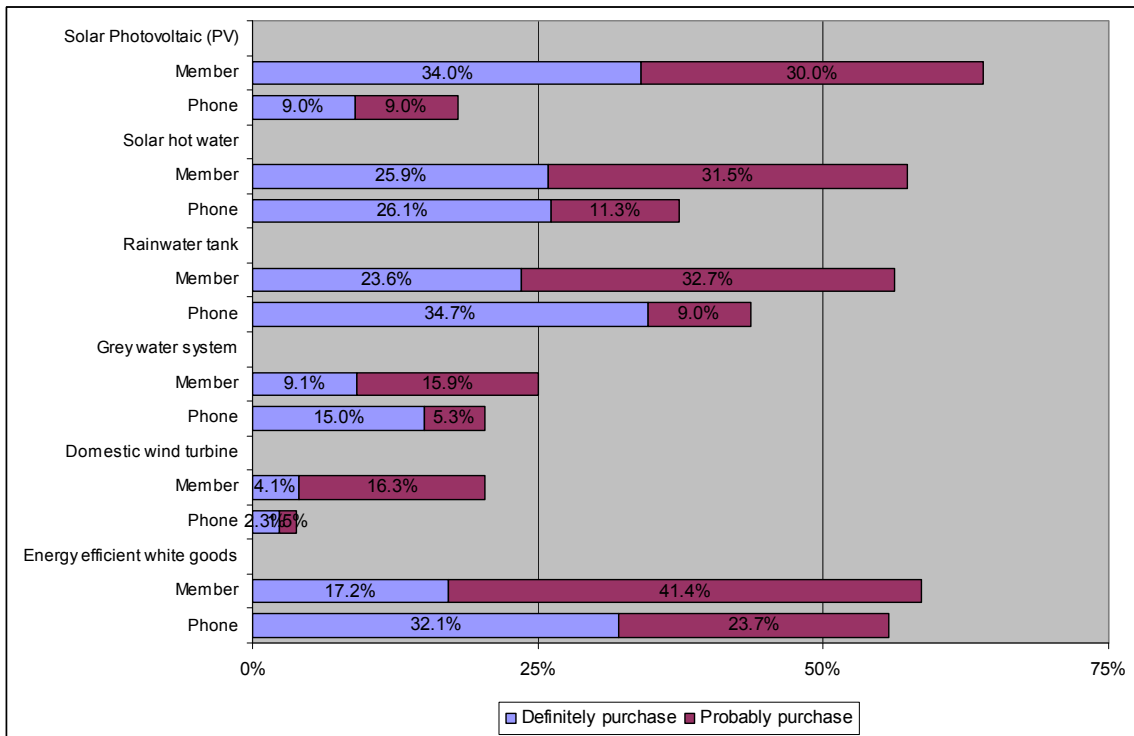


Figure 42 Expected future purchases of sustainable technology

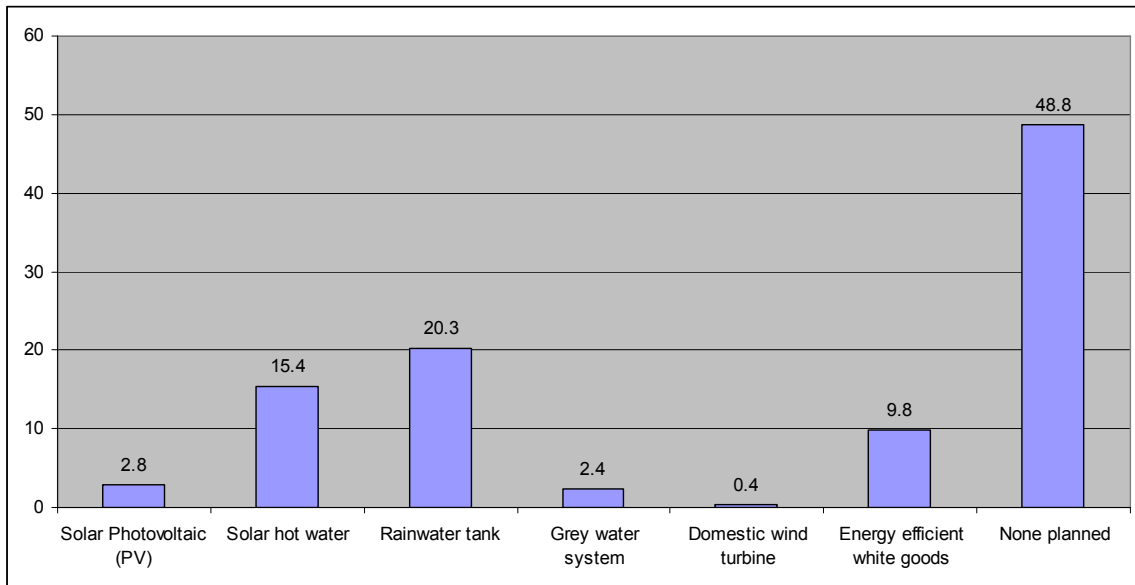


Figure 43 Highest priority future technology purchase (telephone respondents only)

9.3 Support for future purchases

Following up on their interest in purchasing sustainable technology, BREAZE members were asked about which forms of support they needed to assist them in their purchase. Figure 44 shows that members reported higher interest in methods of support that provided either information (information about sustainable products, advice and assistance, examples of systems) or enabled them to reduce their costs (bulk purchasing, discounts for products)

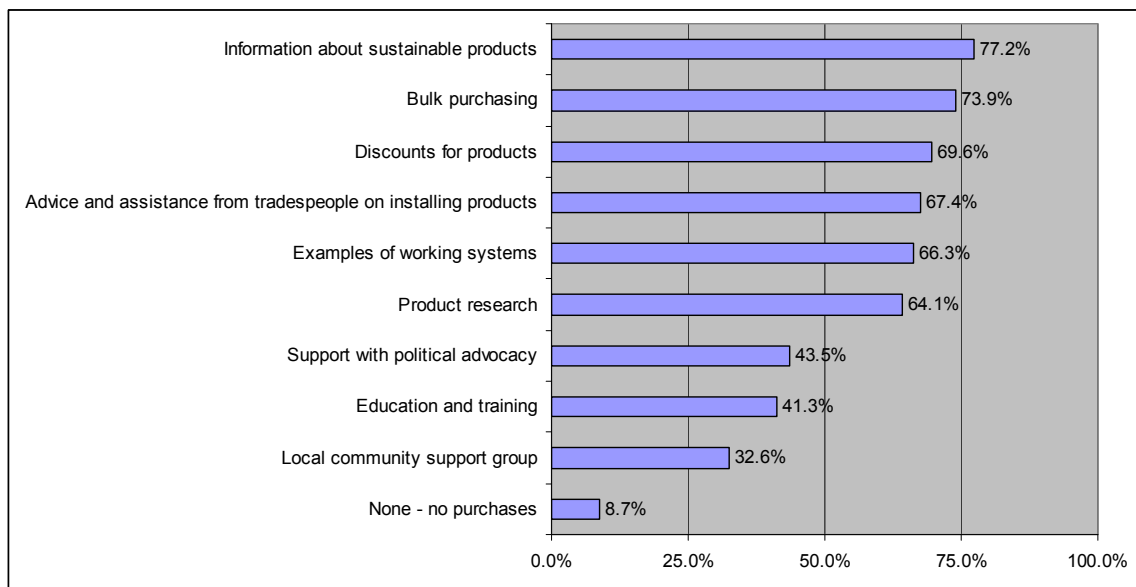


Figure 44 Desired support from BREAZE for planned future purchases of sustainable technology (members only)

10 Discussion and recommendations

The following discussion outlines notable findings from the survey, and discusses some of the implications of these findings. The areas considered for discussion are demographics, information provision, behaviours and attitudes, and barriers to adoption of technologies.

Demographics

The notable finding from the results was the difference in education of the two groups. While age and gender profiles were consistent between the two groups, there was a significant greater level of education (generally at a tertiary level) among BREAZE members. It should be recognised that those with higher levels of education often exhibit higher levels of interest in environmental issues and are more aware/engaged in environmental action.

BREAZE members were also more likely to report their income at lower levels of income (notably the \$40,000-59,000 and \$60,000-79,999 bands). This may be the result of the greater anonymity provided in self-completion data collection methods such as web surveys, relative to interviewer-based telephone surveys.

Information provision, attitudes and behaviour

Among both members and the broader populace, there is an apparent demand for high quality, in depth information on which individuals can base purchase decisions. For example, members were most interested in support mechanisms that provided information and examples (Figure 44), while telephone respondents were interested in similar types of support for assisting them in changing their behaviour (Figure 27). Members also rated more highly those activities which had higher levels of information content, such as workshops and bulk purchasing information sessions (Figure 18).

The results show that there is a major difference in the sources utilised by each group. For BREAZE members, the internet was the most likely to be their primary source of information, and was also commonly ranked as a second or third ranked source, with BREAZE the most commonly used organisation to gather information. By comparison, telephone respondents ranked television as their most commonly used source, closely followed by the use of pamphlets and newspapers (Figure 16). Both groups also relied on friends and family for environmental information, suggesting that environmental information may be transmitted through social networks.

Drawing these issues together, it appears that one of the primary functions of BREAZE has been as an information intermediary, with a capacity to review and present complex information to support member decision-making. The higher level of (self-reported) action taken after “high-information” events (Figure 21) suggests that these events help to reduce the barriers to action among those participating.

Behaviours and attitudes

While both the BREAZE members and telephone survey group indicated that they engaged in pro-environmental behaviours, those behaviours were much more frequent among BREAZE members than the general population (Figure 23). BREAZE members also reported higher levels of “high-effort” and “high cost” behaviours (although low-effort behaviour patterns were relatively similar).

A similar response pattern was also present in the various attitudinal questions asked of respondents. While members of both groups were likely to exhibit pro-environmental attitudes, those attitudes were generally more strongly held among BREAZE members – for example, they were more likely to report strong agreement with pro-environmental statements (Figure 29), while respondents to the telephone survey tended to report simple agreement (Figure 30).

Barriers to action

The survey questions examining technology adoption highlight a key function of BREAZE in reducing the barriers to adopting more sustainable behaviours. The level of adoption of sustainable technologies among the responding BREAZE members was fundamentally different from adoption in the general population, particularly for the two solar technologies that had been part of BREAZE bulk-purchase programs. The findings on support mechanisms (Figure 27 and Figure 44) also suggest that both groups are looking for means to reduce their barriers to adoption, and have some desire and intention to change their behaviour (Figure 26). This is also apparently an intermediary function that BREAZE provides in the minds of members, and may be able to build upon to expand participation in the broader Ballarat population.

10.1 Recommendations

While the primary purpose of the current research is to provide data for input into later stages of the overall “Climate for Change” project, rather than specific recommendations for action, some suggestions are provided here on specific issues highlighted by the survey results.

Current BREAZE activities:

1. Focus activities on those that facilitate higher levels of information provision

The feedback on the usefulness of current BREAZE activities, and the desired support requested from both members and the telephone group, suggest that the greatest benefit is derived from those activities which are information rich. While growth in membership does require breadth of discussion, activities such as the BREAZE Climate Change Forum might be a better mechanism for achieving membership growth, as they allow for a wide audience, but contain significant content.

2. Review usage and usefulness of low-participation activities, such as website discussion boards and action groups

The viability of certain BREAZE activities with low participation should be further reviewed, to consider the benefits they provide relative to the time and cost involved. Action groups have low participation, but do allow for greater participation among BREAZE members with higher



levels of engagement. By comparison, activities such as the BREAZE discussion forums, where there is limited usage even among members, may provide little benefit, and may even undermine the value of the website if they are not seen to be providing “current” information and ideas.

Future activities

1. Engaging new members through social networks

The results of the survey indicate that family and friends are an important means through which individuals gather information. BREAZE may wish to consider means through which BREAZE members can engage their social networks in order to promote BREAZE. Use of social networking software may be one means through which this can be achieved online, but other face to face mechanisms should also be considered.

2. Modelling behaviours and practices

Responses to the “desired support” questions indicate a desire for working examples and practices among both groups of respondents. Telephone respondents were also less likely to engage in either “high effort” or “high cost” behaviours, such as growing your own food or purchasing expensive technologies such as solar PV. Education programs that focus on modelling exemplary behaviours, enabling individuals to see the benefits as well as the costs associated with such behaviours might be an effective means of increasing the frequency of their occurrence.

3. Bulk purchase programs

The responses to the future technology purchase questions suggest that there are some possible opportunities for BREAZE to establish further bulk purchase programs. Telephone respondents indicated that their priorities for future purchases would be in two areas – solar hot water systems and energy efficient whitegoods. Thus promotion of new programs (or continuing the existing solar hot water program) in both these areas might serve to expand the membership base, particularly if run in conjunction with the social network program discussed above.



11 Appendices

List of appendices:

Appendix One:	Questionnaires
Appendix Two:	Frequency Tables
Appendix Three:	Descriptions of BREAZE activities by telephone survey respondents
Appendix Four:	Other types of information sought to support uptake of sustainable behaviours
Appendix Five:	Changes in past behaviour
Appendix Six:	Changes in future behaviour
Appendix Seven:	Types of sustainable systems
Appendix Eight:	Utility bills

Please contact BREAZE (www.breaze.org.au) you would like access to information in the appendices.