

Moving Towards a Model for Behavioural Change

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Marshall Mabin

The Energy Saving Trust

Agenda

- Introduction to Energy Saving Trust
- Background and Objectives to Behavioral Research
- Main Findings
- Concluding remarks

Who are we?

- Energy Saving Trust
- One of the UK's leading organisations to address the damaging effects of climate change
- Independent, not for profit organisation, set up in 1992 as a result of the Rio Summit
- Aim to cut emissions of carbon dioxide (CO₂) by promoting the sustainable and efficient use of energy in the domestic sector

What we do

- Mission: To lead 60 million people to act on climate change, so an 80 per cent reduction in CO2 becomes a reality by 2050
- Develop and implement programmes to promote energy saving behaviour amongst consumers:
 - Energy efficiency installations (e.g Insulation)
 - Habitual changes (e.g. turning lights off in empty rooms)
- EST undertakes programmes in a number of areas including consumer, local authorities, transport, renewables and supply chain.
- For purposes of this study we will be focussing on the consumer programme which is delivered through three main channels:
 - Advice Centres
 - Web
 - Advertising and Promotion

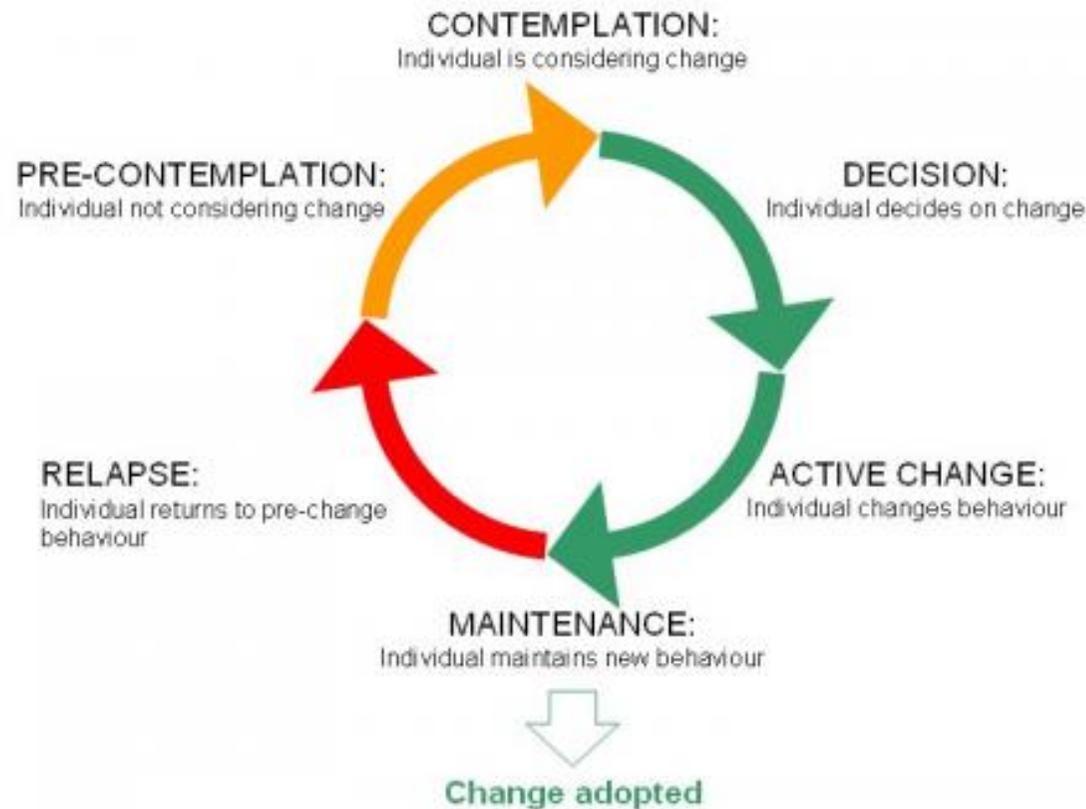
Evaluation: Impact Assessment – Influenced CO2 Savings

- Produce Annual and Lifetime CO2 Savings, based on standard CO2 saving assumptions
- Quantitative surveys of a representative sample of customers
- Survey 3-6 months after advice has been provided
- Supported by in-depth qualitative interviews with survey respondents
- One of the difficulties: *Lack of data on low and no cost behavioural change – how long do habitual behavioural changes last for?*

Research Objectives

- How long do habitual behaviours last for?
- Do habitual energy saving behaviours relapse over time?
- Have people looked to undertake further changes overtime?

Customer Journey for Behavioural Change



Adapted from Prochaska and Di Clemente's cycle of change model.

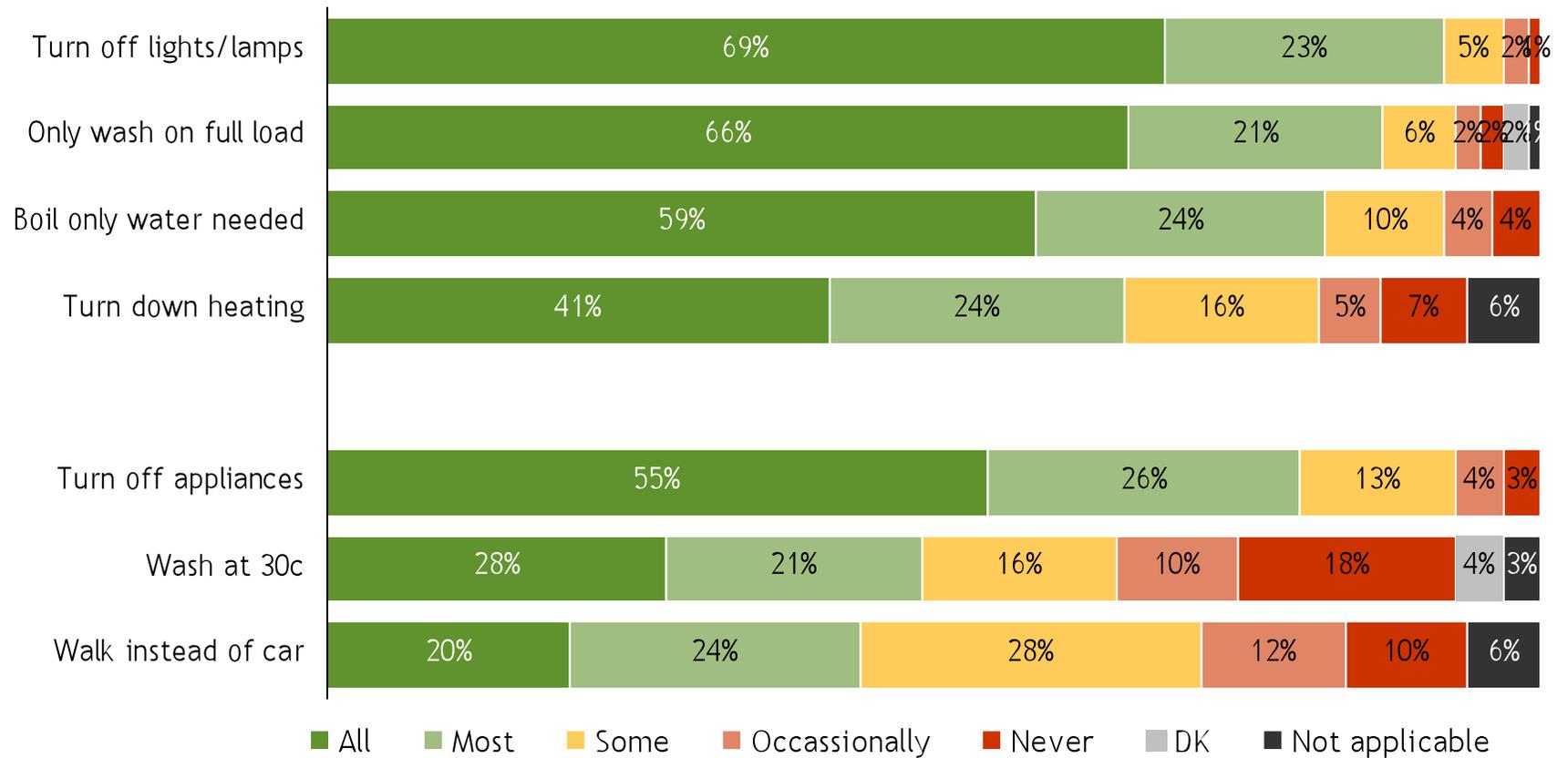
Methodology

- Longitudinal quantitative study with follow-on qualitative interviews conducted with individuals who had
 - Participated in main evaluation over past 3-4 years
 - Made a behavioural change and attributed change to EST advice
- **564 quantitative** telephone interviews with customers originally interviewed in consumer evaluations between 05/06 and 07/08.
- 20 one-to-one in-depth **qualitative** interviews also conducted with customers who had taken part in the quantitative interview stage.

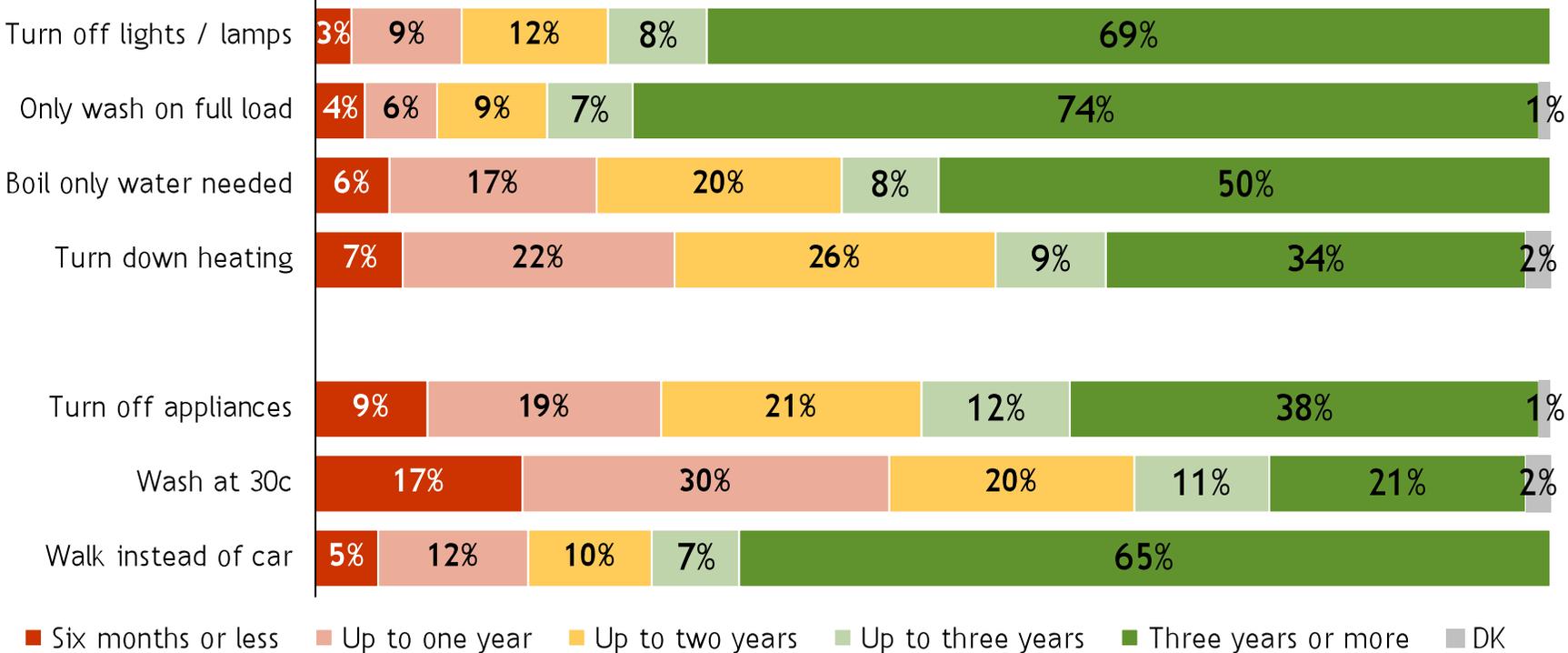
Research Considerations

- EST customers only
- NOT representative of different attitudinal groups e.g. More apathetic consumers.
- Sample profile is typical of EST customer base
- Longevity could only be assessed for four main behavioural measures:
 - Turning off lights;
 - Only wash full load;
 - Boiling only water needed;
 - Turning down thermostat by 1 degree;

Percentage of Sample Carrying out the Behavioural Measures



Length of Time Carrying out Behaviour Measure



•Most/All practicing behaviours also predicted they would carry on indefinitely



Findings

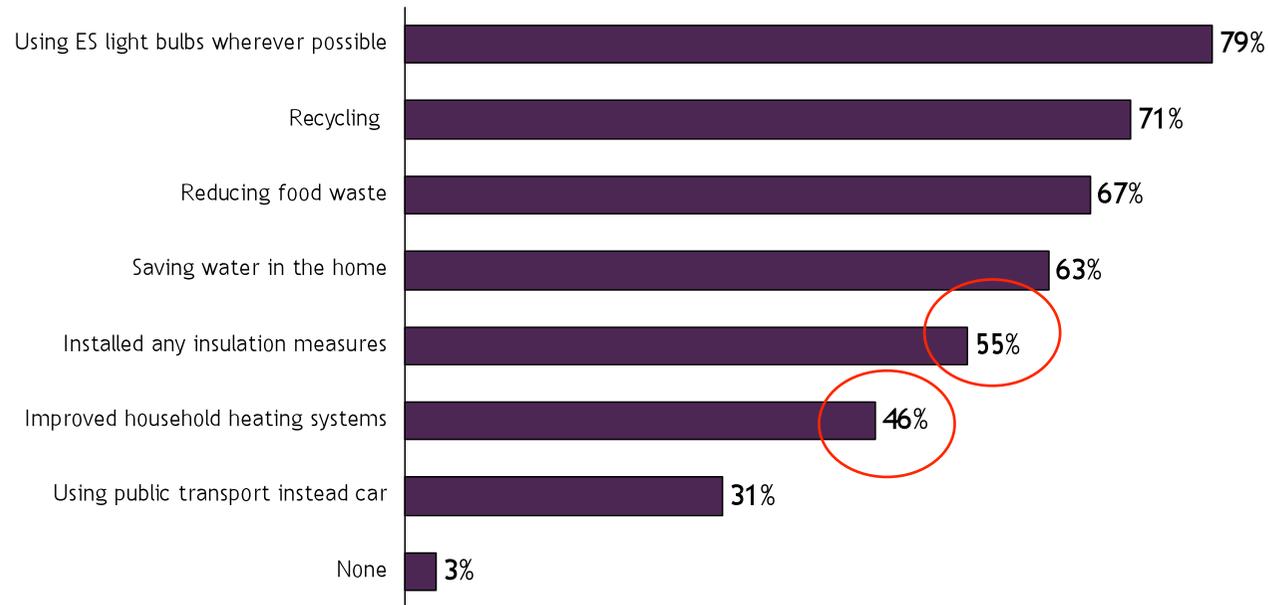
- For customers that we know followed our advice; the behaviours lasted for at least 3 years (based on 3 years of data we have);
- However; there was a drop off (or relapse) of about 4-15% of customers.
- Furthermore; drop off varied on the type of measure

% of Customers not doing anymore	
'Easier to maintain'	'More difficult to maintain'
•Turning off lights- 4% •Washing on full load- 5%	•Turning down thermostat- 15% •Boiling only water needed- 11%

- Therefore results indicate behaviors do stick, but some are more difficult to maintain than others

Findings cont...

- Almost all customers who followed our advice were found to have undertaken significant further action since initial interaction with EST.



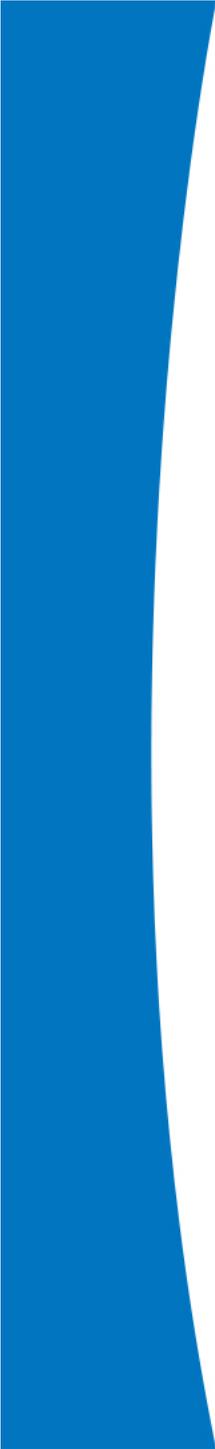
- Customers also indicated a need for more in-depth advice

Conclusions

- Certain behaviours more widely practiced than others;
- Some behaviours are more 'mature' than others;
- Once a behavioural change is made they are generally habit forming; however some measures are difficult to maintain than others.
 - Most customers are continuing to practice behaviours 3 years on
 - Drop off of between 4 and 15% across behaviours
- Evidence suggests that different behaviours may warrant different approaches
 - E.g. Seasonal campaign for Thermostats
 - Legislation?

Conclusions cont...

- Large proportion of customers who made a small behavioural change have since gone on to do more significant measures.
- Suggests that behaviours may act as point of inception along a customer journey;
- EST will do further work to build a model of behavioural changes based on drivers, barriers and persistence data;
- Study to be published in December 09;
- Persistence research will be repeated annually to build on three years of data.



Thank- You

Any Questions?