

# Case study: Commitment

## Offering insights into a population's commitment to environmental change and tracking behavioural change over time

### Background

The Greater Wellington Regional Council (Greater Wellington) is working to create a more sustainable region via a programme of initiatives. A key initiative is a campaign called 'Be the Difference', launched in early 2004. This is a social marketing initiative encouraging residents to sign up to more environmentally sustainable behaviours.

TNS was commissioned to undertake benchmark research in 2004 to assess the impact of the *Be the Difference* campaign. TNS recommended using the Conversion Model™, TNS' world-leading solution for measuring commitment, to identify any movement in the environmental lifestyle segments, and thereby any shift from a completely non-environmentally considerate lifestyle to a totally environmentally considerate lifestyle.

The Conversion Model firstly identified how satisfied people were with the fit between their chosen environmental lifestyle and their individual needs. It then went on to measure a person's level of psychological involvement with the environment, or the extent to which protecting the environment mattered to them.

In 2005, TNS carried out qualitative and quantitative research to explore and measure the extent to which there had been a change in environmental attitudes and behaviours of members (with a particular focus on behaviours) as a result of the *Be the Difference* campaign.

### Objective

The key objective was to explore (and measure) the extent to which there had been a change in environmental attitudes and behaviours of *Be the Difference* members (with a particular focus on behaviours) as a result of the *Be the Difference* campaign.

### Actions

In 2005, TNS carried out both quantitative and qualitative research

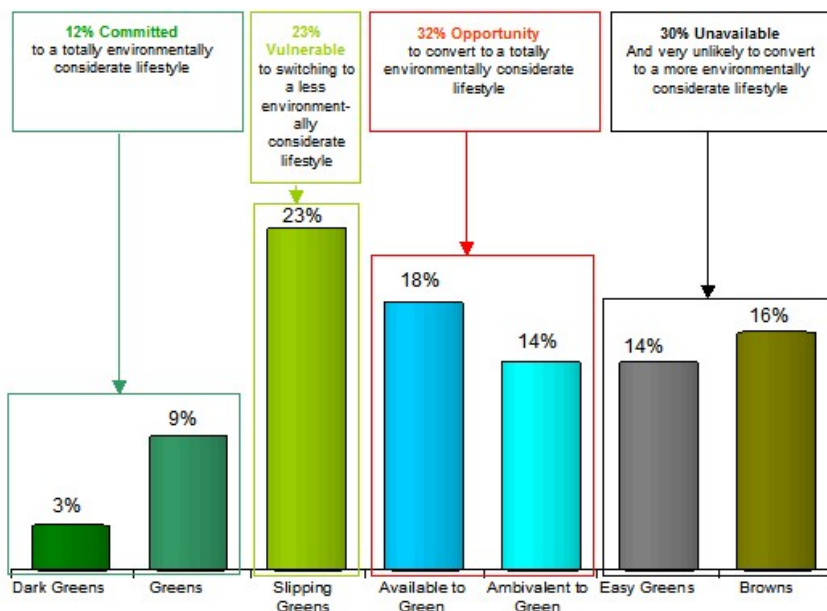
- Phone survey (CATI), n=300, 15 minutes
- Online survey, n=300
- N=6 focus groups

The 2004 benchmark survey was based on 599 telephone interviews.

### Results

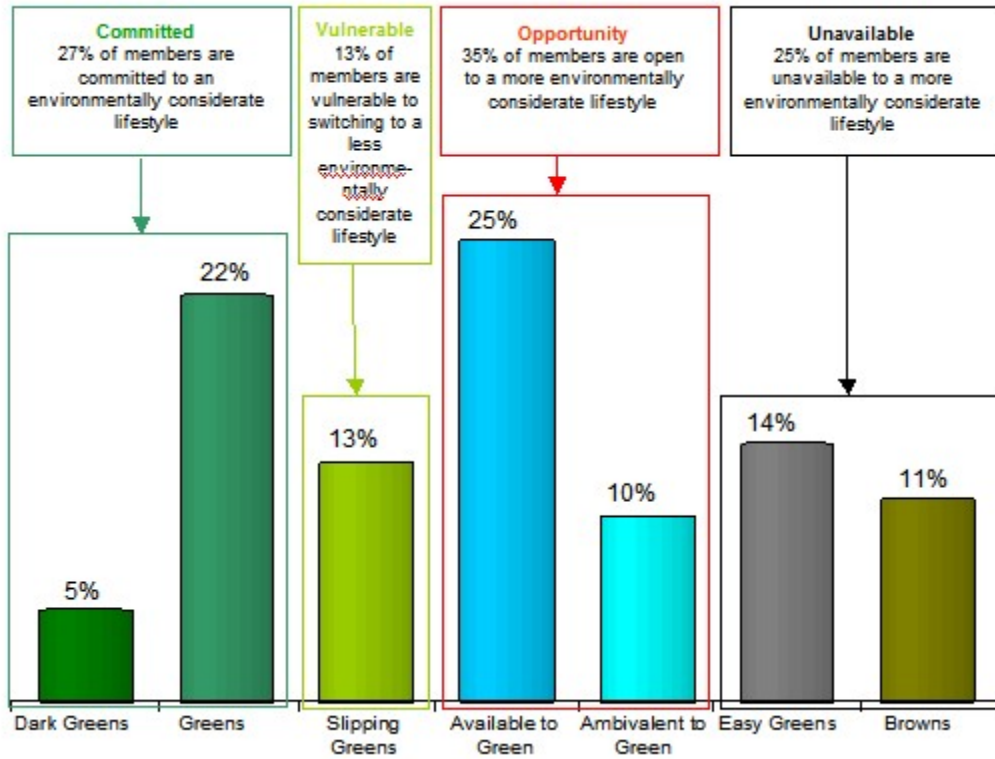
In 2004, the TNS research segmented the citizens of Wellington based on their commitment to their current environmental lifestyle, identifying the people most likely to change behaviour. TNS recommended that the Council focus on two strategic segments: the Vulnerable segment, and the Opportunity segment.

### 2004 results



In 2005, the quantitative research showed that Council's efforts have worked, with an increase in the Opportunity segment (35% compared with 32% in 2004), and a reduction in the Vulnerable segment (from 23% in 2004 to 13% in 2005). The Committed segment also showed marked improvement from 12% to 27% in 2005.

## 2005 results



## Recommendations

An understanding of the audience along the behaviour change continuum can inform the development of social marketing programmes and campaigns, and help to assess programme effect. Attitudes and behaviour need to be assessed at each stage of the process in order to understand changes or outcomes at higher levels.

The Conversion Model will be used throughout the course of the ten-year plan to measure whether the campaign leads to a change in lifestyle, how committed people are to their current environmental lifestyle, and what it takes to change this lifestyle. Using the Conversion Model in the 2005 research was the first step in TNS providing evidence of the success of the *Be The Difference* social marketing campaign.