

## Online survey of participants – summary of findings March 2011



This survey was conducted using the online SurveyMonkey tool in March 2011. Around 10% of all participants completed the survey, when given a 1 week deadline. This is a sub-set of findings. For the full set of details please contact [fiona.ward@ttandc.org.uk](mailto:fiona.ward@ttandc.org.uk).

### Key findings

Just under half of all people joined a group as they were asked by a friend or neighbour. Another 37% joined as the organiser, and we'll follow-up on how the organiser heard about it through the interviews, as this will tell us how best to focus our marketing for future rounds.

The most important reasons for joining Transition Streets/Transition Together (T-Tog) were, in order of importance:

- Build good relationships with my neighbours
- Doing something positive about issues that concern me (e.g. climate change)
- Reducing my carbon footprint/energy dependency

Interestingly, 'Reducing my household costs' or 'Help with grants' or 'Chance of grant for PV' did not feature as highly as we thought they would – this may change though with full statistical analysis that will take into account weighted responses on importance from 1-5. See full report.

About 82% of participants said the T-Tog meeting, and the materials were Good or Very Good.

Only 2% said they would not keep meeting in some form, and 44% of groups are already keeping on meeting. 73% said having new activities to complete together would help them continue to meet, and 46% want to be linked to other groups, and the same again want access to more grants – all great input for project development.

In line with our findings from the Evaluation Forms, about 83% of participants have made improvements to their home as a result of T-Tog (to reduce energy loss and enhance its value) and about 10% said they'd already done as much as they could. 86% have made behavioural changes, with the rest saying they already did these things before T-Tog.

Over 90% said it would be Very Easy or Somewhat Easy to sustain the changes (behavioural) – a pleasingly high percentage.

The reasons for making these changes are overwhelmingly around Reducing carbon footprint/energy use, with Ongoing financial savings being 2<sup>nd</sup> most important reason. There is much to explore around these motivations and outcomes once all the data is in – possibly the desire to reduce carbon is stronger than we thought, for example. See full report.

The main benefits resulting from participation are Better relationships with neighbours, then Feeling of taking positive action around issues that concern me, then Reduced household costs. Reassuringly, 85% of participants think that these benefits will go on for at least a year.

Most respondents were from Transition Streets groups (10% greater than the actual mix of Ts and non TS groups). Finally, when asked 'If a friend asked your advice about whether or not to get involved in a Transition Together group, please tell us in a few words what you would say' the overwhelming response was 'yes, do it, join in'.



1. Please tell us how you came to attend your first Transition Together meeting. Please choose the best answer.			Response Percent	Response Count
I organised or helped to organise the meeting			37.0%	20
I was invited by a friend or neighbour			48.1%	26
I heard about it some other way e.g. letter, poster, email			3.7%	2
We all just got together - knew each other anyway			7.4%	4
Other (please tell us more)			3.7%	2
			answered question	54
			skipped question	1



2. How important were each of the following reasons for you joining a Transition Together group?						
	1 not at all important	2	3	4	5 very important	Response Count
Reducing my household costs	11.5% (8)	5.8% (3)	21.2% (11)	32.7% (17)	28.8% (15)	52
Reducing my carbon footprint/energy dependency	5.9% (3)	2.0% (1)	9.8% (5)	29.4% (15)	52.9% (27)	51
Doing something positive about issues that concern me (e.g. climate change)	4.0% (2)	4.0% (2)	14.0% (7)	20.0% (10)	58.0% (29)	50
Building good relationships with my neighbours	5.6% (3)	3.7% (2)	7.4% (4)	18.5% (10)	64.8% (35)	54
Help with grants for energy efficiency improvements to my home	11.5% (8)	21.2% (11)	30.8% (16)	19.2% (10)	17.3% (9)	52
Chance of a grant for solar PV (Transition Streets groups only)	16.7% (8)	8.3% (4)	20.8% (10)	22.9% (11)	31.3% (15)	48
				Other (please tell us more)		5
				answered question		55
				skipped question		0










9. Would you like your Transition Together group to continue meeting after you have completed the workbook? Please choose the best answer			
		Response Percent	Response Count
Yes, and we are already doing so		44.0%	22
Yes, I'd like that to happen		22.0%	11
I'd like to keep it more informal		32.0%	16
No		2.0%	1
<b>answered question</b>			<b>50</b>
<b>skipped question</b>			<b>5</b>

10. What do you think would help your group to continue meeting or having contact (please choose as many answers as you like)			
		Response Percent	Response Count
Transition support person		14.6%	7
linking with other groups		45.8%	22
having new activities to complete together		72.9%	35
opportunities to apply for grants		45.8%	22
doesn't apply to me/don't want to go on meeting		2.1%	1
Other (please tell us more)		18.8%	9
<b>answered question</b>			<b>48</b>
<b>skipped question</b>			<b>7</b>



		Response Percent	Response Count
I have not made any improvements		4.1%	2
I'm thinking about making some improvements		4.1%	2
Yes, I have done one or two of these things		26.5%	13
<b>Yes, I have done several of these things</b>		<b>55.1%</b>	<b>27</b>
I had already made all the improvements possible in my home		10.2%	5
Don't know/not applicable		0.0%	0
		<b>answered question</b>	<b>49</b>
		<b>skipped question</b>	<b>6</b>



13. Please tell us whether you have made any changes recently to how you use energy, and try to reduce your impact on the environment. Examples might be that you: avoid flying, use your car less, switch to a green tariff, conserve electricity or water, make your own compost, or recycle whatever you can.

		Response Percent	Response Count
I have not made any changes		0.0%	0
I have been thinking more about these issues		0.0%	0
<b>I have made some practical changes</b>		<b>61.2%</b>	<b>30</b>
I have made a lot of practical changes		24.5%	12
I already did all of these as far as possible		14.3%	7
Don't know/not applicable		0.0%	0
<b>answered question</b>			<b>49</b>
<b>skipped question</b>			<b>6</b>

15. If you have made changes, how easy or difficult do you think it will be for you to sustain those changes?

		Response Percent	Response Count
Very easy		33.3%	16
<b>Somewhat easy</b>		<b>56.3%</b>	<b>27</b>
Somewhat difficult		6.3%	3
Very difficult		0.0%	0
Don't know/not applicable		4.2%	2
<b>answered question</b>			<b>48</b>
<b>skipped question</b>			<b>7</b>






16. If you have made any changes, on a scale of 1-5, where 1 = not at all important and 5 = very important, how important have the following been as reasons for you to make those changes?						
	1 Not at all important	2	3	4	5 Very important	Response Count
Ongoing financial savings	2.1% (1)	14.9% (7)	10.6% (5)	27.7% (13)	<b>44.7% (21)</b>	47
Reduce my carbon footprint/energy use	2.1% (1)	2.1% (1)	4.3% (2)	23.4% (11)	<b>68.1% (32)</b>	47
Commitment to my T-Tog/TS group	8.7% (4)	17.4% (8)	21.7% (10)	<b>43.5% (20)</b>	8.7% (4)	46
Access to advice and information	4.4% (2)	13.3% (6)	31.1% (14)	<b>33.3% (15)</b>	17.8% (8)	45
Grants/financial support	9.8% (4)	19.5% (8)	17.1% (7)	24.4% (10)	<b>29.3% (12)</b>	41
Other (please tell us more)						3
<b>answered question</b>						<b>47</b>
<b>skipped question</b>						<b>8</b>

17. Please tell us about any benefits you have experienced as a result of taking part in Transition Together.					
	yes, definitely	yes, somewhat	no	don't know/too soon to say	Response Count
Reduced household costs	<b>38.8% (19)</b>	30.6% (15)	8.2% (4)	22.4% (11)	49
Reduced carbon footprint/energy dependency	33.3% (16)	<b>50.0% (24)</b>	4.2% (2)	12.5% (6)	48
Feeling of taking positive action about issues that concern me	<b>55.1% (27)</b>	44.9% (22)	0.0% (0)	0.0% (0)	49
Better relationships with my neighbours	<b>72.9% (35)</b>	20.8% (10)	4.2% (2)	2.1% (1)	48
Improved value of my home	20.8% (10)	<b>45.8% (22)</b>	16.7% (8)	16.7% (8)	48
Other (please specify)					4
<b>answered question</b>					<b>49</b>
<b>skipped question</b>					<b>6</b>

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18. Please tell us in a few words the most significant benefit(s) you have experienced from taking part in Transition Together



19. How long do you think the benefit(s) you have told us about will go on? Please select the best answer.			
		Response Percent	Response Count
Only to the end of the Transition Together initiative		2.1%	1
For a short time e.g. less than a year		0.0%	0
For a longer time e.g. a year or more		85.4%	41
Don't know/too early to tell		12.5%	6
answered question			48
skipped question			7





20. Is/was your group a 'Transition Streets' group i.e. eligible for grants for solar PV?			
		Response Percent	Response Count
Yes		91.7%	44
No		6.3%	3
Not sure		2.1%	1
answered question			48
skipped question			7






20. Is/was your group a 'Transition Streets' group i.e. eligible for grants for solar PV?			
		Response Percent	Response Count
Yes		91.7%	44
No		6.3%	3
Not sure		2.1%	1
answered question			48
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




**Demographic info**

23. My gender is			Response Percent	Response Count
male			27.1%	13
female			72.9%	35
			answered question	48
			skipped question	7

24. My age is			Response Percent	Response Count
16-24			0.0%	0
25-34			2.1%	1
35-44			18.8%	9
45-54			27.1%	13
55-65			39.6%	19
66+			12.5%	6
			answered question	48
			skipped question	7

25. The number of people who live in my household (include children but don't include any lodgers)			Response Percent	Response Count
1			29.2%	14
2			43.8%	21
3			16.7%	8
4			6.3%	3
5			4.2%	2
6+			0.0%	0
<b>answered question</b>				<b>48</b>
<b>skipped question</b>				<b>7</b>

26. My household's income (include the income of everyone you counted in the previous question)			Response Percent	Response Count
Less than £5,200			6.3%	3
£5,200 to £10,400			6.3%	3
£10,400 to £15,600			16.7%	8
£15,600 to £20,800			8.3%	4
<b>£20,800 to £26,000</b>			<b>20.8%</b>	<b>10</b>
£26,000 to £31,200			6.3%	3
£31,200 to £36,400			6.3%	3
<b>£36,400 or more</b>			<b>20.8%</b>	<b>10</b>
Don't know/prefer not to answer			8.3%	4
<b>answered question</b>				<b>48</b>
<b>skipped question</b>				<b>7</b>



28. Are you willing for us to contact you by phone to explore some of your answers in more detail? Interviews will take no more than half an hour and will be anonymous.		Response Percent	Response Count
yes, you can contact me about an interview on the number below		70.2%	33
no, please don't contact me		29.8%	14
		answered question	47
		skipped question	8