



Corporate Culture Behaviour Change Survey

METHODOLOGY NOTE

ComRes interviewed 328 senior managers and directors online between 26th March and 16th May 2013. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Food security

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 83	50	18	15	7	11	18	10	2	5	30	11	23	10	11	28
	25%	23%	26%	33%	17%	21%	32%	43%	10%	22%	28%	21%	26%	27%	24%	26%
Fairly important	(3.0) 104	63	27	14	14	16	18	9	4	10	33	16	28	14	18	28
	32%	29%	40%	30%	33%	30%	32%	39%	19%	43%	30%	31%	32%	38%	40%	26%
Not very important	(2.0) 78	50	15	13	12	19	7	1	8	3	28	8	21	6	11	32
	24%	23%	22%	28%	29%	36%	12%	4%	38%	13%	26%	15%	24%	16%	24%	30%
Not at all important	(1.0) 52	43	5	4	7	5	11	3	5	4	17	10	14	7	4	17
	16%	20%	7%	9%	17%	9%	19%	13%	24%	17%	16%	19%	16%	19%	9%	16%
Don't know	11	8	3	-	2	2	3	-	2	1	1	7	1	-	1	2
	3%	4%	4%	-	5%	4%	5%	-	10%	4%	1%	13%	1%	-	2%	2%
Not Stated	11	8	3	-	2	2	3	-	2	1	1	7	1	-	1	2
	3%	4%	4%	-	5%	4%	5%	-	10%	4%	1%	13%	1%	-	2%	2%
IMPORTANT	187	113	45	29	21	27	36	19	6	15	63	27	51	24	29	56
	57%	53%	66%	63%	50%	51%	63%	83%	29%	65%	58%	52%	59%	65%	64%	52%
NOT IMPORTANT	130	93	20	17	19	24	18	4	13	7	45	18	35	13	15	49
	40%	43%	29%	37%	45%	45%	32%	17%	62%	30%	41%	35%	40%	35%	33%	46%
Mean Score	2.69	2.58	2.89	2.87	2.53	2.65	2.80	3.13	2.16	2.73	2.70	2.62	2.70	2.73	2.82	2.64
Std Deviation	1.03	1.07	.90	.98	.99	.93	1.12	1.01	.96	1.03	1.04	1.09	1.04	1.07	.92	1.05
Std Error	.058	.075	.112	.144	.156	.131	.153	.211	.220	.220	.100	.163	.112	.176	.139	.102

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Food security

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	83	14	9	17	33	10	33	6	21	23	38	6	39	59	44	3	9	67	4	77
	25%	35%	28%	22%	24%	24%	29%	19%	24%	23%	25%	27%	25%	27%	27%	11%	16%	30%	80%	24%
Fairly important	104	13	11	23	41	16	34	12	26	32	47	10	47	77	52	6	24	69	1	102
	32%	33%	34%	29%	30%	39%	30%	38%	30%	33%	31%	45%	31%	35%	32%	22%	43%	31%	20%	32%
Not very important	78	9	10	16	34	9	25	9	18	26	36	1	41	51	35	8	10	51	-	77
	24%	23%	31%	21%	25%	22%	22%	28%	21%	27%	24%	5%	27%	23%	21%	30%	18%	23%	-	24%
Not at all important	52	4	2	18	23	5	17	5	16	14	25	5	22	27	27	8	11	30	-	51
	16%	10%	6%	23%	17%	12%	15%	16%	19%	14%	16%	23%	14%	12%	17%	30%	20%	13%	-	16%
Don't know	11	-	-	4	6	1	3	-	5	3	7	-	4	6	5	2	2	6	-	11
	3%	-	-	5%	4%	2%	3%	-	6%	3%	5%	-	3%	3%	3%	7%	4%	3%	-	3%
Not Stated	11	-	-	4	6	1	3	-	5	3	7	-	4	6	5	2	2	6	-	11
	3%	-	-	5%	4%	2%	3%	-	6%	3%	5%	-	3%	3%	3%	7%	4%	3%	-	3%
IMPORTANT	187	27	20	40	74	26	67	18	47	55	85	16	86	136	96	9	33	136	5	179
	57%	68%	63%	51%	54%	63%	60%	56%	55%	56%	56%	73%	56%	62%	59%	33%	59%	61%	100%	56%
NOT IMPORTANT	130	13	12	34	57	14	42	14	34	40	61	6	63	78	62	16	21	81	-	128
	40%	33%	38%	44%	42%	34%	38%	44%	40%	41%	40%	27%	41%	35%	38%	59%	38%	36%	-	40%
Mean Score	2.69	2.93	2.84	2.53	2.64	2.78	2.76	2.59	2.64	2.67	2.67	2.77	2.69	2.79	2.72	2.16	2.57	2.80	3.80	2.67
Std Deviation	1.03	1.00	.92	1.10	1.05	.97	1.05	.98	1.08	1.00	1.04	1.11	1.02	.99	1.05	1.03	1.00	1.03	.45	1.03
Std Error	.058	.158	.163	.128	.091	.154	.101	.173	.120	.103	.086	.237	.084	.068	.084	.206	.136	.070	.200	.059

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Climate change

Base: All respondents

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	154	101	30	23	11	40	22	12	4	15	50	20	53	17	18	46
		47%	47%	44%	50%	26%	75%	39%	52%	19%	65%	46%	38%	61%	46%	40%	43%
Fairly important	(3.0)	126	84	28	14	15	12	24	10	13	8	44	23	32	12	18	41
		38%	39%	41%	30%	36%	23%	42%	43%	62%	35%	40%	44%	37%	32%	40%	38%
Not very important	(2.0)	35	20	8	7	13	1	9	1	1	-	10	4	1	7	6	17
		11%	9%	12%	15%	31%	2%	16%	4%	5%	-	9%	8%	1%	19%	13%	16%
Not at all important	(1.0)	9	7	-	2	1	-	2	-	3	-	3	2	1	1	2	3
		3%	3%	-	4%	2%	-	4%	-	14%	-	3%	4%	1%	3%	4%	3%
Don't know		4	2	2	-	2	-	-	-	-	-	2	3	-	-	1	-
		1%	1%	3%	-	5%	-	-	-	-	-	2%	6%	-	-	2%	-
Not Stated		4	2	2	-	2	-	-	-	-	-	2	3	-	-	1	-
		1%	1%	3%	-	5%	-	-	-	-	-	2%	6%	-	-	2%	-
IMPORTANT		280	185	58	37	26	52	46	22	17	23	94	43	85	29	36	87
		85%	86%	85%	80%	62%	98%	81%	96%	81%	100%	86%	83%	98%	78%	80%	81%
NOT IMPORTANT		44	27	8	9	14	1	11	1	4	-	13	6	2	8	8	20
		13%	13%	12%	20%	33%	2%	19%	4%	19%	-	12%	12%	2%	22%	18%	19%
Mean Score		3.31	3.32	3.33	3.26	2.90	3.74	3.16	3.48	2.86	3.65	3.32	3.24	3.57	3.22	3.18	3.21
Std Deviation		.77	.78	.69	.88	.84	.49	.82	.59	.91	.49	.76	.78	.58	.85	.84	.81
Std Error		.043	.053	.085	.130	.133	.067	.109	.124	.199	.102	.073	.111	.063	.140	.127	.079

Behaviour Change Survey

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Climate change

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	154	17	14	36	68	19	61	11	34	48	69	11	74	112	74	7	26	113	2	149
	47%	43%	44%	46%	50%	46%	54%	34%	40%	49%	45%	50%	48%	51%	45%	26%	46%	51%	40%	47%
Fairly important	126	16	12	31	50	17	28	20	40	38	57	10	59	82	73	11	24	84	-	126
	38%	40%	38%	40%	36%	41%	25%	63%	47%	39%	37%	45%	39%	37%	45%	41%	43%	38%	-	40%
Not very important	35	3	6	10	12	4	18	1	5	11	18	1	16	20	12	6	3	21	3	30
	11%	8%	19%	13%	9%	10%	16%	3%	6%	11%	12%	5%	10%	9%	7%	22%	5%	9%	60%	9%
Not at all important	9	3	-	1	4	1	3	-	5	1	6	-	3	5	3	2	2	5	-	9
	3%	8%	-	1%	3%	2%	3%	-	6%	1%	4%	-	2%	2%	2%	7%	4%	2%	-	3%
Don't know	4	1	-	-	3	-	2	-	2	-	3	-	1	1	1	1	1	-	-	4
	1%	3%	-	-	2%	-	2%	-	2%	-	2%	-	1%	*	1%	4%	2%	-	-	1%
Not Stated	4	1	-	-	3	-	2	-	2	-	3	-	1	1	1	1	1	-	-	4
	1%	3%	-	-	2%	-	2%	-	2%	-	2%	-	1%	*	1%	4%	2%	-	-	1%
IMPORTANT	280	33	26	67	118	36	89	31	74	86	126	21	133	194	147	18	50	197	2	275
	85%	83%	81%	86%	86%	88%	79%	97%	86%	88%	82%	95%	87%	88%	90%	67%	89%	88%	40%	86%
NOT IMPORTANT	44	6	6	11	16	5	21	1	10	12	24	1	19	25	15	8	5	26	3	39
	13%	15%	19%	14%	12%	12%	19%	3%	12%	12%	16%	5%	12%	11%	9%	30%	9%	12%	60%	12%
Mean Score	3.31	3.21	3.25	3.31	3.36	3.32	3.34	3.31	3.23	3.36	3.26	3.45	3.34	3.37	3.35	2.88	3.35	3.37	2.80	3.32
Std Deviation	.77	.89	.76	.74	.77	.76	.85	.54	.81	.72	.82	.60	.75	.75	.70	.91	.75	.75	1.10	.76
Std Error	.043	.143	.135	.084	.066	.118	.081	.095	.089	.073	.067	.127	.061	.050	.055	.178	.101	.050	.490	.043

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Water security

Base: All respondents

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	139	98	22	19	7	26	22	16	4	14	50	15	48	15	16	45
		42%	46%	32%	41%	17%	49%	39%	70%	19%	61%	46%	29%	55%	41%	36%	42%
Fairly important	(3.0)	113	71	28	14	17	20	19	6	9	6	36	22	28	13	15	35
		34%	33%	41%	30%	40%	38%	33%	26%	43%	26%	33%	42%	32%	35%	33%	33%
Not very important	(2.0)	50	27	12	11	13	5	10	1	3	2	16	7	8	5	10	20
		15%	13%	18%	24%	31%	9%	18%	4%	14%	9%	15%	13%	9%	14%	22%	19%
Not at all important	(1.0)	16	13	1	2	1	1	5	-	4	-	5	3	3	3	2	5
		5%	6%	1%	4%	2%	2%	9%	-	19%	-	5%	6%	3%	8%	4%	5%
Don't know		10	5	5	-	4	1	1	-	1	1	2	5	-	1	2	2
		3%	2%	7%	-	10%	2%	2%	-	5%	4%	2%	10%	-	3%	4%	2%
Not Stated		10	5	5	-	4	1	1	-	1	1	2	5	-	1	2	2
		3%	2%	7%	-	10%	2%	2%	-	5%	4%	2%	10%	-	3%	4%	2%
IMPORTANT		252	169	50	33	24	46	41	22	13	20	86	37	76	28	31	80
		77%	79%	74%	72%	57%	87%	72%	96%	62%	87%	79%	71%	87%	76%	69%	75%
NOT IMPORTANT		66	40	13	13	14	6	15	1	7	2	21	10	11	8	12	25
		20%	19%	19%	28%	33%	11%	26%	4%	33%	9%	19%	19%	13%	22%	27%	23%
Mean Score		3.18	3.22	3.13	3.09	2.79	3.37	3.04	3.65	2.65	3.55	3.22	3.04	3.39	3.11	3.05	3.14
Std Deviation		.88	.90	.77	.91	.78	.74	.97	.57	1.04	.67	.87	.86	.80	.95	.90	.89
Std Error		.049	.062	.097	.135	.126	.103	.130	.119	.233	.143	.084	.125	.086	.158	.137	.087

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Water security

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	139	18	13	27	62	19	52	10	32	45	46	12	81	99	70	6	18	107	4	133
	42%	45%	41%	35%	45%	46%	46%	31%	37%	46%	30%	55%	53%	45%	43%	22%	32%	48%	80%	42%
Fairly important	113	14	10	29	44	16	34	14	33	32	60	8	45	72	65	11	24	74	1	111
	34%	35%	31%	37%	32%	39%	30%	44%	38%	33%	39%	36%	29%	33%	40%	41%	43%	33%	20%	35%
Not very important	50	5	8	17	16	4	16	7	13	14	32	1	17	34	20	5	8	31	-	48
	15%	13%	25%	22%	12%	10%	14%	22%	15%	14%	21%	5%	11%	15%	12%	19%	14%	14%	-	15%
Not at all important	16	2	1	4	8	1	7	1	5	3	7	1	8	11	5	3	3	9	-	16
	5%	5%	3%	5%	6%	2%	6%	3%	6%	3%	5%	5%	5%	5%	3%	11%	5%	4%	-	5%
Don't know	10	1	-	1	7	1	3	-	3	4	8	-	2	4	3	2	3	2	-	10
	3%	3%	-	1%	5%	2%	3%	-	3%	4%	5%	-	1%	2%	2%	7%	5%	1%	-	3%
Not Stated	10	1	-	1	7	1	3	-	3	4	8	-	2	4	3	2	3	2	-	10
	3%	3%	-	1%	5%	2%	3%	-	3%	4%	5%	-	1%	2%	2%	7%	5%	1%	-	3%
IMPORTANT	252	32	23	56	106	35	86	24	65	77	106	20	126	171	135	17	42	181	5	244
	77%	80%	72%	72%	77%	85%	77%	75%	76%	79%	69%	91%	82%	78%	83%	63%	75%	81%	100%	77%
NOT IMPORTANT	66	7	9	21	24	5	23	8	18	17	39	2	25	45	25	8	11	40	-	64
	20%	18%	28%	27%	18%	12%	21%	25%	21%	17%	25%	9%	16%	20%	15%	30%	20%	18%	-	20%
Mean Score	3.18	3.23	3.09	3.03	3.23	3.33	3.20	3.03	3.11	3.27	3.00	3.41	3.32	3.20	3.25	2.80	3.08	3.26	3.80	3.17
Std Deviation	.88	.87	.89	.89	.89	.76	.92	.82	.88	.83	.86	.80	.87	.89	.79	.96	.85	.85	.45	.88
Std Error	.049	.140	.158	.101	.078	.121	.088	.145	.097	.086	.071	.170	.071	.060	.063	.191	.117	.057	.200	.050

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Energy security

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 178	128	30	20	11	36	29	15	7	17	63	21	59	17	22	59
	54%	60%	44%	43%	26%	68%	51%	65%	33%	74%	58%	40%	68%	46%	49%	55%
Fairly important	(3.0) 100	61	25	14	14	14	24	7	8	3	30	23	22	10	14	31
	30%	29%	37%	30%	33%	26%	42%	30%	38%	13%	28%	44%	25%	27%	31%	29%
Not very important	(2.0) 33	14	9	10	12	3	2	1	2	3	10	3	4	7	7	12
	10%	7%	13%	22%	29%	6%	4%	4%	10%	13%	9%	6%	5%	19%	16%	11%
Not at all important	(1.0) 11	9	-	2	1	-	2	-	4	-	4	2	2	2	1	4
	3%	4%	-	4%	2%	-	4%	-	19%	-	4%	4%	2%	5%	2%	4%
Don't know	6	2	4	-	4	-	-	-	-	-	2	3	-	1	1	1
	2%	1%	6%	-	10%	-	-	-	-	-	2%	6%	-	3%	2%	1%
Not Stated	6	2	4	-	4	-	-	-	-	-	2	3	-	1	1	1
	2%	1%	6%	-	10%	-	-	-	-	-	2%	6%	-	3%	2%	1%
IMPORTANT	278	189	55	34	25	50	53	22	15	20	93	44	81	27	36	90
	85%	88%	81%	74%	60%	94%	93%	96%	71%	87%	85%	85%	93%	73%	80%	84%
NOT IMPORTANT	44	23	9	12	13	3	4	1	6	3	14	5	6	9	8	16
	13%	11%	13%	26%	31%	6%	7%	4%	29%	13%	13%	10%	7%	24%	18%	15%
Mean Score	3.38	3.45	3.33	3.13	2.92	3.62	3.40	3.61	2.86	3.61	3.42	3.29	3.59	3.17	3.30	3.37
Std Deviation	.80	.80	.71	.91	.85	.60	.73	.58	1.11	.72	.81	.76	.69	.94	.82	.83
Std Error	.045	.055	.089	.134	.138	.082	.096	.122	.242	.151	.079	.109	.074	.157	.124	.081

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Energy security

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	178	18	18	46	72	24	67	13	41	57	71	17	90	122	85	13	32	124	4	173
	54%	45%	56%	59%	53%	59%	60%	41%	48%	58%	46%	77%	59%	55%	52%	48%	57%	56%	80%	54%
Fairly important	100	12	8	23	44	13	25	14	31	30	54	3	43	65	62	7	17	71	1	97
	30%	30%	25%	29%	32%	32%	22%	44%	36%	31%	35%	14%	28%	30%	38%	26%	30%	32%	20%	31%
Not very important	33	7	6	4	12	4	14	5	8	6	18	2	13	24	12	3	3	22	-	31
	10%	18%	19%	5%	9%	10%	13%	16%	9%	6%	12%	9%	8%	11%	7%	11%	5%	10%	-	10%
Not at all important	11	2	-	5	4	-	4	-	4	3	5	-	6	7	3	3	2	6	-	11
	3%	5%	-	6%	3%	-	4%	-	5%	3%	3%	-	4%	3%	2%	11%	4%	3%	-	3%
Don't know	6	1	-	-	5	-	2	-	2	2	5	-	1	2	1	1	2	-	-	6
	2%	3%	-	-	4%	-	2%	-	2%	2%	3%	-	1%	1%	1%	4%	4%	-	-	2%
Not Stated	6	1	-	-	5	-	2	-	2	2	5	-	1	2	1	1	2	-	-	6
	2%	3%	-	-	4%	-	2%	-	2%	2%	3%	-	1%	1%	1%	4%	4%	-	-	2%
IMPORTANT	278	30	26	69	116	37	92	27	72	87	125	20	133	187	147	20	49	195	5	270
	85%	75%	81%	88%	85%	90%	82%	84%	84%	89%	82%	91%	87%	85%	90%	74%	88%	87%	100%	85%
NOT IMPORTANT	44	9	6	9	16	4	18	5	12	9	23	2	19	31	15	6	5	28	-	42
	13%	23%	19%	12%	12%	10%	16%	16%	14%	9%	15%	9%	12%	14%	9%	22%	9%	13%	-	13%
Mean Score	3.38	3.18	3.38	3.41	3.39	3.49	3.41	3.25	3.30	3.47	3.29	3.68	3.43	3.39	3.41	3.15	3.46	3.40	3.80	3.38
Std Deviation	.80	.91	.79	.86	.78	.68	.85	.72	.83	.75	.81	.65	.81	.81	.71	1.05	.77	.78	.45	.81
Std Error	.045	.146	.140	.097	.068	.105	.081	.127	.091	.077	.067	.138	.066	.055	.056	.205	.105	.052	.200	.046

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Raw material scarcity

Base: All respondents

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	114	88	12	14	2	19	18	19	4	10	42	12	38	13	16	35
		35%	41%	18%	30%	5%	36%	32%	83%	19%	43%	39%	23%	44%	35%	36%	33%
Fairly important	(3.0)	96	57	26	13	15	18	18	4	2	9	30	18	28	7	11	32
		29%	27%	38%	28%	36%	34%	32%	17%	10%	39%	28%	35%	32%	19%	24%	30%
Not very important	(2.0)	68	38	18	12	12	10	10	-	7	3	26	10	10	11	13	24
		21%	18%	26%	26%	29%	19%	18%	-	33%	13%	24%	19%	11%	30%	29%	22%
Not at all important	(1.0)	35	21	7	7	9	3	8	-	5	1	9	5	9	5	3	13
		11%	10%	10%	15%	21%	6%	14%	-	24%	4%	8%	10%	10%	14%	7%	12%
Don't know		15	10	5	-	4	3	3	-	3	-	2	7	2	1	2	3
		5%	5%	7%	-	10%	6%	5%	-	14%	-	2%	13%	2%	3%	4%	3%
Not Stated		15	10	5	-	4	3	3	-	3	-	2	7	2	1	2	3
		5%	5%	7%	-	10%	6%	5%	-	14%	-	2%	13%	2%	3%	4%	3%
IMPORTANT		210	145	38	27	17	37	36	23	6	19	72	30	66	20	27	67
		64%	68%	56%	59%	40%	70%	63%	100%	29%	83%	66%	58%	76%	54%	60%	63%
NOT IMPORTANT		103	59	25	19	21	13	18	-	12	4	35	15	19	16	16	37
		31%	28%	37%	41%	50%	25%	32%	-	57%	17%	32%	29%	22%	43%	36%	35%
Mean Score		2.92	3.04	2.68	2.74	2.26	3.06	2.85	3.83	2.28	3.22	2.98	2.82	3.12	2.78	2.93	2.86
Std Deviation		1.01	1.02	.91	1.06	.89	.91	1.05	.39	1.13	.85	.99	.96	.99	1.10	.99	1.03
Std Error		.057	.071	.115	.157	.145	.129	.143	.081	.266	.177	.096	.143	.108	.183	.150	.101

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Raw material scarcity

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	114	11	10	32	49	12	39	12	24	39	39	9	66	74	57	9	18	78	3	109
	35%	28%	31%	41%	36%	29%	35%	38%	28%	40%	25%	41%	43%	34%	35%	33%	32%	35%	60%	34%
Fairly important	96	13	10	20	41	12	27	9	31	29	46	8	42	77	43	5	17	69	1	94
	29%	33%	31%	26%	30%	29%	24%	28%	36%	30%	30%	36%	27%	35%	26%	19%	30%	31%	20%	30%
Not very important	68	9	12	12	23	12	25	9	16	18	42	4	22	42	43	5	13	47	1	65
	21%	23%	38%	15%	17%	29%	22%	28%	19%	18%	27%	18%	14%	19%	26%	19%	23%	21%	20%	20%
Not at all important	35	6	-	10	15	4	15	2	10	8	18	1	16	20	14	6	5	22	-	35
	11%	15%	-	13%	11%	10%	13%	6%	12%	8%	12%	5%	10%	9%	9%	22%	9%	10%	-	11%
Don't know	15	1	-	4	9	1	6	-	5	4	8	-	7	7	6	2	3	7	-	15
	5%	3%	-	5%	7%	2%	5%	-	6%	4%	5%	-	5%	3%	4%	7%	5%	3%	-	5%
Not Stated	15	1	-	4	9	1	6	-	5	4	8	-	7	7	6	2	3	7	-	15
	5%	3%	-	5%	7%	2%	5%	-	6%	4%	5%	-	5%	3%	4%	7%	5%	3%	-	5%
IMPORTANT	210	24	20	52	90	24	66	21	55	68	85	17	108	151	100	14	35	147	4	203
	64%	60%	63%	67%	66%	59%	59%	66%	64%	69%	56%	77%	71%	69%	61%	52%	63%	66%	80%	64%
NOT IMPORTANT	103	15	12	22	38	16	40	11	26	26	60	5	38	62	57	11	18	69	1	100
	31%	38%	38%	28%	28%	39%	36%	34%	30%	27%	39%	23%	25%	28%	35%	41%	32%	31%	20%	31%
Mean Score	2.92	2.74	2.94	3.00	2.97	2.80	2.85	2.97	2.85	3.05	2.73	3.14	3.08	2.96	2.91	2.68	2.91	2.94	3.40	2.91
Std Deviation	1.01	1.04	.84	1.07	1.02	.99	1.08	.97	.99	.98	.99	.89	1.02	.96	1.00	1.22	.99	.99	.89	1.02
Std Error	.057	.167	.148	.125	.090	.157	.105	.171	.110	.101	.083	.190	.084	.066	.079	.243	.135	.068	.400	.058

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Population growth

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Very important (4.0)	116 35%	74 35%	28 41%	14 30%	20 48%	15 28%	19 33%	6 26%	7 33%	9 39%	40 37%	14 27%	24 28%	16 43%	18 40%	44 41%
Fairly important (3.0)	145 44%	89 42%	34 50%	22 48%	16 38%	28 53%	26 46%	13 57%	10 48%	9 39%	43 39%	30 58%	41 47%	15 41%	17 38%	42 39%
Not very important (2.0)	46 14%	34 16%	4 6%	8 17%	5 12%	7 13%	8 14%	4 17%	4 19%	3 13%	15 14%	5 10%	11 13%	5 14%	9 20%	16 15%
Not at all important (1.0)	17 5%	13 6%	2 3%	2 4%	- -	1 2%	4 7%	- -	- -	2 9%	10 9%	1 2%	10 11%	1 3%	1 2%	4 4%
Don't know	4 1%	4 2%	- -	- -	1 2%	2 4%	- -	- -	- -	- -	1 1%	2 4%	1 1%	- -	- -	1 1%
Not Stated	4 1%	4 2%	- -	- -	1 2%	2 4%	- -	- -	- -	- -	1 1%	2 4%	1 1%	- -	- -	1 1%
IMPORTANT	261 80%	163 76%	62 91%	36 78%	36 86%	43 81%	45 79%	19 83%	17 81%	18 78%	83 76%	44 85%	65 75%	31 84%	35 78%	86 80%
NOT IMPORTANT	63 19%	47 22%	6 9%	10 22%	5 12%	8 15%	12 21%	4 17%	4 19%	5 22%	25 23%	6 12%	21 24%	6 16%	10 22%	20 19%
Mean Score	3.11	3.07	3.29	3.04	3.37	3.12	3.05	3.09	3.14	3.09	3.05	3.14	2.92	3.24	3.16	3.19
Std Deviation	.84	.87	.71	.82	.70	.71	.87	.67	.73	.95	.94	.67	.94	.80	.82	.83
Std Error	.046	.060	.087	.120	.109	.100	.116	.139	.159	.198	.091	.095	.101	.131	.123	.081

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Population growth

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	116	14	13	25	48	16	36	7	31	42	49	7	60	83	52	7	23	76	2	113
	35%	35%	41%	32%	35%	39%	32%	22%	36%	43%	32%	32%	39%	38%	32%	26%	41%	34%	40%	36%
Fairly important	145	14	13	38	65	15	43	17	40	45	75	10	60	98	80	9	25	104	3	140
	44%	35%	41%	49%	47%	37%	38%	53%	47%	46%	49%	45%	39%	45%	49%	33%	45%	47%	60%	44%
Not very important	46	9	4	10	15	8	19	8	9	10	19	5	22	29	24	5	7	30	-	44
	14%	23%	13%	13%	11%	20%	17%	25%	10%	10%	12%	23%	14%	13%	15%	19%	13%	13%	-	14%
Not at all important	17	3	2	4	6	2	12	-	4	1	8	-	9	7	7	5	-	12	-	17
	5%	8%	6%	5%	4%	5%	11%	-	5%	1%	5%	-	6%	3%	4%	19%	-	5%	-	5%
Don't know	4	-	-	1	3	-	2	-	2	-	2	-	2	3	-	1	1	1	-	4
	1%	-	-	1%	2%	-	2%	-	2%	-	1%	-	1%	1%	-	4%	2%	*	-	1%
Not Stated	4	-	-	1	3	-	2	-	2	-	2	-	2	3	-	1	1	1	-	4
	1%	-	-	1%	2%	-	2%	-	2%	-	1%	-	1%	1%	-	4%	2%	*	-	1%
IMPORTANT	261	28	26	63	113	31	79	24	71	87	124	17	120	181	132	16	48	180	5	253
	80%	70%	81%	81%	82%	76%	71%	75%	83%	89%	81%	77%	78%	82%	81%	59%	86%	81%	100%	80%
NOT IMPORTANT	63	12	6	14	21	10	31	8	13	11	27	5	31	36	31	10	7	42	-	61
	19%	30%	19%	18%	15%	24%	28%	25%	15%	11%	18%	23%	20%	16%	19%	37%	13%	19%	-	19%
Mean Score	3.11	2.98	3.16	3.09	3.16	3.10	2.94	2.97	3.17	3.31	3.09	3.09	3.13	3.18	3.09	2.69	3.29	3.10	3.40	3.11
Std Deviation	.84	.95	.88	.81	.79	.89	.97	.69	.80	.69	.81	.75	.88	.78	.80	1.09	.69	.83	.55	.84
Std Error	.046	.150	.156	.093	.069	.139	.092	.123	.088	.070	.066	.160	.071	.053	.062	.213	.092	.056	.245	.047

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Speed of technological change

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Very important (4.0)	165 50%	115 54%	34 50%	16 35%	18 43%	21 40%	41 72%	5 22%	15 71%	6 26%	59 54%	27 52%	40 46%	16 43%	29 64%	53 50%
Fairly important (3.0)	124 38%	73 34%	29 43%	22 48%	19 45%	20 38%	12 21%	14 61%	6 29%	15 65%	38 35%	17 33%	36 41%	15 41%	13 29%	43 40%
Not very important (2.0)	33 10%	21 10%	4 6%	8 17%	5 12%	11 21%	4 7%	3 13%	- -	1 4%	9 8%	6 12%	8 9%	6 16%	2 4%	11 10%
Not at all important (1.0)	5 2%	4 2%	1 1%	- -	- -	1 2%	- -	1 4%	- -	1 4%	2 2%	1 2%	3 3%	- -	1 2%	- -
Don't know	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 2%	- -	- -	- -	- -
Not Stated	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 2%	- -	- -	- -	- -
IMPORTANT	289 88%	188 88%	63 93%	38 83%	37 88%	41 77%	53 93%	19 83%	21 100%	21 91%	97 89%	44 85%	76 87%	31 84%	42 93%	96 90%
NOT IMPORTANT	38 12%	25 12%	5 7%	8 17%	5 12%	12 23%	4 7%	4 17%	- -	2 9%	11 10%	7 13%	11 13%	6 16%	3 7%	11 10%
Mean Score	3.37	3.40	3.41	3.17	3.31	3.15	3.65	3.00	3.71	3.13	3.43	3.37	3.30	3.27	3.56	3.39
Std Deviation	.73	.74	.67	.71	.68	.82	.61	.74	.46	.69	.73	.77	.78	.73	.69	.67
Std Error	.040	.051	.082	.105	.105	.112	.081	.154	.101	.145	.070	.108	.084	.120	.103	.065

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Speed of technological change

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	165	20	18	40	64	23	56	18	41	50	64	10	91	111	75	16	26	111	1	162
	50%	50%	56%	51%	47%	56%	50%	56%	48%	51%	42%	45%	59%	50%	46%	59%	46%	50%	20%	51%
Fairly important	124	13	10	29	57	15	33	10	38	43	71	9	44	84	65	10	25	81	3	120
	38%	33%	31%	37%	42%	37%	29%	31%	44%	44%	46%	41%	29%	38%	40%	37%	45%	36%	60%	38%
Not very important	33	6	3	8	13	3	19	4	6	4	16	3	14	21	19	1	5	26	1	30
	10%	15%	9%	10%	9%	7%	17%	13%	7%	4%	10%	14%	9%	10%	12%	4%	9%	12%	20%	9%
Not at all important	5	1	1	1	2	-	3	-	1	1	1	-	4	3	4	-	-	5	-	5
	2%	3%	3%	1%	1%	-	3%	-	1%	1%	1%	-	3%	1%	2%	-	-	2%	-	2%
Don't know	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	-	-	-	1%	-	1%	-	-	-	1%	-	-	*	-	-	-	-	-	*
Not Stated	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	-	-	-	1%	-	1%	-	-	-	1%	-	-	*	-	-	-	-	-	*
IMPORTANT	289	33	28	69	121	38	89	28	79	93	135	19	135	195	140	26	51	192	4	282
	88%	83%	88%	88%	88%	93%	79%	88%	92%	95%	88%	86%	88%	89%	86%	96%	91%	86%	80%	89%
NOT IMPORTANT	38	7	4	9	15	3	22	4	7	5	17	3	18	24	23	1	5	31	1	35
	12%	18%	13%	12%	11%	7%	20%	13%	8%	5%	11%	14%	12%	11%	14%	4%	9%	14%	20%	11%
Mean Score	3.37	3.30	3.41	3.38	3.35	3.49	3.28	3.44	3.38	3.45	3.30	3.32	3.45	3.38	3.29	3.56	3.38	3.34	3.00	3.38
Std Deviation	.73	.82	.80	.72	.71	.64	.84	.72	.67	.63	.68	.72	.77	.72	.77	.58	.65	.77	.71	.72
Std Error	.040	.130	.141	.082	.061	.100	.080	.127	.072	.063	.055	.153	.062	.048	.060	.111	.087	.052	.316	.041

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Attracting and retaining a skilled workforce

Base: All respondents

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	195	131	42	22	24	26	35	12	17	13	68	30	47	18	26	74
		59%	61%	62%	48%	57%	49%	61%	52%	81%	57%	62%	58%	54%	49%	58%	69%
Fairly important	(3.0)	98	62	18	18	11	19	13	10	4	8	33	15	31	11	15	26
		30%	29%	26%	39%	26%	36%	23%	43%	19%	35%	30%	29%	36%	30%	33%	24%
Not very important	(2.0)	25	13	7	5	6	7	6	1	-	2	3	5	5	7	3	5
		8%	6%	10%	11%	14%	13%	11%	4%	-	9%	3%	10%	6%	19%	7%	5%
Not at all important	(1.0)	8	6	1	1	1	1	2	-	-	-	4	1	3	1	1	2
		2%	3%	1%	2%	2%	2%	4%	-	-	-	4%	2%	3%	3%	2%	2%
Don't know		2	2	-	-	-	-	1	-	-	-	1	1	1	-	-	-
		1%	1%	-	-	-	-	2%	-	-	-	1%	2%	1%	-	-	-
Not Stated		2	2	-	-	-	-	1	-	-	-	1	1	1	-	-	-
		1%	1%	-	-	-	-	2%	-	-	-	1%	2%	1%	-	-	-
IMPORTANT		293	193	60	40	35	45	48	22	21	21	101	45	78	29	41	100
		89%	90%	88%	87%	83%	85%	84%	96%	100%	91%	93%	87%	90%	78%	91%	93%
NOT IMPORTANT		33	19	8	6	7	8	8	1	-	2	7	6	8	8	4	7
		10%	9%	12%	13%	17%	15%	14%	4%	-	9%	6%	12%	9%	22%	9%	7%
Mean Score		3.47	3.50	3.49	3.33	3.38	3.32	3.45	3.48	3.81	3.48	3.53	3.45	3.42	3.24	3.47	3.61
Std Deviation		.74	.74	.74	.76	.82	.78	.83	.59	.40	.67	.73	.76	.76	.86	.73	.67
Std Error		.041	.051	.090	.112	.127	.107	.111	.124	.088	.139	.070	.106	.082	.142	.108	.065

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Attracting and retaining a skilled workforce

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	195	19	17	52	84	23	50	19	56	70	89	15	91	128	97	20	36	126	4	188
	59%	48%	53%	67%	61%	56%	45%	59%	65%	71%	58%	68%	59%	58%	60%	74%	64%	57%	80%	59%
Fairly important	98	12	12	20	40	14	38	11	25	24	49	5	44	64	47	6	18	66	-	97
	30%	30%	38%	26%	29%	34%	34%	34%	29%	24%	32%	23%	29%	29%	29%	22%	32%	30%	-	31%
Not very important	25	6	2	4	9	4	15	2	4	4	12	2	11	22	14	-	2	23	1	23
	8%	15%	6%	5%	7%	10%	13%	6%	5%	4%	8%	9%	7%	10%	9%	-	4%	10%	20%	7%
Not at all important	8	3	1	2	2	-	7	-	1	-	2	-	6	5	4	1	-	7	-	8
	2%	8%	3%	3%	1%	-	6%	-	1%	-	1%	-	4%	2%	2%	4%	-	3%	-	3%
Don't know	2	-	-	-	2	-	2	-	-	-	1	-	1	1	1	-	-	1	-	2
	1%	-	-	-	1%	-	2%	-	-	-	1%	-	1%	*	1%	-	-	*	-	1%
Not Stated	2	-	-	-	2	-	2	-	-	-	1	-	1	1	1	-	-	1	-	2
	1%	-	-	-	1%	-	2%	-	-	-	1%	-	1%	*	1%	-	-	*	-	1%
IMPORTANT	293	31	29	72	124	37	88	30	81	94	138	20	135	192	144	26	54	192	4	285
	89%	78%	91%	92%	91%	90%	79%	94%	94%	96%	90%	91%	88%	87%	88%	96%	96%	86%	80%	90%
NOT IMPORTANT	33	9	3	6	11	4	22	2	5	4	14	2	17	27	18	1	2	30	1	31
	10%	23%	9%	8%	8%	10%	20%	6%	6%	4%	9%	9%	11%	12%	11%	4%	4%	13%	20%	10%
Mean Score	3.47	3.18	3.41	3.56	3.53	3.46	3.19	3.53	3.58	3.67	3.48	3.59	3.45	3.44	3.46	3.67	3.61	3.40	3.60	3.47
Std Deviation	.74	.96	.76	.71	.69	.67	.90	.62	.64	.55	.70	.67	.80	.77	.76	.68	.56	.80	.89	.74
Std Error	.041	.151	.134	.081	.059	.105	.086	.110	.069	.056	.057	.142	.065	.052	.059	.131	.075	.054	.400	.042

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Economic uncertainty

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 207	135	49	23	23	27	41	11	18	15	72	37	56	21	27	66
	63%	63%	72%	50%	55%	51%	72%	48%	86%	65%	66%	71%	64%	57%	60%	62%
Fairly important	(3.0) 97	59	17	21	16	22	10	12	3	7	27	9	25	13	13	37
	30%	28%	25%	46%	38%	42%	18%	52%	14%	30%	25%	17%	29%	35%	29%	35%
Not very important	(2.0) 16	13	2	1	3	3	3	-	-	1	6	4	4	3	3	2
	5%	6%	3%	2%	7%	6%	5%	-	-	4%	6%	8%	5%	8%	7%	2%
Not at all important	(1.0) 5	4	-	1	-	1	2	-	-	-	2	1	1	-	1	2
	2%	2%	-	2%	-	2%	4%	-	-	-	2%	2%	1%	-	2%	2%
Don't know	3	3	-	-	-	-	1	-	-	-	2	1	1	-	1	-
	1%	1%	-	-	-	-	2%	-	-	-	2%	2%	1%	-	2%	-
Not Stated	3	3	-	-	-	-	1	-	-	-	2	1	1	-	1	-
	1%	1%	-	-	-	-	2%	-	-	-	2%	2%	1%	-	2%	-
IMPORTANT	304	194	66	44	39	49	51	23	21	22	99	46	81	34	40	103
	93%	91%	97%	96%	93%	92%	89%	100%	100%	96%	91%	88%	93%	92%	89%	96%
NOT IMPORTANT	21	17	2	2	3	4	5	-	-	1	8	5	5	3	4	4
	6%	8%	3%	4%	7%	8%	9%	-	-	4%	7%	10%	6%	8%	9%	4%
Mean Score	3.56	3.54	3.69	3.43	3.48	3.42	3.61	3.48	3.86	3.61	3.58	3.61	3.58	3.49	3.50	3.56
Std Deviation	.66	.70	.53	.65	.63	.69	.76	.51	.36	.58	.69	.72	.64	.65	.73	.63
Std Error	.037	.048	.064	.097	.098	.095	.101	.106	.078	.122	.066	.101	.069	.107	.110	.061

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Economic uncertainty

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	207	21	16	47	96	27	62	17	61	67	97	16	94	135	109	18	39	136	3	201
	63%	53%	50%	60%	70%	66%	55%	53%	71%	68%	63%	73%	61%	61%	67%	67%	70%	61%	60%	63%
Fairly important	97	14	14	28	29	12	35	12	22	28	49	4	44	70	45	6	16	71	1	95
	30%	35%	44%	36%	21%	29%	31%	38%	26%	29%	32%	18%	29%	32%	28%	22%	29%	32%	20%	30%
Not very important	16	2	1	3	8	2	7	3	3	3	5	1	10	11	4	3	1	10	-	15
	5%	5%	3%	4%	6%	5%	6%	9%	3%	3%	3%	5%	7%	5%	2%	11%	2%	4%	-	5%
Not at all important	5	2	1	-	2	-	5	-	-	-	1	1	3	3	4	-	-	5	1	4
	2%	5%	3%	-	1%	-	4%	-	-	-	1%	5%	2%	1%	2%	-	-	2%	20%	1%
Don't know	3	1	-	-	2	-	3	-	-	-	1	-	2	1	1	-	-	1	-	3
	1%	3%	-	-	1%	-	3%	-	-	-	1%	-	1%	*	1%	-	-	*	-	1%
Not Stated	3	1	-	-	2	-	3	-	-	-	1	-	2	1	1	-	-	1	-	3
	1%	3%	-	-	1%	-	3%	-	-	-	1%	-	1%	*	1%	-	-	*	-	1%
IMPORTANT	304	35	30	75	125	39	97	29	83	95	146	20	138	205	154	24	55	207	4	296
	93%	88%	94%	96%	91%	95%	87%	91%	97%	97%	95%	91%	90%	93%	94%	89%	98%	93%	80%	93%
NOT IMPORTANT	21	4	2	3	10	2	12	3	3	3	6	2	13	14	8	3	1	15	1	19
	6%	10%	6%	4%	7%	5%	11%	9%	3%	3%	4%	9%	8%	6%	5%	11%	2%	7%	20%	6%
Mean Score	3.56	3.38	3.41	3.56	3.62	3.61	3.41	3.44	3.67	3.65	3.59	3.59	3.52	3.54	3.60	3.56	3.68	3.52	3.20	3.57
Std Deviation	.66	.81	.71	.57	.67	.59	.81	.67	.54	.54	.59	.80	.71	.66	.66	.70	.51	.69	1.30	.65
Std Error	.037	.130	.126	.065	.057	.092	.077	.118	.058	.054	.048	.170	.058	.044	.052	.134	.068	.046	.583	.036

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Health and wellbeing of the general population

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Very important	(4.0) 134 41%	64 30%	44 65%	26 57%	37 88%	14 26%	22 39%	12 52%	5 24%	5 22%	39 36%	25 48%	27 31%	19 51%	18 40%	45 42%
Fairly important	(3.0) 127 39%	94 44%	20 29%	13 28%	4 10%	24 45%	20 35%	6 26%	11 52%	12 52%	50 46%	15 29%	38 44%	14 38%	15 33%	45 42%
Not very important	(2.0) 50 15%	40 19%	4 6%	6 13%	1 2%	14 26%	10 18%	4 17%	3 14%	5 22%	13 12%	9 17%	15 17%	3 8%	10 22%	13 12%
Not at all important	(1.0) 14 4%	13 6%	- -	1 2%	- -	1 2%	4 7%	1 4%	2 10%	1 4%	5 5%	2 4%	6 7%	1 3%	1 2%	4 4%
Don't know	3 1%	3 1%	- -	- -	- -	- -	1 2%	- -	- -	- -	2 2%	1 2%	1 1%	- -	1 2%	- -
Not Stated	3 1%	3 1%	- -	- -	- -	- -	1 2%	- -	- -	- -	2 2%	1 2%	1 1%	- -	1 2%	- -
IMPORTANT	261 80%	158 74%	64 94%	39 85%	41 98%	38 72%	42 74%	18 78%	16 76%	17 74%	89 82%	40 77%	65 75%	33 89%	33 73%	90 84%
NOT IMPORTANT	64 20%	53 25%	4 6%	7 15%	1 2%	15 28%	14 25%	5 22%	5 24%	6 26%	18 17%	11 21%	21 24%	4 11%	11 24%	17 16%
Mean Score	3.17	2.99	3.59	3.39	3.86	2.96	3.07	3.26	2.90	2.91	3.15	3.24	3.00	3.38	3.14	3.22
Std Deviation	.84	.86	.60	.80	.42	.78	.93	.92	.89	.79	.81	.89	.88	.76	.85	.80
Std Error	.047	.059	.073	.118	.064	.108	.124	.191	.194	.165	.078	.124	.095	.125	.128	.078

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Health and wellbeing of the general population

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	134	16	11	26	59	22	46	12	31	45	75	10	49	101	65	7	25	95	4	126
	41%	40%	34%	33%	43%	54%	41%	38%	36%	46%	49%	45%	32%	46%	40%	26%	45%	43%	80%	40%
Fairly important	127	15	14	36	48	14	37	13	38	39	51	7	69	81	60	14	26	80	-	126
	39%	38%	44%	46%	35%	34%	33%	41%	44%	40%	33%	32%	45%	37%	37%	52%	46%	36%	-	40%
Not very important	50	5	6	14	21	4	20	7	13	10	19	4	27	30	30	3	3	38	-	50
	15%	13%	19%	18%	15%	10%	18%	22%	15%	10%	12%	18%	18%	14%	18%	11%	5%	17%	-	16%
Not at all important	14	3	1	2	7	1	6	-	4	4	7	1	6	7	7	3	2	9	1	13
	4%	8%	3%	3%	5%	2%	5%	-	5%	4%	5%	5%	4%	3%	4%	11%	4%	4%	20%	4%
Don't know	3	1	-	-	2	-	3	-	-	-	1	-	2	1	1	-	-	1	-	3
	1%	3%	-	-	1%	-	3%	-	-	-	1%	-	1%	*	1%	-	-	*	-	1%
Not Stated	3	1	-	-	2	-	3	-	-	-	1	-	2	1	1	-	-	1	-	3
	1%	3%	-	-	1%	-	3%	-	-	-	1%	-	1%	*	1%	-	-	*	-	1%
IMPORTANT	261	31	25	62	107	36	83	25	69	84	126	17	118	182	125	21	51	175	4	252
	80%	78%	78%	79%	78%	88%	74%	78%	80%	86%	82%	77%	77%	83%	77%	78%	91%	78%	80%	79%
NOT IMPORTANT	64	8	7	16	28	5	26	7	17	14	26	5	33	37	37	6	5	47	1	63
	20%	20%	22%	21%	20%	12%	23%	22%	20%	14%	17%	23%	22%	17%	23%	22%	9%	21%	20%	20%
Mean Score	3.17	3.13	3.09	3.10	3.18	3.39	3.13	3.16	3.12	3.28	3.28	3.18	3.07	3.26	3.13	2.93	3.32	3.18	3.40	3.16
Std Deviation	.84	.92	.82	.78	.88	.77	.90	.77	.83	.81	.86	.91	.81	.81	.86	.92	.74	.86	1.34	.84
Std Error	.047	.148	.145	.089	.076	.120	.087	.136	.090	.082	.069	.193	.066	.055	.068	.176	.099	.057	.600	.047

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Social unrest

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Very important (4.0)	61 19%	34 16%	17 25%	10 22%	10 24%	7 13%	10 18%	1 4%	6 29%	4 17%	23 21%	6 12%	13 15%	10 27%	8 18%	24 22%
Fairly important (3.0)	160 49%	108 50%	31 46%	21 46%	20 48%	24 45%	29 51%	13 57%	10 48%	9 39%	55 50%	23 44%	49 56%	14 38%	24 53%	50 47%
Not very important (2.0)	87 27%	55 26%	19 28%	13 28%	11 26%	21 40%	13 23%	7 30%	4 19%	6 26%	25 23%	16 31%	18 21%	11 30%	12 27%	30 28%
Not at all important (1.0)	15 5%	13 6%	- -	2 4%	- -	1 2%	3 5%	2 9%	1 5%	4 17%	4 4%	5 10%	4 5%	2 5%	1 2%	3 3%
Don't know	5 2%	4 2%	1 1%	- -	1 2%	- -	2 4%	- -	- -	- -	2 2%	2 4%	3 3%	- -	- -	- -
Not Stated	5 2%	4 2%	1 1%	- -	1 2%	- -	2 4%	- -	- -	- -	2 2%	2 4%	3 3%	- -	- -	- -
IMPORTANT	221 67%	142 66%	48 71%	31 67%	30 71%	31 58%	39 68%	14 61%	16 76%	13 57%	78 72%	29 56%	62 71%	24 65%	32 71%	74 69%
NOT IMPORTANT	102 31%	68 32%	19 28%	15 33%	11 26%	22 42%	16 28%	9 39%	5 24%	10 43%	29 27%	21 40%	22 25%	13 35%	13 29%	33 31%
Mean Score	2.83	2.78	2.97	2.85	2.98	2.70	2.84	2.57	3.00	2.57	2.91	2.60	2.85	2.86	2.87	2.89
Std Deviation	.78	.79	.74	.82	.72	.72	.79	.73	.84	.99	.77	.83	.74	.89	.73	.78
Std Error	.044	.055	.090	.120	.113	.099	.106	.152	.183	.207	.075	.118	.080	.146	.108	.076

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Social unrest

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	61	7	8	14	18	14	23	5	10	23	25	4	32	47	27	3	10	43	1	58
		19%	18%	25%	18%	13%	34%	21%	16%	12%	23%	16%	18%	21%	21%	17%	11%	18%	19%	20%	18%
Fairly important	(3.0)	160	22	13	34	71	20	55	20	44	41	81	10	69	106	87	14	32	106	3	154
		49%	55%	41%	44%	52%	49%	49%	63%	51%	42%	53%	45%	45%	48%	53%	52%	57%	48%	60%	48%
Not very important	(2.0)	87	9	8	23	40	7	25	7	24	31	42	3	42	56	38	8	11	60	1	86
		27%	23%	25%	29%	29%	17%	22%	22%	28%	32%	27%	14%	27%	25%	23%	30%	20%	27%	20%	27%
Not at all important	(1.0)	15	2	3	6	4	-	7	-	6	2	3	4	8	9	7	2	2	11	-	15
		5%	5%	9%	8%	3%	-	6%	-	7%	2%	2%	18%	5%	4%	4%	7%	4%	5%	-	5%
Don't know		5	-	-	1	4	-	2	-	2	1	2	1	2	2	4	-	1	3	-	5
		2%	-	-	1%	3%	-	2%	-	2%	1%	1%	5%	1%	2%	-	2%	1%	-	2%	
Not Stated		5	-	-	1	4	-	2	-	2	1	2	1	2	2	4	-	1	3	-	5
		2%	-	-	1%	3%	-	2%	-	2%	1%	1%	5%	1%	2%	-	2%	1%	-	2%	
IMPORTANT		221	29	21	48	89	34	78	25	54	64	106	14	101	153	114	17	42	149	4	212
		67%	73%	66%	62%	65%	83%	70%	78%	63%	65%	69%	64%	66%	70%	70%	63%	75%	67%	80%	67%
NOT IMPORTANT		102	11	11	29	44	7	32	7	30	33	45	7	50	65	45	10	13	71	1	101
		31%	28%	34%	37%	32%	17%	29%	22%	35%	34%	29%	32%	33%	30%	28%	37%	23%	32%	20%	32%
Mean Score	2.83	2.85	2.81	2.73	2.77	3.17	2.85	2.94	2.69	2.88	2.85	2.67	2.83	2.88	2.84	2.67	2.91	2.82	3.00	2.81	
Std Deviation	.78	.77	.93	.85	.71	.70	.82	.62	.78	.79	.71	1.02	.82	.79	.75	.78	.73	.80	.71	.79	
Std Error	.044	.122	.165	.097	.062	.110	.078	.109	.085	.081	.058	.222	.067	.054	.060	.151	.098	.054	.316	.044	

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Uncertain public policy context

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 149	84	42	23	21	30	18	5	7	10	58	17	44	20	22	46
	45%	39%	62%	50%	50%	57%	32%	22%	33%	43%	53%	33%	51%	54%	49%	43%
Fairly important	(3.0) 117	78	22	17	15	17	23	11	10	10	31	22	29	11	12	43
	36%	36%	32%	37%	36%	32%	40%	48%	48%	43%	28%	42%	33%	30%	27%	40%
Not very important	(2.0) 45	39	1	5	3	5	11	6	4	1	15	11	11	5	8	10
	14%	18%	1%	11%	7%	9%	19%	26%	19%	4%	14%	21%	13%	14%	18%	9%
Not at all important	(1.0) 8	7	1	-	1	-	3	1	-	-	3	1	1	-	3	3
	2%	3%	1%	-	2%	-	5%	4%	-	-	3%	2%	1%	-	7%	3%
Don't know	9	6	2	1	2	1	2	-	-	2	2	1	2	1	-	5
	3%	3%	3%	2%	5%	2%	4%	-	-	9%	2%	2%	2%	3%	-	5%
Not Stated	9	6	2	1	2	1	2	-	-	2	2	1	2	1	-	5
	3%	3%	3%	2%	5%	2%	4%	-	-	9%	2%	2%	2%	3%	-	5%
IMPORTANT	266	162	64	40	36	47	41	16	17	20	89	39	73	31	34	89
	81%	76%	94%	87%	86%	89%	72%	70%	81%	87%	82%	75%	84%	84%	76%	83%
NOT IMPORTANT	53	46	2	5	4	5	14	7	4	1	18	12	12	5	11	13
	16%	21%	3%	11%	10%	9%	25%	30%	19%	4%	17%	23%	14%	14%	24%	12%
Mean Score	3.28	3.15	3.59	3.40	3.40	3.48	3.02	2.87	3.14	3.43	3.35	3.08	3.36	3.42	3.18	3.29
Std Deviation	.80	.84	.61	.69	.74	.67	.87	.81	.73	.60	.83	.80	.75	.73	.96	.77
Std Error	.045	.058	.075	.102	.118	.093	.117	.170	.159	.130	.080	.111	.082	.122	.143	.076

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Uncertain public policy context

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	149	16	17	31	61	24	56	15	38	40	72	9	68	105	73	10	29	99	2	145
	45%	40%	53%	40%	45%	59%	50%	47%	44%	41%	47%	41%	44%	48%	45%	37%	52%	44%	40%	46%
Fairly important	117	15	11	28	52	11	34	11	32	40	57	10	50	80	60	9	23	80	1	114
	36%	38%	34%	36%	38%	27%	30%	34%	37%	41%	37%	45%	33%	36%	37%	33%	41%	36%	20%	36%
Not very important	45	6	3	14	17	5	14	4	12	15	15	3	27	27	23	5	3	33	-	45
	14%	15%	9%	18%	12%	12%	13%	13%	14%	15%	10%	14%	18%	12%	14%	19%	5%	15%	-	14%
Not at all important	8	3	1	3	1	-	5	2	-	1	3	-	5	4	5	1	-	7	1	6
	2%	8%	3%	4%	1%	-	4%	6%	-	1%	2%	-	3%	2%	3%	4%	-	3%	20%	2%
Don't know	9	-	-	2	6	1	3	-	4	2	6	-	3	4	2	2	1	4	1	8
	3%	-	-	3%	4%	2%	3%	-	5%	2%	4%	-	2%	2%	1%	7%	2%	2%	20%	3%
Not Stated	9	-	-	2	6	1	3	-	4	2	6	-	3	4	2	2	1	4	1	8
	3%	-	-	3%	4%	2%	3%	-	5%	2%	4%	-	2%	2%	1%	7%	2%	2%	20%	3%
IMPORTANT	266	31	28	59	113	35	90	26	70	80	129	19	118	185	133	19	52	179	3	259
	81%	78%	88%	76%	82%	85%	80%	81%	81%	82%	84%	86%	77%	84%	82%	70%	93%	80%	60%	81%
NOT IMPORTANT	53	9	4	17	18	5	19	6	12	16	18	3	32	31	28	6	3	40	1	51
	16%	23%	13%	22%	13%	12%	17%	19%	14%	16%	12%	14%	21%	14%	17%	22%	5%	18%	20%	16%
Mean Score	3.28	3.10	3.38	3.14	3.32	3.48	3.29	3.22	3.32	3.24	3.35	3.27	3.21	3.32	3.25	3.12	3.47	3.24	3.00	3.28
Std Deviation	.80	.93	.79	.86	.73	.72	.86	.91	.72	.75	.75	.70	.85	.76	.81	.88	.60	.82	1.41	.78
Std Error	.045	.147	.140	.099	.063	.113	.083	.160	.079	.077	.062	.150	.070	.052	.064	.176	.081	.056	.707	.044

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

Summary table

Base: All respondents

	Total	Very important	Fairly important	Not very important	Not at all important	Don't know	Not Stated	IMPORTANT	NOT IMPORTANT	Mean score
Food security	328	83	104	78	52	11	11	187	130	2.69
	100%	25%	32%	24%	16%	3%	3%	57%	40%	
Climate change	328	154	126	35	9	4	4	280	44	3.31
	100%	47%	38%	11%	3%	1%	1%	85%	13%	
Water security	328	139	113	50	16	10	10	252	66	3.18
	100%	42%	34%	15%	5%	3%	3%	77%	20%	
Energy security	328	178	100	33	11	6	6	278	44	3.38
	100%	54%	30%	10%	3%	2%	2%	85%	13%	
Raw material scarcity	328	114	96	68	35	15	15	210	103	2.92
	100%	35%	29%	21%	11%	5%	5%	64%	31%	
Population growth	328	116	145	46	17	4	4	261	63	3.11
	100%	35%	44%	14%	5%	1%	1%	80%	19%	
Speed of technological change	328	165	124	33	5	1	1	289	38	3.37
	100%	50%	38%	10%	2%	*	*	88%	12%	
Attracting and retaining a skilled workforce	328	195	98	25	8	2	2	293	33	3.47
	100%	59%	30%	8%	2%	1%	1%	89%	10%	
Economic uncertainty	328	207	97	16	5	3	3	304	21	3.56
	100%	63%	30%	5%	2%	1%	1%	93%	6%	
Health and wellbeing of the general population	328	134	127	50	14	3	3	261	64	3.17
	100%	41%	39%	15%	4%	1%	1%	80%	20%	
Social unrest	328	61	160	87	15	5	5	221	102	2.83
	100%	19%	49%	27%	5%	2%	2%	67%	31%	
Uncertain public policy context	328	149	117	45	8	9	9	266	53	3.28
	100%	45%	36%	14%	2%	3%	3%	81%	16%	

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

NET IMPORTANT

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Economic uncertainty	304 93%	194 91%	66 97%	44 96%	39 93%	49 92%	51 89%	23 100%	21 100%	22 96%	99 91%	46 88%	81 93%	34 92%	40 89%	103 96%
Attracting and retaining a skilled workforce	293 89%	193 90%	60 88%	40 87%	35 83%	45 85%	48 84%	22 96%	21 100%	21 91%	101 93%	45 87%	78 90%	29 78%	41 91%	100 93%
Speed of technological change	289 88%	188 88%	63 93%	38 83%	37 88%	41 77%	53 93%	19 83%	21 100%	21 91%	97 89%	44 85%	76 87%	31 84%	42 93%	96 90%
Climate change	280 85%	185 86%	58 85%	37 80%	26 62%	52 98%	46 81%	22 96%	17 81%	23 100%	94 86%	43 83%	85 98%	29 78%	36 80%	87 81%
Energy security	278 85%	189 88%	55 81%	34 74%	25 60%	50 94%	53 93%	22 96%	15 71%	20 87%	93 85%	44 85%	81 93%	27 73%	36 80%	90 84%
Uncertain public policy context	266 81%	162 76%	64 94%	40 87%	36 86%	47 89%	41 72%	16 70%	17 81%	20 87%	89 82%	39 75%	73 84%	31 84%	34 76%	89 83%
Population growth	261 80%	163 76%	62 91%	36 78%	36 86%	43 81%	45 79%	19 83%	17 81%	18 78%	83 76%	44 85%	65 75%	31 84%	35 78%	86 80%
Health and wellbeing of the general population	261 80%	158 74%	64 94%	39 85%	41 98%	38 72%	42 74%	18 78%	16 76%	17 74%	89 82%	40 77%	65 75%	33 89%	33 73%	90 84%
Water security	252 77%	169 79%	50 74%	33 72%	24 57%	46 87%	41 72%	22 96%	13 62%	20 87%	86 79%	37 71%	76 87%	28 76%	31 69%	80 75%
Social unrest	221 67%	142 66%	48 71%	31 67%	30 71%	31 58%	39 68%	14 61%	16 76%	13 57%	78 72%	29 56%	62 71%	24 65%	32 71%	74 69%
Raw material scarcity	210 64%	145 68%	38 56%	27 59%	17 40%	37 70%	36 63%	23 100%	6 29%	19 83%	72 66%	30 58%	66 76%	20 54%	27 60%	67 63%
Food security	187 57%	113 53%	45 66%	29 63%	21 50%	27 51%	36 63%	19 83%	6 29%	15 65%	63 58%	27 52%	51 59%	24 65%	29 64%	56 52%

Behaviour Change Survey

Q1 How important, or otherwise, do you perceive each of these issues to be for your organisation's future?

NET IMPORTANT

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Economic uncertainty	304	35	30	75	125	39	97	29	83	95	146	20	138	205	154	24	55	207	4	296
	93%	88%	94%	96%	91%	95%	87%	91%	97%	97%	95%	91%	90%	93%	94%	89%	98%	93%	80%	93%
Attracting and retaining a skilled workforce	293	31	29	72	124	37	88	30	81	94	138	20	135	192	144	26	54	192	4	285
	89%	78%	91%	92%	91%	90%	79%	94%	94%	96%	90%	91%	88%	87%	88%	96%	96%	86%	80%	90%
Speed of technological change	289	33	28	69	121	38	89	28	79	93	135	19	135	195	140	26	51	192	4	282
	88%	83%	88%	88%	88%	93%	79%	88%	92%	95%	88%	86%	88%	89%	86%	96%	91%	86%	80%	89%
Climate change	280	33	26	67	118	36	89	31	74	86	126	21	133	194	147	18	50	197	2	275
	85%	83%	81%	86%	86%	88%	79%	97%	86%	88%	82%	95%	87%	88%	90%	67%	89%	88%	40%	86%
Energy security	278	30	26	69	116	37	92	27	72	87	125	20	133	187	147	20	49	195	5	270
	85%	75%	81%	88%	85%	90%	82%	84%	84%	89%	82%	91%	87%	85%	90%	74%	88%	87%	100%	85%
Uncertain public policy context	266	31	28	59	113	35	90	26	70	80	129	19	118	185	133	19	52	179	3	259
	81%	78%	88%	76%	82%	85%	80%	81%	81%	82%	84%	86%	77%	84%	82%	70%	93%	80%	60%	81%
Population growth	261	28	26	63	113	31	79	24	71	87	124	17	120	181	132	16	48	180	5	253
	80%	70%	81%	81%	82%	76%	71%	75%	83%	89%	81%	77%	78%	82%	81%	59%	86%	81%	100%	80%
Health and wellbeing of the general population	261	31	25	62	107	36	83	25	69	84	126	17	118	182	125	21	51	175	4	252
	80%	78%	78%	79%	78%	88%	74%	78%	80%	86%	82%	77%	77%	83%	77%	78%	91%	78%	80%	79%
Water security	252	32	23	56	106	35	86	24	65	77	106	20	126	171	135	17	42	181	5	244
	77%	80%	72%	72%	77%	85%	77%	75%	76%	79%	69%	91%	82%	78%	83%	63%	75%	81%	100%	77%
Social unrest	221	29	21	48	89	34	78	25	54	64	106	14	101	153	114	17	42	149	4	212
	67%	73%	66%	62%	65%	83%	70%	78%	63%	65%	69%	64%	66%	70%	70%	63%	75%	67%	80%	67%
Raw material scarcity	210	24	20	52	90	24	66	21	55	68	85	17	108	151	100	14	35	147	4	203
	64%	60%	63%	67%	66%	59%	59%	66%	64%	69%	56%	77%	71%	69%	61%	52%	63%	66%	80%	64%
Food security	187	27	20	40	74	26	67	18	47	55	85	16	86	136	96	9	33	136	5	179
	57%	68%	63%	51%	54%	63%	60%	56%	55%	56%	56%	73%	56%	62%	59%	33%	59%	61%	100%	56%

Behaviour Change Survey

Q3 Which of these statements best reflects your view on the definition of behaviour change?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Behaviour change is primarily about nudging people and editing choices to encourage a desired behaviour	33 10%	24 11%	5 7%	4 9%	3 7%	5 9%	5 9%	1 4%	2 10%	- -	17 16%	3 6%	8 9%	- -	4 9%	18 17%
Behaviour change is an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act	207 63%	131 61%	47 69%	29 63%	31 74%	36 68%	38 67%	17 74%	12 57%	14 61%	59 54%	35 67%	58 67%	30 81%	23 51%	61 57%
Behaviour change is primarily about communications so people have the information they need to make informed decisions	49 15%	34 16%	7 10%	8 17%	5 12%	5 9%	11 19%	2 9%	6 29%	4 17%	16 15%	12 23%	15 17%	1 3%	8 18%	13 12%
Behaviour change is primarily about societal change	22 7%	14 7%	5 7%	3 7%	1 2%	4 8%	2 4%	1 4%	- -	4 17%	10 9%	1 2%	3 3%	3 8%	8 18%	7 7%
None of these	17 5%	11 5%	4 6%	2 4%	2 5%	3 6%	1 2%	2 9%	1 5%	1 4%	7 6%	1 2%	3 3%	3 8%	2 4%	8 7%

Behaviour Change Survey

Q3 Which of these statements best reflects your view on the definition of behaviour change?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
Behaviour change is primarily about nudging people and editing choices to encourage a desired behaviour	33 10%	3 8%	3 9%	11 14%	12 9%	4 10%	15 13%	5 16%	7 8%	6 6%	19 12%	3 14%	11 7%	16 7%	16 10%	5 19%	4 7%	21 9%	2 40%	30 9%
Behaviour change is an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act	207 63%	21 53%	22 69%	52 67%	84 61%	28 68%	67 60%	16 50%	55 64%	69 70%	94 61%	10 45%	103 67%	150 68%	105 64%	10 37%	38 68%	147 66%	2 40%	204 64%
Behaviour change is primarily about communications so people have the information they need to make informed decisions	49 15%	7 18%	4 13%	8 10%	24 18%	6 15%	12 11%	6 19%	16 19%	15 15%	24 16%	5 23%	20 13%	31 14%	24 15%	8 30%	7 13%	31 14%	- -	47 15%
Behaviour change is primarily about societal change	22 7%	6 15%	2 6%	3 4%	9 7%	2 5%	11 10%	3 9%	5 6%	3 3%	7 5%	2 9%	13 8%	17 8%	10 6%	1 4%	5 9%	15 7%	- -	21 7%
None of these	17 5%	3 8%	1 3%	4 5%	8 6%	1 2%	7 6%	2 6%	3 3%	5 5%	9 6%	2 9%	6 4%	6 3%	8 5%	3 11%	2 4%	9 4%	1 20%	16 5%

Behaviour Change Survey

Q4 Which of these statements best reflects your view on the definition of "sustainable"?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Creating positive environmental impact or benefit	37 11%	22 10%	10 15%	5 11%	4 10%	8 15%	10 18%	2 9%	1 5%	2 9%	10 9%	9 17%	5 6%	4 11%	7 16%	12 11%
Defining success by setting objectives for the short, medium and long term	28 9%	17 8%	7 10%	4 9%	8 19%	1 2%	9 16%	- -	- -	3 13%	7 6%	7 13%	2 2%	2 5%	5 11%	12 11%
Meeting the needs of the present without compromising the ability of future generations to meet their own needs	238 73%	159 74%	47 69%	32 70%	26 62%	40 75%	34 60%	20 87%	19 90%	16 70%	83 76%	35 67%	73 84%	28 76%	28 62%	74 69%
Other	25 8%	16 7%	4 6%	5 11%	4 10%	4 8%	4 7%	1 4%	1 5%	2 9%	9 8%	1 2%	7 8%	3 8%	5 11%	9 8%

Behaviour Change Survey

Q4 Which of these statements best reflects your view on the definition of "sustainable"?

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Creating positive environmental impact or benefit	37	6	2	6	19	4	14	4	10	9	20	4	13	24	22	2	11	21	1	36
	11%	15%	6%	8%	14%	10%	13%	13%	12%	9%	13%	18%	8%	11%	13%	7%	20%	9%	20%	11%
Defining success by setting objectives for the short, medium and long term	28	3	2	9	11	3	9	5	8	6	16	2	10	17	13	4	4	19	-	27
	9%	8%	6%	12%	8%	7%	8%	16%	9%	6%	10%	9%	7%	8%	8%	15%	7%	9%	-	8%
Meeting the needs of the present without compromising the ability of future generations to meet their own needs	238	25	28	57	98	30	77	21	63	77	109	14	115	164	116	18	38	166	3	231
	73%	63%	88%	73%	72%	73%	69%	66%	73%	79%	71%	64%	75%	75%	71%	67%	68%	74%	60%	73%
Other	25	6	-	6	9	4	12	2	5	6	8	2	15	15	12	3	3	17	1	24
	8%	15%	-	8%	7%	10%	11%	6%	6%	6%	5%	9%	10%	7%	7%	11%	5%	8%	20%	8%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

Customers or the general public

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Currently conducts	178	103	47	28	30	34	24	15	5	10	60	25	43	33	26	51
	54%	48%	69%	61%	71%	64%	42%	65%	24%	43%	55%	48%	49%	89%	58%	48%
Plans to conduct in the future	80	51	18	11	9	14	16	5	7	2	27	20	25	7	7	21
	24%	24%	26%	24%	21%	26%	28%	22%	33%	9%	25%	38%	29%	19%	16%	20%
NET - CURRENTLY OR PLANS TO CONDUCT	245	150	59	36	35	44	39	20	12	12	83	42	65	36	33	69
	75%	70%	87%	78%	83%	83%	68%	87%	57%	52%	76%	81%	75%	97%	73%	64%
Do not and have no plans to conduct	54	44	5	5	2	5	12	1	6	8	20	6	16	1	7	24
	16%	21%	7%	11%	5%	9%	21%	4%	29%	35%	18%	12%	18%	3%	16%	22%
Don't know	29	20	4	5	5	4	6	2	3	3	6	4	6	-	5	14
	9%	9%	6%	11%	12%	8%	11%	9%	14%	13%	6%	8%	7%	-	11%	13%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

Customers or the general public

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Currently conducts	178	26	20	41	69	22	71	15	42	50	85	11	82	178	72	-	35	140	2	173
	54%	65%	63%	53%	50%	54%	63%	47%	49%	51%	56%	50%	54%	81%	44%	-	63%	63%	40%	54%
Plans to conduct in the future	80	7	8	16	39	10	28	10	22	20	42	7	31	36	80	-	14	66	1	78
	24%	18%	25%	21%	28%	24%	25%	31%	26%	20%	27%	32%	20%	16%	49%	-	25%	30%	20%	25%
NET - CURRENTLY OR PLANS TO CONDUCT	245	32	28	55	101	29	95	23	59	68	120	17	108	201	139	-	46	196	3	238
	75%	80%	88%	71%	74%	71%	85%	72%	69%	69%	78%	77%	71%	91%	85%	-	82%	88%	60%	75%
Do not and have no plans to conduct	54	5	4	17	21	7	14	4	22	14	22	5	27	11	18	27	6	19	2	51
	16%	13%	13%	22%	15%	17%	13%	13%	26%	14%	14%	23%	18%	5%	11%	100%	11%	9%	40%	16%
Don't know	29	3	-	6	15	5	3	5	5	16	11	-	18	8	6	-	4	8	-	29
	9%	8%	-	8%	11%	12%	3%	16%	6%	16%	7%	-	12%	4%	4%	-	7%	4%	-	9%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

Employees

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Currently conducts	150	99	34	17	18	27	26	10	10	11	48	18	43	21	21	47
	46%	46%	50%	37%	43%	51%	46%	43%	48%	48%	44%	35%	49%	57%	47%	44%
Plans to conduct in the future	94	56	24	14	17	16	12	9	6	5	29	18	26	10	12	28
	29%	26%	35%	30%	40%	30%	21%	39%	29%	22%	27%	35%	30%	27%	27%	26%
NET - CURRENTLY OR PLANS TO CONDUCT	237	153	54	30	34	41	37	19	16	16	74	34	67	30	33	73
	72%	71%	79%	65%	81%	77%	65%	83%	76%	70%	68%	65%	77%	81%	73%	68%
Do not and have no plans to conduct	69	47	10	12	6	9	14	3	3	7	27	14	13	7	10	25
	21%	22%	15%	26%	14%	17%	25%	13%	14%	30%	25%	27%	15%	19%	22%	23%
Don't know	22	14	4	4	2	3	6	1	2	-	8	4	7	-	2	9
	7%	7%	6%	9%	5%	6%	11%	4%	10%	-	7%	8%	8%	-	4%	8%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

Employees

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Currently conducts	150	25	17	30	62	16	48	10	41	51	63	7	80	150	55	-	37	113	1	147
	46%	63%	53%	38%	45%	39%	43%	31%	48%	52%	41%	32%	52%	68%	34%	-	66%	51%	20%	46%
Plans to conduct in the future	94	7	10	22	40	15	31	13	26	24	53	7	34	46	94	-	13	80	-	92
	29%	18%	31%	28%	29%	37%	28%	41%	30%	24%	35%	32%	22%	21%	58%	-	23%	36%	-	29%
NET - CURRENTLY OR PLANS TO CONDUCT	237	32	27	51	97	30	78	22	64	73	112	13	112	189	142	-	47	189	1	232
	72%	80%	84%	65%	71%	73%	70%	69%	74%	74%	73%	59%	73%	86%	87%	-	84%	85%	20%	73%
Do not and have no plans to conduct	69	7	5	21	29	7	31	7	19	12	34	8	27	24	19	27	9	27	4	64
	21%	18%	16%	27%	21%	17%	28%	22%	22%	12%	22%	36%	18%	11%	12%	100%	16%	12%	80%	20%
Don't know	22	1	-	6	11	4	3	3	3	13	7	1	14	7	2	-	-	7	-	22
	7%	3%	-	8%	8%	10%	3%	9%	3%	13%	5%	5%	9%	3%	1%	-	-	3%	-	7%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

Suppliers

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Currently conducts	85	53	23	9	14	11	11	6	8	7	28	11	26	16	12	20
	26%	25%	34%	20%	33%	21%	19%	26%	38%	30%	26%	21%	30%	43%	27%	19%
Plans to conduct in the future	85	58	16	11	11	14	14	7	3	5	31	12	30	10	11	22
	26%	27%	24%	24%	26%	26%	25%	30%	14%	22%	28%	23%	34%	27%	24%	21%
NET - CURRENTLY OR PLANS TO CONDUCT	164	111	34	19	22	24	25	13	11	12	57	21	56	23	23	41
	50%	52%	50%	41%	52%	45%	44%	57%	52%	52%	52%	40%	64%	62%	51%	38%
Do not and have no plans to conduct	115	74	22	19	15	21	20	7	6	8	38	19	22	13	20	41
	35%	35%	32%	41%	36%	40%	35%	30%	29%	35%	35%	37%	25%	35%	44%	38%
Don't know	49	29	12	8	5	8	12	3	4	3	14	12	9	1	2	25
	15%	14%	18%	17%	12%	15%	21%	13%	19%	13%	13%	23%	10%	3%	4%	23%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

Suppliers

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Currently conducts	85	15	8	16	38	8	24	6	25	30	28	3	54	85	19	-	18	67	1	83
	26%	38%	25%	21%	28%	20%	21%	19%	29%	31%	18%	14%	35%	39%	12%	-	32%	30%	20%	26%
Plans to conduct in the future	85	9	12	22	33	9	35	11	25	14	45	10	30	62	85	-	18	67	-	83
	26%	23%	38%	28%	24%	22%	31%	34%	29%	14%	29%	45%	20%	28%	52%	-	32%	30%	-	26%
NET - CURRENTLY OR PLANS TO CONDUCT	164	24	20	37	66	17	59	17	45	43	69	13	82	141	98	-	34	130	1	160
	50%	60%	63%	47%	48%	41%	53%	53%	52%	44%	45%	59%	54%	64%	60%	-	61%	58%	20%	50%
Do not and have no plans to conduct	115	15	12	30	44	14	45	10	32	28	63	8	44	55	46	27	18	66	4	109
	35%	38%	38%	38%	32%	34%	40%	31%	37%	29%	41%	36%	29%	25%	28%	100%	32%	30%	80%	34%
Don't know	49	1	-	11	27	10	8	5	9	27	21	1	27	24	19	-	4	27	-	49
	15%	3%	-	14%	20%	24%	7%	16%	10%	28%	14%	5%	18%	11%	12%	-	7%	12%	-	15%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

NET - CURRENTLY OR PLANS TO CONDUCT

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Customers or the general public	245 75%	150 70%	59 87%	36 78%	35 83%	44 83%	39 68%	20 87%	12 57%	12 52%	83 76%	42 81%	65 75%	36 97%	33 73%	69 64%
Employees	237 72%	153 71%	54 79%	30 65%	34 81%	41 77%	37 65%	19 83%	16 76%	16 70%	74 68%	34 65%	67 77%	30 81%	33 73%	73 68%
Suppliers	164 50%	111 52%	34 50%	19 41%	22 52%	24 45%	25 44%	13 57%	11 52%	12 52%	57 52%	21 40%	56 64%	23 62%	23 51%	41 38%
ANY	283 86%	182 85%	61 90%	40 87%	38 90%	50 94%	47 82%	21 91%	17 81%	20 87%	90 83%	46 88%	75 86%	37 100%	39 87%	86 80%

Behaviour Change Survey

Q5 For the purposes of this questionnaire, we will take the definition of behaviour change to be an evidence based process that uses psychology, behavioural science and audience insight to develop strategies that change the way people act.

With this definition in mind, does your organisation conduct, or plan to conduct, behaviour change programmes among any of the following groups?

NET - CURRENTLY OR PLANS TO CONDUCT

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Customers or the general public	245	32	28	55	101	29	95	23	59	68	120	17	108	201	139	-	46	196	3	238
	75%	80%	88%	71%	74%	71%	85%	72%	69%	69%	78%	77%	71%	91%	85%	-	82%	88%	60%	75%
Employees	237	32	27	51	97	30	78	22	64	73	112	13	112	189	142	-	47	189	1	232
	72%	80%	84%	65%	71%	73%	70%	69%	74%	74%	73%	59%	73%	86%	87%	-	84%	85%	20%	73%
Suppliers	164	24	20	37	66	17	59	17	45	43	69	13	82	141	98	-	34	130	1	160
	50%	60%	63%	47%	48%	41%	53%	53%	52%	44%	45%	59%	54%	64%	60%	-	61%	58%	20%	50%
ANY	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	86%	93%	97%	87%	82%	83%	90%	88%	85%	83%	88%	82%	85%	100%	100%	-	100%	100%	60%	87%

Behaviour Change Survey

Q6 Which of these functions has most ownership of behaviour change in your organisation?

Base: All who make use of behaviour change

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
Chief Executive or MD's office	109 39%	73 40%	15 25%	21 53%	9 24%	19 38%	25 53%	2 10%	6 35%	8 40%	40 44%	13 28%	16 21%	13 35%	32 82%	35 41%
Marketing Director	22 8%	20 11%	2 3%	- -	2 5%	2 4%	3 6%	9 43%	1 6%	1 5%	4 4%	7 15%	7 9%	2 5%	- -	6 7%
Sustainability or CSR Director	22 8%	14 8%	6 10%	2 5%	- -	7 14%	3 6%	2 10%	1 6%	2 10%	7 8%	5 11%	9 12%	1 3%	- -	7 8%
HR Director	21 7%	20 11%	- -	1 3%	2 5%	3 6%	3 6%	3 14%	5 29%	- -	5 6%	- -	11 15%	1 3%	1 3%	8 9%
Communications Director	19 7%	10 5%	7 11%	2 5%	1 3%	6 12%	7 15%	- -	1 6%	- -	4 4%	7 15%	8 11%	3 8%	- -	1 1%
Strategy Director	14 5%	6 3%	6 10%	2 5%	- -	2 4%	2 4%	- -	- -	1 5%	9 10%	3 7%	1 1%	3 8%	1 3%	6 7%
Director of Public Health	12 4%	1 1%	11 18%	- -	10 26%	1 2%	- -	- -	- -	- -	1 1%	2 4%	- -	6 16%	- -	4 5%
Operations Director	9 3%	7 4%	1 2%	1 3%	1 3%	- -	- -	1 5%	1 6%	4 20%	2 2%	1 2%	1 1%	- -	1 3%	6 7%
Corporate Affairs Director	7 2%	5 3%	2 3%	- -	- -	1 2%	- -	2 10%	- -	1 5%	3 3%	- -	5 7%	- -	- -	2 2%
Other	48 17%	26 14%	11 18%	11 28%	13 34%	9 18%	4 9%	2 10%	2 12%	3 15%	15 17%	8 17%	17 23%	8 22%	4 10%	11 13%

Behaviour Change Survey

Q6 Which of these functions has most ownership of behaviour change in your organisation?

Base: All who make use of behaviour change

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Chief Executive or MD's office	109	27	19	24	26	13	57	13	19	20	46	8	55	87	58	-	11	97	3	105
	39%	73%	61%	35%	23%	38%	56%	46%	26%	25%	34%	44%	42%	40%	36%	-	20%	43%	100%	38%
Marketing Director	22	1	1	8	11	1	4	-	8	10	7	2	13	18	15	-	6	16	-	22
	8%	3%	3%	12%	10%	3%	4%	-	11%	12%	5%	11%	10%	8%	9%	-	11%	7%	-	8%
Sustainability or CSR Director	22	2	1	4	12	3	8	-	7	7	8	1	13	16	14	-	4	18	-	22
	8%	5%	3%	6%	11%	9%	8%	-	10%	9%	6%	6%	10%	7%	9%	-	7%	8%	-	8%
HR Director	21	2	-	8	9	2	3	2	4	12	7	1	13	16	13	-	7	13	-	21
	7%	5%	-	12%	8%	6%	3%	7%	5%	15%	5%	6%	10%	7%	8%	-	13%	6%	-	8%
Communications Director	19	-	-	3	15	1	4	2	6	7	10	-	9	12	13	-	9	10	-	19
	7%	-	-	4%	13%	3%	4%	7%	8%	9%	7%	-	7%	5%	8%	-	16%	4%	-	7%
Strategy Director	14	-	4	3	6	1	4	-	6	4	6	1	7	13	8	-	5	9	-	14
	5%	-	13%	4%	5%	3%	4%	-	8%	5%	4%	6%	5%	6%	5%	-	9%	4%	-	5%
Director of Public Health	12	-	1	-	8	3	-	-	4	8	11	-	1	11	9	-	2	10	-	11
	4%	-	3%	-	7%	9%	-	-	5%	10%	8%	-	1%	5%	6%	-	4%	4%	-	4%
Operations Director	9	1	1	3	3	1	1	4	3	1	7	1	1	4	5	-	2	6	-	9
	3%	3%	3%	4%	3%	3%	1%	14%	4%	1%	5%	6%	1%	2%	3%	-	4%	3%	-	3%
Corporate Affairs Director	7	-	-	2	3	2	-	1	2	4	4	1	2	6	4	-	3	4	-	7
	2%	-	-	3%	3%	6%	-	4%	3%	5%	3%	6%	2%	3%	2%	-	5%	2%	-	3%
Other	48	4	4	13	20	7	20	6	14	8	29	3	16	37	24	-	7	40	-	46
	17%	11%	13%	19%	18%	21%	20%	21%	19%	10%	21%	17%	12%	17%	15%	-	13%	18%	-	17%

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

Helping customers adopt more sustainable behaviours is important to help my organisation improve its impact on society and achieve long-term success

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4.0) 207	123	52	32	29	39	35	12	9	10	73	31	57	28	34	57
	63%	57%	76%	70%	69%	74%	61%	52%	43%	43%	67%	60%	66%	76%	76%	53%
Tend to agree	(3.0) 100	72	16	12	12	11	17	10	8	12	30	17	24	7	11	41
	30%	34%	24%	26%	29%	21%	30%	43%	38%	52%	28%	33%	28%	19%	24%	38%
Tend to disagree	(2.0) 16	14	-	2	-	3	4	1	3	1	4	3	5	1	-	7
	5%	7%	-	4%	-	6%	7%	4%	14%	4%	4%	6%	6%	3%	-	7%
Disagree strongly	(1.0) 2	2	-	-	1	-	-	-	1	-	-	-	-	1	-	1
	1%	1%	-	-	2%	-	-	-	5%	-	-	-	-	3%	-	1%
Don't know	3	3	-	-	-	-	1	-	-	-	2	1	1	-	-	1
	1%	1%	-	-	-	-	2%	-	-	-	2%	2%	1%	-	-	1%
AGREE	307	195	68	44	41	50	52	22	17	22	103	48	81	35	45	98
	94%	91%	100%	96%	98%	94%	91%	96%	81%	96%	94%	92%	93%	95%	100%	92%
DISAGREE	18	16	-	2	1	3	4	1	4	1	4	3	5	2	-	8
	5%	7%	-	4%	2%	6%	7%	4%	19%	4%	4%	6%	6%	5%	-	7%
Mean Score	3.58	3.50	3.76	3.65	3.64	3.68	3.55	3.48	3.19	3.39	3.64	3.55	3.60	3.68	3.76	3.45
Std Deviation	.62	.66	.43	.57	.62	.58	.63	.59	.87	.58	.55	.61	.60	.67	.43	.66
Std Error	.034	.046	.052	.084	.095	.080	.084	.124	.190	.122	.054	.085	.065	.110	.065	.064

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

Helping customers adopt more sustainable behaviours is important to help my organisation improve its impact on society and achieve long-term success

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	207	32	20	39	90	26	83	21	50	53	99	15	93	154	98	12	38	145	2	203
		63%	80%	63%	50%	66%	63%	74%	66%	58%	54%	65%	68%	61%	70%	60%	44%	68%	65%	40%	64%
Tend to agree	(3.0)	100	5	12	30	41	12	21	10	30	39	44	6	50	56	54	12	17	64	1	96
		30%	13%	38%	38%	30%	29%	19%	31%	35%	40%	29%	27%	33%	25%	33%	44%	30%	29%	20%	30%
Tend to disagree	(2.0)	16	3	-	7	4	2	4	1	6	5	7	1	8	8	9	2	1	12	1	15
		5%	8%	-	9%	3%	5%	4%	3%	7%	5%	5%	5%	5%	4%	6%	7%	2%	5%	20%	5%
Disagree strongly	(1.0)	2	-	-	2	-	-	1	-	-	1	1	-	1	1	1	-	-	1	-	2
		1%	-	-	3%	-	-	1%	-	-	1%	1%	-	1%	*	1%	-	-	*	-	1%
Don't know		3	-	-	-	2	1	3	-	-	-	2	-	1	1	1	1	-	1	1	2
		1%	-	-	-	1%	2%	3%	-	-	-	1%	-	1%	*	1%	4%	-	*	20%	1%
AGREE		307	37	32	69	131	38	104	31	80	92	143	21	143	210	152	24	55	209	3	299
		94%	93%	100%	88%	96%	93%	93%	97%	93%	94%	93%	95%	93%	95%	93%	89%	98%	94%	60%	94%
DISAGREE		18	3	-	9	4	2	5	1	6	6	8	1	9	9	10	2	1	13	1	17
		5%	8%	-	12%	3%	5%	4%	3%	7%	6%	5%	5%	6%	4%	6%	7%	2%	6%	20%	5%
Mean Score		3.58	3.73	3.63	3.36	3.64	3.60	3.71	3.63	3.51	3.47	3.60	3.64	3.55	3.66	3.54	3.38	3.66	3.59	3.25	3.58
Std Deviation		.62	.60	.49	.76	.54	.59	.58	.55	.63	.65	.61	.58	.63	.57	.63	.64	.51	.62	.96	.61
Std Error		.034	.095	.087	.086	.047	.093	.056	.098	.068	.065	.050	.124	.051	.039	.050	.125	.069	.041	.479	.035

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

Behaviour change is currently a key strategy in achieving my organisation's business objectives

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4.0) 147	92	29	26	21	26	21	7	7	11	54	18	30	25	28	46
	45%	43%	43%	57%	50%	49%	37%	30%	33%	48%	50%	35%	34%	68%	62%	43%
Tend to agree	(3.0) 101	65	23	13	13	16	17	8	8	7	32	18	35	8	12	28
	31%	30%	34%	28%	31%	30%	30%	35%	38%	30%	29%	35%	40%	22%	27%	26%
Tend to disagree	(2.0) 51	33	15	3	6	7	10	8	3	3	14	10	11	3	3	24
	16%	15%	22%	7%	14%	13%	18%	35%	14%	13%	13%	19%	13%	8%	7%	22%
Disagree strongly	(1.0) 14	12	-	2	1	2	4	-	3	2	2	2	8	1	-	3
	4%	6%	-	4%	2%	4%	7%	-	14%	9%	2%	4%	9%	3%	-	3%
Don't know	15	12	1	2	1	2	5	-	-	-	7	4	3	-	2	6
	5%	6%	1%	4%	2%	4%	9%	-	-	-	6%	8%	3%	-	4%	6%
AGREE	248	157	52	39	34	42	38	15	15	18	86	36	65	33	40	74
	76%	73%	76%	85%	81%	79%	67%	65%	71%	78%	79%	69%	75%	89%	89%	69%
DISAGREE	65	45	15	5	7	9	14	8	6	5	16	12	19	4	3	27
	20%	21%	22%	11%	17%	17%	25%	35%	29%	22%	15%	23%	22%	11%	7%	25%
Mean Score	3.22	3.17	3.21	3.43	3.32	3.29	3.06	2.96	2.90	3.17	3.35	3.08	3.04	3.54	3.58	3.16
Std Deviation	.88	.91	.79	.82	.82	.86	.96	.82	1.04	.98	.79	.87	.94	.77	.63	.89
Std Error	.049	.064	.096	.123	.128	.120	.133	.172	.228	.205	.078	.126	.102	.126	.095	.089

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

Behaviour change is currently a key strategy in achieving my organisation's business objectives

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly (4.0)	147	27	15	38	53	14	63	13	39	32	66	9	72	129	63	1	28	115	2	144
	45%	68%	47%	49%	39%	34%	56%	41%	45%	33%	43%	41%	47%	59%	39%	4%	50%	52%	40%	45%
Tend to agree (3.0)	101	10	10	18	47	16	26	13	25	37	48	8	45	68	59	7	19	71	1	97
	31%	25%	31%	23%	34%	39%	23%	41%	29%	38%	31%	36%	29%	31%	36%	26%	34%	32%	20%	31%
Tend to disagree (2.0)	51	-	6	14	23	8	10	5	15	21	27	3	21	19	30	11	8	27	-	50
	16%	-	19%	18%	17%	20%	9%	16%	17%	21%	18%	14%	14%	9%	18%	41%	14%	12%	-	16%
Disagree strongly (1.0)	14	1	1	6	6	-	5	1	5	3	5	2	7	1	7	6	1	6	1	13
	4%	3%	3%	8%	4%	-	4%	3%	6%	3%	3%	9%	5%	*	4%	22%	2%	3%	20%	4%
Don't know	15	2	-	2	8	3	8	-	2	5	7	-	8	3	4	2	-	4	1	14
	5%	5%	-	3%	6%	7%	7%	-	2%	5%	5%	-	5%	1%	2%	7%	-	2%	20%	4%
AGREE	248	37	25	56	100	30	89	26	64	69	114	17	117	197	122	8	47	186	3	241
	76%	93%	78%	72%	73%	73%	79%	81%	74%	70%	75%	77%	76%	90%	75%	30%	84%	83%	60%	76%
DISAGREE	65	1	7	20	29	8	15	6	20	24	32	5	28	20	37	17	9	33	1	63
	20%	3%	22%	26%	21%	20%	13%	19%	23%	24%	21%	23%	18%	9%	23%	63%	16%	15%	20%	20%
Mean Score	3.22	3.66	3.22	3.16	3.14	3.16	3.41	3.19	3.17	3.05	3.20	3.09	3.26	3.50	3.12	2.12	3.32	3.35	3.00	3.22
Std Deviation	.88	.63	.87	.99	.87	.75	.85	.82	.93	.84	.86	.97	.88	.67	.87	.83	.79	.80	1.41	.87
Std Error	.049	.102	.154	.114	.077	.122	.084	.145	.101	.087	.071	.207	.073	.046	.069	.167	.105	.054	.707	.050

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

Behaviour change is going to become more important to how my organisation operates in the future

Base: All respondents

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	187	118	44	25	31	35	12	11	10	63	30	44	26	27	60	
		57%	55%	65%	54%	60%	58%	61%	52%	43%	58%	58%	51%	70%	60%	56%	
Tend to agree	(3.0)	107	71	20	16	13	17	7	9	11	34	18	36	6	14	33	
		33%	33%	29%	35%	31%	32%	28%	30%	43%	31%	35%	41%	16%	31%	31%	
Tend to disagree	(2.0)	16	11	2	3	1	4	4	2	-	1	4	2	3	3	1	7
		5%	5%	3%	7%	2%	8%	7%	9%	-	4%	4%	4%	3%	8%	2%	7%
Disagree strongly	(1.0)	5	4	-	1	1	-	-	-	1	1	2	1	2	1	1	-
		2%	2%	-	2%	2%	-	-	-	5%	4%	2%	2%	2%	3%	2%	-
Don't know		13	10	2	1	2	1	2	2	-	-	6	1	2	1	2	7
		4%	5%	3%	2%	5%	2%	4%	9%	-	-	6%	2%	2%	3%	4%	7%
AGREE		294	189	64	41	38	48	51	19	20	21	97	48	80	32	41	93
		90%	88%	94%	89%	90%	91%	89%	83%	95%	91%	89%	92%	92%	86%	91%	87%
DISAGREE		21	15	2	4	2	4	4	2	1	2	6	3	5	4	2	7
		6%	7%	3%	9%	5%	8%	7%	9%	5%	9%	6%	6%	6%	11%	4%	7%
Mean Score		3.51	3.49	3.64	3.44	3.55	3.52	3.56	3.48	3.43	3.30	3.53	3.51	3.44	3.58	3.56	3.53
Std Deviation		.67	.69	.54	.72	.68	.64	.63	.68	.75	.76	.67	.67	.68	.77	.67	.63
Std Error		.038	.048	.067	.108	.107	.089	.085	.148	.163	.159	.066	.094	.074	.128	.101	.063

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

Behaviour change is going to become more important to how my organisation operates in the future

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	187	24	20	40	83	20	67	20	49	51	91	11	85	144	89	11	36	135	1	183
	57%	60%	63%	51%	61%	49%	60%	63%	57%	52%	59%	50%	56%	65%	55%	41%	64%	61%	20%	58%
Tend to agree	107	9	10	32	39	17	26	11	33	37	49	7	51	64	61	11	16	70	-	105
	33%	23%	31%	41%	28%	41%	23%	34%	38%	38%	32%	32%	33%	29%	37%	41%	29%	31%	-	33%
Tend to disagree	16	3	2	2	6	3	9	-	1	6	5	3	8	6	7	3	1	11	3	13
	5%	8%	6%	3%	4%	7%	8%	-	1%	6%	3%	14%	5%	3%	4%	11%	2%	5%	60%	4%
Disagree strongly	5	1	-	2	2	-	2	-	3	-	2	-	3	2	2	1	1	3	-	5
	2%	3%	-	3%	1%	-	2%	-	3%	-	1%	-	2%	1%	1%	4%	2%	1%	-	2%
Don't know	13	3	-	2	7	1	8	1	-	4	6	1	6	4	4	1	2	4	1	12
	4%	8%	-	3%	5%	2%	7%	3%	-	4%	4%	5%	4%	2%	2%	4%	4%	2%	20%	4%
AGREE	294	33	30	72	122	37	93	31	82	88	140	18	136	208	150	22	52	205	1	288
	90%	83%	94%	92%	89%	90%	83%	97%	95%	90%	92%	82%	89%	95%	92%	81%	93%	92%	20%	91%
DISAGREE	21	4	2	4	8	3	11	-	4	6	7	3	11	8	9	4	2	14	3	18
	6%	10%	6%	5%	6%	7%	10%	-	5%	6%	5%	14%	7%	4%	6%	15%	4%	6%	60%	6%
Mean Score	3.51	3.51	3.56	3.45	3.56	3.43	3.52	3.65	3.49	3.48	3.56	3.38	3.48	3.62	3.49	3.23	3.61	3.54	2.50	3.52
Std Deviation	.67	.77	.62	.68	.66	.64	.74	.49	.70	.62	.63	.74	.70	.59	.65	.82	.63	.66	1.00	.66
Std Error	.038	.126	.109	.078	.058	.101	.072	.087	.075	.064	.052	.161	.057	.040	.051	.160	.085	.044	.500	.038

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

The concept of 'nudging' people to change their behaviour is just a passing fad

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Agree strongly (4.0)	15 5%	10 5%	3 4%	2 4%	2 5%	- -	4 7%	2 9%	1 5%	- -	6 6%	1 2%	4 5%	3 8%	2 4%	5 5%
Tend to agree (3.0)	67 20%	46 21%	13 19%	8 17%	7 17%	13 25%	10 18%	3 13%	7 33%	4 17%	23 21%	6 12%	13 15%	11 30%	16 36%	21 20%
Tend to disagree (2.0)	119 36%	77 36%	24 35%	18 39%	18 43%	25 47%	21 37%	8 35%	7 33%	8 35%	32 29%	19 37%	34 39%	12 32%	14 31%	40 37%
Disagree strongly (1.0)	104 32%	64 30%	24 35%	16 35%	14 33%	14 26%	19 33%	9 39%	3 14%	9 39%	36 33%	19 37%	30 34%	10 27%	11 24%	34 32%
Don't know	23 7%	17 8%	4 6%	2 4%	1 2%	1 2%	3 5%	1 4%	3 14%	2 9%	12 11%	7 13%	6 7%	1 3%	2 4%	7 7%
AGREE	82 25%	56 26%	16 24%	10 22%	9 21%	13 25%	14 25%	5 22%	8 38%	4 17%	29 27%	7 13%	17 20%	14 38%	18 40%	26 24%
DISAGREE	223 68%	141 66%	48 71%	34 74%	32 76%	39 74%	40 70%	17 74%	10 48%	17 74%	68 62%	38 73%	64 74%	22 59%	25 56%	74 69%
Mean Score	1.98	2.01	1.92	1.91	1.93	1.98	1.98	1.91	2.33	1.76	1.99	1.76	1.89	2.19	2.21	1.97
Std Deviation	.87	.87	.88	.86	.85	.73	.92	.97	.84	.77	.93	.77	.85	.95	.89	.87
Std Error	.050	.062	.110	.129	.132	.101	.125	.207	.198	.168	.094	.115	.095	.158	.135	.087

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

The concept of 'nudging' people to change their behaviour is just a passing fad

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	15	3	3	5	1	6	3	3	3	3	2	10	14	6	-	4	11	-	14	
		5%	8%	9%	4%	4%	2%	5%	9%	3%	3%	2%	9%	7%	6%	4%	-	7%	5%	-	4%
Tend to agree	(3.0)	67	13	8	14	23	9	11	21	25	4	38	47	34	7	9	48	2	64		
		20%	33%	25%	18%	17%	22%	23%	28%	13%	21%	16%	18%	25%	21%	21%	26%	16%	22%	40%	20%
Tend to disagree	(2.0)	119	11	9	33	48	18	36	12	32	39	64	8	47	77	67	9	17	84	1	117
		36%	28%	28%	42%	35%	44%	32%	38%	37%	40%	42%	36%	31%	35%	41%	33%	30%	38%	20%	37%
Disagree strongly	(1.0)	104	11	10	22	50	11	34	7	33	30	50	7	47	72	45	7	24	67	2	100
		32%	28%	31%	28%	36%	27%	30%	22%	38%	31%	33%	32%	31%	33%	28%	26%	43%	30%	40%	31%
Don't know		23	2	2	6	11	2	10	1	7	5	11	1	11	10	11	4	2	13	-	23
		7%	5%	6%	8%	8%	5%	9%	3%	8%	5%	7%	5%	7%	5%	7%	15%	4%	6%	-	7%
AGREE		82	16	11	17	28	10	32	12	14	24	28	6	48	61	40	7	13	59	2	78
		25%	40%	34%	22%	20%	24%	29%	38%	16%	24%	18%	27%	31%	28%	25%	26%	23%	26%	40%	25%
DISAGREE		223	22	19	55	98	29	70	19	65	69	114	15	94	149	112	16	41	151	3	217
		68%	55%	59%	71%	72%	71%	63%	59%	76%	70%	75%	68%	61%	68%	69%	59%	73%	68%	60%	68%
Mean Score		1.98	2.21	2.13	1.97	1.87	2.00	2.04	2.26	1.80	1.97	1.87	2.05	2.08	2.01	2.01	2.00	1.87	2.01	2.00	1.97
Std Deviation		.87	.96	1.01	.82	.85	.79	.91	.93	.82	.83	.77	.97	.94	.91	.83	.80	.95	.87	1.00	.86
Std Error		.050	.156	.184	.097	.076	.127	.090	.167	.093	.086	.065	.212	.079	.063	.067	.166	.130	.060	.447	.050

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

My organisation has no interest in changing behaviours

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Agree strongly (4.0)	6 2%	5 2%	1 1%	- -	- -	- -	3 5%	- -	- -	- -	3 3%	- -	1 1%	1 3%	1 2%	3 3%
Tend to agree (3.0)	16 5%	10 5%	3 4%	3 7%	1 2%	- -	5 9%	2 9%	2 10%	1 4%	5 5%	7 13%	5 6%	1 3%	1 2%	2 2%
Tend to disagree (2.0)	53 16%	36 17%	12 18%	5 11%	6 14%	8 15%	11 19%	5 22%	5 24%	3 13%	15 14%	14 27%	14 16%	1 3%	4 9%	20 19%
Disagree strongly (1.0)	243 74%	156 73%	51 75%	36 78%	33 79%	43 81%	36 63%	16 70%	12 57%	19 83%	84 77%	28 54%	64 74%	34 92%	38 84%	79 74%
Don't know	10 3%	7 3%	1 1%	2 4%	2 5%	2 4%	2 4%	- -	2 10%	- -	2 2%	3 6%	3 3%	- -	1 2%	3 3%
AGREE	22 7%	15 7%	4 6%	3 7%	1 2%	- -	8 14%	2 9%	2 10%	1 4%	8 7%	7 13%	6 7%	2 5%	2 4%	5 5%
DISAGREE	296 90%	192 90%	63 93%	41 89%	39 93%	51 96%	47 82%	21 91%	17 81%	22 96%	99 91%	42 81%	78 90%	35 95%	42 93%	99 93%
Mean Score	1.32	1.34	1.31	1.25	1.20	1.16	1.55	1.39	1.47	1.22	1.32	1.57	1.32	1.16	1.20	1.32
Std Deviation	.66	.68	.63	.58	.46	.37	.88	.66	.70	.52	.69	.74	.64	.60	.59	.66
Std Error	.037	.048	.077	.087	.073	.051	.118	.137	.160	.108	.067	.105	.070	.099	.090	.064

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

My organisation has no interest in changing behaviours

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	6	1	1	2	-	2	3	2	1	-	2	-	4	3	-	3	-	3	1	5
	2%	3%	3%	3%	-	5%	3%	6%	1%	-	1%	-	3%	1%	-	11%	-	1%	20%	2%
Tend to agree	16	-	-	4	10	2	2	1	7	6	6	-	10	2	8	6	2	7	-	15
	5%	-	-	5%	7%	5%	2%	3%	8%	6%	4%	-	7%	1%	5%	22%	4%	3%	-	5%
Tend to disagree	53	3	4	10	28	8	10	5	17	21	27	-	26	25	30	4	8	35	1	52
	16%	8%	13%	13%	20%	20%	9%	16%	20%	21%	18%	-	17%	11%	18%	15%	14%	16%	20%	16%
Disagree strongly	243	35	27	62	93	26	92	24	59	68	114	21	108	186	121	13	45	174	3	236
	74%	88%	84%	79%	68%	63%	82%	75%	69%	69%	75%	95%	71%	85%	74%	48%	80%	78%	60%	74%
Don't know	10	1	-	-	6	3	5	-	2	3	4	1	5	4	4	1	1	4	-	10
	3%	3%	-	-	4%	7%	4%	-	2%	3%	3%	5%	3%	2%	2%	4%	2%	2%	-	3%
AGREE	22	1	1	6	10	4	5	3	8	6	8	-	14	5	8	9	2	10	1	20
	7%	3%	3%	8%	7%	10%	4%	9%	9%	6%	5%	-	9%	2%	5%	33%	4%	4%	20%	6%
DISAGREE	296	38	31	72	121	34	102	29	76	89	141	21	134	211	151	17	53	209	4	288
	90%	95%	97%	92%	88%	83%	91%	91%	88%	91%	92%	95%	88%	96%	93%	63%	95%	94%	80%	91%
Mean Score	1.32	1.15	1.22	1.31	1.37	1.47	1.21	1.41	1.40	1.35	1.30	1.00	1.39	1.18	1.29	1.96	1.22	1.26	1.80	1.31
Std Deviation	.66	.54	.61	.69	.62	.83	.61	.84	.70	.60	.61	-	.73	.50	.56	1.11	.50	.59	1.30	.64
Std Error	.037	.086	.108	.078	.054	.135	.059	.148	.076	.061	.050	-	.060	.034	.044	.218	.067	.040	.583	.037

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

Summary

Base: All respondents

	Total	Agree strongly	Tend to agree	Tend to disagree	Disagree strongly	Don't know	AGREE	DISAGREE	Mean score
Helping customers adopt more sustainable behaviours is important to help my organisation improve its impact on society and achieve long-term success	328 100%	207 63%	100 30%	16 5%	2 1%	3 1%	307 94%	18 5%	3.58
Behaviour change is going to become more important to how my organisation operates in the future	328 100%	187 57%	107 33%	16 5%	5 2%	13 4%	294 90%	21 6%	3.51
Behaviour change is currently a key strategy in achieving my organisation's business objectives	328 100%	147 45%	101 31%	51 16%	14 4%	15 5%	248 76%	65 20%	3.22
The concept of 'nudging' people to change their behaviour is just a passing fad	328 100%	15 5%	67 20%	119 36%	104 32%	23 7%	82 25%	223 68%	1.98
My organisation has no interest in changing behaviours	328 100%	6 2%	16 5%	53 16%	243 74%	10 3%	22 7%	296 90%	1.32

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

NET - AGREE

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Helping customers adopt more sustainable behaviours is important to help my organisation improve its impact on society and achieve long- term success	307 94%	195 91%	68 100%	44 96%	41 98%	50 94%	52 91%	22 96%	17 81%	22 96%	103 94%	48 92%	81 93%	35 95%	45 100%	98 92%
Behaviour change is going to become more important to how my organisation operates in the future	294 90%	189 88%	64 94%	41 89%	38 90%	48 91%	51 89%	19 83%	20 95%	21 91%	97 89%	48 92%	80 92%	32 86%	41 91%	93 87%
Behaviour change is currently a key strategy in achieving my organisation's business objectives	248 76%	157 73%	52 76%	39 85%	34 81%	42 79%	38 67%	15 65%	15 71%	18 78%	86 79%	36 69%	65 75%	33 89%	40 89%	74 69%
The concept of 'nudging' people to change their behaviour is just a passing fad	82 25%	56 26%	16 24%	10 22%	9 21%	13 25%	14 25%	5 22%	8 38%	4 17%	29 27%	7 13%	17 20%	14 38%	18 40%	26 24%
My organisation has no interest in changing behaviours	22 7%	15 7%	4 6%	3 7%	1 2%	- -	8 14%	2 9%	2 10%	1 4%	8 7%	7 13%	6 7%	2 5%	2 4%	5 5%

Behaviour Change Survey

Q7 To what extent do you agree or disagree with the following statements about the importance of behaviour change for your organisation?

NET - AGREE

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Helping customers adopt more sustainable behaviours is important to help my organisation improve its impact on society and achieve long-term success	307	37	32	69	131	38	104	31	80	92	143	21	143	210	152	24	55	209	3	299
	94%	93%	100%	88%	96%	93%	93%	97%	93%	94%	93%	95%	93%	95%	93%	89%	98%	94%	60%	94%
Behaviour change is going to become more important to how my organisation operates in the future	294	33	30	72	122	37	93	31	82	88	140	18	136	208	150	22	52	205	1	288
	90%	83%	94%	92%	89%	90%	83%	97%	95%	90%	92%	82%	89%	95%	92%	81%	93%	92%	20%	91%
Behaviour change is currently a key strategy in achieving my organisation's business objectives	248	37	25	56	100	30	89	26	64	69	114	17	117	197	122	8	47	186	3	241
	76%	93%	78%	72%	73%	73%	79%	81%	74%	70%	75%	77%	76%	90%	75%	30%	84%	83%	60%	76%
The concept of 'nudging' people to change their behaviour is just a passing fad	82	16	11	17	28	10	32	12	14	24	28	6	48	61	40	7	13	59	2	78
	25%	40%	34%	22%	20%	24%	29%	38%	16%	24%	18%	27%	31%	28%	25%	26%	23%	26%	40%	25%
My organisation has no interest in changing behaviours	22	1	1	6	10	4	5	3	8	6	8	-	14	5	8	9	2	10	1	20
	7%	3%	3%	8%	7%	10%	4%	9%	9%	6%	5%	-	9%	2%	5%	33%	4%	4%	20%	6%

Behaviour Change Survey

Q8 Which of the following organisations do you believe has the most responsibility in the following areas?

Provide information to people around their choices in adopting a sustainable lifestyle

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Business	82 25%	64 30%	7 10%	11 24%	6 14%	8 15%	11 19%	12 52%	5 24%	10 43%	30 28%	12 23%	30 34%	9 24%	9 20%	22 21%
Government (local and national)	185 56%	111 52%	54 79%	20 43%	29 69%	32 60%	36 63%	10 43%	13 62%	12 52%	53 49%	31 60%	40 46%	20 54%	27 60%	67 63%
Charities or consumer groups	44 13%	25 12%	6 9%	13 28%	4 10%	11 21%	8 14%	- -	2 10%	- -	19 17%	6 12%	12 14%	5 14%	6 13%	15 14%
None of these	11 3%	8 4%	1 1%	2 4%	3 7%	1 2%	2 4%	- -	- -	- -	5 5%	1 2%	3 3%	2 5%	3 7%	2 2%
Don't know	6 2%	6 3%	- -	- -	- -	1 2%	- -	1 4%	1 5%	1 4%	2 2%	2 4%	2 2%	1 3%	- -	1 1%

Behaviour Change Survey

Q8 Which of the following organisations do you believe has the most responsibility in the following areas?

Provide information to people around their choices in adopting a sustainable lifestyle

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Business	82	13	12	21	25	11	32	7	17	26	25	9	48	64	41	5	13	60	-	82
	25%	33%	38%	27%	18%	27%	29%	22%	20%	27%	16%	41%	31%	29%	25%	19%	23%	27%	-	26%
Government (local and national)	185	19	13	45	89	19	49	23	54	59	107	7	71	117	89	17	35	120	1	180
	56%	48%	41%	58%	65%	46%	44%	72%	63%	60%	70%	32%	46%	53%	55%	63%	63%	54%	20%	57%
Charities or consumer groups	44	4	5	6	19	10	23	1	10	10	16	4	24	27	24	4	7	29	3	41
	13%	10%	16%	8%	14%	24%	21%	3%	12%	10%	10%	18%	16%	12%	15%	15%	13%	13%	60%	13%
None of these	11	3	1	5	1	1	6	1	2	2	3	-	8	8	5	1	-	10	1	9
	3%	8%	3%	6%	1%	2%	5%	3%	2%	2%	2%	-	5%	4%	3%	4%	-	4%	20%	3%
Don't know	6	1	1	1	3	-	2	-	3	1	2	2	2	4	4	-	1	4	-	6
	2%	3%	3%	1%	2%	-	2%	-	3%	1%	1%	9%	1%	2%	2%	-	2%	2%	-	2%

Behaviour Change Survey

Q8 Which of the following organisations do you believe has the most responsibility in the following areas?

Make it clear to people that their current consumption patterns are unsustainable

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Business	56 17%	42 20%	9 13%	5 11%	3 7%	10 19%	12 21%	4 17%	4 19%	4 17%	19 17%	8 15%	16 18%	8 22%	8 18%	16 15%
Government (local and national)	218 66%	136 64%	51 75%	31 67%	35 83%	34 64%	40 70%	17 74%	12 57%	16 70%	64 59%	36 69%	55 63%	22 59%	30 67%	75 70%
Charities or consumer groups	42 13%	26 12%	6 9%	10 22%	3 7%	8 15%	4 7%	1 4%	5 24%	3 13%	18 17%	6 12%	14 16%	4 11%	5 11%	13 12%
None of these	8 2%	7 3%	1 1%	- -	1 2%	- -	1 2%	- -	- -	- -	6 6%	1 2%	2 2%	1 3%	2 4%	2 2%
Don't know	4 1%	3 1%	1 1%	- -	- -	1 2%	- -	1 4%	- -	- -	2 2%	1 2%	- -	2 5%	- -	1 1%

Behaviour Change Survey

Q8 Which of the following organisations do you believe has the most responsibility in the following areas?

Make it clear to people that their current consumption patterns are unsustainable

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Business	56	6	11	10	20	9	24	5	11	16	17	5	34	41	27	-	9	41	-	56
	17%	15%	34%	13%	15%	22%	21%	16%	13%	16%	11%	23%	22%	19%	17%	-	16%	18%	-	18%
Government (local and national)	218	27	15	53	101	22	66	22	63	67	115	12	91	146	107	18	44	142	2	211
	66%	68%	47%	68%	74%	54%	59%	69%	73%	68%	75%	55%	59%	66%	66%	67%	79%	64%	40%	66%
Charities or consumer groups	42	4	4	12	14	8	16	5	8	13	16	4	22	27	21	8	1	32	2	40
	13%	10%	13%	15%	10%	20%	14%	16%	9%	13%	10%	18%	14%	12%	13%	30%	2%	14%	40%	13%
None of these	8	2	1	3	1	1	4	-	2	2	3	-	5	3	6	1	-	7	1	7
	2%	5%	3%	4%	1%	2%	4%	-	2%	2%	2%	-	3%	1%	4%	4%	-	3%	20%	2%
Don't know	4	1	1	-	1	1	2	-	2	-	2	1	1	3	2	-	2	1	-	4
	1%	3%	3%	-	1%	2%	2%	-	2%	-	1%	5%	1%	1%	1%	-	4%	*	-	1%

Behaviour Change Survey

Q8 Which of the following organisations do you believe has the most responsibility in the following areas?

Make it easy for people to act to change their behaviour

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Business	179	128	29	22	10	30	36	15	12	13	63	27	55	17	23	57
	55%	60%	43%	48%	24%	57%	63%	65%	57%	57%	58%	52%	63%	46%	51%	53%
Government (local and national)	127	72	35	20	29	20	16	6	7	10	39	20	27	17	20	43
	39%	34%	51%	43%	69%	38%	28%	26%	33%	43%	36%	38%	31%	46%	44%	40%
Charities or consumer groups	9	5	2	2	-	1	4	1	2	-	1	2	2	1	-	4
	3%	2%	3%	4%	-	2%	7%	4%	10%	-	1%	4%	2%	3%	-	4%
None of these	7	4	2	1	2	1	1	-	-	-	3	2	2	-	1	2
	2%	2%	3%	2%	5%	2%	2%	-	-	-	3%	4%	2%	-	2%	2%
Don't know	6	5	-	1	1	1	-	1	-	-	3	1	1	2	1	1
	2%	2%	-	2%	2%	2%	-	4%	-	-	3%	2%	1%	5%	2%	1%

Behaviour Change Survey

Q8 Which of the following organisations do you believe has the most responsibility in the following areas?

Make it easy for people to act to change their behaviour

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Business	179	24	17	49	68	21	59	19	47	54	69	14	96	131	92	12	34	123	-	178
	55%	60%	53%	63%	50%	51%	53%	59%	55%	55%	45%	64%	63%	60%	56%	44%	61%	55%	-	56%
Government (local and national)	127	13	13	27	58	16	44	13	30	40	72	6	49	77	61	11	19	87	1	123
	39%	33%	41%	35%	42%	39%	39%	41%	35%	41%	47%	27%	32%	35%	37%	41%	34%	39%	20%	39%
Charities or consumer groups	9	-	-	-	8	1	1	-	5	3	5	1	3	6	4	2	1	5	2	7
	3%	-	-	-	6%	2%	1%	-	6%	3%	3%	5%	2%	3%	2%	7%	2%	2%	40%	2%
None of these	7	2	-	2	2	1	3	-	3	1	4	-	3	1	4	2	1	4	2	5
	2%	5%	-	3%	1%	2%	3%	-	3%	1%	3%	-	2%	*	2%	7%	2%	2%	40%	2%
Don't know	6	1	2	-	1	2	5	-	1	-	3	1	2	5	2	-	1	4	-	5
	2%	3%	6%	-	1%	5%	4%	-	1%	-	2%	5%	1%	2%	1%	-	2%	2%	-	2%

Behaviour Change Survey

Q8 Which of the following organisations do you believe has the most responsibility in the following areas?

Summary table

Base: All respondents

	Total	Business	Government (local and national)	Charities or consumer groups	None of these	Don't know
Provide information to people around their choices in adopting a sustainable lifestyle	328 100%	82 25%	185 56%	44 13%	11 3%	6 2%
Make it clear to people that their current consumption patterns are unsustainable	328 100%	56 17%	218 66%	42 13%	8 2%	4 1%
Make it easy for people to act to change their behaviour	328 100%	179 55%	127 39%	9 3%	7 2%	6 2%

Behaviour Change Survey

Q9 Which one of the following statements comes closest to your view?

Base: All who make use of behaviour change

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
Encouraging behaviour change among employees, customers or suppliers is primarily an opportunity for my organisation	223 79%	149 82%	38 62%	36 90%	31 82%	41 82%	42 89%	13 62%	13 76%	14 70%	69 77%	35 76%	57 76%	29 78%	33 85%	69 80%
Failing to act to change behaviour of employees, customers or suppliers is primarily a risk for my organisation	56 20%	30 16%	23 38%	3 8%	7 18%	9 18%	5 11%	8 38%	3 18%	5 25%	19 21%	9 20%	18 24%	8 22%	5 13%	16 19%
Don't know	4 1%	3 2%	- -	1 3%	- -	- -	- -	- -	1 6%	1 5%	2 2%	2 4%	- -	- -	1 3%	1 1%

Behaviour Change Survey

Q9 Which one of the following statements comes closest to your view?

Base: All who make use of behaviour change

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283 100%	37 100%	31 100%	68 100%	113 100%	34 100%	101 100%	28 100%	73 100%	81 100%	135 100%	18 100%	130 100%	220 100%	163 100%	-	56 100%	223 100%	3 100%	276 100%
Encouraging behaviour change among employees, customers or suppliers is primarily an opportunity for my organisation	223 79%	34 92%	28 90%	54 79%	78 69%	29 85%	93 92%	25 89%	49 67%	56 69%	99 73%	14 78%	110 85%	173 79%	131 80%	-	-	223 100%	3 100%	216 78%
Failing to act to change behaviour of employees, customers or suppliers is primarily a risk for my organisation	56 20%	3 8%	3 10%	11 16%	34 30%	5 15%	6 6%	3 11%	23 32%	24 30%	33 24%	4 22%	19 15%	44 20%	31 19%	-	56 100%	-	-	56 20%
Don't know	4 1%	-	-	3 4%	1 1%	-	2 2%	-	1 1%	1 1%	3 2%	-	1 1%	3 1%	1 1%	-	-	-	-	4 1%

Behaviour Change Survey

Q10 Which one of the following statements comes closest to your view on the role of organisations?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Organisations should try to influence the behaviour of employees, customers or suppliers	318 97%	208 97%	66 97%	44 96%	40 95%	51 96%	54 95%	22 96%	21 100%	23 100%	107 98%	51 98%	87 100%	36 97%	44 98%	100 93%
Organisations should not try to influence the behaviour of employees, customers or suppliers	5 2%	3 1%	- -	2 4%	- -	2 4%	2 4%	- -	- -	- -	1 1%	- -	- -	- -	- -	5 5%
Don't know	5 2%	3 1%	2 3%	- -	2 5%	- -	1 2%	1 4%	- -	- -	1 1%	1 2%	- -	1 3%	1 2%	2 2%

Behaviour Change Survey

Q10 Which one of the following statements comes closest to your view on the role of organisations?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
Organisations should try to influence the behaviour of employees, customers or suppliers	318 97%	39 98%	32 100%	77 99%	131 96%	39 95%	105 94%	32 100%	85 99%	96 98%	148 97%	20 91%	150 98%	215 98%	159 98%	24 89%	56 100%	216 97%	- -	318 100%
Organisations should not try to influence the behaviour of employees, customers or suppliers	5 2%	1 3%	- -	- -	3 2%	1 2%	4 4%	- -	1 1%	- -	2 1%	1 5%	2 1%	2 1%	1 1%	2 7%	- -	3 1%	5 100%	- -
Don't know	5 2%	- -	- -	1 1%	3 2%	1 2%	3 3%	- -	- -	2 2%	3 2%	1 5%	1 1%	3 1%	3 2%	1 4%	- -	4 2%	- -	- -

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

My organisation has a responsibility to encourage customers or the public to change their behaviour

Base: All respondents

	Total	Type			Sector							Job title				
		Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4.0) 174	89	53	32	29	35	28	8	4	10	60	27	49	25	26	47
	53%	42%	78%	70%	69%	66%	49%	35%	19%	43%	55%	52%	56%	68%	58%	44%
Tend to agree	(3.0) 122	96	13	13	10	17	24	12	13	11	35	20	31	9	15	47
	37%	45%	19%	28%	24%	32%	42%	52%	62%	48%	32%	38%	36%	24%	33%	44%
Tend to disagree	(2.0) 21	19	1	1	1	1	4	3	4	1	7	3	4	2	1	11
	6%	9%	1%	2%	2%	2%	7%	13%	19%	4%	6%	6%	5%	5%	2%	10%
Disagree strongly	(1.0) 8	8	-	-	1	-	1	-	-	1	5	-	3	1	2	2
	2%	4%	-	-	2%	-	2%	-	-	4%	5%	-	3%	3%	4%	2%
Don't know	3	2	1	-	1	-	-	-	-	-	2	2	-	-	1	-
	1%	1%	1%	-	2%	-	-	-	-	-	2%	4%	-	-	2%	-
AGREE	296	185	66	45	39	52	52	20	17	21	95	47	80	34	41	94
	90%	86%	97%	98%	93%	98%	91%	87%	81%	91%	87%	90%	92%	92%	91%	88%
DISAGREE	29	27	1	1	2	1	5	3	4	2	12	3	7	3	3	13
	9%	13%	1%	2%	5%	2%	9%	13%	19%	9%	11%	6%	8%	8%	7%	12%
Mean Score	3.42	3.25	3.78	3.67	3.63	3.64	3.39	3.22	3.00	3.30	3.40	3.48	3.45	3.57	3.48	3.30
Std Deviation	.72	.77	.45	.52	.66	.52	.70	.67	.63	.76	.81	.61	.74	.73	.76	.73
Std Error	.040	.053	.056	.076	.103	.072	.093	.140	.138	.159	.078	.087	.080	.120	.115	.071

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

My organisation has a responsibility to encourage customers or the public to change their behaviour

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	174	26	15	34	79	20	68	21	46	39	93	12	69	131	84	11	34	122	1	172
	53%	65%	47%	44%	58%	49%	61%	66%	53%	40%	61%	55%	45%	60%	52%	41%	61%	55%	20%	54%
Tend to agree	122	10	17	28	50	17	36	11	33	42	49	10	63	73	69	10	17	87	-	118
	37%	25%	53%	36%	36%	41%	32%	34%	38%	43%	32%	45%	41%	33%	42%	37%	30%	39%	-	37%
Tend to disagree	21	2	-	11	5	3	3	-	4	14	6	-	15	12	9	2	5	10	2	19
	6%	5%	-	14%	4%	7%	3%	-	5%	14%	4%	-	10%	5%	6%	7%	9%	4%	40%	6%
Disagree strongly	8	1	-	5	1	1	3	-	2	3	3	-	5	3	1	3	-	4	2	6
	2%	3%	-	6%	1%	2%	3%	-	2%	3%	2%	-	3%	1%	1%	11%	-	2%	40%	2%
Don't know	3	1	-	-	2	-	2	-	1	-	2	-	1	1	-	1	-	-	-	3
	1%	3%	-	-	1%	-	2%	-	1%	-	1%	-	1%	*	-	4%	-	-	-	1%
AGREE	296	36	32	62	129	37	104	32	79	81	142	22	132	204	153	21	51	209	1	290
	90%	90%	100%	79%	94%	90%	93%	100%	92%	83%	93%	100%	86%	93%	94%	78%	91%	94%	20%	91%
DISAGREE	29	3	-	16	6	4	6	-	6	17	9	-	20	15	10	5	5	14	4	25
	9%	8%	-	21%	4%	10%	5%	-	7%	17%	6%	-	13%	7%	6%	19%	9%	6%	80%	8%
Mean Score	3.42	3.56	3.47	3.17	3.53	3.37	3.54	3.66	3.45	3.19	3.54	3.55	3.29	3.52	3.45	3.12	3.52	3.47	2.00	3.45
Std Deviation	.72	.72	.51	.90	.61	.73	.69	.48	.70	.80	.67	.51	.78	.67	.63	.99	.66	.67	1.22	.70
Std Error	.040	.115	.090	.102	.052	.115	.065	.085	.076	.080	.055	.109	.063	.045	.049	.195	.088	.045	.548	.039

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

My organisation has a responsibility to encourage employees to change their behaviour

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4.0) 213	129	52	32	28	41	31	13	10	16	74	30	60	25	32	66
	65%	60%	76%	70%	67%	77%	54%	57%	48%	70%	68%	58%	69%	68%	71%	62%
Tend to agree	(3.0) 103	77	14	12	12	11	22	10	11	7	30	19	26	11	11	36
	31%	36%	21%	26%	29%	21%	39%	43%	52%	30%	28%	37%	30%	30%	24%	34%
Tend to disagree	(2.0) 8	5	2	1	1	1	4	-	-	-	2	2	1	1	1	3
	2%	2%	3%	2%	2%	2%	7%	-	-	-	2%	4%	1%	3%	2%	3%
Disagree strongly	(1.0) 2	2	-	-	-	-	-	-	-	-	2	-	-	-	1	1
	1%	1%	-	-	-	-	-	-	-	-	2%	-	-	-	2%	1%
Don't know	2	1	-	1	1	-	-	-	-	-	1	1	-	-	-	1
	1%	*	-	2%	2%	-	-	-	-	-	1%	2%	-	-	-	1%
AGREE	316	206	66	44	40	52	53	23	21	23	104	49	86	36	43	102
	96%	96%	97%	96%	95%	98%	93%	100%	100%	100%	95%	94%	99%	97%	96%	95%
DISAGREE	10	7	2	1	1	1	4	-	-	-	4	2	1	1	2	4
	3%	3%	3%	2%	2%	2%	7%	-	-	-	4%	4%	1%	3%	4%	4%
Mean Score	3.62	3.56	3.74	3.69	3.66	3.75	3.47	3.57	3.48	3.70	3.63	3.55	3.68	3.65	3.64	3.58
Std Deviation	.57	.59	.51	.51	.53	.48	.63	.51	.51	.47	.62	.58	.49	.54	.65	.60
Std Error	.031	.041	.062	.077	.083	.065	.083	.106	.112	.098	.060	.081	.053	.088	.096	.058

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

My organisation has a responsibility to encourage employees to change their behaviour

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	213	28	21	41	100	23	67	22	61	63	101	16	96	153	102	16	37	149	1	210
	(4.0)	65%	70%	66%	53%	73%	60%	69%	71%	64%	66%	73%	63%	70%	63%	59%	66%	67%	20%	66%
Tend to agree	103	8	10	36	32	17	36	10	23	34	46	6	51	59	57	10	18	65	1	100
	(3.0)	31%	20%	31%	46%	23%	32%	31%	27%	35%	30%	27%	33%	27%	35%	37%	32%	29%	20%	31%
Tend to disagree	8	3	1	1	3	-	5	-	2	1	3	-	5	6	3	-	-	8	2	5
	(2.0)	2%	8%	3%	1%	2%	4%	-	2%	1%	2%	-	3%	3%	2%	-	-	4%	40%	2%
Disagree strongly	2	1	-	-	-	1	2	-	-	-	1	-	1	1	-	1	-	1	1	1
	(1.0)	1%	3%	-	-	2%	2%	-	-	-	1%	-	1%	*	-	4%	-	*	20%	*
Don't know	2	-	-	-	2	-	2	-	-	-	2	-	-	1	1	-	1	-	-	2
	1%	-	-	-	1%	-	2%	-	-	-	1%	-	-	*	1%	-	2%	-	-	1%
AGREE	316	36	31	77	132	40	103	32	84	97	147	22	147	212	159	26	55	214	2	310
	96%	90%	97%	99%	96%	98%	92%	100%	98%	99%	96%	100%	96%	96%	98%	96%	98%	96%	40%	97%
DISAGREE	10	4	1	1	3	1	7	-	2	1	4	-	6	7	3	1	-	9	3	6
	3%	10%	3%	1%	2%	2%	6%	-	2%	1%	3%	-	4%	3%	2%	4%	-	4%	60%	2%
Mean Score	3.62	3.58	3.63	3.51	3.72	3.51	3.53	3.69	3.69	3.63	3.64	3.73	3.58	3.66	3.61	3.52	3.67	3.62	2.40	3.64
Std Deviation	.57	.75	.55	.53	.50	.64	.67	.47	.51	.51	.56	.46	.59	.55	.53	.70	.47	.58	1.14	.53
Std Error	.031	.118	.098	.060	.043	.100	.064	.083	.056	.051	.046	.097	.048	.037	.041	.135	.064	.039	.510	.030

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

My organisation has a responsibility to encourage suppliers to change their behaviour

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4.0) 153	96	36	21	17	27	21	8	9	15	56	20	52	16	20	45
	47%	45%	53%	46%	40%	51%	37%	35%	43%	65%	51%	38%	60%	43%	44%	42%
Tend to agree	(3.0) 147	102	26	19	18	22	29	14	10	8	46	26	32	15	21	53
	45%	48%	38%	41%	43%	42%	51%	61%	48%	35%	42%	50%	37%	41%	47%	50%
Tend to disagree	(2.0) 17	10	3	4	3	4	5	1	2	-	2	4	2	2	2	7
	5%	5%	4%	9%	7%	8%	9%	4%	10%	-	2%	8%	2%	5%	4%	7%
Disagree strongly	(1.0) 4	3	-	1	2	-	-	-	-	-	2	-	-	1	2	1
	1%	1%	-	2%	5%	-	-	-	-	-	2%	-	-	3%	4%	1%
Don't know	7	3	3	1	2	-	2	-	-	-	3	2	1	3	-	1
	2%	1%	4%	2%	5%	-	4%	-	-	-	3%	4%	1%	8%	-	1%
AGREE	300	198	62	40	35	49	50	22	19	23	102	46	84	31	41	98
	91%	93%	91%	87%	83%	92%	88%	96%	90%	100%	94%	88%	97%	84%	91%	92%
DISAGREE	21	13	3	5	5	4	5	1	2	-	4	4	2	3	4	8
	6%	6%	4%	11%	12%	8%	9%	4%	10%	-	4%	8%	2%	8%	9%	7%
Mean Score	3.40	3.38	3.51	3.33	3.25	3.43	3.29	3.30	3.33	3.65	3.47	3.32	3.58	3.35	3.31	3.34
Std Deviation	.65	.65	.59	.74	.81	.64	.63	.56	.66	.49	.64	.62	.54	.73	.76	.65
Std Error	.036	.044	.073	.110	.128	.087	.085	.117	.144	.102	.062	.088	.058	.126	.114	.063

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

My organisation has a responsibility to encourage suppliers to change their behaviour

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	153	21	13	32	68	19	51	18	42	42	61	13	79	108	73	12	27	107	1	150
		47%	53%	41%	41%	50%	46%	46%	56%	49%	43%	40%	59%	52%	49%	45%	44%	48%	48%	20%	47%
Tend to agree	(3.0)	147	15	18	39	57	18	44	12	40	51	74	9	64	92	80	13	27	94	1	145
		45%	38%	56%	50%	42%	44%	39%	38%	47%	52%	48%	41%	42%	42%	49%	48%	48%	42%	20%	46%
Tend to disagree	(2.0)	17	2	1	5	7	2	9	2	3	3	9	-	8	12	8	1	2	14	2	14
		5%	5%	3%	6%	5%	5%	8%	6%	3%	3%	6%	-	5%	5%	5%	4%	4%	6%	40%	4%
Disagree strongly	(1.0)	4	1	-	2	-	1	4	-	-	-	3	-	1	3	-	1	-	3	1	3
		1%	3%	-	3%	-	2%	4%	-	-	-	2%	-	1%	1%	-	4%	-	1%	20%	1%
Don't know		7	1	-	-	5	1	4	-	1	2	6	-	1	5	2	-	-	5	-	6
		2%	3%	-	-	4%	2%	4%	-	1%	2%	4%	-	1%	2%	1%	-	-	2%	-	2%
AGREE		300	36	31	71	125	37	95	30	82	93	135	22	143	200	153	25	54	201	2	295
		91%	90%	97%	91%	91%	90%	85%	94%	95%	95%	88%	100%	93%	91%	94%	93%	96%	90%	40%	93%
DISAGREE		21	3	1	7	7	3	13	2	3	3	12	-	9	15	8	2	2	17	3	17
		6%	8%	3%	9%	5%	7%	12%	6%	3%	3%	8%	-	6%	7%	5%	7%	4%	8%	60%	5%
Mean Score		3.40	3.44	3.38	3.29	3.46	3.38	3.31	3.50	3.46	3.41	3.31	3.59	3.45	3.42	3.40	3.33	3.45	3.40	2.40	3.42
Std Deviation		.65	.72	.55	.70	.60	.70	.78	.62	.57	.55	.68	.50	.63	.66	.59	.73	.57	.67	1.14	.63
Std Error		.036	.115	.098	.080	.052	.111	.075	.110	.062	.057	.056	.107	.051	.045	.046	.141	.076	.046	.510	.035

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

Changing behaviour among employees, customers or suppliers would require my organisation to adopt new strategies

Base: All respondents

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	96	59	27	10	14	19	15	6	6	10	26	14	30	12	13	27
		29%	28%	40%	22%	33%	36%	26%	26%	29%	43%	24%	27%	34%	32%	29%	25%
Tend to agree	(3.0)	150	98	29	23	18	18	29	13	9	10	53	32	37	9	16	56
		46%	46%	43%	50%	43%	34%	51%	57%	43%	43%	49%	62%	43%	24%	36%	52%
Tend to disagree	(2.0)	53	35	9	9	8	12	8	2	5	2	16	5	13	11	10	14
		16%	16%	13%	20%	19%	23%	14%	9%	24%	9%	15%	10%	15%	30%	22%	13%
Disagree strongly	(1.0)	20	15	2	3	1	4	5	1	1	1	7	-	4	4	5	7
		6%	7%	3%	7%	2%	8%	9%	4%	5%	4%	6%	-	5%	11%	11%	7%
Don't know		9	7	1	1	1	-	-	1	-	-	7	1	3	1	1	3
		3%	3%	1%	2%	2%	-	-	4%	-	-	6%	2%	3%	3%	2%	3%
AGREE		246	157	56	33	32	37	44	19	15	20	79	46	67	21	29	83
		75%	73%	82%	72%	76%	70%	77%	83%	71%	87%	72%	88%	77%	57%	64%	78%
DISAGREE		73	50	11	12	9	16	13	3	6	3	23	5	17	15	15	21
		22%	23%	16%	26%	21%	30%	23%	13%	29%	13%	21%	10%	20%	41%	33%	20%
Mean Score		3.01	2.97	3.21	2.89	3.10	2.98	2.95	3.09	2.95	3.26	2.96	3.18	3.11	2.81	2.84	2.99
Std Deviation		.85	.86	.79	.83	.80	.95	.87	.75	.86	.81	.83	.59	.84	1.04	.99	.82
Std Error		.048	.060	.096	.124	.125	.131	.116	.160	.189	.169	.082	.083	.091	.173	.149	.080

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

Changing behaviour among employees, customers or suppliers would require my organisation to adopt new strategies

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	96	10	8	22	43	13	28	8	30	30	39	7	50	61	54	9	19	63	1	93
	29%	25%	25%	28%	31%	32%	25%	25%	35%	31%	25%	32%	33%	28%	33%	33%	34%	28%	20%	29%
Tend to agree	150	11	14	39	68	18	40	17	39	54	80	7	63	93	81	13	30	97	1	148
	46%	28%	44%	50%	50%	44%	36%	53%	45%	55%	52%	32%	41%	42%	50%	48%	54%	43%	20%	47%
Tend to disagree	53	10	8	13	16	6	24	6	12	11	19	6	28	42	18	3	2	43	1	52
	16%	25%	25%	17%	12%	15%	21%	19%	14%	11%	12%	27%	18%	19%	11%	11%	4%	19%	20%	16%
Disagree strongly	20	8	1	3	7	1	14	1	4	1	8	2	10	16	8	1	5	14	1	19
	6%	20%	3%	4%	5%	2%	13%	3%	5%	1%	5%	9%	7%	7%	5%	4%	9%	6%	20%	6%
Don't know	9	1	1	1	3	3	6	-	1	2	7	-	2	8	2	1	-	6	1	6
	3%	3%	3%	1%	2%	7%	5%	-	1%	2%	5%	-	1%	4%	1%	4%	-	3%	20%	2%
AGREE	246	21	22	61	111	31	68	25	69	84	119	14	113	154	135	22	49	160	2	241
	75%	53%	69%	78%	81%	76%	61%	78%	80%	86%	78%	64%	74%	70%	83%	81%	88%	72%	40%	76%
DISAGREE	73	18	9	16	23	7	38	7	16	12	27	8	38	58	26	4	7	57	2	71
	22%	45%	28%	21%	17%	17%	34%	22%	19%	12%	18%	36%	25%	26%	16%	15%	13%	26%	40%	22%
Mean Score	3.01	2.59	2.94	3.04	3.10	3.13	2.77	3.00	3.12	3.18	3.03	2.86	3.01	2.94	3.12	3.15	3.13	2.96	2.50	3.01
Std Deviation	.85	1.09	.81	.79	.80	.78	.99	.76	.82	.66	.79	.99	.89	.89	.80	.78	.85	.87	1.29	.84
Std Error	.048	.175	.146	.090	.069	.126	.096	.135	.089	.068	.065	.211	.072	.061	.063	.154	.114	.059	.645	.048

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

Encouraging behaviour change can only be done collaboratively with other partners or organisations that share the same goals

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly (4.0)	128	83	28	17	18	25	18	11	7	11	38	15	33	18	17	45
	39%	39%	41%	37%	43%	47%	32%	48%	33%	48%	35%	29%	38%	49%	38%	42%
Tend to agree (3.0)	123	75	24	24	17	19	22	8	9	7	41	25	30	11	14	43
	38%	35%	35%	52%	40%	36%	39%	35%	43%	30%	38%	48%	34%	30%	31%	40%
Tend to disagree (2.0)	61	45	13	3	6	9	12	2	3	5	24	9	20	6	11	15
	19%	21%	19%	7%	14%	17%	21%	9%	14%	22%	22%	17%	23%	16%	24%	14%
Disagree strongly (1.0)	9	6	2	1	1	-	5	-	1	-	2	1	1	2	2	3
	3%	3%	3%	2%	2%	-	9%	-	5%	-	2%	2%	1%	5%	4%	3%
Don't know	7	5	1	1	-	-	-	2	1	-	4	2	3	-	1	1
	2%	2%	1%	2%	-	-	-	9%	5%	-	4%	4%	3%	-	2%	1%
AGREE	251	158	52	41	35	44	40	19	16	18	79	40	63	29	31	88
	77%	74%	76%	89%	83%	83%	70%	83%	76%	78%	72%	77%	72%	78%	69%	82%
DISAGREE	70	51	15	4	7	9	17	2	4	5	26	10	21	8	13	18
	21%	24%	22%	9%	17%	17%	30%	9%	19%	22%	24%	19%	24%	22%	29%	17%
Mean Score	3.15	3.12	3.16	3.27	3.24	3.30	2.93	3.43	3.10	3.26	3.10	3.08	3.13	3.22	3.05	3.23
Std Deviation	.82	.85	.85	.69	.79	.75	.94	.68	.85	.81	.81	.75	.82	.92	.91	.80
Std Error	.046	.058	.103	.102	.122	.103	.125	.148	.191	.169	.080	.106	.089	.151	.138	.077

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

Encouraging behaviour change can only be done collaboratively with other partners or organisations that share the same goals

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	128	11	14	31	54	18	40	8	37	43	57	8	63	93	68	5	26	90	1	123
		39%	28%	44%	40%	39%	44%	36%	25%	43%	44%	37%	36%	41%	42%	42%	19%	46%	40%	20%	39%
Tend to agree	(3.0)	123	12	13	31	55	12	42	17	29	35	62	9	52	77	63	11	18	81	2	120
		38%	30%	41%	40%	40%	29%	38%	53%	34%	36%	41%	41%	34%	35%	39%	41%	32%	36%	40%	38%
Tend to disagree	(2.0)	61	11	4	16	21	9	22	4	19	16	25	4	32	37	26	11	10	40	1	60
		19%	28%	13%	21%	15%	22%	20%	13%	22%	16%	16%	18%	21%	17%	16%	41%	18%	18%	20%	19%
Disagree strongly	(1.0)	9	6	-	-	2	1	6	2	-	1	3	-	6	7	3	-	1	8	1	8
		3%	15%	-	-	1%	2%	5%	6%	-	1%	2%	-	4%	3%	2%	-	2%	4%	20%	3%
Don't know		7	-	1	-	5	1	2	1	1	3	6	1	-	6	3	-	1	4	-	7
		2%	-	3%	-	4%	2%	2%	3%	1%	3%	4%	5%	-	3%	2%	-	2%	2%	-	2%
AGREE		251	23	27	62	109	30	82	25	66	78	119	17	115	170	131	16	44	171	3	243
		77%	58%	84%	79%	80%	73%	73%	78%	77%	80%	78%	77%	75%	77%	80%	59%	79%	77%	60%	76%
DISAGREE		70	17	4	16	23	10	28	6	19	17	28	4	38	44	29	11	11	48	2	68
		21%	43%	13%	21%	17%	24%	25%	19%	22%	17%	18%	18%	25%	20%	18%	41%	20%	22%	40%	21%
Mean Score		3.15	2.70	3.32	3.19	3.22	3.18	3.05	3.00	3.21	3.26	3.18	3.19	3.12	3.20	3.23	2.78	3.25	3.16	2.60	3.15
Std Deviation		.82	1.04	.70	.76	.76	.87	.89	.82	.79	.77	.78	.75	.88	.84	.78	.75	.82	.85	1.14	.82
Std Error		.046	.165	.126	.086	.067	.138	.085	.147	.085	.079	.065	.164	.071	.057	.062	.145	.111	.057	.510	.046

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

Changing behaviour among employees, suppliers or customers would require my organisation to learn new skills

Base: All respondents

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	97	64	24	9	13	17	18	5	5	11	28	16	31	9	8	33
		30%	30%	35%	20%	31%	32%	32%	22%	24%	48%	26%	31%	36%	24%	18%	31%
Tend to agree	(3.0)	142	92	26	24	17	19	28	12	10	9	47	29	36	12	18	47
		43%	43%	38%	52%	40%	36%	49%	52%	48%	39%	43%	56%	41%	32%	40%	44%
Tend to disagree	(2.0)	65	44	13	8	8	12	6	4	6	2	27	5	18	11	12	19
		20%	21%	19%	17%	19%	23%	11%	17%	29%	9%	25%	10%	21%	30%	27%	18%
Disagree strongly	(1.0)	18	10	4	4	3	5	5	1	-	1	3	-	2	5	6	5
		5%	5%	6%	9%	7%	9%	9%	4%	-	4%	3%	-	2%	14%	13%	5%
Don't know		6	4	1	1	1	-	-	1	-	-	4	2	-	-	1	3
		2%	2%	1%	2%	2%	-	-	4%	-	4%	4%	4%	-	-	2%	3%
AGREE		239	156	50	33	30	36	46	17	15	20	75	45	67	21	26	80
		73%	73%	74%	72%	71%	68%	81%	74%	71%	87%	69%	87%	77%	57%	58%	75%
DISAGREE		83	54	17	12	11	17	11	5	6	3	30	5	20	16	18	24
		25%	25%	25%	26%	26%	32%	19%	22%	29%	13%	28%	10%	23%	43%	40%	22%
Mean Score		2.99	3.00	3.04	2.84	2.98	2.91	3.04	2.95	2.95	3.30	2.95	3.22	3.10	2.68	2.64	3.04
Std Deviation		.85	.84	.89	.85	.91	.97	.89	.79	.74	.82	.80	.62	.81	1.00	.94	.84
Std Error		.048	.058	.109	.127	.142	.133	.117	.167	.161	.171	.078	.087	.087	.165	.142	.082

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

Changing behaviour among employees, suppliers or customers would require my organisation to learn new skills

Base: All respondents

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Agree strongly	(4.0)	97	6	10	26	42	13	26	9	33	29	45	7	45	57	55	9	20	64	1	93
		30%	15%	31%	33%	31%	32%	23%	28%	38%	30%	29%	32%	29%	26%	34%	33%	36%	29%	20%	29%
Tend to agree	(3.0)	142	14	15	31	61	21	43	17	34	48	66	8	68	97	73	12	27	94	-	141
		43%	35%	47%	40%	45%	51%	38%	53%	40%	49%	43%	36%	44%	44%	45%	44%	48%	42%	-	44%
Tend to disagree	(2.0)	65	12	5	18	25	5	27	6	15	17	29	5	31	46	29	4	5	49	1	64
		20%	30%	16%	23%	18%	12%	24%	19%	17%	17%	19%	23%	20%	21%	18%	15%	9%	22%	20%	20%
Disagree strongly	(1.0)	18	8	1	2	6	1	12	-	4	2	8	2	8	16	4	1	3	14	2	16
		5%	20%	3%	3%	4%	2%	11%	-	5%	2%	5%	9%	5%	7%	2%	4%	5%	6%	40%	5%
Don't know		6	-	1	1	3	1	4	-	-	2	5	-	1	4	2	1	1	2	1	4
		2%	-	3%	1%	2%	2%	4%	-	-	2%	3%	-	1%	2%	1%	4%	2%	1%	20%	1%
AGREE		239	20	25	57	103	34	69	26	67	77	111	15	113	154	128	21	47	158	1	234
		73%	50%	78%	73%	75%	83%	62%	81%	78%	79%	73%	68%	74%	70%	79%	78%	84%	71%	20%	74%
DISAGREE		83	20	6	20	31	6	39	6	19	19	37	7	39	62	33	5	8	63	3	80
		25%	50%	19%	26%	23%	15%	35%	19%	22%	19%	24%	32%	25%	28%	20%	19%	14%	28%	60%	25%
Mean Score		2.99	2.45	3.10	3.05	3.04	3.15	2.77	3.09	3.12	3.08	3.00	2.91	2.99	2.90	3.11	3.12	3.16	2.94	2.00	2.99
Std Deviation		.85	.99	.79	.83	.83	.74	.94	.69	.86	.75	.85	.97	.85	.88	.78	.82	.81	.87	1.41	.84
Std Error		.048	.156	.142	.094	.071	.116	.091	.122	.093	.076	.070	.207	.069	.060	.062	.160	.109	.059	.707	.047

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

Summary table

Base: All respondents

	Total	Agree strongly	Tend to agree	Tend to disagree	Disagree strongly	Don't know	AGREE	DISAGREE	Mean score
My organisation has a responsibility to encourage customers or the public to change their behaviour	328 100%	174 53%	122 37%	21 6%	8 2%	3 1%	296 90%	29 9%	3.42
My organisation has a responsibility to encourage employees to change their behaviour	328 100%	213 65%	103 31%	8 2%	2 1%	2 1%	316 96%	10 3%	3.62
My organisation has a responsibility to encourage suppliers to change their behaviour	328 100%	153 47%	147 45%	17 5%	4 1%	7 2%	300 91%	21 6%	3.40
Changing behaviour among employees, customers or suppliers would require my organisation to adopt new strategies	328 100%	96 29%	150 46%	53 16%	20 6%	9 3%	246 75%	73 22%	3.01
Encouraging behaviour change can only be done collaboratively with other partners or organisations that share the same goals	328 100%	128 39%	123 38%	61 19%	9 3%	7 2%	251 77%	70 21%	3.15
Changing behaviour among employees, suppliers or customers would require my organisation to learn new skills	328 100%	97 30%	142 43%	65 20%	18 5%	6 2%	239 73%	83 25%	2.99

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

NET - AGREE

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
My organisation has a responsibility to encourage employees to change their behaviour	316 96%	206 96%	66 97%	44 96%	40 95%	52 98%	53 93%	23 100%	21 100%	23 100%	104 95%	49 94%	86 99%	36 97%	43 96%	102 95%
My organisation has a responsibility to encourage suppliers to change their behaviour	300 91%	198 93%	62 91%	40 87%	35 83%	49 92%	50 88%	22 96%	19 90%	23 100%	102 94%	46 88%	84 97%	31 84%	41 91%	98 92%
My organisation has a responsibility to encourage customers or the public to change their behaviour	296 90%	185 86%	66 97%	45 98%	39 93%	52 98%	52 91%	20 87%	17 81%	21 91%	95 87%	47 90%	80 92%	34 92%	41 91%	94 88%
Encouraging behaviour change can only be done collaboratively with other partners or organisations that share the same goals	251 77%	158 74%	52 76%	41 89%	35 83%	44 83%	40 70%	19 83%	16 76%	18 78%	79 72%	40 77%	63 72%	29 78%	31 69%	88 82%
Changing behaviour among employees, customers or suppliers would require my organisation to adopt new strategies	246 75%	157 73%	56 82%	33 72%	32 76%	37 70%	44 77%	19 83%	15 71%	20 87%	79 72%	46 88%	67 77%	21 57%	29 64%	83 78%
Changing behaviour among employees, suppliers or customers would require my organisation to learn new skills	239 73%	156 73%	50 74%	33 72%	30 71%	36 68%	46 81%	17 74%	15 71%	20 87%	75 69%	45 87%	67 77%	21 57%	26 58%	80 75%

Behaviour Change Survey

Q11 To what extent, if at all, do you agree or disagree with the following statements?

NET - AGREE

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
My organisation has a responsibility to encourage employees to change their behaviour	316 96%	36 90%	31 97%	77 99%	132 96%	40 98%	103 92%	32 100%	84 98%	97 99%	147 96%	22 100%	147 96%	212 96%	159 98%	26 96%	55 98%	214 96%	2 40%	310 97%
My organisation has a responsibility to encourage suppliers to change their behaviour	300 91%	36 90%	31 97%	71 91%	125 91%	37 90%	95 85%	30 94%	82 95%	93 95%	135 88%	22 100%	143 93%	200 91%	153 94%	25 93%	54 96%	201 90%	2 40%	295 93%
My organisation has a responsibility to encourage customers or the public to change their behaviour	296 90%	36 90%	32 100%	62 79%	129 94%	37 90%	104 93%	32 100%	79 92%	81 83%	142 93%	22 100%	132 86%	204 93%	153 94%	21 78%	51 91%	209 94%	1 20%	290 91%
Encouraging behaviour change can only be done collaboratively with other partners or organisations that share the same goals	251 77%	23 58%	27 84%	62 79%	109 80%	30 73%	82 73%	25 78%	66 77%	78 80%	119 78%	17 77%	115 75%	170 77%	131 80%	16 59%	44 79%	171 77%	3 60%	243 76%
Changing behaviour among employees, customers or suppliers would require my organisation to adopt new strategies	246 75%	21 53%	22 69%	61 78%	111 81%	31 76%	68 61%	25 78%	69 80%	84 86%	119 78%	14 64%	113 74%	154 70%	135 83%	22 81%	49 88%	160 72%	2 40%	241 76%
Changing behaviour among employees, suppliers or customers would require my organisation to learn new skills	239 73%	20 50%	25 78%	57 73%	103 75%	34 83%	69 62%	26 81%	67 78%	77 79%	111 73%	15 68%	113 74%	154 70%	128 79%	21 78%	47 84%	158 71%	1 20%	234 74%

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

Internal audiences (e.g. employees / senior management team)

Base: All who make use of behaviour change

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	283	182	61	40	38	50	47	21	17	20	90	46	75	37	39	86	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	178	113	41	24	25	26	29	12	12	15	59	27	52	23	23	53
		63%	62%	67%	60%	66%	52%	62%	57%	71%	75%	66%	59%	69%	62%	59%	62%
Fairly important	(3.0)	76	45	18	13	11	17	13	8	5	4	18	15	13	10	12	26
		27%	25%	30%	33%	29%	34%	28%	38%	29%	20%	20%	33%	17%	27%	31%	30%
Not very important	(2.0)	21	18	1	2	2	6	3	-	-	1	9	2	8	4	4	3
		7%	10%	2%	5%	5%	12%	6%	-	-	5%	10%	4%	11%	11%	10%	3%
Not at all important	(1.0)	6	4	1	1	-	1	2	-	-	-	3	1	1	-	-	4
		2%	2%	2%	3%	-	2%	4%	-	-	-	3%	2%	1%	-	-	5%
Don't know		2	2	-	-	-	-	-	1	-	-	1	1	1	-	-	-
		1%	1%	-	-	-	-	-	5%	-	-	1%	2%	1%	-	-	-
IMPORTANT		254	158	59	37	36	43	42	20	17	19	77	42	65	33	35	79
		90%	87%	97%	93%	95%	86%	89%	95%	100%	95%	86%	91%	87%	89%	90%	92%
NOT IMPORTANT		27	22	2	3	2	7	5	-	-	1	12	3	9	4	4	7
		10%	12%	3%	8%	5%	14%	11%	-	-	5%	13%	7%	12%	11%	10%	8%
Mean Score		3.52	3.48	3.62	3.50	3.61	3.36	3.47	3.60	3.71	3.70	3.49	3.51	3.57	3.51	3.49	3.49
Std Deviation		.73	.77	.61	.72	.59	.78	.80	.50	.47	.57	.81	.69	.74	.69	.68	.78
Std Error		.043	.057	.078	.113	.096	.110	.117	.112	.114	.128	.086	.104	.086	.114	.109	.084

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

Internal audiences (e.g. employees / senior management team)

Base: All who make use of behaviour change

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Very important	178	23	20	42	71	22	56	15	53	54	86	13	79	140	104	-	37	140	1	174
	63%	62%	65%	62%	63%	65%	55%	54%	73%	67%	64%	72%	61%	64%	64%	-	66%	63%	33%	63%
Fairly important	76	7	7	20	32	10	24	9	18	25	38	3	35	58	44	-	16	58	1	74
	27%	19%	23%	29%	28%	29%	24%	32%	25%	31%	28%	17%	27%	26%	27%	-	29%	26%	33%	27%
Not very important	21	3	4	6	7	1	14	4	2	1	9	1	11	15	13	-	2	19	-	21
	7%	8%	13%	9%	6%	3%	14%	14%	3%	1%	7%	6%	8%	7%	8%	-	4%	9%	-	8%
Not at all important	6	4	-	-	1	1	6	-	-	-	-	1	5	5	1	-	-	6	1	5
	2%	11%	-	-	1%	3%	6%	-	-	-	-	6%	4%	2%	1%	-	-	3%	33%	2%
Don't know	2	-	-	-	2	-	1	-	-	1	2	-	-	2	1	-	1	-	-	2
	1%	-	-	-	2%	-	1%	-	-	1%	1%	-	-	1%	1%	-	2%	-	-	1%
IMPORTANT	254	30	27	62	103	32	80	24	71	79	124	16	114	198	148	-	53	198	2	248
	90%	81%	87%	91%	91%	94%	79%	86%	97%	98%	92%	89%	88%	90%	91%	-	95%	89%	67%	90%
NOT IMPORTANT	27	7	4	6	8	2	20	4	2	1	9	2	16	20	14	-	2	25	1	26
	10%	19%	13%	9%	7%	6%	20%	14%	3%	1%	7%	11%	12%	9%	9%	-	4%	11%	33%	9%
Mean Score	3.52	3.32	3.52	3.53	3.56	3.56	3.30	3.39	3.70	3.66	3.58	3.56	3.45	3.53	3.55	-	3.64	3.49	2.67	3.52
Std Deviation	.73	1.03	.72	.66	.66	.70	.93	.74	.52	.50	.62	.86	.81	.73	.67	-	.56	.76	1.53	.72
Std Error	.043	.169	.130	.080	.062	.121	.093	.139	.061	.056	.054	.202	.071	.049	.053	-	.075	.051	.882	.043

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

External audiences (e.g. public / customers)

Base: All who make use of behaviour change

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	283	182	61	40	38	50	47	21	17	20	90	46	75	37	39	86	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	176	95	48	33	31	36	28	11	3	6	61	28	41	28	29	50
		62%	52%	79%	83%	82%	72%	60%	52%	18%	30%	68%	61%	55%	76%	74%	58%
Fairly important	(3.0)	94	76	11	7	7	13	17	8	12	12	25	15	31	9	8	31
		33%	42%	18%	18%	18%	26%	36%	38%	71%	60%	28%	33%	41%	24%	21%	36%
Not very important	(2.0)	10	8	2	-	-	-	2	1	2	2	3	2	2	-	2	4
		4%	4%	3%	-	-	-	4%	5%	12%	10%	3%	4%	3%	-	5%	5%
Not at all important	(1.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	3	-	-	-	1	-	1	-	-	1	1	1	-	-	1
		1%	2%	-	-	-	2%	-	5%	-	-	1%	2%	1%	-	-	1%
IMPORTANT		270	171	59	40	38	49	45	19	15	18	86	43	72	37	37	81
		95%	94%	97%	100%	100%	98%	96%	90%	88%	90%	96%	93%	96%	100%	95%	94%
NOT IMPORTANT		10	8	2	-	-	-	2	1	2	2	3	2	2	-	2	4
		4%	4%	3%	-	-	-	4%	5%	12%	10%	3%	4%	3%	-	5%	5%
Mean Score		3.59	3.49	3.75	3.83	3.82	3.73	3.55	3.50	3.06	3.20	3.65	3.58	3.53	3.76	3.69	3.54
Std Deviation		.56	.58	.51	.38	.39	.45	.58	.61	.56	.62	.55	.58	.55	.43	.57	.59
Std Error		.033	.044	.065	.061	.064	.064	.085	.136	.135	.138	.058	.087	.064	.072	.091	.064

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

External audiences (e.g. public / customers)

Base: All who make use of behaviour change

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Very important	176	26	21	37	68	24	75	20	42	39	87	14	75	145	101	-	35	140	2	171
	62%	70%	68%	54%	60%	71%	74%	71%	58%	48%	64%	78%	58%	66%	62%	-	63%	63%	67%	62%
Fairly important	94	9	9	27	41	8	23	8	27	36	41	3	50	66	56	-	17	76	1	92
	33%	24%	29%	40%	36%	24%	23%	29%	37%	44%	30%	17%	38%	30%	34%	-	30%	34%	33%	33%
Not very important	10	2	1	4	2	1	2	-	4	4	5	1	4	6	5	-	3	6	-	10
	4%	5%	3%	6%	2%	3%	2%	-	5%	5%	4%	6%	3%	3%	3%	-	5%	3%	-	4%
Not at all important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	-	-	-	2	1	1	-	-	2	2	-	1	3	1	-	1	1	-	3
	1%	-	-	-	2%	3%	1%	-	-	2%	1%	-	1%	1%	1%	-	2%	*	-	1%
IMPORTANT	270	35	30	64	109	32	98	28	69	75	128	17	125	211	157	-	52	216	3	263
	95%	95%	97%	94%	96%	94%	97%	100%	95%	93%	95%	94%	96%	96%	96%	-	93%	97%	100%	95%
NOT IMPORTANT	10	2	1	4	2	1	2	-	4	4	5	1	4	6	5	-	3	6	-	10
	4%	5%	3%	6%	2%	3%	2%	-	5%	5%	4%	6%	3%	3%	3%	-	5%	3%	-	4%
Mean Score	3.59	3.65	3.65	3.49	3.59	3.70	3.73	3.71	3.52	3.44	3.62	3.72	3.55	3.64	3.59	-	3.58	3.60	3.67	3.59
Std Deviation	.56	.59	.55	.61	.53	.53	.49	.46	.60	.59	.56	.57	.56	.54	.55	-	.60	.54	.58	.56
Std Error	.033	.097	.099	.074	.050	.092	.049	.087	.071	.067	.049	.135	.049	.036	.043	-	.081	.036	.333	.034

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

Suppliers

Base: All who make use of behaviour change

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	283	182	61	40	38	50	47	21	17	20	90	46	75	37	39	86	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	113	72	28	13	16	15	9	4	10	43	10	38	14	12	39	
		40%	40%	46%	33%	42%	32%	32%	43%	24%	50%	48%	22%	51%	38%	31%	45%
Fairly important	(3.0)	126	84	23	19	13	24	23	9	9	39	29	32	12	20	33	
		45%	46%	38%	48%	34%	48%	49%	43%	53%	45%	43%	63%	43%	32%	51%	38%
Not very important	(2.0)	36	21	9	6	7	9	9	1	4	1	5	3	10	5	13	
		13%	12%	15%	15%	18%	18%	19%	5%	24%	5%	6%	11%	4%	27%	13%	15%
Not at all important	(1.0)	2	1	-	1	1	-	-	-	-	1	-	-	1	1	-	
		1%	1%	-	3%	3%	-	-	-	-	1%	-	-	3%	3%	-	
Don't know		6	4	1	1	1	-	2	-	-	2	2	2	-	1	1	
		2%	2%	2%	3%	3%	-	10%	-	-	2%	4%	3%	-	3%	1%	
IMPORTANT		239	156	51	32	29	40	38	18	13	82	39	70	26	32	72	
		84%	86%	84%	80%	76%	80%	81%	86%	76%	95%	85%	93%	70%	82%	84%	
NOT IMPORTANT		38	22	9	7	8	9	9	1	4	6	5	3	11	6	13	
		13%	12%	15%	18%	21%	18%	19%	5%	24%	7%	11%	4%	30%	15%	15%	
Mean Score		3.26	3.28	3.32	3.13	3.19	3.14	3.13	3.42	3.00	3.45	3.11	3.48	3.05	3.13	3.31	
Std Deviation		.71	.69	.72	.77	.84	.71	.71	.61	.71	.65	.58	.58	.88	.74	.72	
Std Error		.042	.051	.094	.123	.139	.101	.104	.139	.171	.135	.087	.068	.145	.120	.079	

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

Suppliers

Base: All who make use of behaviour change

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Very important	113	15	10	31	44	13	40	11	31	31	47	8	58	93	58	-	23	90	1	110
	40%	41%	32%	46%	39%	38%	40%	39%	42%	38%	35%	44%	45%	42%	36%	-	41%	40%	33%	40%
Fairly important	126	15	15	28	52	16	40	13	34	39	60	9	57	96	81	-	25	98	1	124
	45%	41%	48%	41%	46%	47%	40%	46%	47%	48%	44%	50%	44%	44%	50%	-	45%	44%	33%	45%
Not very important	36	6	5	8	14	3	17	4	7	8	24	1	11	23	23	-	7	29	1	34
	13%	16%	16%	12%	12%	9%	17%	14%	10%	10%	18%	6%	8%	10%	14%	-	13%	13%	33%	12%
Not at all important	2	-	1	1	-	-	2	-	-	-	1	-	1	2	-	-	-	2	-	2
	1%	-	3%	1%	-	-	2%	-	-	-	1%	-	1%	1%	-	-	-	1%	-	1%
Don't know	6	1	-	-	3	2	2	-	1	3	3	-	3	6	1	-	1	4	-	6
	2%	3%	-	-	3%	6%	2%	-	1%	4%	2%	-	2%	3%	1%	-	2%	2%	-	2%
IMPORTANT	239	30	25	59	96	29	80	24	65	70	107	17	115	189	139	-	48	188	2	234
	84%	81%	81%	87%	85%	85%	79%	86%	89%	86%	79%	94%	88%	86%	85%	-	86%	84%	67%	85%
NOT IMPORTANT	38	6	6	9	14	3	19	4	7	8	25	1	12	25	23	-	7	31	1	36
	13%	16%	19%	13%	12%	9%	19%	14%	10%	10%	19%	6%	9%	11%	14%	-	13%	14%	33%	13%
Mean Score	3.26	3.25	3.10	3.31	3.27	3.31	3.19	3.25	3.33	3.29	3.16	3.39	3.35	3.31	3.22	-	3.29	3.26	3.00	3.27
Std Deviation	.71	.73	.79	.74	.68	.64	.79	.70	.65	.65	.74	.61	.67	.70	.68	-	.69	.72	1.00	.70
Std Error	.042	.122	.142	.090	.064	.114	.080	.132	.077	.073	.064	.143	.060	.048	.053	-	.092	.048	.577	.043

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

Other

Base: All who make use of behaviour change

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	283	182	61	40	38	50	47	21	17	20	90	46	75	37	39	86	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	34	17	10	7	3	8	5	2	1	14	4	13	6	4	7	
		12%	9%	16%	18%	8%	16%	11%	10%	6%	5%	9%	17%	16%	10%	8%	
Fairly important	(3.0)	11	10	-	1	-	1	3	-	2	1	3	1	2	2	3	
		4%	5%	-	3%	-	2%	6%	-	12%	5%	7%	1%	5%	5%	3%	
Not very important	(2.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not at all important	(1.0)	5	3	1	1	1	1	-	-	-	2	1	2	-	1	1	
		2%	2%	2%	3%	3%	2%	2%	-	-	2%	2%	3%	-	3%	1%	
Don't know		17	13	2	2	-	4	7	1	1	-	4	4	5	2	-	6
		6%	7%	3%	5%	-	8%	15%	5%	6%	-	4%	9%	7%	5%	-	7%
Not Stated		216	139	48	29	34	36	31	18	13	18	66	34	54	27	32	69
		76%	76%	79%	73%	89%	72%	66%	86%	76%	90%	73%	74%	72%	73%	82%	80%
IMPORTANT		45	27	10	8	3	9	8	2	3	2	18	7	14	8	6	10
		16%	15%	16%	20%	8%	18%	17%	10%	18%	10%	20%	15%	19%	22%	15%	12%
NOT IMPORTANT		5	3	1	1	1	1	1	-	-	-	2	1	2	-	1	1
		2%	2%	2%	3%	3%	2%	2%	-	-	-	2%	2%	3%	-	3%	1%
Mean Score		3.48	3.37	3.73	3.56	3.25	3.60	3.33	4.00	3.33	3.50	3.50	3.25	3.56	3.75	3.29	3.45
Std Deviation		.93	.93	.90	1.01	1.50	.97	1.00	-	.58	.71	.95	1.04	1.03	.46	1.11	.93
Std Error		.132	.169	.273	.338	.750	.306	.333	-	.333	.500	.212	.366	.258	.164	.421	.282

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

Other

Base: All who make use of behaviour change

	Total	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
		Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Very important	34	7	5	7	10	5	17	6	4	7	12	1	21	28	20	-	4	30	-	33
	12%	19%	16%	10%	9%	15%	17%	21%	5%	9%	9%	6%	16%	13%	12%	-	7%	13%	-	12%
Fairly important	11	1	2	3	4	1	5	1	2	3	4	-	7	10	7	-	2	9	-	11
	4%	3%	6%	4%	4%	3%	5%	4%	3%	4%	3%	-	5%	5%	4%	-	4%	4%	-	4%
Not very important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all important	5	-	-	2	3	-	1	-	1	3	2	1	2	3	3	-	-	4	-	4
	2%	-	-	3%	3%	-	1%	-	1%	4%	1%	6%	2%	1%	2%	-	-	2%	-	1%
Don't know	17	1	-	3	10	3	8	1	3	5	8	-	9	14	11	-	3	13	-	17
	6%	3%	-	4%	9%	9%	8%	4%	4%	6%	6%	-	7%	6%	7%	-	5%	6%	-	6%
Not Stated	216	28	24	53	86	25	70	20	63	63	109	16	91	165	122	-	47	167	3	211
	76%	76%	77%	78%	76%	74%	69%	71%	86%	78%	81%	89%	70%	75%	75%	-	84%	75%	100%	76%
IMPORTANT	45	8	7	10	14	6	22	7	6	10	16	1	28	38	27	-	6	39	-	44
	16%	22%	23%	15%	12%	18%	22%	25%	8%	12%	12%	6%	22%	17%	17%	-	11%	17%	-	16%
NOT IMPORTANT	5	-	-	2	3	-	1	-	1	3	2	1	2	3	3	-	-	4	-	4
	2%	-	-	3%	3%	-	1%	-	1%	4%	1%	6%	2%	1%	2%	-	-	2%	-	1%
Mean Score	3.48	3.88	3.71	3.25	3.24	3.83	3.65	3.86	3.29	3.08	3.44	2.50	3.57	3.54	3.47	-	3.67	3.51	-	3.52
Std Deviation	.93	.35	.49	1.14	1.15	.41	.71	.38	1.11	1.26	.98	2.12	.82	.84	.94	-	.52	.91	-	.87
Std Error	.132	.125	.184	.329	.278	.167	.149	.143	.421	.348	.232	1.500	.149	.131	.171	-	.211	.139	-	.126

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

Summary table

Base: All who make use of behaviour change

	Total	Very important	Fairly important	Not very important	Not at all important	Don't know	Not Stated	IMPORTANT	NOT IMPORTANT	Mean score
Internal audiences (e.g. employees / senior management team)	283 100%	178 63%	76 27%	21 7%	6 2%	2 1%	-	254 90%	27 10%	3.52
External audiences (e.g. public / customers)	283 100%	176 62%	94 33%	10 4%	-	3 1%	-	270 95%	10 4%	3.59
Suppliers	283 100%	113 40%	126 45%	36 13%	2 1%	6 2%	-	239 84%	38 13%	3.26
Other	283 100%	34 12%	11 4%	-	5 2%	17 6%	216 76%	45 16%	5 2%	3.48

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

NET - IMPORTANT

Base: All who make use of behaviour change

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
External audiences (e.g. public / customers)	270 95%	171 94%	59 97%	40 100%	38 100%	49 98%	45 96%	19 90%	15 88%	18 90%	86 96%	43 93%	72 96%	37 100%	37 95%	81 94%
Internal audiences (e.g. employees / senior management team)	254 90%	158 87%	59 97%	37 93%	36 95%	43 86%	42 89%	20 95%	17 100%	19 95%	77 86%	42 91%	65 87%	33 89%	35 90%	79 92%
Suppliers	239 84%	156 86%	51 84%	32 80%	29 76%	40 80%	38 81%	18 86%	13 76%	19 95%	82 91%	39 85%	70 93%	26 70%	32 82%	72 84%
Other	45 16%	27 15%	10 16%	8 20%	3 8%	9 18%	8 17%	2 10%	3 18%	2 10%	18 20%	7 15%	14 19%	8 22%	6 15%	10 12%

Behaviour Change Survey

Q12 To what extent, if at all, is it important for your organisation to change the behaviour of each of the following groups?

NET - IMPORTANT

Base: All who make use of behaviour change

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	283 100%	37 100%	31 100%	68 100%	113 100%	34 100%	101 100%	28 100%	73 100%	81 100%	135 100%	18 100%	130 100%	220 100%	163 100%	- -	56 100%	223 100%	3 100%	276 100%
External audiences (e.g. public / customers)	270 95%	35 95%	30 97%	64 94%	109 96%	32 94%	98 97%	28 100%	69 95%	75 93%	128 95%	17 94%	125 96%	211 96%	157 96%	- -	52 93%	216 97%	3 100%	263 95%
Internal audiences (e.g. employees / senior management team)	254 90%	30 81%	27 87%	62 91%	103 91%	32 94%	80 79%	24 86%	71 97%	79 98%	124 92%	16 89%	114 88%	198 90%	148 91%	- -	53 95%	198 89%	2 67%	248 90%
Suppliers	239 84%	30 81%	25 81%	59 87%	96 85%	29 85%	80 79%	24 86%	65 89%	70 86%	107 79%	17 94%	115 88%	189 86%	139 85%	- -	48 86%	188 84%	2 67%	234 85%
Other	45 16%	8 22%	7 23%	10 15%	14 12%	6 18%	22 22%	7 25%	6 8%	10 12%	16 12%	1 6%	28 22%	38 17%	27 17%	- -	6 11%	39 17%	- -	44 16%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Internal audiences (e.g. employees / senior management team)

Base: All who say it is important to change the behaviour of Internal audiences (e.g. employees / senior management team)

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	254	158	59	37	36	43	42	20	17	19	77	42	65	33	35	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To encourage them to reduce waste or recycle more	214	136	51	27	26	36	36	18	16	18	64	35	58	28	27	66
	84%	86%	86%	73%	72%	84%	86%	90%	94%	95%	83%	83%	89%	85%	77%	84%
To encourage them to save energy	213	134	51	28	27	36	36	19	13	18	64	30	61	26	28	68
	84%	85%	86%	76%	75%	84%	86%	95%	76%	95%	83%	71%	94%	79%	80%	86%
To encourage them to act to stay healthy or reduce risks to their own health and wellbeing	212	131	51	30	30	34	34	16	13	16	69	36	55	26	28	67
	83%	83%	86%	81%	83%	79%	81%	80%	76%	84%	90%	86%	85%	79%	80%	85%
To encourage them to travel sustainably	195	118	48	29	25	36	32	13	14	16	59	33	51	22	24	65
	77%	75%	81%	78%	69%	84%	76%	65%	82%	84%	77%	79%	78%	67%	69%	82%
To encourage them to get involved in the local community	189	124	40	25	25	28	35	16	15	12	58	34	49	22	28	56
	74%	78%	68%	68%	69%	65%	83%	80%	88%	63%	75%	81%	75%	67%	80%	71%
To encourage them to save water	168	103	40	25	19	32	26	15	8	15	53	24	47	18	21	58
	66%	65%	68%	68%	53%	74%	62%	75%	47%	79%	69%	57%	72%	55%	60%	73%
To encourage them to buy sustainable products and services	166	107	34	25	23	30	26	12	11	12	52	24	45	21	22	54
	65%	68%	58%	68%	64%	70%	62%	60%	65%	63%	68%	57%	69%	64%	63%	68%
To encourage them to prepare for extreme weather events	143	82	44	17	26	22	22	9	7	9	48	24	39	14	19	47
	56%	52%	75%	46%	72%	51%	52%	45%	41%	47%	62%	57%	60%	42%	54%	59%
To encourage them to give more time or money to charity	116	81	20	15	11	15	19	10	13	9	39	21	36	11	14	34
	46%	51%	34%	41%	31%	35%	45%	50%	76%	47%	51%	50%	55%	33%	40%	43%
To help to improve their ability to manage their finances	112	80	19	13	17	11	20	11	11	9	33	20	28	11	23	30
	44%	51%	32%	35%	47%	26%	48%	55%	65%	47%	43%	48%	43%	33%	66%	38%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Internal audiences (e.g. employees / senior management team)

Base: All who say it is important to change the behaviour of Internal audiences (e.g. employees / senior management team)

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	254	158	59	37	36	43	42	20	17	19	77	42	65	33	35	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To help them to save money for the future	100	73	20	7	13	12	17	7	12	8	31	21	26	10	16	27
	39%	46%	34%	19%	36%	28%	40%	35%	71%	42%	40%	50%	40%	30%	46%	34%
Other	7	5	1	1	-	1	2	-	-	-	4	1	1	2	3	-
	3%	3%	2%	3%	-	2%	5%	-	-	-	5%	2%	2%	6%	9%	-
None of the above	4	2	-	2	2	-	1	-	-	-	1	-	1	1	1	1
	2%	1%	-	5%	6%	-	2%	-	-	-	1%	-	2%	3%	3%	1%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Internal audiences (e.g. employees / senior management team)

Base: All who say it is important to change the behaviour of Internal audiences (e.g. employees / senior management team)

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	254 100%	30 100%	27 100%	62 100%	103 100%	32 100%	80 100%	24 100%	71 100%	79 100%	124 100%	16 100%	114 100%	198 100%	148 100%	- -	53 100%	198 100%	2 100%	248 100%
To encourage them to reduce waste or recycle more	214 84%	24 80%	24 89%	49 79%	88 85%	29 91%	57 71%	20 83%	64 90%	73 92%	103 83%	15 94%	96 84%	170 86%	124 84%	- -	42 79%	169 85%	1 50%	210 85%
To encourage them to save energy	213 84%	26 87%	24 89%	49 79%	85 83%	29 91%	58 73%	20 83%	64 90%	71 90%	104 84%	14 88%	95 83%	168 85%	121 82%	- -	42 79%	168 85%	1 50%	209 84%
To encourage them to act to stay healthy or reduce risks to their own health and wellbeing	212 83%	26 87%	19 70%	53 85%	86 83%	28 88%	62 78%	19 79%	60 85%	71 90%	107 86%	13 81%	92 81%	168 85%	122 82%	- -	43 81%	166 84%	1 50%	208 84%
To encourage them to travel sustainably	195 77%	22 73%	22 81%	40 65%	85 83%	26 81%	57 71%	15 63%	56 79%	67 85%	98 79%	13 81%	84 74%	156 79%	115 78%	- -	38 72%	155 78%	1 50%	192 77%
To encourage them to get involved in the local community	189 74%	25 83%	20 74%	44 71%	72 70%	28 88%	55 69%	16 67%	52 73%	66 84%	91 73%	12 75%	86 75%	153 77%	109 74%	- -	34 64%	153 77%	1 50%	185 75%
To encourage them to save water	168 66%	22 73%	18 67%	36 58%	64 62%	28 88%	49 61%	18 75%	49 69%	52 66%	84 68%	12 75%	72 63%	134 68%	96 65%	- -	26 49%	140 71%	1 50%	165 67%
To encourage them to buy sustainable products and services	166 65%	22 73%	21 78%	31 50%	71 69%	21 66%	54 68%	15 63%	40 56%	57 72%	82 66%	11 69%	73 64%	134 68%	95 64%	- -	29 55%	136 69%	1 50%	163 66%
To encourage them to prepare for extreme weather events	143 56%	16 53%	14 52%	30 48%	65 63%	18 56%	33 41%	14 58%	42 59%	54 68%	76 61%	5 31%	62 54%	116 59%	79 53%	- -	32 60%	111 56%	2 100%	139 56%
To encourage them to give more time or money to charity	116 46%	14 47%	16 59%	24 39%	43 42%	19 59%	34 43%	9 38%	29 41%	44 56%	53 43%	10 63%	53 46%	95 48%	69 47%	- -	21 40%	95 48%	1 50%	113 46%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Internal audiences (e.g. employees / senior management team)

Base: All who say it is important to change the behaviour of Internal audiences (e.g. employees / senior management team)

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	254 100%	30 100%	27 100%	62 100%	103 100%	32 100%	80 100%	24 100%	71 100%	79 100%	124 100%	16 100%	114 100%	198 100%	148 100%	- -	53 100%	198 100%	2 100%	248 100%
To help to improve their ability to manage their finances	112 44%	17 57%	13 48%	29 47%	37 36%	16 50%	38 48%	10 42%	27 38%	37 47%	51 41%	6 38%	55 48%	85 43%	71 48%	- -	17 32%	93 47%	- -	110 44%
To help them to save money for the future	100 39%	12 40%	12 44%	22 35%	37 36%	17 53%	28 35%	7 29%	29 41%	36 46%	43 35%	6 38%	51 45%	78 39%	62 42%	- -	20 38%	78 39%	- -	98 40%
Other	7 3%	2 7%	1 4%	- -	3 3%	1 3%	4 5%	1 4%	1 1%	1 1%	3 2%	- -	4 4%	7 4%	3 2%	- -	1 2%	6 3%	- -	7 3%
None of the above	4 2%	1 3%	- -	- -	2 2%	1 3%	4 5%	- -	- -	- -	2 2%	- -	2 2%	2 1%	2 1%	- -	1 2%	3 2%	- -	3 1%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

External audiences (e.g. public / customers)

Base: All who say it is important to change the behaviour of External audiences (e.g. public / customers)

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	270 100%	171 100%	59 100%	40 100%	38 100%	49 100%	45 100%	19 100%	15 100%	18 100%	86 100%	43 100%	72 100%	37 100%	37 100%	81 100%
To encourage them to save energy	189 70%	117 68%	43 73%	29 73%	20 53%	43 88%	29 64%	11 58%	6 40%	14 78%	66 77%	28 65%	55 76%	25 68%	25 68%	56 69%
To encourage them to reduce waste or recycle more	188 70%	117 68%	44 75%	27 68%	19 50%	38 78%	31 69%	14 74%	5 33%	13 72%	68 79%	28 65%	54 75%	25 68%	24 65%	57 70%
To encourage them to buy sustainable products and services	164 61%	107 63%	31 53%	26 65%	15 39%	33 67%	30 67%	14 74%	8 53%	11 61%	53 62%	25 58%	46 64%	23 62%	23 62%	47 58%
To encourage them to act to stay healthy or reduce risks to their own health and wellbeing	161 60%	89 52%	42 71%	30 75%	31 82%	21 43%	25 56%	17 89%	4 27%	6 33%	57 66%	27 63%	42 58%	25 68%	21 57%	46 57%
To encourage them to save water	154 57%	93 54%	36 61%	25 63%	16 42%	34 69%	21 47%	10 53%	4 27%	13 72%	56 65%	18 42%	43 60%	21 57%	21 57%	51 63%
To encourage them to get involved in the local community	151 56%	83 49%	39 66%	29 73%	25 66%	21 43%	29 64%	7 37%	6 40%	7 39%	56 65%	24 56%	34 47%	23 62%	24 65%	46 57%
To encourage them to travel sustainably	131 49%	71 42%	35 59%	25 63%	14 37%	25 51%	24 53%	2 11%	6 40%	7 39%	53 62%	20 47%	34 47%	21 57%	18 49%	38 47%
To encourage them to prepare for extreme weather events	131 49%	76 44%	41 69%	14 35%	21 55%	21 43%	23 51%	2 11%	8 53%	9 50%	47 55%	23 53%	34 47%	21 57%	16 43%	37 46%
To help to improve their ability to manage their finances	104 39%	64 37%	26 44%	14 35%	16 42%	12 24%	20 44%	2 11%	14 93%	7 39%	33 38%	19 44%	22 31%	16 43%	15 41%	32 40%
To help them to save money for the future	87 32%	53 31%	24 41%	10 25%	9 24%	16 33%	16 36%	2 11%	13 87%	6 33%	25 29%	13 30%	25 35%	13 35%	9 24%	27 33%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

External audiences (e.g. public / customers)

Base: All who say it is important to change the behaviour of External audiences (e.g. public / customers)

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	270	171	59	40	38	49	45	19	15	18	86	43	72	37	37	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To encourage them to give more time or money to charity	82	51	13	18	11	12	18	4	4	3	30	11	20	10	11	30
	30%	30%	22%	45%	29%	24%	40%	21%	27%	17%	35%	26%	28%	27%	30%	37%
Other	13	7	3	3	2	1	3	-	-	1	6	3	2	2	3	3
	5%	4%	5%	8%	5%	2%	7%	-	-	6%	7%	7%	3%	5%	8%	4%
None of the above	9	7	2	-	2	-	1	1	-	-	5	-	2	2	1	4
	3%	4%	3%	-	5%	-	2%	5%	-	-	6%	-	3%	5%	3%	5%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

External audiences (e.g. public / customers)

Base: All who say it is important to change the behaviour of External audiences (e.g. public / customers)

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	270	35	30	64	109	32	98	28	69	75	128	17	125	211	157	-	52	216	3	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
To encourage them to save energy	189	28	21	42	74	24	71	20	45	53	84	16	89	153	105	-	32	156	2	184
	70%	80%	70%	66%	68%	75%	72%	71%	65%	71%	66%	94%	71%	73%	67%	-	62%	72%	67%	70%
To encourage them to reduce waste or recycle more	188	27	23	39	76	23	70	22	43	53	84	14	90	150	111	-	34	153	1	184
	70%	77%	77%	61%	70%	72%	71%	79%	62%	71%	66%	82%	72%	71%	71%	-	65%	71%	33%	70%
To encourage them to buy sustainable products and services	164	28	19	30	68	19	69	18	36	41	70	13	81	133	92	-	22	141	2	159
	61%	80%	63%	47%	62%	59%	70%	64%	52%	55%	55%	76%	65%	63%	59%	-	42%	65%	67%	60%
To encourage them to act to stay healthy or reduce risks to their own health and wellbeing	161	23	19	31	64	24	60	15	41	45	76	12	73	125	90	-	29	132	3	156
	60%	66%	63%	48%	59%	75%	61%	54%	59%	60%	59%	71%	58%	59%	57%	-	56%	61%	100%	59%
To encourage them to save water	154	25	20	34	54	21	63	16	36	39	69	14	71	124	87	-	25	128	1	150
	57%	71%	67%	53%	50%	66%	64%	57%	52%	52%	54%	82%	57%	59%	55%	-	48%	59%	33%	57%
To encourage them to get involved in the local community	151	25	18	27	62	19	65	16	37	33	88	10	53	116	87	-	26	125	3	145
	56%	71%	60%	42%	57%	59%	66%	57%	54%	44%	69%	59%	42%	55%	55%	-	50%	58%	100%	55%
To encourage them to travel sustainably	131	22	18	22	51	18	57	12	33	29	64	10	57	106	76	-	17	113	3	126
	49%	63%	60%	34%	47%	56%	58%	43%	48%	39%	50%	59%	46%	50%	48%	-	33%	52%	100%	48%
To encourage them to prepare for extreme weather events	131	16	17	23	57	18	46	11	38	36	70	7	54	97	78	-	27	104	1	128
	49%	46%	57%	36%	52%	56%	47%	39%	55%	48%	55%	41%	43%	46%	50%	-	52%	48%	33%	49%
To help to improve their ability to manage their finances	104	16	10	24	39	15	36	11	28	29	50	6	48	83	62	-	17	87	2	100
	39%	46%	33%	38%	36%	47%	37%	39%	41%	39%	39%	35%	38%	39%	39%	-	33%	40%	67%	38%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

External audiences (e.g. public / customers)

Base: All who say it is important to change the behaviour of External audiences (e.g. public / customers)

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	270	35	30	64	109	32	98	28	69	75	128	17	125	211	157	-	52	216	3	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
To help them to save money for the future	87	10	13	17	35	12	32	7	24	24	40	6	41	67	54	-	16	71	1	84
	32%	29%	43%	27%	32%	38%	33%	25%	35%	32%	31%	35%	33%	32%	34%	-	31%	33%	33%	32%
To encourage them to give more time or money to charity	82	13	12	16	31	10	37	10	21	14	48	3	31	62	47	-	12	70	2	79
	30%	37%	40%	25%	28%	31%	38%	36%	30%	19%	38%	18%	25%	29%	30%	-	23%	32%	67%	30%
Other	13	3	1	2	5	2	7	2	2	2	6	-	7	10	7	-	2	11	-	13
	5%	9%	3%	3%	5%	6%	7%	7%	3%	3%	5%	-	6%	5%	4%	-	4%	5%	-	5%
None of the above	9	-	1	1	5	2	2	-	2	5	4	-	5	8	4	-	2	7	-	8
	3%	-	3%	2%	5%	6%	2%	-	3%	7%	3%	-	4%	4%	3%	-	4%	3%	-	3%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Suppliers

Base: All who say it is important to change the behaviour of Suppliers

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	239	156	51	32	29	40	38	18	13	19	82	39	70	26	32	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To encourage them to save energy	170	117	33	20	12	30	31	14	8	17	58	23	58	17	22	50
	71%	75%	65%	63%	41%	75%	82%	78%	62%	89%	71%	59%	83%	65%	69%	69%
To encourage them to reduce waste or recycle more	169	115	33	21	12	32	30	11	10	15	59	25	60	17	21	46
	71%	74%	65%	66%	41%	80%	79%	61%	77%	79%	72%	64%	86%	65%	66%	64%
To encourage them to save water	145	100	28	17	9	25	23	13	7	14	54	14	53	13	19	46
	61%	64%	55%	53%	31%	63%	61%	72%	54%	74%	66%	36%	76%	50%	59%	64%
To encourage them to buy sustainable products and services	135	86	27	22	9	25	23	7	8	10	53	22	43	12	17	41
	56%	55%	53%	69%	31%	63%	61%	39%	62%	53%	65%	56%	61%	46%	53%	57%
To encourage them to get involved in the local community	103	63	24	16	12	13	20	4	5	6	43	17	35	10	15	26
	43%	40%	47%	50%	41%	33%	53%	22%	38%	32%	52%	44%	50%	38%	47%	36%
To encourage them to prepare for extreme weather events	101	69	22	10	14	11	18	6	6	10	36	16	33	13	12	27
	42%	44%	43%	31%	48%	28%	47%	33%	46%	53%	44%	41%	47%	50%	38%	38%
To encourage them to travel sustainably	99	60	23	16	7	19	17	4	3	10	39	15	35	11	10	28
	41%	38%	45%	50%	24%	48%	45%	22%	23%	53%	48%	38%	50%	42%	31%	39%
To encourage them to act to stay healthy or reduce risks to their own health and wellbeing	87	54	24	9	17	10	11	5	5	4	35	9	29	13	12	24
	36%	35%	47%	28%	59%	25%	29%	28%	38%	21%	43%	23%	41%	50%	38%	33%
To encourage them to give more time or money to charity	55	35	9	11	7	7	10	-	4	3	24	7	16	5	8	19
	23%	22%	18%	34%	24%	18%	26%	-	31%	16%	29%	18%	23%	19%	25%	26%
To help to improve their ability to manage their finances	48	34	7	7	7	3	11	1	3	3	20	7	15	7	10	9
	20%	22%	14%	22%	24%	8%	29%	6%	23%	16%	24%	18%	21%	27%	31%	13%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Suppliers

Base: All who say it is important to change the behaviour of Suppliers

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	239	156	51	32	29	40	38	18	13	19	82	39	70	26	32	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To help them to save money for the future	33	23	9	1	4	7	8	1	2	2	9	4	11	4	5	9
	14%	15%	18%	3%	14%	18%	21%	6%	15%	11%	11%	10%	16%	15%	16%	13%
Other	8	4	2	2	1	-	2	1	-	-	4	2	1	2	2	1
	3%	3%	4%	6%	3%	-	5%	6%	-	-	5%	5%	1%	8%	6%	1%
None of the above	17	9	6	2	6	2	1	2	-	1	5	4	3	3	1	6
	7%	6%	12%	6%	21%	5%	3%	11%	-	5%	6%	10%	4%	12%	3%	8%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Suppliers

Base: All who say it is important to change the behaviour of Suppliers

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	239	30	25	59	96	29	80	24	65	70	107	17	115	189	139	-	48	188	2	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
To encourage them to save energy	170	23	19	38	66	24	59	16	42	53	74	15	81	135	100	-	27	143	2	166
	71%	77%	76%	64%	69%	83%	74%	67%	65%	76%	69%	88%	70%	71%	72%	-	56%	76%	100%	71%
To encourage them to reduce waste or recycle more	169	24	18	37	67	23	57	20	42	50	74	15	80	134	101	-	29	139	1	166
	71%	80%	72%	63%	70%	79%	71%	83%	65%	71%	69%	88%	70%	71%	73%	-	60%	74%	50%	71%
To encourage them to save water	145	22	17	31	55	20	51	14	35	45	59	13	73	115	83	-	25	120	1	142
	61%	73%	68%	53%	57%	69%	64%	58%	54%	64%	55%	76%	63%	61%	60%	-	52%	64%	50%	61%
To encourage them to buy sustainable products and services	135	21	16	22	57	19	51	15	36	33	58	11	66	108	76	-	23	112	2	131
	56%	70%	64%	37%	59%	66%	64%	63%	55%	47%	54%	65%	57%	57%	55%	-	48%	60%	100%	56%
To encourage them to get involved in the local community	103	17	10	14	48	14	41	11	23	28	48	6	49	81	54	-	19	84	-	102
	43%	57%	40%	24%	50%	48%	51%	46%	35%	40%	45%	35%	43%	43%	39%	-	40%	45%	-	44%
To encourage them to prepare for extreme weather events	101	12	12	20	44	13	29	11	30	31	52	7	42	81	57	-	17	84	-	98
	42%	40%	48%	34%	46%	45%	36%	46%	46%	44%	49%	41%	37%	43%	41%	-	35%	45%	-	42%
To encourage them to travel sustainably	99	15	13	15	40	16	41	7	28	23	45	9	45	79	57	-	13	85	1	98
	41%	50%	52%	25%	42%	55%	51%	29%	43%	33%	42%	53%	39%	42%	41%	-	27%	45%	50%	42%
To encourage them to act to stay healthy or reduce risks to their own health and wellbeing	87	16	8	16	32	15	35	8	20	24	33	7	47	70	45	-	16	70	-	86
	36%	53%	32%	27%	33%	52%	44%	33%	31%	34%	31%	41%	41%	37%	32%	-	33%	37%	-	37%
To encourage them to give more time or money to charity	55	6	9	6	26	8	26	5	15	9	31	2	22	42	33	-	8	47	1	53
	23%	20%	36%	10%	27%	28%	33%	21%	23%	13%	29%	12%	19%	22%	24%	-	17%	25%	50%	23%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Suppliers

Base: All who say it is important to change the behaviour of Suppliers

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	239 100%	30 100%	25 100%	59 100%	96 100%	29 100%	80 100%	24 100%	65 100%	70 100%	107 100%	17 100%	115 100%	189 100%	139 100%	- -	48 100%	188 100%	2 100%	234 100%
To help to improve their ability to manage their finances	48 20%	9 30%	6 24%	12 20%	17 18%	4 14%	22 28%	6 25%	11 17%	9 13%	18 17%	3 18%	27 23%	39 21%	25 18%	- -	3 6%	44 23%	- -	47 20%
To help them to save money for the future	33 14%	5 17%	6 24%	7 12%	9 9%	6 21%	15 19%	2 8%	8 12%	8 11%	11 10%	4 24%	18 16%	29 15%	17 12%	- -	5 10%	28 15%	- -	32 14%
Other	8 3%	2 7%	1 4%	- -	4 4%	1 3%	4 5%	1 4%	1 2%	2 3%	3 3%	- -	5 4%	7 4%	5 4%	- -	2 4%	6 3%	- -	8 3%
None of the above	17 7%	1 3%	1 4%	6 10%	8 8%	1 3%	6 8%	1 4%	7 11%	3 4%	9 8%	1 6%	7 6%	14 7%	10 7%	- -	6 13%	11 6%	- -	17 7%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Summary table

Base: All who say it is important to change the behaviour

	Internal audiences	External audiences	Suppliers
Total	254 100%	270 100%	239 100%
To encourage them to reduce waste or recycle more	214 84%	188 70%	169 71%
To encourage them to save energy	213 84%	189 70%	170 71%
To encourage them to act to stay healthy or reduce risks to their own health and wellbeing	212 83%	161 60%	87 36%
To encourage them to travel sustainably	195 77%	131 49%	99 41%
To encourage them to get involved in the local community	189 74%	151 56%	103 43%
To encourage them to save water	168 66%	154 57%	145 61%
To encourage them to buy sustainable products and services	166 65%	164 61%	135 56%
To encourage them to prepare for extreme weather events	143 56%	131 49%	101 42%
To encourage them to give more time or money to charity	116 46%	82 30%	55 23%
To help to improve their ability to manage their finances	112 44%	104 39%	48 20%
To help them to save money for the future	100 39%	87 32%	33 14%

Behaviour Change Survey

Q13 What specific behaviours does your organisation think it is important to change for each of the following audiences?

Summary table

Base: All who say it is important to change the behaviour

	Internal audiences	External audiences	Suppliers
Total	254 100%	270 100%	239 100%
Other	7 3%	13 5%	8 3%
None of the above	4 2%	9 3%	17 7%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Most important

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
To build stronger relationships with customers and other stakeholders	74 23%	52 24%	13 19%	9 20%	10 24%	7 13%	13 23%	5 22%	8 38%	5 22%	26 24%	16 31%	19 22%	5 14%	12 27%	22 21%
To create sustainable local communities and markets	60 18%	33 15%	16 24%	11 24%	9 21%	11 21%	13 23%	2 9%	5 24%	2 9%	18 17%	9 17%	18 21%	10 27%	7 16%	16 15%
To gain competitive advantage or differentiation	42 13%	38 18%	3 4%	1 2%	- -	8 15%	4 7%	7 30%	3 14%	6 26%	14 13%	5 10%	11 13%	1 3%	7 16%	18 17%
To show leadership	31 9%	20 9%	5 7%	6 13%	3 7%	3 6%	3 5%	- -	- -	4 17%	18 17%	3 6%	9 10%	4 11%	6 13%	9 8%
To cut resource costs e.g. saving water, saving energy, reducing waste	21 6%	10 5%	6 9%	5 11%	- -	9 17%	3 5%	1 4%	1 5%	2 9%	5 5%	2 4%	7 8%	1 3%	1 2%	10 9%
To influence public policy	17 5%	10 5%	3 4%	4 9%	3 7%	3 6%	5 9%	- -	- -	- -	6 6%	2 4%	1 1%	3 8%	4 9%	7 7%
To reduce risk	17 5%	11 5%	5 7%	1 2%	5 12%	3 6%	2 4%	2 9%	2 10%	1 4%	2 2%	3 6%	5 6%	2 5%	2 4%	5 5%
To create new revenue streams e.g. through new products / markets	13 4%	11 5%	2 3%	- -	3 7%	- -	2 4%	- -	1 5%	2 9%	5 5%	3 6%	5 6%	3 8%	1 2%	1 1%
To protect or improve reputation	13 4%	10 5%	1 1%	2 4%	2 5%	- -	4 7%	4 17%	- -	- -	3 3%	1 2%	2 2%	1 3%	2 4%	7 7%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Most important

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
To meet the expectation of funders, investors or shareholders	13 4%	8 4%	3 4%	2 4%	1 2%	5 9%	3 5%	1 4%	1 5%	- -	2 2%	3 6%	3 3%	1 3%	1 2%	5 5%
To ensure security of natural resources and raw material supplies	8 2%	5 2%	- -	3 7%	- -	2 4%	1 2%	1 4%	- -	1 4%	3 3%	- -	4 5%	- -	2 4%	2 2%
To comply with regulations	3 1%	2 1%	1 1%	- -	1 2%	- -	1 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	3 3%
Other	14 4%	2 1%	10 15%	2 4%	4 10%	2 4%	2 4%	- -	- -	- -	6 6%	5 10%	2 2%	5 14%	- -	2 2%
None of the above	2 1%	2 1%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	1 1%	1 3%	- -	- -

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Most important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
To build stronger relationships with customers and other stakeholders	74 23%	8 20%	6 19%	20 26%	28 20%	12 29%	19 17%	10 31%	22 26%	23 23%	37 24%	4 18%	33 22%	51 23%	39 24%	8 30%	11 20%	50 22%	- -	72 23%
To create sustainable local communities and markets	60 18%	4 10%	11 34%	10 13%	28 20%	7 17%	24 21%	4 13%	13 15%	19 19%	31 20%	3 14%	26 17%	42 19%	27 17%	5 19%	10 18%	41 18%	1 20%	58 18%
To gain competitive advantage or differentiation	42 13%	6 15%	2 6%	14 18%	17 12%	3 7%	10 9%	4 13%	9 10%	19 19%	14 9%	5 23%	23 15%	22 10%	22 13%	4 15%	8 14%	25 11%	- -	42 13%
To show leadership	31 9%	11 28%	5 16%	6 8%	5 4%	4 10%	17 15%	2 6%	6 7%	6 6%	10 7%	4 18%	17 11%	21 10%	18 11%	2 7%	2 4%	27 12%	- -	31 10%
To cut resource costs e.g. saving water, saving energy, reducing waste	21 6%	1 3%	2 6%	4 5%	10 7%	4 10%	6 5%	2 6%	8 9%	5 5%	14 9%	1 5%	6 4%	14 6%	13 8%	3 11%	4 7%	13 6%	1 20%	20 6%
To influence public policy	17 5%	4 10%	2 6%	5 6%	5 4%	1 2%	12 11%	2 6%	1 1%	2 2%	8 5%	1 5%	8 5%	13 6%	8 5%	1 4%	1 2%	14 6%	1 20%	15 5%
To reduce risk	17 5%	1 3%	1 3%	5 6%	8 6%	2 5%	4 4%	- -	7 8%	6 6%	7 5%	- -	10 7%	13 6%	5 3%	1 4%	7 13%	9 4%	- -	17 5%
To create new revenue streams e.g. through new products / markets	13 4%	1 3%	- -	6 8%	3 2%	3 7%	4 4%	2 6%	6 7%	1 1%	6 4%	- -	7 5%	10 5%	7 4%	- -	2 4%	10 4%	- -	13 4%
To protect or improve reputation	13 4%	2 5%	2 6%	2 3%	5 4%	2 5%	4 4%	1 3%	5 6%	3 3%	6 4%	3 14%	4 3%	5 2%	10 6%	1 4%	4 7%	7 3%	1 20%	12 4%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Most important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
To meet the expectation of funders, investors or shareholders	13 4%	- -	- -	2 3%	10 7%	1 2%	4 4%	2 6%	3 3%	4 4%	5 3%	- -	8 5%	8 4%	6 4%	1 4%	3 5%	8 4%	- -	13 4%
To ensure security of natural resources and raw material supplies	8 2%	1 3%	- -	1 1%	6 4%	- -	3 3%	1 3%	3 3%	1 1%	4 3%	1 5%	3 2%	6 3%	- -	1 4%	- -	6 3%	1 20%	7 2%
To comply with regulations	3 1%	- -	- -	1 1%	2 1%	- -	1 1%	- -	- -	2 2%	1 1%	- -	2 1%	2 1%	1 1%	- -	- -	2 1%	- -	3 1%
Other	14 4%	1 3%	1 3%	2 3%	9 7%	1 2%	2 6%	3 3%	7 7%	9 6%	- -	5 3%	12 5%	6 4%	- -	4 7%	9 4%	- -	14 4%	
None of the above	2 1%	- -	- -	- -	1 1%	1 2%	2 2%	- -	- -	- -	1 1%	- -	1 1%	1 *	1 1%	- -	- -	2 1%	- -	1 *

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
To gain competitive advantage or differentiation	82 25%	64 30%	6 9%	12 26%	9 21%	7 13%	18 32%	5 22%	9 43%	7 30%	27 25%	11 21%	26 30%	9 24%	14 31%	22 21%
To build stronger relationships with customers and other stakeholders	71 22%	48 22%	17 25%	6 13%	14 33%	11 21%	14 25%	5 22%	4 19%	7 30%	16 15%	10 19%	15 17%	10 27%	11 24%	25 23%
To create sustainable local communities and markets	66 20%	38 18%	15 22%	13 28%	11 26%	14 26%	9 16%	1 4%	4 19%	2 9%	25 23%	11 21%	13 15%	5 14%	16 36%	21 20%
To show leadership	66 20%	37 17%	17 25%	12 26%	7 17%	10 19%	13 23%	7 30%	2 10%	2 9%	25 23%	14 27%	18 21%	5 14%	8 18%	21 20%
To cut resource costs e.g. saving water, saving energy, reducing waste	63 19%	36 17%	23 34%	4 9%	8 19%	15 28%	9 16%	6 26%	- -	7 30%	18 17%	9 17%	20 23%	8 22%	8 18%	18 17%
To create new revenue streams e.g. through new products / markets	51 16%	38 18%	5 7%	8 17%	3 7%	6 11%	9 16%	4 17%	3 14%	5 22%	21 19%	5 10%	12 14%	5 14%	8 18%	21 20%
To protect or improve reputation	49 15%	39 18%	5 7%	5 11%	5 12%	5 9%	8 14%	7 30%	6 29%	4 17%	14 13%	7 13%	13 15%	5 14%	7 16%	17 16%
To influence public policy	45 14%	21 10%	8 12%	16 35%	8 19%	8 15%	6 11%	2 9%	- -	- -	21 19%	8 15%	13 15%	7 19%	3 7%	14 13%
To ensure security of natural resources and raw material supplies	38 12%	22 10%	6 9%	10 22%	2 5%	11 21%	8 14%	4 17%	- -	1 4%	12 11%	3 6%	10 11%	5 14%	8 18%	12 11%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
To reduce risk	30 9%	18 8%	10 15%	2 4%	6 14%	1 2%	4 7%	- -	4 19%	3 13%	12 11%	9 17%	7 8%	2 5%	2 4%	10 9%
To comply with regulations	25 8%	18 8%	7 10%	- -	3 7%	9 17%	5 9%	1 4%	4 19%	2 9%	1 1%	6 12%	10 11%	2 5%	1 2%	6 6%
To meet the expectation of funders, investors or shareholders	25 8%	17 8%	4 6%	4 9%	3 7%	7 13%	2 4%	1 4%	1 5%	2 9%	9 8%	2 4%	7 8%	1 3%	2 4%	13 12%
Other	3 1%	1 *	2 3%	- -	1 2%	- -	2 4%	- -	- -	- -	- -	- -	- -	1 3%	- -	2 2%
None of the above	2 1%	2 1%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	1 1%	1 3%	- -	- -
Not Stated	11 3%	8 4%	3 4%	- -	1 2%	- -	2 4%	1 4%	2 10%	2 9%	3 3%	3 6%	2 2%	2 5%	- -	4 4%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To gain competitive advantage or differentiation	82	13	9	25	22	13	33	8	26	15	34	6	42	60	41	4	11	63	-	82
	25%	33%	28%	32%	16%	32%	29%	25%	30%	15%	22%	27%	27%	27%	25%	15%	20%	28%	-	26%
To build stronger relationships with customers and other stakeholders	71	7	10	18	31	5	24	7	17	23	39	7	25	48	35	4	19	44	1	70
	22%	18%	31%	23%	23%	12%	21%	22%	20%	23%	25%	32%	16%	22%	21%	15%	34%	20%	20%	22%
To create sustainable local communities and markets	66	16	5	12	26	7	31	5	14	16	38	3	25	44	30	5	10	46	3	61
	20%	40%	16%	15%	19%	17%	28%	16%	16%	16%	25%	14%	16%	20%	18%	19%	18%	21%	60%	19%
To show leadership	66	10	4	20	26	6	19	8	15	24	31	7	28	45	33	6	18	39	1	65
	20%	25%	13%	26%	19%	15%	17%	25%	17%	24%	20%	32%	18%	20%	22%	32%	17%	20%	20%	
To cut resource costs e.g. saving water, saving energy, reducing waste	63	3	5	12	37	6	14	6	21	22	33	5	25	42	33	5	12	41	1	61
	19%	8%	16%	15%	27%	15%	13%	19%	24%	22%	22%	23%	16%	19%	20%	19%	21%	18%	20%	19%
To create new revenue streams e.g. through new products / markets	51	4	9	15	17	6	18	6	15	12	18	2	31	33	27	6	5	37	1	50
	16%	10%	28%	19%	12%	15%	16%	19%	17%	12%	12%	9%	20%	15%	17%	22%	9%	17%	20%	16%
To protect or improve reputation	49	5	1	12	24	7	11	4	11	23	20	1	28	31	21	2	5	35	-	49
	15%	13%	3%	15%	18%	17%	10%	13%	13%	23%	13%	5%	18%	14%	13%	7%	9%	16%	-	15%
To influence public policy	45	6	4	6	21	8	23	5	7	10	22	2	21	30	19	6	7	30	1	44
	14%	15%	13%	8%	15%	20%	21%	16%	8%	10%	14%	9%	14%	14%	12%	22%	13%	13%	20%	14%
To ensure security of natural resources and raw material supplies	38	7	5	7	15	4	17	7	8	6	11	3	24	27	18	3	4	30	-	36
	12%	18%	16%	9%	11%	10%	15%	22%	9%	6%	7%	14%	16%	12%	11%	11%	7%	13%	-	11%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To reduce risk	30	4	3	6	14	3	8	3	8	11	17	1	12	17	17	3	6	17	-	29
	9%	10%	9%	8%	10%	7%	7%	9%	9%	11%	11%	5%	8%	8%	10%	11%	11%	8%	-	9%
To comply with regulations	25	-	2	6	12	5	5	-	12	8	14	1	10	15	14	1	3	20	-	25
	8%	-	6%	8%	9%	12%	4%	-	14%	8%	9%	5%	7%	7%	9%	4%	5%	9%	-	8%
To meet the expectation of funders, investors or shareholders	25	3	3	9	7	3	7	3	6	9	11	2	12	15	12	5	2	16	1	22
	8%	8%	9%	12%	5%	7%	6%	9%	7%	9%	7%	9%	8%	7%	7%	19%	4%	7%	20%	7%
Other	3	-	-	-	2	1	-	-	-	3	2	-	1	2	2	-	-	2	-	3
	1%	-	-	-	1%	2%	-	-	-	3%	1%	-	1%	1%	1%	-	-	1%	-	1%
None of the above	2	-	-	-	1	1	2	-	-	-	1	-	1	1	1	-	-	2	-	1
	1%	-	-	-	1%	2%	2%	-	-	-	1%	-	1%	*	1%	-	-	1%	-	*
Not Stated	11	-	1	2	6	2	3	1	4	3	5	1	5	9	8	1	4	5	-	11
	3%	-	3%	3%	4%	5%	3%	3%	5%	3%	3%	5%	3%	4%	5%	4%	7%	2%	-	3%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
To build stronger relationships with customers and other stakeholders	145 44%	100 47%	30 44%	15 33%	24 57%	18 34%	27 47%	10 43%	12 57%	12 52%	42 39%	26 50%	34 39%	15 41%	23 51%	47 44%
To gain competitive advantage or differentiation	124 38%	102 48%	9 13%	13 28%	9 21%	15 28%	22 39%	12 52%	12 57%	13 57%	41 38%	16 31%	37 43%	10 27%	21 47%	40 37%
To create sustainable local communities and markets	124 38%	70 33%	31 46%	23 50%	20 48%	25 47%	20 35%	3 13%	9 43%	4 17%	43 39%	20 38%	31 36%	14 38%	23 51%	36 34%
To show leadership	96 29%	57 27%	21 31%	18 39%	10 24%	12 23%	16 28%	7 30%	2 10%	6 26%	43 39%	16 31%	27 31%	9 24%	14 31%	30 28%
To cut resource costs e.g. saving water, saving energy, reducing waste	84 26%	46 21%	29 43%	9 20%	8 19%	24 45%	12 21%	7 30%	1 5%	9 39%	23 21%	11 21%	27 31%	9 24%	9 20%	28 26%
To create new revenue streams e.g. through new products / markets	64 20%	49 23%	7 10%	8 17%	6 14%	6 11%	11 19%	4 17%	4 19%	7 30%	26 24%	8 15%	17 20%	8 22%	9 20%	22 21%
To influence public policy	62 19%	31 14%	11 16%	20 43%	11 26%	11 21%	11 19%	2 9%	- -	- -	27 25%	10 19%	14 16%	10 27%	7 16%	21 20%
To protect or improve reputation	62 19%	49 23%	6 9%	7 15%	7 17%	5 9%	12 21%	11 48%	6 29%	4 17%	17 16%	8 15%	15 17%	6 16%	9 20%	24 22%
To reduce risk	47 14%	29 14%	15 22%	3 7%	11 26%	4 8%	6 11%	2 9%	6 29%	4 17%	14 13%	12 23%	12 14%	4 11%	4 9%	15 14%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
To ensure security of natural resources and raw material supplies	46 14%	27 13%	6 9%	13 28%	2 5%	13 25%	9 16%	5 22%	- -	2 9%	15 14%	3 6%	14 16%	5 14%	10 22%	14 13%
To meet the expectation of funders, investors or shareholders	38 12%	25 12%	7 10%	6 13%	4 10%	12 23%	5 9%	2 9%	2 10%	2 9%	11 10%	5 10%	10 11%	2 5%	3 7%	18 17%
To comply with regulations	28 9%	20 9%	8 12%	- -	4 10%	9 17%	6 11%	1 4%	4 19%	2 9%	2 2%	6 12%	10 11%	2 5%	1 2%	9 8%
Other	17 5%	3 1%	12 18%	2 4%	5 12%	2 4%	4 7%	- -	- -	- -	6 6%	5 10%	2 2%	6 16%	- -	4 4%
None of the above	2 1%	2 1%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	1 1%	1 3%	- -	- -

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
To build stronger relationships with customers and other stakeholders	145 44%	15 38%	16 50%	38 49%	59 43%	17 41%	43 38%	17 53%	39 45%	46 47%	76 50%	11 50%	58 38%	99 45%	74 45%	12 44%	30 54%	94 42%	1 20%	142 45%
To gain competitive advantage or differentiation	124 38%	19 48%	11 34%	39 50%	39 28%	16 39%	43 38%	12 38%	35 41%	34 35%	48 31%	11 50%	65 42%	82 37%	63 39%	8 30%	19 34%	88 39%	- -	124 39%
To create sustainable local communities and markets	124 38%	19 48%	16 50%	21 27%	54 39%	14 34%	53 47%	9 28%	27 31%	35 36%	69 45%	6 27%	49 32%	84 38%	56 34%	10 37%	19 34%	86 39%	4 80%	117 37%
To show leadership	96 29%	21 53%	9 28%	26 33%	30 22%	10 24%	36 32%	10 31%	21 24%	29 30%	40 26%	11 50%	45 29%	66 30%	50 31%	8 30%	20 36%	65 29%	1 20%	95 30%
To cut resource costs e.g. saving water, saving energy, reducing waste	84 26%	4 10%	7 22%	16 21%	47 34%	10 24%	20 18%	8 25%	29 34%	27 28%	47 31%	6 27%	31 20%	56 25%	46 28%	8 30%	16 29%	54 24%	2 40%	81 25%
To create new revenue streams e.g. through new products / markets	64 20%	5 13%	9 28%	21 27%	20 15%	9 22%	22 20%	8 25%	21 24%	13 13%	24 16%	2 9%	38 25%	43 20%	34 21%	6 22%	7 13%	47 21%	1 20%	63 20%
To influence public policy	62 19%	10 25%	6 19%	11 14%	26 19%	9 22%	35 31%	7 22%	8 9%	12 12%	30 20%	3 14%	29 19%	43 20%	27 17%	7 26%	8 14%	44 20%	2 40%	59 19%
To protect or improve reputation	62 19%	7 18%	3 9%	14 18%	29 21%	9 22%	15 13%	5 16%	16 19%	26 27%	26 17%	4 18%	32 21%	36 16%	31 19%	3 11%	9 16%	42 19%	1 20%	61 19%
To reduce risk	47 14%	5 13%	4 13%	11 14%	22 16%	5 12%	12 11%	3 9%	15 17%	17 17%	24 16%	1 5%	22 14%	30 14%	22 13%	4 15%	13 23%	26 12%	- -	46 14%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
To ensure security of natural resources and raw material supplies	46 14%	8 20%	5 16%	8 10%	21 15%	4 10%	20 18%	8 25%	11 13%	7 7%	15 10%	4 18%	27 18%	33 15%	18 11%	4 15%	4 7%	36 16%	1 20%	43 14%
To meet the expectation of funders, investors or shareholders	38 12%	3 8%	3 9%	11 14%	17 12%	4 10%	11 10%	5 16%	9 10%	13 13%	16 10%	2 9%	20 13%	23 10%	18 11%	6 22%	5 9%	24 11%	1 20%	35 11%
To comply with regulations	28 9%	- -	2 6%	7 9%	14 10%	5 12%	6 5%	- -	12 14%	10 10%	15 10%	1 5%	12 8%	17 8%	15 9%	1 4%	3 5%	22 10%	- -	28 9%
Other	17 5%	1 3%	1 3%	2 3%	11 8%	2 5%	2 2%	2 6%	3 3%	10 10%	11 7%	- -	6 4%	14 6%	8 5%	- -	4 7%	11 5%	- -	17 5%
None of the above	2 1%	- -	- -	- -	1 1%	1 2%	2 2%	- -	- -	- -	1 1%	- -	1 1%	1 *	1 1%	- -	- -	2 1%	- -	1 *

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Summary table

Base: All respondents

	Most important	Other important	Any important
Total	328 100%	328 100%	328 100%
To build stronger relationships with customers and other stakeholders	74 23%	71 22%	145 44%
To gain competitive advantage or differentiation	42 13%	82 25%	124 38%
To create sustainable local communities and markets	60 18%	66 20%	124 38%
To show leadership	31 9%	66 20%	96 29%
To cut resource costs e.g. saving water, saving energy, reducing waste	21 6%	63 19%	84 26%
To create new revenue streams e.g. through new products / markets	13 4%	51 16%	64 20%
To influence public policy	17 5%	45 14%	62 19%
To protect or improve reputation	13 4%	49 15%	62 19%
To reduce risk	17 5%	30 9%	47 14%
To ensure security of natural resources and raw material supplies	8 2%	38 12%	46 14%
To meet the expectation of funders, investors or shareholders	13 4%	25 8%	38 12%

Behaviour Change Survey

Q14 There are many reasons why an organisation may want to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Summary table

Base: All respondents

	Most important	Other important	Any important
Total	328 100%	328 100%	328 100%
To comply with regulations	3 1%	25 8%	28 9%
Other	14 4%	3 1%	17 5%
None of the above	2 1%	2 1%	2 1%
Not Stated	-	11 3%	-

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Most important

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Lack of funding	69 21%	32 15%	18 26%	19 41%	14 33%	16 30%	13 23%	2 9%	2 10%	5 22%	17 16%	11 21%	16 18%	8 22%	11 24%	23 21%
Lack of senior level engagement or agreement	64 20%	47 22%	10 15%	7 15%	3 7%	11 21%	9 16%	8 35%	5 24%	6 26%	22 20%	11 21%	17 20%	3 8%	9 20%	24 22%
No external interest (e.g. from customers or the public)	32 10%	26 12%	3 4%	3 7%	2 5%	5 9%	3 5%	4 17%	2 10%	3 13%	13 12%	3 6%	12 14%	2 5%	6 13%	9 8%
Lack of employee skills or knowledge of how to achieve behaviour change	29 9%	15 7%	10 15%	4 9%	6 14%	7 13%	4 7%	- -	1 5%	- -	11 10%	3 6%	10 11%	6 16%	3 7%	7 7%
No business case for action	28 9%	22 10%	4 6%	2 4%	2 5%	1 2%	6 11%	3 13%	3 14%	1 4%	12 11%	5 10%	10 11%	2 5%	4 9%	7 7%
No time	15 5%	10 5%	3 4%	2 4%	2 5%	3 6%	3 5%	1 4%	3 14%	1 4%	2 2%	3 6%	6 7%	1 3%	2 4%	3 3%
Lack of internal interest among employees	12 4%	11 5%	1 1%	- -	- -	1 2%	4 7%	- -	1 5%	2 9%	4 4%	3 6%	2 2%	1 3%	- -	6 6%
Not appropriate for my organisation to do this	11 3%	9 4%	2 3%	- -	1 2%	1 2%	2 4%	1 4%	2 10%	- -	4 4%	2 4%	2 2%	1 3%	2 4%	4 4%
Lack of suppliers with expertise in behaviour change	10 3%	4 2%	4 6%	2 4%	5 12%	- -	2 4%	- -	- -	1 4%	2 2%	2 4%	1 1%	2 5%	1 2%	4 4%
Other	9 3%	7 3%	2 3%	- -	2 5%	1 2%	2 4%	1 4%	- -	1 4%	2 2%	1 2%	3 3%	2 5%	1 2%	2 2%
None of the above	49 15%	31 14%	11 16%	7 15%	5 12%	7 13%	9 16%	3 13%	2 10%	3 13%	20 18%	8 15%	8 9%	9 24%	6 13%	18 17%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Most important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of funding	69	6	10	12	36	5	26	6	25	12	41	4	24	47	40	3	9	52	1	65
	21%	15%	31%	15%	26%	12%	23%	19%	29%	12%	27%	18%	16%	21%	25%	11%	16%	23%	20%	20%
Lack of senior level engagement or agreement	64	8	2	18	27	9	19	3	13	29	29	4	31	33	39	8	8	43	1	62
	20%	20%	6%	23%	20%	22%	17%	9%	15%	30%	19%	18%	20%	15%	24%	30%	14%	19%	20%	19%
No external interest (e.g. from customers or the public)	32	5	5	6	11	5	13	7	7	5	14	3	15	21	20	3	7	22	-	32
	10%	13%	16%	8%	8%	12%	12%	22%	8%	5%	9%	14%	10%	10%	12%	11%	13%	10%	-	10%
Lack of employee skills or knowledge of how to achieve behaviour change	29	4	2	7	12	4	7	5	9	8	12	2	15	20	17	2	5	21	-	29
	9%	10%	6%	9%	9%	10%	6%	16%	10%	8%	8%	9%	10%	9%	10%	7%	9%	9%	-	9%
No business case for action	28	2	5	7	11	3	9	-	7	12	3	4	21	18	9	5	4	16	1	27
	9%	5%	16%	9%	8%	7%	8%	-	8%	12%	2%	18%	14%	8%	6%	19%	7%	7%	20%	8%
No time	15	3	-	5	6	1	5	2	2	6	8	1	6	13	5	1	6	8	-	15
	5%	8%	-	6%	4%	2%	4%	6%	2%	6%	5%	5%	4%	6%	3%	4%	11%	4%	-	5%
Lack of internal interest among employees	12	1	-	3	5	3	3	1	4	4	6	-	6	6	5	-	2	9	-	12
	4%	3%	-	4%	4%	7%	3%	3%	5%	4%	4%	-	4%	3%	3%	-	4%	4%	-	4%
Not appropriate for my organisation to do this	11	2	-	5	1	3	4	-	3	4	4	1	6	5	5	2	2	5	-	11
	3%	5%	-	6%	1%	7%	4%	-	3%	4%	3%	5%	4%	2%	3%	7%	4%	2%	-	3%
Lack of suppliers with expertise in behaviour change	10	2	1	3	4	-	4	1	3	2	7	-	3	10	2	-	2	8	-	10
	3%	5%	3%	4%	3%	-	4%	3%	3%	2%	5%	-	2%	5%	1%	-	4%	4%	-	3%
Other	9	-	1	1	3	4	1	2	1	5	3	-	6	8	2	-	3	4	-	8
	3%	-	3%	1%	2%	10%	1%	6%	1%	5%	2%	-	4%	4%	1%	-	5%	2%	-	3%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Most important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	49	7	6	11	21	4	21	5	12	11	26	3	20	39	19	3	8	35	2	47
	15%	18%	19%	14%	15%	10%	19%	16%	14%	11%	17%	14%	13%	18%	12%	11%	14%	16%	40%	15%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Lack of employee skills or knowledge of how to achieve behaviour change	83 25%	58 27%	15 22%	10 22%	12 29%	11 21%	17 30%	10 43%	5 24%	9 39%	19 17%	14 27%	23 26%	7 19%	4 9%	35 33%
Lack of funding	66 20%	43 20%	18 26%	5 11%	9 21%	10 19%	14 25%	6 26%	3 14%	4 17%	20 18%	13 25%	14 16%	7 19%	11 24%	21 20%
Lack of senior level engagement or agreement	64 20%	42 20%	14 21%	8 17%	9 21%	9 17%	14 25%	- -	6 29%	4 17%	22 20%	12 23%	23 26%	9 24%	5 11%	15 14%
No time	61 19%	32 15%	17 25%	12 26%	13 31%	12 23%	9 16%	2 9%	- -	5 22%	20 18%	6 12%	12 14%	6 16%	16 36%	21 20%
No business case for action	56 17%	44 21%	5 7%	7 15%	7 17%	6 11%	11 19%	8 35%	2 10%	5 22%	17 16%	7 13%	15 17%	4 11%	8 18%	22 21%
No external interest (e.g. from customers or the public)	50 15%	34 16%	7 10%	9 20%	7 17%	9 17%	5 9%	3 13%	5 24%	4 17%	17 16%	6 12%	15 17%	2 5%	10 22%	17 16%
Lack of internal interest among employees	39 12%	24 11%	11 16%	4 9%	5 12%	9 17%	3 5%	1 4%	2 10%	6 26%	13 12%	3 6%	18 21%	4 11%	4 9%	10 9%
Lack of suppliers with expertise in behaviour change	20 6%	15 7%	4 6%	1 2%	2 5%	4 8%	1 2%	1 4%	2 10%	1 4%	9 8%	2 4%	9 10%	2 5%	2 4%	5 5%
Not appropriate for my organisation to do this	17 5%	12 6%	3 4%	2 4%	4 10%	1 2%	3 5%	2 9%	- -	- -	7 6%	3 6%	4 5%	1 3%	2 4%	7 7%
Other	5 2%	3 1%	- -	2 4%	2 5%	- -	- -	- -	1 5%	- -	2 2%	- -	2 2%	- -	1 2%	2 2%
None of the above	26 8%	17 8%	4 6%	5 11%	2 5%	2 4%	3 5%	2 9%	2 10%	- -	15 14%	2 4%	5 6%	6 16%	5 11%	8 7%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Type			Sector							Job title				
	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Not Stated	27 14%	13 19%	6 13%	2 5%	11 21%	10 18%	3 13%	4 19%	2 9%	14 13%	12 23%	9 10%	7 19%	3 7%	15 14%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of employee skills or knowledge of how to achieve behaviour change	83	8	3	20	38	14	21	10	17	35	43	2	38	55	42	4	11	62	1	81
	25%	20%	9%	26%	28%	34%	19%	31%	20%	36%	28%	9%	25%	25%	26%	15%	20%	28%	20%	25%
Lack of funding	66	8	9	19	21	9	25	7	14	20	31	4	31	42	33	5	15	41	-	65
	20%	20%	28%	24%	15%	22%	22%	22%	16%	20%	20%	18%	20%	19%	20%	19%	27%	18%	-	20%
Lack of senior level engagement or agreement	64	7	7	13	27	10	24	6	22	12	26	4	34	42	29	7	5	50	-	64
	20%	18%	22%	17%	20%	24%	21%	19%	26%	12%	17%	18%	22%	19%	18%	26%	9%	22%	-	20%
No time	61	9	10	9	31	2	23	8	22	8	36	5	20	35	34	7	10	36	-	60
	19%	23%	31%	12%	23%	5%	21%	25%	26%	8%	24%	23%	13%	16%	21%	26%	18%	16%	-	19%
No business case for action	56	6	7	14	20	9	18	5	13	20	18	7	31	35	38	2	9	41	2	53
	17%	15%	22%	18%	15%	22%	16%	16%	15%	20%	12%	32%	20%	16%	23%	7%	16%	18%	40%	17%
No external interest (e.g. from customers or the public)	50	9	4	12	18	7	23	3	7	17	17	8	25	33	25	5	5	34	2	46
	15%	23%	13%	15%	13%	17%	21%	9%	8%	17%	11%	36%	16%	15%	15%	19%	9%	15%	40%	14%
Lack of internal interest among employees	39	6	2	4	20	7	11	3	15	10	16	3	20	25	20	4	6	28	1	38
	12%	15%	6%	5%	15%	17%	10%	9%	17%	10%	10%	14%	13%	11%	12%	15%	11%	13%	20%	12%
Lack of suppliers with expertise in behaviour change	20	2	2	5	8	3	6	4	3	7	8	-	12	17	10	1	5	14	-	20
	6%	5%	6%	6%	6%	7%	5%	13%	3%	7%	5%	-	8%	8%	6%	4%	9%	6%	-	6%
Not appropriate for my organisation to do this	17	3	-	8	6	-	6	2	4	5	5	1	11	12	8	3	1	13	-	17
	5%	8%	-	10%	4%	-	5%	6%	5%	5%	3%	5%	7%	5%	5%	11%	2%	6%	-	5%
Other	5	2	-	2	-	1	2	-	1	2	3	-	2	3	2	-	-	4	-	5
	2%	5%	-	3%	-	2%	2%	-	1%	2%	2%	-	1%	1%	1%	-	-	2%	-	2%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Other important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
None of the above	26 8%	2 5%	4 13%	6 8%	9 7%	5 12%	13 12%	1 3%	4 5%	8 8%	13 8%	1 5%	12 8%	21 10%	10 6%	2 7%	3 5%	19 9%	2 40%	22 7%
Not Stated	46 14%	5 13%	4 13%	11 14%	23 17%	3 7%	9 8%	6 19%	17 20%	14 14%	25 16%	3 14%	18 12%	30 14%	21 13%	5 19%	12 21%	27 12%	- -	46 14%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Lack of funding	135 41%	75 35%	36 53%	24 52%	23 55%	26 49%	27 47%	8 35%	5 24%	9 39%	37 34%	24 46%	30 34%	15 41%	22 49%	44 41%
Lack of senior level engagement or agreement	128 39%	89 42%	24 35%	15 33%	12 29%	20 38%	23 40%	8 35%	11 52%	10 43%	44 40%	23 44%	40 46%	12 32%	14 31%	39 36%
Lack of employee skills or knowledge of how to achieve behaviour change	112 34%	73 34%	25 37%	14 30%	18 43%	18 34%	21 37%	10 43%	6 29%	9 39%	30 28%	17 33%	33 38%	13 35%	7 16%	42 39%
No business case for action	84 26%	66 31%	9 13%	9 20%	9 21%	7 13%	17 30%	11 48%	5 24%	6 26%	29 27%	12 23%	25 29%	6 16%	12 27%	29 27%
No external interest (e.g. from customers or the public)	82 25%	60 28%	10 15%	12 26%	9 21%	14 26%	8 14%	7 30%	7 33%	7 30%	30 28%	9 17%	27 31%	4 11%	16 36%	26 24%
No time	76 23%	42 20%	20 29%	14 30%	15 36%	15 28%	12 21%	3 13%	3 14%	6 26%	22 20%	9 17%	18 21%	7 19%	18 40%	24 22%
Lack of internal interest among employees	51 16%	35 16%	12 18%	4 9%	5 12%	10 19%	7 12%	1 4%	3 14%	8 35%	17 16%	6 12%	20 23%	5 14%	4 9%	16 15%
Lack of suppliers with expertise in behaviour change	30 9%	19 9%	8 12%	3 7%	7 17%	4 8%	3 5%	1 4%	2 10%	2 9%	11 10%	4 8%	10 11%	4 11%	3 7%	9 8%
Not appropriate for my organisation to do this	28 9%	21 10%	5 7%	2 4%	5 12%	2 4%	5 9%	3 13%	2 10%	- -	11 10%	5 10%	6 7%	2 5%	4 9%	11 10%
Other	14 4%	10 5%	2 3%	2 4%	4 10%	1 2%	2 4%	1 4%	1 5%	1 4%	4 4%	1 2%	5 6%	2 5%	2 4%	4 4%
None of the above	9 3%	7 3%	2 3%	- -	2 5%	1 2%	2 4%	1 4%	- -	1 4%	2 2%	1 2%	3 3%	2 5%	1 2%	2 2%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Type			Sector							Job title				
	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Not Stated	26 13%	9 13%	7 15%	3 7%	7 13%	8 14%	3 13%	2 10%	1 4%	18 17%	8 15%	7 8%	8 22%	6 13%	13 12%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of funding	135	14	19	31	57	14	51	13	39	32	72	8	55	89	73	8	24	93	1	130
	41%	35%	59%	40%	42%	34%	46%	41%	45%	33%	47%	36%	36%	40%	45%	30%	43%	42%	20%	41%
Lack of senior level engagement or agreement	128	15	9	31	54	19	43	9	35	41	55	8	65	75	68	15	13	93	1	126
	39%	38%	28%	40%	39%	46%	38%	28%	41%	42%	36%	36%	42%	34%	42%	56%	23%	42%	20%	40%
Lack of employee skills or knowledge of how to achieve behaviour change	112	12	5	27	50	18	28	15	26	43	55	4	53	75	59	6	16	83	1	110
	34%	30%	16%	35%	36%	44%	25%	47%	30%	44%	36%	18%	35%	34%	36%	22%	29%	37%	20%	35%
No business case for action	84	8	12	21	31	12	27	5	20	32	21	11	52	53	47	7	13	57	3	80
	26%	20%	38%	27%	23%	29%	24%	16%	23%	33%	14%	50%	34%	24%	29%	26%	23%	26%	60%	25%
No external interest (e.g. from customers or the public)	82	14	9	18	29	12	36	10	14	22	31	11	40	54	45	8	12	56	2	78
	25%	35%	28%	23%	21%	29%	32%	31%	16%	22%	20%	50%	26%	25%	28%	30%	21%	25%	40%	25%
No time	76	12	10	14	37	3	28	10	24	14	44	6	26	48	39	8	16	44	-	75
	23%	30%	31%	18%	27%	7%	25%	31%	28%	14%	29%	27%	17%	22%	24%	30%	29%	20%	-	24%
Lack of internal interest among employees	51	7	2	7	25	10	14	4	19	14	22	3	26	31	25	4	8	37	1	50
	16%	18%	6%	9%	18%	24%	13%	13%	22%	14%	14%	14%	17%	14%	15%	15%	14%	17%	20%	16%
Lack of suppliers with expertise in behaviour change	30	4	3	8	12	3	10	5	6	9	15	-	15	27	12	1	7	22	-	30
	9%	10%	9%	10%	9%	7%	9%	16%	7%	9%	10%	-	10%	12%	7%	4%	13%	10%	-	9%
Not appropriate for my organisation to do this	28	5	-	13	7	3	10	2	7	9	9	2	17	17	13	5	3	18	-	28
	9%	13%	-	17%	5%	7%	9%	6%	8%	9%	6%	9%	11%	8%	8%	19%	5%	8%	-	9%
Other	14	2	1	3	3	5	3	2	2	7	6	-	8	11	4	-	3	8	-	13
	4%	5%	3%	4%	2%	12%	3%	6%	2%	7%	4%	-	5%	5%	2%	-	5%	4%	-	4%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Any important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
None of the above	9 3%	- -	1 3%	1 1%	3 2%	4 10%	1 1%	2 6%	1 1%	5 5%	3 2%	- -	6 4%	8 4%	2 1%	- -	3 5%	4 2%	- -	8 3%
Not Stated	42 13%	6 15%	4 13%	11 14%	17 12%	4 10%	17 15%	5 16%	9 10%	11 11%	23 15%	2 9%	17 11%	33 15%	16 10%	3 11%	6 11%	30 13%	2 40%	40 13%

Behaviour Change Survey

Q15 There are many reasons why an organisation may NOT want, or be able to carry out behaviour change programmes among their desired audience. Please select the one reason that is most important to your organisation and up to two others.

Summary table

Base: All respondents

	Most important	Other important	Any important
Total	328 100%	328 100%	328 100%
Lack of funding	69 21%	66 20%	135 41%
Lack of senior level engagement or agreement	64 20%	64 20%	128 39%
Lack of employee skills or knowledge of how to achieve behaviour change	29 9%	83 25%	112 34%
No business case for action	28 9%	56 17%	84 26%
No external interest (e.g. from customers or the public)	32 10%	50 15%	82 25%
No time	15 5%	61 19%	76 23%
Lack of internal interest among employees	12 4%	39 12%	51 16%
Lack of suppliers with expertise in behaviour change	10 3%	20 6%	30 9%
Not appropriate for my organisation to do this	11 3%	17 5%	28 9%
Other	9 3%	5 2%	14 4%
None of the above	49 15%	26 8%	9 3%
Not Stated	- -	46 14%	42 13%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Currently use

Base: All who make use of behaviour change

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
Communications to raise awareness and prompt action	218 77%	139 76%	50 82%	29 73%	30 79%	45 90%	33 70%	15 71%	13 76%	15 75%	67 74%	38 83%	61 81%	31 84%	28 72%	60 70%
Research to understand context, audiences, and their priorities and motivations	201 71%	130 71%	44 72%	27 68%	29 76%	32 64%	34 72%	19 90%	10 59%	11 55%	66 73%	33 72%	53 71%	32 86%	26 67%	57 66%
Providing sustainable products and services	146 52%	104 57%	24 39%	18 45%	16 42%	29 58%	20 43%	17 81%	7 41%	12 60%	45 50%	22 48%	42 56%	13 35%	24 62%	45 52%
Training to build skills in behaviour change	142 50%	93 51%	31 51%	18 45%	20 53%	23 46%	26 55%	8 38%	8 47%	10 50%	47 52%	16 35%	37 49%	27 73%	20 51%	42 49%
Changing policy or rules	140 49%	91 50%	35 57%	14 35%	21 55%	23 46%	17 36%	15 71%	8 47%	12 60%	44 49%	19 41%	35 47%	19 51%	19 49%	48 56%
Grass-roots community engagement	139 49%	82 45%	35 57%	22 55%	20 53%	28 56%	17 36%	13 62%	11 65%	6 30%	44 49%	21 46%	38 51%	26 70%	16 41%	38 44%
Third party endorsement or collaboration	122 43%	85 47%	21 34%	16 40%	15 39%	23 46%	17 36%	15 71%	8 47%	6 30%	38 42%	21 46%	36 48%	19 51%	15 38%	31 36%
Changing infrastructure, service design or systems	114 40%	70 38%	29 48%	15 38%	20 53%	17 34%	15 32%	10 48%	8 47%	9 45%	35 39%	14 30%	31 41%	17 46%	17 44%	35 41%
Supplier processes and engagement	108 38%	70 38%	27 44%	11 28%	17 45%	10 20%	17 36%	12 57%	9 53%	8 40%	35 39%	13 28%	38 51%	17 46%	10 26%	30 35%
Incentives or penalties	69 24%	43 24%	21 34%	5 13%	13 34%	10 20%	12 26%	6 29%	5 29%	3 15%	20 22%	11 24%	17 23%	16 43%	6 15%	19 22%
Other	10 4%	6 3%	2 3%	2 5%	1 3%	2 4%	3 6%	1 5%	- -	- -	3 3%	2 4%	2 3%	3 8%	1 3%	2 2%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Currently use

Base: All who make use of behaviour change

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
None of the above	6 2%	4 2%	1 2%	1 3%	1 3%	- -	3 6%	- -	1 6%	- -	1 1%	1 2%	1 1%	- -	1 3%	3 3%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Currently use

Base: All who make use of behaviour change

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Communications to raise awareness and prompt action	218	26	22	49	94	27	71	21	60	66	99	13	106	180	117	-	46	171	2	212
	77%	70%	71%	72%	83%	79%	70%	75%	82%	81%	73%	72%	82%	82%	72%	-	82%	77%	67%	77%
Research to understand context, audiences, and their priorities and motivations	201	27	22	46	83	23	76	16	45	64	92	15	94	175	107	-	42	156	2	196
	71%	73%	71%	68%	73%	68%	75%	57%	62%	79%	68%	83%	72%	80%	66%	-	75%	70%	67%	71%
Providing sustainable products and services	146	18	20	27	61	20	48	18	35	45	66	11	69	118	79	-	31	115	2	142
	52%	49%	65%	40%	54%	59%	48%	64%	48%	56%	49%	61%	53%	54%	48%	-	55%	52%	67%	51%
Training to build skills in behaviour change	142	22	19	31	54	16	52	12	37	41	61	9	72	130	64	-	28	113	2	137
	50%	59%	61%	46%	48%	47%	51%	43%	51%	51%	45%	50%	55%	59%	39%	-	50%	51%	67%	50%
Changing policy or rules	140	17	15	34	60	14	30	15	48	47	67	8	65	117	71	-	34	105	-	138
	49%	46%	48%	50%	53%	41%	30%	54%	66%	58%	50%	44%	50%	53%	44%	-	61%	47%	-	50%
Grass-roots community engagement	139	16	14	28	66	15	43	12	36	48	73	8	58	120	68	-	30	108	2	134
	49%	43%	45%	41%	58%	44%	43%	43%	49%	59%	54%	44%	45%	55%	42%	-	54%	48%	67%	49%
Third party endorsement or collaboration	122	12	17	25	55	13	38	12	32	40	50	9	63	106	60	-	25	96	2	118
	43%	32%	55%	37%	49%	38%	38%	43%	44%	49%	37%	50%	48%	48%	37%	-	45%	43%	67%	43%
Changing infrastructure, service design or systems	114	15	14	21	52	12	32	8	33	41	53	8	53	100	50	-	35	79	1	111
	40%	41%	45%	31%	46%	35%	32%	29%	45%	51%	39%	44%	41%	45%	31%	-	63%	35%	33%	40%
Supplier processes and engagement	108	11	10	23	49	15	26	8	32	42	44	7	57	91	54	-	26	82	1	106
	38%	30%	32%	34%	43%	44%	26%	29%	44%	52%	33%	39%	44%	41%	33%	-	46%	37%	33%	38%
Incentives or penalties	69	7	7	13	32	10	16	6	17	30	37	4	28	59	28	-	21	48	1	66
	24%	19%	23%	19%	28%	29%	16%	21%	23%	37%	27%	22%	22%	27%	17%	-	38%	22%	33%	24%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Currently use

Base: All who make use of behaviour change

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Other	10	2	1	-	6	1	4	2	2	2	4	-	6	9	4	-	2	8	-	9
	4%	5%	3%	-	5%	3%	4%	7%	3%	2%	3%	-	5%	4%	2%	-	4%	4%	-	3%
None of the above	6	2	-	1	3	-	4	-	1	1	3	-	3	1	6	-	1	5	1	5
	2%	5%	-	1%	3%	-	4%	-	1%	1%	2%	-	2%	*	4%	-	2%	2%	33%	2%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Plan to use in the future

Base: All who make use of behaviour change

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
Training to build skills in behaviour change	99 35%	62 34%	23 38%	14 35%	13 34%	17 34%	13 28%	11 52%	6 35%	6 30%	33 37%	22 48%	29 39%	13 35%	10 26%	25 29%
Supplier processes and engagement	84 30%	56 31%	19 31%	9 23%	12 32%	18 36%	11 23%	5 24%	4 24%	6 30%	28 31%	10 22%	25 33%	12 32%	17 44%	20 23%
Research to understand context, audiences, and their priorities and motivations	72 25%	38 21%	21 34%	13 33%	14 37%	15 30%	6 13%	5 24%	3 18%	3 15%	26 29%	11 24%	18 24%	12 32%	10 26%	21 24%
Changing infrastructure, service design or systems	72 25%	42 23%	17 28%	13 33%	12 32%	10 20%	10 21%	9 43%	4 24%	1 5%	26 29%	13 28%	18 24%	13 35%	9 23%	19 22%
Changing policy or rules	68 24%	42 23%	18 30%	8 20%	7 18%	9 18%	13 28%	6 29%	4 24%	6 30%	23 26%	13 28%	26 35%	7 19%	6 15%	16 19%
Incentives or penalties	67 24%	43 24%	14 23%	10 25%	7 18%	10 20%	9 19%	10 48%	3 18%	6 30%	22 24%	8 17%	24 32%	5 14%	7 18%	23 27%
Grass-roots community engagement	67 24%	39 21%	19 31%	9 23%	10 26%	8 16%	12 26%	3 14%	4 24%	1 5%	29 32%	9 20%	18 24%	11 30%	8 21%	21 24%
Communications to raise awareness and prompt action	66 23%	37 20%	19 31%	10 25%	12 32%	6 12%	7 15%	6 29%	3 18%	5 25%	27 30%	10 22%	15 20%	11 30%	7 18%	23 27%
Third party endorsement or collaboration	65 23%	38 21%	17 28%	10 25%	11 29%	8 16%	12 26%	4 19%	2 12%	3 15%	25 28%	7 15%	16 21%	12 32%	13 33%	17 20%
Providing sustainable products and services	62 22%	38 21%	18 30%	6 15%	9 24%	5 10%	11 23%	4 19%	5 29%	2 10%	26 29%	9 20%	18 24%	11 30%	8 21%	16 19%
Other	7 2%	4 2%	3 5%	- -	1 3%	1 2%	2 4%	- -	1 6%	- -	2 2%	1 2%	- -	3 8%	1 3%	2 2%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Plan to use in the future

Base: All who make use of behaviour change

	Type			Sector							Job title				
	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	182	61	40	38	50	47	21	17	20	90	46	75	37	39	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	27	7	3	6	7	5	3	5	2	9	7	8	5	3	14
	15%	11%	8%	16%	14%	11%	14%	29%	10%	10%	15%	11%	14%	8%	16%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Plan to use in the future

Base: All who make use of behaviour change

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Training to build skills in behaviour change	99	11	5	22	45	16	31	11	23	34	51	4	44	72	61	-	22	77	1	98
	35%	30%	16%	32%	40%	47%	31%	39%	32%	42%	38%	22%	34%	33%	37%	-	39%	35%	33%	36%
Supplier processes and engagement	84	13	8	13	37	13	29	9	23	23	42	6	36	66	51	-	17	67	2	81
	30%	35%	26%	19%	33%	38%	29%	32%	32%	28%	31%	33%	28%	30%	31%	-	30%	30%	67%	29%
Research to understand context, audiences, and their priorities and motivations	72	11	7	13	33	8	23	9	16	24	42	4	26	50	43	-	15	57	1	70
	25%	30%	23%	19%	29%	24%	23%	32%	22%	30%	31%	22%	20%	23%	26%	-	27%	26%	33%	25%
Changing infrastructure, service design or systems	72	8	9	14	30	11	26	7	15	24	37	2	33	58	49	-	14	58	2	69
	25%	22%	29%	21%	27%	32%	26%	25%	21%	30%	27%	11%	25%	26%	30%	-	25%	26%	67%	25%
Changing policy or rules	68	6	6	8	36	12	18	8	16	26	32	5	31	50	45	-	16	52	2	66
	24%	16%	19%	12%	32%	35%	18%	29%	22%	32%	24%	28%	24%	23%	28%	-	29%	23%	67%	24%
Incentives or penalties	67	10	8	11	31	7	23	4	15	25	35	7	25	57	39	-	15	52	2	65
	24%	27%	26%	16%	27%	21%	23%	14%	21%	31%	26%	39%	19%	26%	24%	-	27%	23%	67%	24%
Grass-roots community engagement	67	9	7	12	29	10	24	7	14	22	32	4	31	52	43	-	16	51	1	66
	24%	24%	23%	18%	26%	29%	24%	25%	19%	27%	24%	22%	24%	24%	26%	-	29%	23%	33%	24%
Communications to raise awareness and prompt action	66	10	4	15	30	7	19	8	13	26	42	5	19	47	43	-	13	52	1	65
	23%	27%	13%	22%	27%	21%	19%	29%	18%	32%	31%	28%	15%	21%	26%	-	23%	23%	33%	24%
Third party endorsement or collaboration	65	13	4	15	26	7	28	3	14	20	32	6	27	52	42	-	13	52	1	63
	23%	35%	13%	22%	23%	21%	28%	11%	19%	25%	24%	33%	21%	24%	26%	-	23%	23%	33%	23%
Providing sustainable products and services	62	8	6	15	28	5	21	4	14	23	31	2	29	49	40	-	15	47	1	61
	22%	22%	19%	22%	25%	15%	21%	14%	19%	28%	23%	11%	22%	22%	25%	-	27%	21%	33%	22%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Plan to use in the future

Base: All who make use of behaviour change

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	283 100%	37 100%	31 100%	68 100%	113 100%	34 100%	101 100%	28 100%	73 100%	81 100%	135 100%	18 100%	130 100%	220 100%	163 100%	- -	56 100%	223 100%	3 100%	276 100%
Other	7 2%	2 5%	1 3%	1 1%	2 2%	1 3%	3 3%	- -	1 1%	3 4%	3 2%	- -	4 3%	7 3%	1 1%	- -	2 4%	5 2%	- -	6 2%
None of the above	37 13%	2 5%	5 16%	15 22%	13 12%	2 6%	10 10%	5 18%	14 19%	8 10%	20 15%	3 17%	14 11%	25 11%	19 12%	- -	8 14%	26 12%	- -	37 13%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Use or plan to use

Base: All who make use of behaviour change

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
Communications to raise awareness and prompt action	252 89%	161 88%	57 93%	34 85%	35 92%	47 94%	38 81%	18 86%	15 88%	18 90%	81 90%	42 91%	67 89%	34 92%	34 87%	75 87%
Research to understand context, audiences, and their priorities and motivations	240 85%	153 84%	53 87%	34 85%	34 89%	42 84%	38 81%	21 100%	12 71%	14 70%	79 88%	38 83%	64 85%	34 92%	35 90%	69 80%
Training to build skills in behaviour change	215 76%	140 77%	44 72%	31 78%	28 74%	37 74%	36 77%	16 76%	13 76%	15 75%	70 78%	35 76%	60 80%	31 84%	28 72%	61 71%
Changing policy or rules	189 67%	125 69%	43 70%	21 53%	24 63%	30 60%	30 64%	18 86%	11 65%	18 90%	58 64%	28 61%	55 73%	22 59%	24 62%	60 70%
Providing sustainable products and services	187 66%	131 72%	33 54%	23 58%	22 58%	32 64%	31 66%	18 86%	11 65%	14 70%	59 66%	28 61%	54 72%	19 51%	31 79%	55 64%
Grass-roots community engagement	184 65%	110 60%	44 72%	30 75%	26 68%	33 66%	29 62%	13 62%	14 82%	7 35%	62 69%	27 59%	49 65%	30 81%	23 59%	55 64%
Supplier processes and engagement	172 61%	116 64%	36 59%	20 50%	25 66%	27 54%	28 60%	14 67%	11 65%	13 65%	54 60%	21 46%	54 72%	24 65%	26 67%	47 55%
Third party endorsement or collaboration	169 60%	114 63%	30 49%	25 63%	23 61%	28 56%	27 57%	17 81%	10 59%	9 45%	55 61%	26 57%	46 61%	24 65%	27 69%	46 53%
Changing infrastructure, service design or systems	169 60%	105 58%	38 62%	26 65%	27 71%	27 54%	25 53%	16 76%	11 65%	10 50%	53 59%	25 54%	46 61%	25 68%	25 64%	48 56%
Incentives or penalties	123 43%	80 44%	29 48%	14 35%	16 42%	19 38%	21 45%	13 62%	7 41%	9 45%	38 42%	17 37%	38 51%	18 49%	12 31%	38 44%
Other	14 5%	9 5%	3 5%	2 5%	1 3%	3 6%	4 9%	1 5%	1 6%	- -	4 4%	2 4%	2 3%	4 11%	2 5%	4 5%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Use or plan to use

Base: All who make use of behaviour change

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283	182	61	40	38	50	47	21	17	20	90	46	75	37	39	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	2	1	1	-	1	-	1	-	-	-	-	-	1	-	-	1
	1%	1%	2%	-	3%	-	2%	-	-	-	-	-	1%	-	-	1%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Use or plan to use

Base: All who make use of behaviour change

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283 100%	37 100%	31 100%	68 100%	113 100%	34 100%	101 100%	28 100%	73 100%	81 100%	135 100%	18 100%	130 100%	220 100%	163 100%	- -	56 100%	223 100%	3 100%	276 100%
Communications to raise awareness and prompt action	252 89%	32 86%	26 84%	58 85%	106 94%	30 88%	84 83%	28 100%	64 88%	76 94%	123 91%	15 83%	114 88%	198 90%	145 89%	- -	50 89%	200 90%	3 100%	245 89%
Research to understand context, audiences, and their priorities and motivations	240 85%	33 89%	28 90%	54 79%	98 87%	27 79%	88 87%	24 86%	54 74%	74 91%	114 84%	16 89%	110 85%	195 89%	135 83%	- -	48 86%	189 85%	3 100%	233 84%
Training to build skills in behaviour change	215 76%	29 78%	22 71%	49 72%	86 76%	29 85%	76 75%	22 79%	54 74%	63 78%	99 73%	12 67%	104 80%	177 80%	116 71%	- -	41 73%	173 78%	3 100%	209 76%
Changing policy or rules	189 67%	21 57%	21 68%	40 59%	83 73%	24 71%	46 46%	23 82%	59 81%	61 75%	88 65%	12 67%	89 68%	149 68%	108 66%	- -	42 75%	146 65%	2 67%	185 67%
Providing sustainable products and services	187 66%	25 68%	25 81%	40 59%	74 65%	23 68%	66 65%	22 79%	44 60%	55 68%	86 64%	12 67%	89 68%	146 66%	111 68%	- -	37 66%	150 67%	3 100%	182 66%
Grass-roots community engagement	184 65%	23 62%	20 65%	38 56%	81 72%	22 65%	63 62%	19 68%	45 62%	57 70%	94 70%	10 56%	80 62%	150 68%	103 63%	- -	37 66%	146 65%	3 100%	178 64%
Supplier processes and engagement	172 61%	23 62%	18 58%	34 50%	73 65%	24 71%	53 52%	17 61%	49 67%	53 65%	76 56%	12 67%	84 65%	137 62%	100 61%	- -	34 61%	138 62%	3 100%	167 61%
Third party endorsement or collaboration	169 60%	22 59%	21 68%	38 56%	69 61%	19 56%	62 61%	15 54%	41 56%	51 63%	72 53%	13 72%	84 65%	141 64%	95 58%	- -	31 55%	137 61%	3 100%	163 59%
Changing infrastructure, service design or systems	169 60%	21 57%	22 71%	34 50%	72 64%	20 59%	54 53%	15 54%	45 62%	55 68%	80 59%	10 56%	79 61%	141 64%	93 57%	- -	41 73%	128 57%	3 100%	163 59%
Incentives or penalties	123 43%	15 41%	15 48%	22 32%	55 49%	16 47%	36 36%	10 36%	31 42%	46 57%	63 47%	11 61%	49 38%	103 47%	64 39%	- -	30 54%	93 42%	3 100%	118 43%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Use or plan to use

Base: All who make use of behaviour change

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	283	37	31	68	113	34	101	28	73	81	135	18	130	220	163	-	56	223	3	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Other	14	3	2	1	7	1	5	2	3	4	5	-	9	13	5	-	3	11	-	13
	5%	8%	6%	1%	6%	3%	5%	7%	4%	5%	4%	-	7%	6%	3%	-	5%	5%	-	5%
None of the above	2	-	-	-	2	-	1	-	1	-	1	-	1	1	2	-	1	1	-	2
	1%	-	-	-	2%	-	1%	-	1%	-	1%	-	1%	*	1%	-	2%	*	-	1%

Behaviour Change Survey

Q16 What methods, if any, does your organisation currently use, or plan to use, to affect behaviour change?

Summary table

Base: All who make use of behaviour change

	Currently use	Plan to use	Use or plan to use
Total	283 100%	283 100%	283 100%
Communications to raise awareness and prompt action	218 77%	66 23%	252 89%
Research to understand context, audiences, and their priorities and motivations	201 71%	72 25%	240 85%
Providing sustainable products and services	146 52%	62 22%	187 66%
Training to build skills in behaviour change	142 50%	99 35%	215 76%
Changing policy or rules	140 49%	68 24%	189 67%
Grass-roots community engagement	139 49%	67 24%	184 65%
Third party endorsement or collaboration	122 43%	65 23%	169 60%
Changing infrastructure, service design or systems	114 40%	72 25%	169 60%
Supplier processes and engagement	108 38%	84 30%	172 61%
Incentives or penalties	69 24%	67 24%	123 43%
Other	10 4%	7 2%	14 5%
None of the above	6 2%	37 13%	2 1%

Behaviour Change Survey

Q17 How do you measure the effectiveness of your behaviour change programme?

Base: All who make use of behaviour change

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	283 100%	182 100%	61 100%	40 100%	38 100%	50 100%	47 100%	21 100%	17 100%	20 100%	90 100%	46 100%	75 100%	37 100%	39 100%	86 100%
Informal feedback from customers / employees / general public / suppliers	163 58%	103 57%	36 59%	24 60%	27 71%	27 54%	22 47%	13 62%	11 65%	10 50%	53 59%	22 48%	45 60%	27 73%	23 59%	46 53%
Data analysis of outcomes	161 57%	93 51%	46 75%	22 55%	26 68%	25 50%	24 51%	11 52%	11 65%	11 55%	53 59%	22 48%	42 56%	30 81%	22 56%	45 52%
Qualitative research (e.g. in-depth interviews / focus groups)	156 55%	89 49%	43 70%	24 60%	31 82%	26 52%	17 36%	15 71%	9 53%	7 35%	51 57%	23 50%	43 57%	26 70%	19 49%	45 52%
Quantitative research (e.g. closed questions, multiple choice answers)	141 50%	77 42%	40 66%	24 60%	30 79%	23 46%	22 47%	10 48%	7 41%	6 30%	43 48%	25 54%	34 45%	27 73%	17 44%	38 44%
Via proxy measures that give an indication of change but are not hard evidence	88 31%	46 25%	26 43%	16 40%	20 53%	17 34%	10 21%	7 33%	3 18%	4 20%	27 30%	11 24%	18 24%	23 62%	14 36%	22 26%
Other	8 3%	4 2%	3 5%	1 3%	- -	- -	4 9%	- -	- -	- -	4 4%	2 4%	2 3%	3 8%	1 3%	- -
We do not measure the effectiveness of our behaviour change programme	40 14%	33 18%	3 5%	4 10%	1 3%	6 12%	12 26%	2 10%	3 18%	4 20%	12 13%	9 20%	10 13%	2 5%	5 13%	14 16%

Behaviour Change Survey

Q17 How do you measure the effectiveness of your behaviour change programme?

Base: All who make use of behaviour change

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to conduct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	283 100%	37 100%	31 100%	68 100%	113 100%	34 100%	101 100%	28 100%	73 100%	81 100%	135 100%	18 100%	130 100%	220 100%	163 100%	-	56 100%	223 100%	3 100%	276 100%
Informal feedback from customers / employees / general public / suppliers	163 58%	23 62%	16 52%	32 47%	72 64%	20 59%	58 57%	17 61%	44 60%	44 54%	74 55%	10 56%	79 61%	132 60%	89 55%	-	37 66%	125 56%	2 67%	159 58%
Data analysis of outcomes	161 57%	22 59%	18 58%	29 43%	72 64%	20 59%	54 53%	10 36%	45 62%	52 64%	77 57%	10 56%	74 57%	136 62%	84 52%	-	36 64%	124 56%	2 67%	155 56%
Qualitative research (e.g. in-depth interviews / focus groups)	156 55%	20 54%	15 48%	31 46%	71 63%	19 56%	54 53%	9 32%	39 53%	54 67%	81 60%	7 39%	68 52%	131 60%	78 48%	-	38 68%	118 53%	2 67%	150 54%
Quantitative research (e.g. closed questions, multiple choice answers)	141 50%	18 49%	15 48%	25 37%	70 62%	13 38%	45 45%	11 39%	40 55%	45 56%	70 52%	6 33%	65 50%	121 55%	71 44%	-	31 55%	110 49%	2 67%	137 50%
Via proxy measures that give an indication of change but are not hard evidence	88 31%	14 38%	10 32%	17 25%	37 33%	10 29%	25 25%	11 39%	27 37%	25 31%	45 33%	4 22%	39 30%	75 34%	47 29%	-	22 39%	66 30%	-	87 32%
Other	8 3%	2 5%	1 3%	1 1%	3 3%	1 3%	5 5%	1 4%	1 1%	1 1%	1 1%	-	7 5%	8 4%	1 1%	-	1 2%	7 3%	-	8 3%
We do not measure the effectiveness of our behaviour change programme	40 14%	4 11%	4 13%	16 24%	12 11%	4 12%	16 16%	3 11%	11 15%	10 12%	19 14%	2 11%	19 15%	21 10%	31 19%	-	8 14%	29 13%	1 33%	39 14%

Behaviour Change Survey

Q18 Has your organisation commissioned external support on behaviour change in the last 12 months, or does it intend to do so in the next 12 months in any of the following areas?

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Training / capacity building																
Yes	136 41%	91 43%	31 46%	14 30%	20 48%	23 43%	21 37%	10 43%	10 48%	10 43%	42 39%	21 40%	40 46%	18 49%	20 44%	37 35%
No	130 40%	83 39%	21 31%	26 57%	16 38%	22 42%	21 37%	6 26%	8 38%	10 43%	47 43%	20 38%	28 32%	16 43%	24 53%	42 39%
Don't know	62 19%	40 19%	16 24%	6 13%	6 14%	8 15%	15 26%	7 30%	3 14%	3 13%	20 18%	11 21%	19 22%	3 8%	1 2%	28 26%
Communications																
Yes	144 44%	92 43%	25 37%	27 59%	17 40%	29 55%	21 37%	14 61%	7 33%	11 48%	45 41%	24 46%	42 48%	17 46%	17 38%	44 41%
No	137 42%	90 42%	31 46%	16 35%	18 43%	20 38%	26 46%	6 26%	10 48%	10 43%	47 43%	23 44%	32 37%	16 43%	26 58%	40 37%
Don't know	47 14%	32 15%	12 18%	3 7%	7 17%	4 8%	10 18%	3 13%	4 19%	2 9%	17 16%	5 10%	13 15%	4 11%	2 4%	23 21%
Research and insight																
Yes	159 48%	98 46%	36 53%	25 54%	26 62%	27 51%	24 42%	17 74%	8 38%	8 35%	49 45%	28 54%	47 54%	27 73%	16 36%	41 38%
No	115 35%	75 35%	21 31%	19 41%	13 31%	18 34%	20 35%	2 9%	7 33%	13 57%	42 39%	15 29%	26 30%	10 27%	26 58%	38 36%
Don't know	54 16%	41 19%	11 16%	2 4%	3 7%	8 15%	13 23%	4 17%	6 29%	2 9%	18 17%	9 17%	14 16%	- -	3 7%	28 26%
Strategy																
Yes	115 35%	87 41%	16 24%	12 26%	11 26%	13 25%	20 35%	12 52%	9 43%	9 39%	41 38%	19 37%	37 43%	13 35%	17 38%	29 27%

Behaviour Change Survey

Q18 Has your organisation commissioned external support on behaviour change in the last 12 months, or does it intend to do so in the next 12 months in any of the following areas?

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	155	91	35	29	23	32	25	6	7	12	50	23	35	20	27	50
	47%	43%	51%	63%	55%	60%	44%	26%	33%	52%	46%	44%	40%	54%	60%	47%
Don't know	58	36	17	5	8	8	12	5	5	2	18	10	15	4	1	28
	18%	17%	25%	11%	19%	15%	21%	22%	24%	9%	17%	19%	17%	11%	2%	26%
Service design																
Yes	80	51	18	11	17	11	9	9	3	4	27	14	18	11	12	25
	24%	24%	26%	24%	40%	21%	16%	39%	14%	17%	25%	27%	21%	30%	27%	23%
No	174	113	32	29	18	33	32	8	11	16	56	27	45	23	29	50
	53%	53%	47%	63%	43%	62%	56%	35%	52%	70%	51%	52%	52%	62%	64%	47%
Don't know	74	50	18	6	7	9	16	6	7	3	26	11	24	3	4	32
	23%	23%	26%	13%	17%	17%	28%	26%	33%	13%	24%	21%	28%	8%	9%	30%
Evaluation																
Yes	123	76	26	21	18	23	19	12	6	7	38	19	38	21	16	29
	38%	36%	38%	46%	43%	43%	33%	52%	29%	30%	35%	37%	44%	57%	36%	27%
No	139	92	29	18	19	22	26	4	8	13	47	23	31	15	26	44
	42%	43%	43%	39%	45%	42%	46%	17%	38%	57%	43%	44%	36%	41%	58%	41%
Don't know	66	46	13	7	5	8	12	7	7	3	24	10	18	1	3	34
	20%	21%	19%	15%	12%	15%	21%	30%	33%	13%	22%	19%	21%	3%	7%	32%

Behaviour Change Survey

Q18 Has your organisation commissioned external support on behaviour change in the last 12 months, or does it intend to do so in the next 12 months in any of the following areas?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
Training / capacity building																				
Yes	136 41%	19 48%	16 50%	30 38%	56 41%	15 37%	43 38%	14 44%	39 45%	40 41%	65 42%	7 32%	64 42%	104 47%	77 47%	6 22%	25 45%	102 46%	- -	134 42%
No	130 40%	20 50%	16 50%	33 42%	44 32%	17 41%	62 55%	14 44%	29 34%	25 26%	63 41%	11 50%	56 37%	77 35%	61 37%	19 70%	20 36%	86 39%	4 80%	123 39%
Don't know	62 19%	1 3%	- -	15 19%	37 27%	9 22%	7 6%	4 13%	18 21%	33 34%	25 16%	4 18%	33 22%	39 18%	25 15%	2 7%	11 20%	35 16%	1 20%	61 19%
Communications																				
Yes	144 44%	19 48%	14 44%	33 42%	61 45%	17 41%	46 41%	17 53%	39 45%	42 43%	66 43%	11 50%	67 44%	118 54%	74 45%	2 7%	27 48%	110 49%	4 80%	138 43%
No	137 42%	19 48%	17 53%	34 44%	49 36%	18 44%	60 54%	10 31%	31 36%	36 37%	70 46%	9 41%	58 38%	78 35%	72 44%	22 81%	19 34%	92 41%	1 20%	133 42%
Don't know	47 14%	2 5%	1 3%	11 14%	27 20%	6 15%	6 5%	5 16%	16 19%	20 20%	17 11%	2 9%	28 18%	24 11%	17 10%	3 11%	10 18%	21 9%	- -	47 15%
Research and insight																				
Yes	159 48%	20 50%	19 59%	33 42%	68 50%	19 46%	51 46%	16 50%	43 50%	49 50%	76 50%	13 59%	70 46%	126 57%	88 54%	5 19%	32 57%	120 54%	3 60%	154 48%
No	115 35%	19 48%	12 38%	31 40%	40 29%	13 32%	54 48%	13 41%	27 31%	21 21%	62 41%	7 32%	46 30%	65 30%	54 33%	19 70%	16 29%	74 33%	2 40%	110 35%
Don't know	54 16%	1 3%	1 3%	14 18%	29 21%	9 22%	7 6%	3 9%	16 19%	28 29%	15 10%	2 9%	37 24%	29 13%	21 13%	3 11%	8 14%	29 13%	- -	54 17%
Strategy																				
Yes	115 35%	16 40%	14 44%	35 45%	35 26%	15 37%	38 34%	14 44%	25 29%	38 39%	50 33%	10 45%	55 36%	94 43%	65 40%	1 4%	18 32%	93 42%	- -	113 36%

Behaviour Change Survey

Q18 Has your organisation commissioned external support on behaviour change in the last 12 months, or does it intend to do so in the next 12 months in any of the following areas?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
No	155 47%	23 58%	18 56%	32 41%	67 49%	15 37%	69 62%	14 44%	42 49%	30 31%	80 52%	10 45%	65 42%	93 42%	76 47%	22 81%	24 43%	103 46%	5 100%	147 46%
Don't know	58 18%	1 3%	-	11 14%	35 26%	11 27%	5 4%	4 13%	19 22%	30 31%	23 15%	2 9%	33 22%	33 15%	22 13%	4 15%	14 25%	27 12%	-	58 18%
Service design																				
Yes	80 24%	11 28%	10 31%	21 27%	27 20%	11 27%	28 25%	9 28%	15 17%	28 29%	40 26%	4 18%	36 24%	63 29%	38 23%	4 15%	15 27%	60 27%	-	77 24%
No	174 53%	27 68%	19 59%	42 54%	68 50%	18 44%	74 66%	17 53%	47 55%	36 37%	86 56%	14 64%	74 48%	110 50%	90 55%	19 70%	28 50%	120 54%	4 80%	168 53%
Don't know	74 23%	2 5%	3 9%	15 19%	42 31%	12 29%	10 9%	6 19%	24 28%	34 35%	27 18%	4 18%	43 28%	47 21%	35 21%	4 15%	13 23%	43 19%	1 20%	73 23%
Evaluation																				
Yes	123 38%	15 38%	17 53%	27 35%	53 39%	11 27%	42 38%	12 38%	35 41%	34 35%	58 38%	9 41%	56 37%	98 45%	70 43%	3 11%	25 45%	91 41%	3 60%	117 37%
No	139 42%	22 55%	14 44%	36 46%	48 35%	19 46%	60 54%	15 47%	32 37%	32 33%	71 46%	10 45%	58 38%	84 38%	65 40%	20 74%	19 34%	95 43%	2 40%	135 42%
Don't know	66 20%	3 8%	1 3%	15 19%	36 26%	11 27%	10 9%	5 16%	19 22%	32 33%	24 16%	3 14%	39 25%	38 17%	28 17%	4 15%	12 21%	37 17%	-	66 21%

Behaviour Change Survey

Q18 Has your organisation commissioned external support on behaviour change in the last 12 months, or does it intend to do so in the next 12 months in any of the following areas?

SUMMARY - YES

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Research and insight	159 48%	98 46%	36 53%	25 54%	26 62%	27 51%	24 42%	17 74%	8 38%	8 35%	49 45%	28 54%	47 54%	27 73%	16 36%	41 38%
Communications	144 44%	92 43%	25 37%	27 59%	17 40%	29 55%	21 37%	14 61%	7 33%	11 48%	45 41%	24 46%	42 48%	17 46%	17 38%	44 41%
Training / capacity building	136 41%	91 43%	31 46%	14 30%	20 48%	23 43%	21 37%	10 43%	10 48%	10 43%	42 39%	21 40%	40 46%	18 49%	20 44%	37 35%
Evaluation	123 38%	76 36%	26 38%	21 46%	18 43%	23 43%	19 33%	12 52%	6 29%	7 30%	38 35%	19 37%	38 44%	21 57%	16 36%	29 27%
Strategy	115 35%	87 41%	16 24%	12 26%	11 26%	13 25%	20 35%	12 52%	9 43%	9 39%	41 38%	19 37%	37 43%	13 35%	17 38%	29 27%
Service design	80 24%	51 24%	18 26%	11 24%	17 40%	11 21%	9 16%	9 39%	3 14%	4 17%	27 25%	14 27%	18 21%	11 30%	12 27%	25 23%
ANY	230 70%	147 69%	49 72%	34 74%	31 74%	42 79%	37 65%	19 83%	15 71%	16 70%	70 64%	39 75%	65 75%	31 84%	30 67%	65 61%

Behaviour Change Survey

Q18 Has your organisation commissioned external support on behaviour change in the last 12 months, or does it intend to do so in the next 12 months in any of the following areas?

SUMMARY - YES

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
Research and insight	159 48%	20 50%	19 59%	33 42%	68 50%	19 46%	51 46%	16 50%	43 50%	49 50%	76 50%	13 59%	70 46%	126 57%	88 54%	5 19%	32 57%	120 54%	3 60%	154 48%
Communications	144 44%	19 48%	14 44%	33 42%	61 45%	17 41%	46 41%	17 53%	39 45%	42 43%	66 43%	11 50%	67 44%	118 54%	74 45%	2 7%	27 48%	110 49%	4 80%	138 43%
Training / capacity building	136 41%	19 48%	16 50%	30 38%	56 41%	15 37%	43 38%	14 44%	39 45%	40 41%	65 42%	7 32%	64 42%	104 47%	77 47%	6 22%	25 45%	102 46%	- -	134 42%
Evaluation	123 38%	15 38%	17 53%	27 35%	53 39%	11 27%	42 38%	12 38%	35 41%	34 35%	58 38%	9 41%	56 37%	98 45%	70 43%	3 11%	25 45%	91 41%	3 60%	117 37%
Strategy	115 35%	16 40%	14 44%	35 45%	35 26%	15 37%	38 34%	14 44%	25 29%	38 39%	50 33%	10 45%	55 36%	94 43%	65 40%	1 4%	18 32%	93 42%	- -	113 36%
Service design	80 24%	11 28%	10 31%	21 27%	27 20%	11 27%	28 25%	9 28%	15 17%	28 29%	40 26%	4 18%	36 24%	63 29%	38 23%	4 15%	15 27%	60 27%	- -	77 24%
ANY	230 70%	30 75%	25 78%	51 65%	100 73%	24 59%	76 68%	24 75%	62 72%	68 69%	110 72%	16 73%	104 68%	176 80%	126 77%	11 41%	41 73%	173 78%	4 80%	223 70%

Behaviour Change Survey

Q19 What is your approximate annual spend on behaviour change including research, strategy, communications, evaluation and other work?

Base: All who commission external support on behaviour change

	Type				Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other	
Total	230	147	49	34	31	42	37	19	15	16	70	39	65	31	30	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Less than £20k	(1.0)	57	36	9	12	4	18	10	1	1	6	17	6	17	2	10	22
		25%	24%	18%	35%	13%	43%	27%	5%	7%	38%	24%	15%	26%	6%	33%	34%
More than 21k but less than 50k a year	(35.0)	29	18	6	5	5	3	7	2	1	1	10	4	7	5	6	7
		13%	12%	12%	15%	16%	7%	19%	11%	7%	6%	14%	10%	11%	16%	20%	11%
More than £51k but less than £250k	(150.0)	38	27	7	4	5	8	5	3	2	3	12	8	10	9	5	6
		17%	18%	14%	12%	16%	19%	14%	16%	13%	19%	17%	21%	15%	29%	17%	9%
More than £251k but less than £500k	(375.0)	7	5	2	-	1	1	2	2	-	1	-	3	-	3	1	-
		3%	3%	4%	-	3%	2%	5%	11%	-	6%	-	8%	-	10%	3%	-
More than £501k but less than £1m	(750.0)	7	4	-	3	-	3	1	-	-	1	2	2	1	1	2	1
		3%	3%	-	9%	-	7%	3%	-	-	6%	3%	5%	2%	3%	7%	2%
More than £1.1m but less than £5m	(3000.0)	7	6	1	-	-	1	-	3	1	1	1	2	4	-	-	1
		3%	4%	2%	-	-	2%	-	16%	7%	6%	1%	5%	6%	-	-	2%
More than £5.1m but less than £10m	(7500.0)	3	-	3	-	1	1	-	-	-	-	1	2	-	1	-	-
		1%	-	6%	-	3%	2%	-	-	-	-	1%	5%	-	3%	-	-
More than £10.1m	(12500.0)	5	3	-	2	2	-	1	1	-	-	1	1	2	2	-	-
		2%	2%	-	6%	6%	-	3%	5%	-	-	1%	3%	3%	6%	-	-
Don't know		77	48	21	8	13	7	11	7	10	3	26	11	24	8	6	28
		33%	33%	43%	24%	42%	17%	30%	37%	67%	19%	37%	28%	37%	26%	20%	43%
Mean Score		788.5	657.5	982.8	1078	1878	412.8	577.1	1898	667.2	355.1	606.1	1338	963.7	1561	118.5	132.9
Std Deviation		2465	2221	2366	3371	4239	1343	2438	3573	1306	823.2	2193	2971	2789	3777	213.5	501.5
Std Error		199.3	223.2	447.1	661.1	999.2	227.0	478.1	1031	584.0	228.3	330.6	561.5	435.6	787.6	43.58	82.44

Behaviour Change Survey

Q19 What is your approximate annual spend on behaviour change including research, strategy, communications, evaluation and other work?

Base: All who commission external support on behaviour change

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to conduct	Does not/ no plans	Prim arily a risk	Prim arily an opportunity	Should not try to	Should try
Total	230	30	25	51	100	24	76	24	62	68	110	16	104	176	126	11	41	173	4	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than £20k (1.0)	57	10	10	15	18	4	32	11	8	6	32	2	23	36	31	5	4	45	1	56
	25%	33%	40%	29%	18%	17%	42%	46%	13%	9%	29%	13%	22%	20%	25%	45%	10%	26%	25%	25%
More than 21k but less than 50k a year (35.0)	29	3	6	8	7	5	12	3	8	6	12	3	14	23	20	-	5	24	-	28
	13%	10%	24%	16%	7%	21%	16%	13%	13%	9%	11%	19%	13%	13%	16%	-	12%	14%	-	13%
More than £51k but less than £250k (150.0)	38	10	1	9	17	1	14	4	9	11	20	5	13	31	22	-	9	29	-	38
	17%	33%	4%	18%	17%	4%	18%	17%	15%	16%	18%	31%	13%	18%	17%	-	22%	17%	-	17%
More than £251k but less than £500k (375.0)	7	1	1	3	1	1	1	1	3	2	3	2	2	6	6	-	2	5	-	7
	3%	3%	4%	6%	1%	4%	1%	4%	5%	3%	3%	13%	2%	3%	5%	-	5%	3%	-	3%
More than £501k but less than £1m (750.0)	7	1	2	-	4	-	3	1	1	2	3	-	4	6	3	-	-	7	1	6
	3%	3%	8%	-	4%	-	4%	4%	2%	3%	3%	-	4%	3%	2%	-	-	4%	25%	3%
More than £1.1m but less than £5m (3000.0)	7	-	1	1	5	-	-	-	3	4	2	-	5	7	3	-	5	2	-	7
	3%	-	4%	2%	5%	-	-	-	5%	6%	2%	-	5%	4%	2%	-	12%	1%	-	3%
More than £5.1m but less than £10m (7500.0)	3	-	-	-	3	-	-	1	1	1	2	-	1	3	2	-	-	3	-	3
	1%	-	-	-	3%	-	-	4%	2%	1%	2%	-	1%	2%	2%	-	-	2%	-	1%
More than £10.1m (12500.0)	5	1	-	2	2	-	1	-	1	3	-	-	5	5	1	-	-	5	-	5
	2%	3%	-	4%	2%	-	1%	-	2%	4%	-	-	5%	3%	1%	-	-	3%	-	2%
Don't know	77	4	4	13	43	13	13	3	28	33	36	4	37	59	38	6	16	53	2	73
	33%	13%	16%	25%	43%	54%	17%	13%	45%	49%	33%	25%	36%	34%	30%	55%	39%	31%	50%	33%
Mean Score	788.5	586.2	249.8	809.7	1205	64.00	280.6	444.8	956.3	1746	376.0	133.9	1361	1011	511.7	1.00	691.2	861.3	375.5	799.1
Std Deviation	2465	2435	670.3	2834	2823	111.4	1573	1626	2520	3662	1296	128.7	3396	2783	1780	-	1182	2726	529.6	2488

Behaviour Change Survey

Q19 What is your approximate annual spend on behaviour change including research, strategy, communications, evaluation and other work?

Base: All who commission external support on behaviour change

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	230	30	25	51	100	24	76	62	68	110	16	104	176	126	11	41	173	4	223	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Std Error	199.3	477.6	146.3	459.8	373.9	33.60	198.2	354.9	432.2	619.0	150.7	37.15	414.9	257.3	189.8	-	236.5	248.8	374.5	203.2

Behaviour Change Survey

Q20 Do you personally have responsibility for buying behaviour change services?

Base: All who commission external support on behaviour change

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230 100%	147 100%	49 100%	34 100%	31 100%	42 100%	37 100%	19 100%	15 100%	16 100%	70 100%	39 100%	65 100%	31 100%	30 100%	65 100%
Yes	103 45%	66 45%	24 49%	13 38%	14 45%	21 50%	12 32%	4 21%	3 20%	9 56%	40 57%	15 38%	23 35%	20 65%	25 83%	20 31%
No	127 55%	81 55%	25 51%	21 62%	17 55%	21 50%	25 68%	15 79%	12 80%	7 44%	30 43%	24 62%	42 65%	11 35%	5 17%	45 69%

Behaviour Change Survey

Q20 Do you personally have responsibility for buying behaviour change services?

Base: All who commission external support on behaviour change

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230	30	25	51	100	24	76	24	62	68	110	16	104	176	126	11	41	173	4	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	103	24	16	26	31	6	46	11	27	19	51	7	45	81	63	2	20	80	-	103
	45%	80%	64%	51%	31%	25%	61%	46%	44%	28%	46%	44%	43%	46%	50%	18%	49%	46%	-	46%
No	127	6	9	25	69	18	30	13	35	49	59	9	59	95	63	9	21	93	4	120
	55%	20%	36%	49%	69%	75%	39%	54%	56%	72%	54%	56%	57%	54%	50%	82%	51%	54%	100%	54%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Most important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230 100%	147 100%	49 100%	34 100%	31 100%	42 100%	37 100%	19 100%	15 100%	16 100%	70 100%	39 100%	65 100%	31 100%	30 100%	65 100%
They have evidence of successful behaviour change at scale	57 25%	26 18%	19 39%	12 35%	12 39%	10 24%	8 22%	6 32%	2 13%	3 19%	16 23%	9 23%	17 26%	9 29%	6 20%	16 25%
They have a deep understanding of psychology and what motivates people to act	51 22%	33 22%	12 24%	6 18%	9 29%	9 21%	6 16%	5 26%	2 13%	4 25%	16 23%	14 36%	9 14%	8 26%	3 10%	17 26%
They have experience in working with organisations like mine	38 17%	27 18%	6 12%	5 15%	1 3%	7 17%	8 22%	1 5%	5 33%	5 31%	11 16%	7 18%	11 17%	2 6%	6 20%	12 18%
Price / value for money	32 14%	21 14%	7 14%	4 12%	5 16%	8 19%	7 19%	3 16%	2 13%	- -	7 10%	3 8%	9 14%	5 16%	5 17%	10 15%
They are thought leaders and can provide information on latest good practice	15 7%	14 10%	- -	1 3%	- -	3 7%	2 5%	1 5%	2 13%	2 13%	5 7%	- -	10 15%	- -	3 10%	2 3%
They can help us form partnerships and collaborations with others who share our goal	10 4%	7 5%	- -	3 9%	1 3%	3 7%	2 5%	1 5%	1 7%	- -	2 3%	1 3%	2 3%	2 6%	3 10%	2 3%
They provide opportunities to network with people who share our challenges and priorities	5 2%	3 2%	1 2%	1 3%	- -	- -	1 3%	- -	- -	1 6%	3 4%	- -	2 3%	- -	2 7%	1 2%
They have creative communications skills	5 2%	4 3%	1 2%	- -	- -	1 2%	2 5%	- -	- -	- -	2 3%	1 3%	1 2%	1 3%	1 3%	1 2%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Most important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230 100%	147 100%	49 100%	34 100%	31 100%	42 100%	37 100%	19 100%	15 100%	16 100%	70 100%	39 100%	65 100%	31 100%	30 100%	65 100%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	4 2%	3 2%	1 2%	- -	- -	1 2%	1 3%	- -	- -	- -	2 3%	1 3%	2 3%	1 3%	- -	- -
They have research skills	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	8 3%	5 3%	2 4%	1 3%	2 6%	- -	- -	1 5%	- -	- -	5 7%	2 5%	2 3%	3 10%	- -	1 2%
Not Stated	5 2%	4 3%	- -	1 3%	1 3%	- -	- -	1 5%	1 7%	1 6%	1 1%	1 3%	- -	- -	1 3%	3 5%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Most important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230	30	25	51	100	24	76	24	62	68	110	16	104	176	126	11	41	173	4	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They have evidence of successful behaviour change at scale	57	5	4	13	28	7	14	5	17	21	36	2	19	41	32	2	12	41	-	57
	25%	17%	16%	25%	28%	29%	18%	21%	27%	31%	33%	13%	18%	23%	25%	18%	29%	24%	-	26%
They have a deep understanding of psychology and what motivates people to act	51	7	4	14	22	4	22	2	11	16	20	3	28	40	26	3	9	38	1	49
	22%	23%	16%	27%	22%	17%	29%	8%	18%	24%	18%	19%	27%	23%	21%	27%	22%	22%	25%	22%
They have experience in working with organisations like mine	38	6	5	7	18	2	11	3	13	11	17	4	17	30	21	3	5	29	1	37
	17%	20%	20%	14%	18%	8%	14%	13%	21%	16%	15%	25%	16%	17%	17%	27%	12%	17%	25%	17%
Price / value for money	32	2	4	7	15	4	7	6	11	8	16	1	15	19	20	1	7	23	2	30
	14%	7%	16%	14%	15%	17%	9%	25%	18%	12%	15%	6%	14%	11%	16%	9%	17%	13%	50%	13%
They are thought leaders and can provide information on latest good practice	15	3	3	2	6	1	8	1	3	3	5	3	7	13	9	1	1	13	-	15
	7%	10%	12%	4%	6%	4%	11%	4%	5%	4%	5%	19%	7%	7%	9%	2%	8%	-	7%	
They can help us form partnerships and collaborations with others who share our goal	10	3	2	1	1	3	5	1	2	2	3	1	6	10	4	-	3	7	-	10
	4%	10%	8%	2%	1%	13%	7%	4%	3%	3%	3%	6%	6%	6%	3%	-	7%	4%	-	4%
They provide opportunities to network with people who share our challenges and priorities	5	2	-	3	-	-	2	3	-	-	2	1	2	4	3	-	1	4	-	5
	2%	7%	-	6%	-	-	3%	13%	-	-	2%	6%	2%	2%	2%	-	2%	2%	-	2%
They have creative communications skills	5	1	-	1	3	-	1	3	1	-	3	-	2	5	5	-	1	4	-	5
	2%	3%	-	2%	3%	-	1%	13%	2%	-	3%	-	2%	3%	4%	-	2%	2%	-	2%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Most important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230 100%	30 100%	25 100%	51 100%	100 100%	24 100%	62 100%	68 100%	110 100%	16 100%	104 100%	176 100%	126 100%	11 100%	41 100%	173 100%	4 100%	223 100%	
They can provide training or toolkits on behaviour change for employees, suppliers or partners	4 2%	- -	1 4%	- -	3 3%	- -	1 1%	2 3%	1 1%	- -	3 3%	4 2%	1 1%	- -	- -	4 2%	- -	4 2%	
They have research skills	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Other	8 3%	- -	2 8%	- -	4 4%	2 8%	4 5%	1 2%	3 4%	6 5%	2 2%	6 3%	3 2%	- -	2 5%	6 3%	- -	6 3%	
Not Stated	5 2%	1 3%	- -	3 6%	- -	1 4%	1 1%	2 3%	2 3%	1 1%	1 6%	3 3%	4 2%	2 2%	1 9%	- -	4 2%	- -	5 2%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Second most important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230	147	49	34	31	42	37	19	15	16	70	39	65	31	30	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They have evidence of successful behaviour change at scale	65	39	18	8	6	14	9	5	6	4	21	10	21	7	7	20
	28%	27%	37%	24%	19%	33%	24%	26%	40%	25%	30%	26%	32%	23%	23%	31%
They are thought leaders and can provide information on latest good practice	34	24	1	9	5	5	4	5	3	4	8	2	9	3	6	14
	15%	16%	2%	26%	16%	12%	11%	26%	20%	25%	11%	5%	14%	10%	20%	22%
They have a deep understanding of psychology and what motivates people to act	31	16	10	5	6	7	7	2	-	-	9	6	5	7	3	10
	13%	11%	20%	15%	19%	17%	19%	11%	-	-	13%	15%	8%	23%	10%	15%
They have experience in working with organisations like mine	25	17	6	2	3	5	6	2	3	-	6	6	6	3	2	8
	11%	12%	12%	6%	10%	12%	16%	11%	20%	-	9%	15%	9%	10%	7%	12%
Price / value for money	22	14	6	2	6	2	3	2	1	1	7	2	8	3	4	5
	10%	10%	12%	6%	19%	5%	8%	11%	7%	6%	10%	5%	12%	10%	13%	8%
They can help us form partnerships and collaborations with others who share our goal	15	10	3	2	1	1	3	1	-	2	7	2	5	2	4	2
	7%	7%	6%	6%	3%	2%	8%	5%	-	13%	10%	5%	8%	6%	13%	3%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	10	8	1	1	1	2	2	-	1	2	2	3	3	2	2	-
	4%	5%	2%	3%	3%	5%	5%	-	7%	13%	3%	8%	5%	6%	7%	-
They have creative communications skills	8	5	1	2	-	4	-	-	-	1	3	3	4	-	1	-
	3%	3%	2%	6%	-	10%	-	-	-	6%	4%	8%	6%	-	3%	-

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Second most important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230	147	49	34	31	42	37	19	15	16	70	39	65	31	30	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They provide opportunities to network with people who share our challenges and priorities	4	4	-	-	-	1	2	-	-	1	-	1	2	-	-	1
	2%	3%	-	-	-	2%	5%	-	-	6%	-	3%	3%	-	-	2%
They have research skills	3	1	1	1	-	1	1	-	-	-	1	1	-	1	-	1
	1%	1%	2%	3%	-	2%	3%	-	-	-	1%	3%	-	3%	-	2%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated	13	9	2	2	3	-	-	2	1	1	6	3	2	3	1	4
	6%	6%	4%	6%	10%	-	-	11%	7%	6%	9%	8%	3%	10%	3%	6%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Second most important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230 100%	30 100%	25 100%	51 100%	100 100%	24 100%	76 100%	24 100%	62 100%	68 100%	110 100%	16 100%	104 100%	176 100%	126 100%	11 100%	41 100%	173 100%	4 100%	223 100%
They have evidence of successful behaviour change at scale	65 28%	6 20%	6 24%	15 29%	34 34%	4 17%	17 22%	9 38%	16 26%	23 34%	30 27%	6 38%	29 28%	54 31%	32 25%	6 55%	15 37%	44 25%	1 25%	64 29%
They are thought leaders and can provide information on latest good practice	34 15%	7 23%	4 16%	9 18%	9 9%	5 21%	14 18%	3 13%	8 13%	9 13%	14 13%	7 44%	13 13%	25 14%	22 17%	1 9%	4 10%	28 16%	1 25%	32 14%
They have a deep understanding of psychology and what motivates people to act	31 13%	4 13%	3 12%	6 12%	15 15%	3 13%	11 14%	1 4%	9 15%	10 15%	18 16%	- -	13 13%	24 14%	16 13%	- -	5 12%	26 15%	1 25%	30 13%
They have experience in working with organisations like mine	25 11%	3 10%	1 4%	7 14%	12 12%	2 8%	5 7%	5 21%	5 8%	10 15%	10 9%	1 6%	14 13%	19 11%	14 11%	1 9%	5 12%	17 10%	- -	25 11%
Price / value for money	22 10%	4 13%	4 16%	1 2%	10 10%	3 13%	8 11%	1 4%	8 13%	5 7%	12 11%	- -	10 10%	19 11%	20 16%	- -	4 10%	18 10%	- -	22 10%
They can help us form partnerships and collaborations with others who share our goal	15 7%	2 7%	4 16%	2 4%	5 5%	2 8%	7 9%	2 8%	4 6%	2 3%	7 6%	- -	8 8%	10 6%	6 5%	1 9%	2 5%	11 6%	- -	15 7%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	10 4%	1 3%	1 4%	4 8%	4 4%	- -	2 3%	2 8%	4 6%	2 3%	4 4%	- -	6 6%	8 5%	3 2%	- -	3 7%	6 3%	- -	10 4%
They have creative communications skills	8 3%	1 3%	- -	1 2%	5 5%	1 4%	4 5%	1 4%	2 3%	1 1%	4 4%	- -	4 4%	4 2%	4 3%	- -	1 2%	7 4%	- -	8 4%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Second most important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230	30	25	51	100	24	76	24	62	68	110	16	104	176	126	11	41	173	4	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They provide opportunities to network with people who share our challenges and priorities	4	-	-	3	1	-	2	-	2	-	2	1	1	1	3	1	-	3	1	3
	2%	-	-	6%	1%	-	3%	-	3%	-	2%	6%	1%	1%	2%	9%	-	2%	25%	1%
They have research skills	3	1	-	-	1	1	1	-	1	1	2	-	1	2	1	-	-	3	-	3
	1%	3%	-	-	1%	4%	1%	-	2%	1%	2%	-	1%	1%	1%	-	-	2%	-	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated	13	1	2	3	4	3	5	-	3	5	7	1	5	10	5	1	2	10	-	11
	6%	3%	8%	6%	4%	13%	7%	-	5%	7%	6%	6%	5%	6%	4%	9%	5%	6%	-	5%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Third most important

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230 100%	147 100%	49 100%	34 100%	31 100%	42 100%	37 100%	19 100%	15 100%	16 100%	70 100%	39 100%	65 100%	31 100%	30 100%	65 100%
Price / value for money	35 15%	20 14%	10 20%	5 15%	6 19%	9 21%	3 8%	2 11%	3 20%	3 19%	9 13%	2 5%	10 15%	5 16%	5 17%	13 20%
They have experience in working with organisations like mine	30 13%	18 12%	8 16%	4 12%	5 16%	8 19%	6 16%	1 5%	2 13%	1 6%	7 10%	5 13%	8 12%	3 10%	4 13%	10 15%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	29 13%	19 13%	6 12%	4 12%	1 3%	5 12%	4 11%	3 16%	2 13%	3 19%	11 16%	7 18%	9 14%	1 3%	4 13%	8 12%
They are thought leaders and can provide information on latest good practice	26 11%	20 14%	5 10%	1 3%	1 3%	4 10%	1 3%	4 21%	2 13%	- -	14 20%	5 13%	10 15%	2 6%	2 7%	7 11%
They have creative communications skills	21 9%	13 9%	5 10%	3 9%	4 13%	3 7%	8 22%	- -	- -	1 6%	5 7%	4 10%	4 6%	3 10%	4 13%	6 9%
They have evidence of successful behaviour change at scale	19 8%	13 9%	2 4%	4 12%	4 13%	2 5%	3 8%	1 5%	1 7%	1 6%	7 10%	4 10%	3 5%	3 10%	2 7%	7 11%
They can help us form partnerships and collaborations with others who share our goal	17 7%	12 8%	2 4%	3 9%	3 10%	4 10%	3 8%	3 16%	2 13%	2 13%	- -	2 5%	6 9%	3 10%	1 3%	5 8%
They have a deep understanding of psychology and what motivates people to act	15 7%	8 5%	3 6%	4 12%	1 3%	3 7%	3 8%	- -	1 7%	1 6%	6 9%	2 5%	6 9%	2 6%	4 13%	1 2%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Third most important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230 100%	147 100%	49 100%	34 100%	31 100%	42 100%	37 100%	19 100%	15 100%	16 100%	70 100%	39 100%	65 100%	31 100%	30 100%	65 100%
They provide opportunities to network with people who share our challenges and priorities	11 5%	6 4%	3 6%	2 6%	1 3%	1 2%	3 8%	2 11%	1 7%	- -	3 4%	1 3%	4 6%	4 13%	1 3%	1 2%
They have research skills	7 3%	4 3%	2 4%	1 3%	1 3%	1 2%	2 5%	1 5%	- -	2 13%	- -	2 5%	3 5%	1 3%	- -	1 2%
Other	1 *	1 1%	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	1 2%
Not Stated	19 8%	13 9%	3 6%	3 9%	4 13%	2 5%	- -	2 11%	1 7%	2 13%	8 11%	5 13%	2 3%	4 13%	3 10%	5 8%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Third most important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230	30	25	51	100	24	76	24	62	68	110	16	104	176	126	11	41	173	4	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Price / value for money	35	5	2	7	19	2	6	6	11	12	22	2	11	30	19	1	6	28	-	35
	15%	17%	8%	14%	19%	8%	8%	25%	18%	18%	20%	13%	11%	17%	15%	9%	15%	16%	-	16%
They have experience in working with organisations like mine	30	3	3	5	16	3	11	2	8	9	19	1	10	17	20	2	9	19	1	29
	13%	10%	12%	10%	16%	13%	14%	8%	13%	13%	17%	6%	10%	10%	16%	18%	22%	11%	25%	13%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	29	4	1	9	14	1	9	4	8	8	10	2	17	17	15	4	2	22	-	28
	13%	13%	4%	18%	14%	4%	12%	17%	13%	12%	9%	13%	16%	10%	12%	36%	5%	13%	-	13%
They are thought leaders and can provide information on latest good practice	26	3	2	6	14	1	7	2	8	9	9	2	15	22	15	-	6	20	-	26
	11%	10%	8%	12%	14%	4%	9%	8%	13%	13%	8%	13%	14%	13%	12%	-	15%	12%	-	12%
They have creative communications skills	21	3	2	6	6	4	6	3	6	6	11	1	9	18	10	-	3	17	-	21
	9%	10%	8%	12%	6%	17%	8%	13%	10%	9%	10%	6%	9%	10%	8%	-	7%	10%	-	9%
They have evidence of successful behaviour change at scale	19	2	3	5	7	2	7	1	5	6	9	-	10	13	12	1	2	15	1	18
	8%	7%	12%	10%	7%	8%	9%	4%	8%	9%	8%	-	10%	7%	10%	9%	5%	9%	25%	8%
They can help us form partnerships and collaborations with others who share our goal	17	2	3	5	6	1	7	2	4	4	7	2	8	14	10	-	3	14	1	16
	7%	7%	12%	10%	6%	4%	9%	8%	6%	6%	6%	13%	8%	8%	8%	-	7%	8%	25%	7%
They have a deep understanding of psychology and what motivates people to act	15	2	3	2	4	4	5	3	3	4	6	2	7	14	10	-	4	11	-	15
	7%	7%	12%	4%	4%	17%	7%	13%	5%	6%	5%	13%	7%	8%	8%	-	10%	6%	-	7%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Third most important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230	30	25	51	100	24	76	24	62	68	110	16	104	176	126	11	41	173	4	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They provide opportunities to network with people who share our challenges and priorities	11	2	2	1	4	2	5	1	2	3	4	2	5	10	4	1	3	7	-	11
	5%	7%	8%	2%	4%	8%	7%	4%	3%	4%	4%	13%	5%	6%	3%	9%	7%	4%	-	5%
They have research skills	7	-	1	1	4	1	3	-	3	1	3	1	3	6	4	1	1	5	-	7
	3%	-	4%	2%	4%	4%	4%	-	5%	1%	3%	6%	3%	3%	3%	9%	2%	3%	-	3%
Other	1	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	1	1	-
	*	3%	-	-	-	-	1%	-	-	-	-	-	1%	-	1%	-	-	1%	25%	-
Not Stated	19	3	3	4	6	3	9	-	4	6	10	1	8	15	6	1	2	14	-	17
	8%	10%	12%	8%	6%	13%	12%	-	6%	9%	9%	6%	8%	9%	5%	9%	5%	8%	-	8%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Any important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230 100%	147 100%	49 100%	34 100%	31 100%	42 100%	37 100%	19 100%	15 100%	16 100%	70 100%	39 100%	65 100%	31 100%	30 100%	65 100%
They have evidence of successful behaviour change at scale	141 61%	78 53%	39 80%	24 71%	22 71%	26 62%	20 54%	12 63%	9 60%	8 50%	44 63%	23 59%	41 63%	19 61%	15 50%	43 66%
They have a deep understanding of psychology and what motivates people to act	97 42%	57 39%	25 51%	15 44%	16 52%	19 45%	16 43%	7 37%	3 20%	5 31%	31 44%	22 56%	20 31%	17 55%	10 33%	28 43%
They have experience in working with organisations like mine	93 40%	62 42%	20 41%	11 32%	9 29%	20 48%	20 54%	4 21%	10 67%	6 38%	24 34%	18 46%	25 38%	8 26%	12 40%	30 46%
Price / value for money	89 39%	55 37%	23 47%	11 32%	17 55%	19 45%	13 35%	7 37%	6 40%	4 25%	23 33%	7 18%	27 42%	13 42%	14 47%	28 43%
They are thought leaders and can provide information on latest good practice	75 33%	58 39%	6 12%	11 32%	6 19%	12 29%	7 19%	10 53%	7 47%	6 38%	27 39%	7 18%	29 45%	5 16%	11 37%	23 35%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	43 19%	30 20%	8 16%	5 15%	2 6%	8 19%	7 19%	3 16%	3 20%	5 31%	15 21%	11 28%	14 22%	4 13%	6 20%	8 12%
They can help us form partnerships and collaborations with others who share our goal	42 18%	29 20%	5 10%	8 24%	5 16%	8 19%	8 22%	5 26%	3 20%	4 25%	9 13%	5 13%	13 20%	7 23%	8 27%	9 14%
They have creative communications skills	34 15%	22 15%	7 14%	5 15%	4 13%	8 19%	10 27%	- -	- -	2 13%	10 14%	8 21%	9 14%	4 13%	6 20%	7 11%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Any important

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	230	147	49	34	31	42	37	19	15	16	70	39	65	31	30	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They provide opportunities to network with people who share our challenges and priorities	20	13	4	3	1	2	6	2	1	2	6	2	8	4	3	3
	9%	9%	8%	9%	3%	5%	16%	11%	7%	13%	9%	5%	12%	13%	10%	5%
They have research skills	10	5	3	2	1	2	3	1	-	2	1	3	3	2	-	2
	4%	3%	6%	6%	3%	5%	8%	5%	-	13%	1%	8%	5%	6%	-	3%
Other	9	6	2	1	2	-	1	1	-	-	5	2	2	3	-	2
	4%	4%	4%	3%	6%	-	3%	5%	-	-	7%	5%	3%	10%	-	3%
Not Stated	5	4	-	1	1	-	-	1	1	1	1	1	-	-	1	3
	2%	3%	-	3%	3%	-	-	5%	7%	6%	1%	3%	-	-	3%	5%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Any important

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	230	30	25	51	100	24	76	24	62	68	110	16	104	176	126	11	41	173	4	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They have evidence of successful behaviour change at scale	141	13	13	33	69	13	38	15	38	50	75	8	58	108	76	9	29	100	2	139
	61%	43%	52%	65%	69%	54%	50%	63%	61%	74%	68%	50%	56%	61%	60%	82%	71%	58%	50%	62%
They have a deep understanding of psychology and what motivates people to act	97	13	10	22	41	11	38	6	23	30	44	5	48	78	52	3	18	75	2	94
	42%	43%	40%	43%	41%	46%	50%	25%	37%	44%	40%	31%	46%	44%	41%	27%	44%	43%	50%	42%
They have experience in working with organisations like mine	93	12	9	19	46	7	27	10	26	30	46	6	41	66	55	6	19	65	2	91
	40%	40%	36%	37%	46%	29%	36%	42%	42%	44%	42%	38%	39%	38%	44%	55%	46%	38%	50%	41%
Price / value for money	89	11	10	15	44	9	21	13	30	25	50	3	36	68	59	2	17	69	2	87
	39%	37%	40%	29%	44%	38%	28%	54%	48%	37%	45%	19%	35%	39%	47%	18%	41%	40%	50%	39%
They are thought leaders and can provide information on latest good practice	75	13	9	17	29	7	29	6	19	21	28	12	35	60	46	2	11	61	1	73
	33%	43%	36%	33%	29%	29%	38%	25%	31%	31%	25%	75%	34%	34%	37%	18%	27%	35%	25%	33%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	43	5	3	13	21	1	12	6	13	12	15	2	26	29	19	4	5	32	-	42
	19%	17%	12%	25%	21%	4%	16%	25%	21%	18%	14%	13%	25%	16%	15%	36%	12%	18%	-	19%
They can help us form partnerships and collaborations with others who share our goal	42	7	9	8	12	6	19	5	10	8	17	3	22	34	20	1	8	32	1	41
	18%	23%	36%	16%	12%	25%	25%	21%	16%	12%	15%	19%	21%	19%	16%	9%	20%	18%	25%	18%
They have creative communications skills	34	5	2	8	14	5	11	7	9	7	18	1	15	27	19	-	5	28	-	34
	15%	17%	8%	16%	14%	21%	14%	29%	15%	10%	16%	6%	14%	15%	15%	-	12%	16%	-	15%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Any important

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	230 100%	30 100%	25 100%	51 100%	100 100%	24 100%	62 100%	68 100%	110 100%	16 100%	104 100%	176 100%	126 100%	11 100%	41 100%	173 100%	4 100%	223 100%		
They provide opportunities to network with people who share our challenges and priorities	20 9%	4 13%	2 8%	7 14%	5 5%	2 8%	9 12%	4 6%	3 4%	8 7%	4 25%	8 8%	15 9%	10 8%	2 18%	4 10%	14 8%	1 25%	19 9%	
They have research skills	10 4%	1 3%	1 4%	1 2%	5 5%	2 8%	4 5%	- -	4 6%	2 3%	5 5%	1 6%	4 4%	8 5%	1 9%	1 2%	8 5%	- -	10 4%	
Other	9 4%	1 3%	2 8%	- -	4 4%	2 8%	5 7%	- -	1 2%	3 4%	6 5%	- -	3 3%	6 3%	4 3%	- -	2 5%	7 4%	1 25%	6 3%
Not Stated	5 2%	1 3%	- -	3 6%	- -	1 4%	1 1%	- -	2 3%	2 3%	1 1%	1 6%	3 3%	4 2%	2 2%	1 9%	- -	4 2%	- -	5 2%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Summary table

Base: All respondents

	Importance			
	Most	Second	Third	Any
Total	230 100%	230 100%	230 100%	230 100%
They have evidence of successful behaviour change at scale	57 25%	65 28%	19 8%	141 61%
They have a deep understanding of psychology and what motivates people to act	51 22%	31 13%	15 7%	97 42%
They have experience in working with organisations like mine	38 17%	25 11%	30 13%	93 40%
Price / value for money	32 14%	22 10%	35 15%	89 39%
They are thought leaders and can provide information on latest good practice	15 7%	34 15%	26 11%	75 33%
They can provide training or toolkits on behaviour change for employees, suppliers or partners	4 2%	10 4%	29 13%	43 19%
They can help us form partnerships and collaborations with others who share our goal	10 4%	15 7%	17 7%	42 18%
They have creative communications skills	5 2%	8 3%	21 9%	34 15%
They provide opportunities to network with people who share our challenges and priorities	5 2%	4 2%	11 5%	20 9%

Behaviour Change Survey

Q21 Which of the following are most important to you when you are choosing potential suppliers to support you in achieving behaviour change?

Summary table

Base: All respondents

	Importance			
	Most	Second	Third	Any
Total	230 100%	230 100%	230 100%	230 100%
They have research skills	- -	3 1%	7 3%	10 4%
Other	8 3%	- -	1 *	9 4%
Not Stated	5 2%	13 6%	19 8%	5 2%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Most valued

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Business in the Community	40 12%	25 12%	8 12%	7 15%	5 12%	7 13%	4 7%	6 26%	2 10%	3 13%	13 12%	4 8%	12 14%	4 11%	4 9%	16 15%
Guardian Sustainable Business	32 10%	25 12%	6 9%	1 2%	2 5%	4 8%	8 14%	2 9%	1 5%	5 22%	10 9%	1 2%	10 11%	5 14%	4 9%	12 11%
TED	25 8%	17 8%	4 6%	4 9%	4 10%	5 9%	5 9%	1 4%	1 5%	1 4%	8 7%	6 12%	5 6%	3 8%	4 9%	7 7%
New Economics Foundation	22 7%	9 4%	6 9%	7 15%	2 5%	6 11%	2 4%	- -	1 5%	2 9%	9 8%	4 8%	6 7%	2 5%	3 7%	7 7%
World Business Council for Sustainable Development	21 6%	17 8%	2 3%	2 4%	- -	6 11%	3 5%	1 4%	- -	- -	11 10%	1 2%	12 14%	- -	3 7%	5 5%
National Social Marketing Centre	18 5%	5 2%	12 18%	1 2%	8 19%	2 4%	3 5%	- -	- -	- -	5 5%	3 6%	1 1%	8 22%	1 2%	5 5%
2Degrees	15 5%	12 6%	1 1%	2 4%	- -	4 8%	1 2%	4 17%	- -	2 9%	4 4%	2 4%	6 7%	2 5%	2 4%	3 3%
World Economic Forum	15 5%	12 6%	1 1%	2 4%	1 2%	- -	2 4%	3 13%	2 10%	- -	7 6%	4 8%	5 6%	- -	2 4%	4 4%
RSA	13 4%	7 3%	1 1%	5 11%	1 2%	2 4%	3 5%	- -	1 5%	- -	6 6%	1 2%	1 1%	4 11%	4 9%	3 3%
CBI	12 4%	10 5%	2 3%	- -	- -	2 4%	4 7%	2 9%	1 5%	1 4%	2 2%	3 6%	3 3%	- -	2 4%	4 4%
Chartered Institute of Marketing	12 4%	6 3%	5 7%	1 2%	2 5%	2 4%	3 5%	1 4%	1 5%	- -	3 3%	5 10%	1 1%	2 5%	2 4%	2 2%
Institute of Directors	7 2%	7 3%	- -	- -	1 2%	- -	1 2%	- -	2 10%	- -	3 3%	1 2%	1 1%	- -	1 2%	4 4%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Most valued

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Tomorrow's Company	7 2%	7 3%	- -	- -	1 2%	- -	1 2%	- -	2 10%	1 4%	2 2%	- -	4 5%	- -	1 2%	2 2%
Other	31 9%	18 8%	8 12%	5 11%	6 14%	5 9%	6 11%	1 4%	- -	4 17%	9 8%	3 6%	10 11%	3 8%	4 9%	11 10%
Not Stated	58 18%	37 17%	12 18%	9 20%	9 21%	8 15%	11 19%	2 9%	7 33%	4 17%	17 16%	14 27%	10 11%	4 11%	8 18%	22 21%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Most valued

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Business in the Community	40	3	3	7	21	6	10	2	9	19	20	2	18	27	17	3	11	24	-	40
	12%	8%	9%	9%	15%	15%	9%	6%	10%	19%	13%	9%	12%	12%	10%	11%	20%	11%	-	13%
Guardian Sustainable Business	32	8	2	3	12	7	16	4	9	3	13	4	15	21	17	1	6	24	-	31
	10%	20%	6%	4%	9%	17%	14%	13%	10%	3%	8%	18%	10%	10%	10%	4%	11%	11%	-	10%
TED	25	5	3	3	11	3	12	3	3	7	8	2	15	16	16	1	4	18	-	24
	8%	13%	9%	4%	8%	7%	11%	9%	3%	7%	5%	9%	10%	7%	10%	4%	7%	8%	-	8%
New Economics Foundation	22	2	6	6	4	4	10	2	6	4	10	2	10	17	11	3	3	16	-	22
	7%	5%	19%	8%	3%	10%	9%	6%	7%	4%	7%	9%	7%	8%	11%	5%	7%	-	7%	
World Business Council for Sustainable Development	21	-	5	4	11	1	7	2	7	5	3	1	17	16	13	1	1	19	-	21
	6%	-	16%	5%	8%	2%	6%	6%	8%	5%	2%	5%	11%	7%	8%	4%	2%	9%	-	7%
National Social Marketing Centre	18	1	2	4	9	2	4	1	6	7	13	-	5	16	11	-	3	15	-	18
	5%	3%	6%	5%	7%	5%	4%	3%	7%	7%	8%	-	3%	7%	7%	-	5%	7%	-	6%
2Degrees	15	2	-	4	5	4	9	1	1	4	7	2	6	14	7	1	3	11	-	15
	5%	5%	-	5%	4%	10%	8%	3%	1%	4%	5%	9%	4%	6%	4%	4%	5%	5%	-	5%
World Economic Forum	15	1	-	4	7	3	3	2	3	7	4	-	11	11	5	2	2	9	1	13
	5%	3%	-	5%	5%	7%	3%	6%	3%	7%	3%	-	7%	5%	3%	7%	4%	4%	20%	4%
RSA	13	7	1	2	3	-	9	1	1	2	7	-	6	11	7	-	2	11	1	12
	4%	18%	3%	3%	2%	-	8%	3%	1%	2%	5%	-	4%	5%	4%	-	4%	5%	20%	4%
CBI	12	1	1	4	4	2	2	1	4	5	6	1	5	8	5	-	3	7	-	12
	4%	3%	3%	5%	3%	5%	2%	3%	5%	5%	4%	5%	3%	4%	3%	-	5%	3%	-	4%
Chartered Institute of Marketing	12	-	1	4	5	2	1	2	4	5	7	-	5	10	6	-	1	10	-	12
	4%	-	3%	5%	4%	5%	1%	6%	5%	5%	5%	-	3%	5%	4%	-	2%	4%	-	4%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Most valued

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
Institute of Directors	7 2%	- -	1 3%	4 5%	2 1%	- -	2 2%	3 9%	1 1%	1 1%	4 3%	1 5%	2 1%	3 1%	6 4%	- -	2 4%	5 2%	- -	7 2%
Tomorrow's Company	7 2%	1 3%	1 3%	4 5%	1 1%	- -	2 2%	- -	- -	5 5%	1 1%	1 5%	5 3%	3 1%	3 2%	2 7%	1 2%	3 1%	- -	7 2%
Other	31 9%	6 15%	2 6%	9 12%	12 9%	2 5%	12 11%	2 6%	10 12%	7 7%	17 11%	1 5%	13 8%	20 9%	18 11%	2 7%	5 9%	24 11%	2 40%	28 9%
Not Stated	58 18%	3 8%	4 13%	16 21%	30 22%	5 12%	13 12%	6 19%	22 26%	17 17%	33 22%	5 23%	20 13%	27 12%	21 13%	11 41%	9 16%	27 12%	1 20%	56 18%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Second most valued

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Guardian Sustainable Business	39	24	6	9	1	8	2	6	2	3	17	5	15	3	6	10
	12%	11%	9%	20%	2%	15%	4%	26%	10%	13%	16%	10%	17%	8%	13%	9%
TED	32	24	1	7	4	10	9	1	1	2	5	5	8	6	7	6
	10%	11%	1%	15%	10%	19%	16%	4%	5%	9%	5%	10%	9%	16%	16%	6%
World Business Council for Sustainable Development	25	20	3	2	-	6	2	1	1	3	12	3	12	-	6	4
	8%	9%	4%	4%	-	11%	4%	4%	5%	13%	11%	6%	14%	-	13%	4%
Business in the Community	19	17	2	-	1	2	4	3	3	-	6	4	5	-	2	8
	6%	8%	3%	-	2%	4%	7%	13%	14%	-	6%	8%	6%	-	4%	7%
RSA	16	11	2	3	2	1	4	1	-	1	7	2	6	1	3	4
	5%	5%	3%	7%	5%	2%	7%	4%	-	4%	6%	4%	7%	3%	7%	4%
New Economics Foundation	14	6	6	2	4	2	-	-	-	-	8	-	3	6	-	5
	4%	3%	9%	4%	10%	4%	-	-	-	-	7%	-	3%	16%	-	5%
World Economic Forum	14	11	2	1	1	1	4	1	2	-	5	4	3	1	-	6
	4%	5%	3%	2%	2%	2%	7%	4%	10%	-	5%	8%	3%	3%	-	6%
CBI	13	10	3	-	2	2	3	1	2	-	3	3	2	-	-	8
	4%	5%	4%	-	5%	4%	5%	4%	10%	-	3%	6%	2%	-	-	7%
Tomorrow's Company	11	8	1	2	1	1	4	-	1	-	4	1	2	-	3	5
	3%	4%	1%	4%	2%	2%	7%	-	5%	-	4%	2%	2%	-	7%	5%
2Degrees	9	4	3	2	-	3	-	1	-	2	3	-	5	1	1	2
	3%	2%	4%	4%	-	6%	-	4%	-	9%	3%	-	6%	3%	2%	2%
Institute of Directors	9	7	2	-	-	1	5	-	-	-	3	2	2	-	3	2
	3%	3%	3%	-	-	2%	9%	-	-	-	3%	4%	2%	-	7%	2%
National Social Marketing Centre	9	1	6	2	2	4	2	-	-	-	1	1	-	4	1	3
	3%	*	9%	4%	5%	8%	4%	-	-	-	1%	2%	-	11%	2%	3%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Second most valued

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Chartered Institute of Marketing	7	4	2	1	2	-	1	1	1	1	1	1	1	2	1	2
	2%	2%	3%	2%	5%	-	2%	4%	5%	4%	1%	2%	1%	5%	2%	2%
Other	8	3	3	2	2	2	-	-	-	1	3	-	3	3	-	2
	2%	1%	4%	4%	5%	4%	-	-	-	4%	3%	-	3%	8%	-	2%
Not Stated	103	64	26	13	20	10	17	7	8	10	31	21	20	10	12	40
	31%	30%	38%	28%	48%	19%	30%	30%	38%	43%	28%	40%	23%	27%	27%	37%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Second most valued

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Guardian Sustainable Business	39	4	7	10	15	3	15	5	5	14	17	2	20	26	24	3	4	31	-	39
	12%	10%	22%	13%	11%	7%	13%	16%	6%	14%	11%	9%	13%	12%	15%	11%	7%	14%	-	12%
TED	32	5	4	9	10	4	16	4	6	6	12	2	18	28	13	1	5	26	1	31
	10%	13%	13%	12%	7%	10%	14%	13%	7%	6%	8%	9%	12%	13%	8%	4%	9%	12%	20%	10%
World Business Council for Sustainable Development	25	8	2	5	7	3	13	4	4	4	6	3	16	21	12	-	2	21	-	25
	8%	20%	6%	6%	5%	7%	12%	13%	5%	4%	4%	14%	10%	10%	7%	-	4%	9%	-	8%
Business in the Community	19	-	3	8	5	3	6	2	6	5	12	2	5	12	14	-	1	17	-	19
	6%	-	9%	10%	4%	7%	5%	6%	7%	5%	8%	9%	3%	5%	9%	-	2%	8%	-	6%
RSA	16	4	1	3	4	4	9	2	2	3	5	1	10	9	6	4	3	9	-	15
	5%	10%	3%	4%	3%	10%	8%	6%	2%	3%	3%	5%	7%	4%	4%	15%	5%	4%	-	5%
New Economics Foundation	14	1	1	5	4	3	8	1	3	2	8	-	6	9	7	2	1	11	-	14
	4%	3%	3%	6%	3%	7%	7%	3%	3%	2%	5%	-	4%	4%	4%	7%	2%	5%	-	4%
World Economic Forum	14	1	2	1	9	1	4	1	2	7	1	-	13	11	8	1	1	11	-	14
	4%	3%	6%	1%	7%	2%	4%	3%	2%	7%	1%	-	8%	5%	5%	4%	2%	5%	-	4%
CBI	13	-	-	3	10	-	-	1	6	6	8	1	4	8	6	1	5	7	1	12
	4%	-	-	4%	7%	-	-	3%	7%	6%	5%	5%	3%	4%	4%	4%	9%	3%	20%	4%
Tomorrow's Company	11	3	2	1	3	2	4	-	4	3	4	1	6	8	4	1	1	8	-	11
	3%	8%	6%	1%	2%	5%	4%	-	5%	3%	3%	5%	4%	4%	2%	4%	2%	4%	-	3%
2Degrees	9	-	-	1	7	1	1	-	4	4	5	-	4	3	5	2	3	3	-	9
	3%	-	-	1%	5%	2%	1%	-	5%	4%	3%	-	3%	1%	3%	7%	5%	1%	-	3%
Institute of Directors	9	2	-	3	3	1	2	1	1	5	3	1	5	5	3	-	1	5	-	9
	3%	5%	-	4%	2%	2%	2%	3%	1%	5%	2%	5%	3%	2%	2%	-	2%	2%	-	3%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Second most valued

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
National Social Marketing Centre	9 3%	2 5%	1 3%	- -	3 2%	3 7%	3 3%	1 3%	2 2%	3 3%	4 3%	- -	5 3%	8 4%	6 4%	- -	3 5%	6 3%	- -	9 3%
Chartered Institute of Marketing	7 2%	- -	1 3%	1 1%	4 3%	1 2%	4 4%	- -	1 1%	2 2%	3 2%	2 9%	2 1%	6 3%	4 2%	- -	3 5%	4 2%	- -	6 2%
Other	8 2%	1 3%	2 6%	1 1%	1 1%	3 7%	4 4%	- -	1 1%	3 3%	4 3%	1 5%	3 2%	7 3%	2 1%	- -	1 2%	7 3%	- -	7 2%
Not Stated	103 31%	9 23%	6 19%	27 35%	52 38%	9 22%	23 21%	10 31%	39 45%	31 32%	61 40%	6 27%	36 24%	59 27%	49 30%	12 44%	22 39%	57 26%	3 60%	98 31%

Behaviour Change Survey

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Third most valued

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	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TED	34	27	-	7	2	5	7	3	2	3	12	6	12	3	6	7
	10%	13%	-	15%	5%	9%	12%	13%	10%	13%	11%	12%	14%	8%	13%	7%
Guardian Sustainable Business	29	18	5	6	3	5	3	2	2	1	13	4	10	3	5	7
	9%	8%	7%	13%	7%	9%	5%	9%	10%	4%	12%	8%	11%	8%	11%	7%
Business in the Community	22	15	5	2	2	2	3	2	3	3	7	3	10	1	4	4
	7%	7%	7%	4%	5%	4%	5%	9%	14%	13%	6%	6%	11%	3%	9%	4%
World Economic Forum	17	12	5	-	1	3	4	2	-	1	6	1	4	1	2	9
	5%	6%	7%	-	2%	6%	7%	9%	-	4%	6%	2%	5%	3%	4%	8%
World Business Council for Sustainable Development	15	10	2	3	-	3	4	2	1	-	5	1	3	3	2	6
	5%	5%	3%	7%	-	6%	7%	9%	5%	-	5%	2%	3%	8%	4%	6%
New Economics Foundation	12	9	1	2	3	-	2	-	2	1	4	2	3	1	2	4
	4%	4%	1%	4%	7%	-	4%	-	10%	4%	4%	4%	3%	3%	4%	4%
2Degrees	9	6	2	1	-	1	2	1	-	-	5	1	6	-	-	2
	3%	3%	3%	2%	-	2%	4%	4%	-	-	5%	2%	7%	-	-	2%
CBI	8	7	1	-	-	2	-	2	-	1	3	1	3	-	1	3
	2%	3%	1%	-	-	4%	-	9%	-	4%	3%	2%	3%	-	2%	3%
Tomorrow's Company	8	8	-	-	-	-	3	-	-	-	5	1	3	-	2	2
	2%	4%	-	-	-	-	5%	-	-	-	5%	2%	3%	-	4%	2%
RSA	8	7	-	1	1	2	3	-	-	1	1	-	1	2	2	3
	2%	3%	-	2%	2%	4%	5%	-	-	4%	1%	-	1%	5%	4%	3%
Chartered Institute of Marketing	7	3	4	-	2	2	-	1	1	-	1	2	1	3	-	1
	2%	1%	6%	-	5%	4%	-	4%	5%	-	1%	4%	1%	8%	-	1%
Institute of Directors	4	2	1	1	1	1	2	-	-	-	-	-	1	-	1	2
	1%	1%	1%	2%	2%	2%	4%	-	-	-	-	-	1%	-	2%	2%

Behaviour Change Survey

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	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
National Social Marketing Centre	4	2	-	2	3	1	-	-	-	-	-	-	1	2	1	-
	1%	1%	-	4%	7%	2%	-	-	-	-	-	-	1%	5%	2%	-
Other	7	5	1	1	-	2	1	-	-	1	3	1	-	1	2	3
	2%	2%	1%	2%	-	4%	2%	-	-	4%	3%	2%	-	3%	4%	3%
Not Stated	144	83	41	20	24	24	23	8	10	11	44	29	29	17	15	54
	44%	39%	60%	43%	57%	45%	40%	35%	48%	48%	40%	56%	33%	46%	33%	50%

Behaviour Change Survey

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	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
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Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TED	34	7	6	5	12	4	21	3	5	5	9	4	21	24	19	4	4	26	-	33
	10%	18%	19%	6%	9%	10%	19%	9%	6%	5%	6%	18%	14%	11%	12%	15%	7%	12%	-	10%
Guardian Sustainable Business	29	2	2	9	11	5	12	4	5	8	11	2	16	21	15	2	3	22	-	29
	9%	5%	6%	12%	8%	12%	11%	13%	6%	8%	7%	9%	10%	10%	9%	7%	5%	10%	-	9%
Business in the Community	22	5	1	3	10	3	7	1	7	7	8	3	11	18	10	2	3	16	-	22
	7%	13%	3%	4%	7%	7%	6%	3%	8%	7%	5%	14%	7%	8%	6%	7%	5%	7%	-	7%
World Economic Forum	17	2	6	6	2	1	6	1	3	7	4	2	11	14	9	1	1	15	-	17
	5%	5%	19%	8%	1%	2%	5%	3%	3%	7%	3%	9%	7%	6%	6%	4%	2%	7%	-	5%
World Business Council for Sustainable Development	15	4	1	2	5	3	6	1	2	6	3	1	11	10	8	2	1	12	-	15
	5%	10%	3%	3%	4%	7%	5%	3%	2%	6%	2%	5%	7%	5%	5%	7%	2%	5%	-	5%
New Economics Foundation	12	2	1	3	5	1	5	2	2	3	7	-	5	8	7	-	2	9	-	11
	4%	5%	3%	4%	4%	2%	4%	6%	2%	3%	5%	-	3%	4%	4%	-	4%	4%	-	3%
2Degrees	9	-	-	3	4	2	5	-	1	3	3	-	6	7	5	-	2	7	-	9
	3%	-	-	4%	3%	5%	4%	-	1%	3%	2%	-	4%	3%	3%	-	4%	3%	-	3%
CBI	8	1	-	2	4	1	1	-	3	4	2	1	5	4	5	1	2	4	-	8
	2%	3%	-	3%	3%	2%	1%	-	3%	4%	1%	5%	3%	2%	3%	4%	4%	2%	-	3%
Tomorrow's Company	8	2	-	-	5	1	2	1	2	3	2	-	6	5	2	1	-	5	-	8
	2%	5%	-	-	4%	2%	2%	3%	2%	3%	1%	-	4%	2%	1%	4%	-	2%	-	3%
RSA	8	2	2	3	1	-	6	-	1	1	2	-	6	7	4	-	-	7	-	8
	2%	5%	6%	4%	1%	-	5%	-	1%	1%	1%	-	4%	3%	2%	-	-	3%	-	3%
Chartered Institute of Marketing	7	-	-	2	4	1	-	-	1	6	6	-	1	4	7	-	1	6	-	7
	2%	-	-	3%	3%	2%	-	-	1%	6%	4%	-	1%	2%	4%	-	2%	3%	-	2%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Third most valued

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
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Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Institute of Directors	4	1	-	-	3	-	1	1	1	1	1	-	3	2	1	1	-	3	1	3
	1%	3%	-	-	2%	-	1%	3%	1%	1%	1%	-	2%	1%	1%	4%	-	1%	20%	1%
National Social Marketing Centre	4	1	1	1	-	1	2	1	-	3	-	1	3	2	-	-	4	-	4	
	1%	3%	3%	1%	-	2%	2%	3%	1%	2%	-	1%	1%	1%	-	-	2%	-	1%	
Other	7	-	3	1	3	-	3	1	2	1	6	1	-	4	5	-	-	6	1	6
	2%	-	9%	1%	2%	-	3%	3%	2%	1%	4%	5%	-	2%	3%	-	-	3%	20%	2%
Not Stated	144	11	9	38	68	18	35	16	50	43	86	8	50	89	64	13	37	81	3	138
	44%	28%	28%	49%	50%	44%	31%	50%	58%	44%	56%	36%	33%	40%	39%	48%	66%	36%	60%	43%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Any valued

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Guardian Sustainable Business	100	67	17	16	6	17	13	10	5	9	40	10	35	11	15	29
	30%	31%	25%	35%	14%	32%	23%	43%	24%	39%	37%	19%	40%	30%	33%	27%
TED	91	68	5	18	10	20	21	5	4	6	25	17	25	12	17	20
	28%	32%	7%	39%	24%	38%	37%	22%	19%	26%	23%	33%	29%	32%	38%	19%
Business in the Community	81	57	15	9	8	11	11	11	8	6	26	11	27	5	10	28
	25%	27%	22%	20%	19%	21%	19%	48%	38%	26%	24%	21%	31%	14%	22%	26%
World Business Council for Sustainable Development	61	47	7	7	-	15	9	4	2	3	28	5	27	3	11	15
	19%	22%	10%	15%	-	28%	16%	17%	10%	13%	26%	10%	31%	8%	24%	14%
New Economics Foundation	48	24	13	11	9	8	4	-	3	3	21	6	12	9	5	16
	15%	11%	19%	24%	21%	15%	7%	-	14%	13%	19%	12%	14%	24%	11%	15%
World Economic Forum	46	35	8	3	3	4	10	6	4	1	18	9	12	2	4	19
	14%	16%	12%	7%	7%	8%	18%	26%	19%	4%	17%	17%	14%	5%	9%	18%
RSA	37	25	3	9	4	5	10	1	1	2	14	3	8	7	9	10
	11%	12%	4%	20%	10%	9%	18%	4%	5%	9%	13%	6%	9%	19%	20%	9%
CBI	33	27	6	-	2	6	7	5	3	2	8	7	8	-	3	15
	10%	13%	9%	-	5%	11%	12%	22%	14%	9%	7%	13%	9%	-	7%	14%
2Degrees	33	22	6	5	-	8	3	6	-	4	12	3	17	3	3	7
	10%	10%	9%	11%	-	15%	5%	26%	-	17%	11%	6%	20%	8%	7%	7%
National Social Marketing Centre	31	8	18	5	13	7	5	-	-	-	6	4	2	14	3	8
	9%	4%	26%	11%	31%	13%	9%	-	-	-	6%	8%	2%	38%	7%	7%
Chartered Institute of Marketing	26	13	11	2	6	4	4	3	3	1	5	8	3	7	3	5
	8%	6%	16%	4%	14%	8%	7%	13%	14%	4%	5%	15%	3%	19%	7%	5%
Tomorrow's Company	26	23	1	2	2	1	8	-	3	1	11	2	9	-	6	9
	8%	11%	1%	4%	5%	2%	14%	-	14%	4%	10%	4%	10%	-	13%	8%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Any valued

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Institute of Directors	20 6%	16 7%	3 4%	1 2%	2 5%	2 4%	8 14%	- -	2 10%	- -	6 6%	3 6%	4 5%	- -	5 11%	8 7%
Other	46 14%	26 12%	12 18%	8 17%	8 19%	9 17%	7 12%	1 4%	- -	6 26%	15 14%	4 8%	13 15%	7 19%	6 13%	16 15%
Not Stated	58 18%	37 17%	12 18%	9 20%	9 21%	8 15%	11 19%	2 9%	7 33%	4 17%	17 16%	14 27%	10 11%	4 11%	8 18%	22 21%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Any valued

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Guardian Sustainable Business	100	14	11	22	38	15	43	13	19	25	41	8	51	68	56	6	13	77	-	99
	30%	35%	34%	28%	28%	37%	38%	41%	22%	26%	27%	36%	33%	31%	34%	22%	23%	35%	-	31%
TED	91	17	13	17	33	11	49	10	14	18	29	8	54	68	48	6	13	70	1	88
	28%	43%	41%	22%	24%	27%	44%	31%	16%	18%	19%	36%	35%	31%	29%	22%	23%	31%	20%	28%
Business in the Community	81	8	7	18	36	12	23	5	22	31	40	7	34	57	41	5	15	57	-	81
	25%	20%	22%	23%	26%	29%	21%	16%	26%	32%	26%	32%	22%	26%	25%	19%	27%	26%	-	25%
World Business Council for Sustainable Development	61	12	8	11	23	7	26	7	13	15	12	5	44	47	33	3	4	52	-	61
	19%	30%	25%	14%	17%	17%	23%	22%	15%	15%	8%	23%	29%	21%	20%	11%	7%	23%	-	19%
New Economics Foundation	48	5	8	14	13	8	23	5	11	9	25	2	21	34	25	5	6	36	-	47
	15%	13%	25%	18%	9%	20%	21%	16%	13%	9%	16%	9%	14%	15%	15%	19%	11%	16%	-	15%
World Economic Forum	46	4	8	11	18	5	13	4	8	21	9	2	35	36	22	4	4	35	1	44
	14%	10%	25%	14%	13%	12%	12%	13%	9%	21%	6%	9%	23%	16%	13%	15%	7%	16%	20%	14%
RSA	37	13	4	8	8	4	24	3	4	6	14	1	22	27	17	4	5	27	1	35
	11%	33%	13%	10%	6%	10%	21%	9%	5%	6%	9%	5%	14%	12%	10%	15%	9%	12%	20%	11%
CBI	33	2	1	9	18	3	3	2	13	15	16	3	14	20	16	2	10	18	1	32
	10%	5%	3%	12%	13%	7%	3%	6%	15%	15%	10%	14%	9%	9%	10%	7%	18%	8%	20%	10%
2Degrees	33	2	-	8	16	7	15	1	6	11	15	2	16	24	17	3	8	21	-	33
	10%	5%	-	10%	12%	17%	13%	3%	7%	11%	10%	9%	10%	11%	10%	11%	14%	9%	-	10%
National Social Marketing Centre	31	4	4	5	12	6	9	3	9	10	20	-	11	27	19	-	6	25	-	31
	9%	10%	13%	6%	9%	15%	8%	9%	10%	10%	13%	-	7%	12%	12%	-	11%	11%	-	10%
Chartered Institute of Marketing	26	-	2	7	13	4	5	2	6	13	16	2	8	20	17	-	5	20	-	25
	8%	-	6%	9%	9%	10%	4%	6%	7%	13%	10%	9%	5%	9%	10%	-	9%	9%	-	8%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Any valued

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tomorrow's Company	26	6	3	5	9	3	8	1	6	11	7	2	17	16	9	4	2	16	-	26
	8%	15%	9%	6%	7%	7%	7%	3%	7%	11%	5%	9%	11%	7%	6%	15%	4%	7%	-	8%
Institute of Directors	20	3	1	7	8	1	5	5	3	7	8	2	10	10	10	1	3	13	1	19
	6%	8%	3%	9%	6%	2%	4%	16%	3%	7%	5%	9%	7%	5%	6%	4%	5%	6%	20%	6%
Other	46	7	7	11	16	5	19	3	13	11	27	3	16	31	25	2	6	37	3	41
	14%	18%	22%	14%	12%	12%	17%	9%	15%	11%	18%	14%	10%	14%	15%	7%	11%	17%	60%	13%
Not Stated	58	3	4	16	30	5	13	6	22	17	33	5	20	27	21	11	9	27	1	56
	18%	8%	13%	21%	22%	12%	12%	19%	26%	17%	22%	23%	13%	12%	13%	41%	16%	12%	20%	18%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Summary table

Base: All respondents

	Valued			
	Most	Second	Third	Any
Total	328 100%	328 100%	328 100%	328 100%
Guardian Sustainable Business	32 10%	39 12%	29 9%	100 30%
TED	25 8%	32 10%	34 10%	91 28%
Business in the Community	40 12%	19 6%	22 7%	81 25%
World Business Council for Sustainable Development	21 6%	25 8%	15 5%	61 19%
New Economics Foundation	22 7%	14 4%	12 4%	48 15%
World Economic Forum	15 5%	14 4%	17 5%	46 14%
RSA	13 4%	16 5%	8 2%	37 11%
CBI	12 4%	13 4%	8 2%	33 10%
2Degrees	15 5%	9 3%	9 3%	33 10%
National Social Marketing Centre	18 5%	9 3%	4 1%	31 9%
Chartered Institute of Marketing	12 4%	7 2%	7 2%	26 8%
Tomorrow's Company	7 2%	11 3%	8 2%	26 8%
Institute of Directors	7 2%	9 3%	4 1%	20 6%
Other	31 9%	8 2%	7 2%	46 14%

Behaviour Change Survey

Q22 Which of the following organisations, if any, do you value in terms of the behaviour change information or support services they can offer to your organisation?

Summary table

Base: All respondents

	Valued			
	Most	Second	Third	Any
Total	328 100%	328 100%	328 100%	328 100%
Not Stated	58 18%	103 31%	144 44%	58 18%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

National press

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Guardian	195	120	42	33	21	31	37	15	8	10	73	29	63	24	28	51
	59%	56%	62%	72%	50%	58%	65%	65%	38%	43%	67%	56%	72%	65%	62%	48%
The Economist	112	79	16	17	8	19	19	7	10	5	44	14	34	13	19	32
	34%	37%	24%	37%	19%	36%	33%	30%	48%	22%	40%	27%	39%	35%	42%	30%
The Financial Times	108	81	17	10	6	13	25	7	11	4	42	18	29	8	21	32
	33%	38%	25%	22%	14%	25%	44%	30%	52%	17%	39%	35%	33%	22%	47%	30%
The Times	98	69	17	12	11	9	18	9	11	9	31	20	22	9	15	32
	30%	32%	25%	26%	26%	17%	32%	39%	52%	39%	28%	38%	25%	24%	33%	30%
Huffington Post	61	41	11	9	6	8	15	5	4	2	21	11	14	12	9	15
	19%	19%	16%	20%	14%	15%	26%	22%	19%	9%	19%	21%	16%	32%	20%	14%
The Daily Telegraph	47	27	12	8	4	3	12	6	2	5	15	11	9	4	7	16
	14%	13%	18%	17%	10%	6%	21%	26%	10%	22%	14%	21%	10%	11%	16%	15%
Other	25	14	8	3	2	3	5	1	1	1	12	2	6	4	2	11
	8%	7%	12%	7%	5%	6%	9%	4%	5%	4%	11%	4%	7%	11%	4%	10%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

National press

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Chair -man / CEO	MD / Board Director	Director	Manager	Other		Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Guardian	195	27	21	44	75	28	79	21	41	54	84	17	94	136	97	16	30	139	3	189
	59%	68%	66%	56%	55%	68%	71%	66%	48%	55%	55%	77%	61%	62%	60%	59%	54%	62%	60%	59%
The Economist	112	20	14	24	41	13	43	14	25	30	32	10	70	75	55	9	11	83	1	110
	34%	50%	44%	31%	30%	32%	38%	44%	29%	31%	21%	45%	46%	34%	34%	33%	20%	37%	20%	35%
The Financial Times	108	17	12	30	35	14	33	10	24	41	39	7	62	68	54	10	17	71	1	106
	33%	43%	38%	38%	26%	34%	29%	31%	28%	42%	25%	32%	41%	31%	33%	37%	30%	32%	20%	33%
The Times	98	13	11	30	33	11	25	7	24	42	50	4	44	64	48	9	16	65	1	96
	30%	33%	34%	38%	24%	27%	22%	22%	28%	43%	33%	18%	29%	29%	29%	33%	29%	29%	20%	30%
Huffington Post	61	11	5	11	23	11	24	5	11	21	24	3	34	44	26	4	10	43	-	60
	19%	28%	16%	14%	17%	27%	21%	16%	13%	21%	16%	14%	22%	20%	16%	15%	18%	19%	-	19%
The Daily Telegraph	47	5	5	12	18	7	8	6	14	19	28	4	15	29	25	5	12	28	-	45
	14%	13%	16%	15%	13%	17%	7%	19%	16%	19%	18%	18%	10%	13%	15%	19%	21%	13%	-	14%
Other	25	5	4	6	6	4	11	-	9	5	9	-	16	18	11	2	1	21	2	23
	8%	13%	13%	8%	4%	10%	10%	-	10%	5%	6%	-	10%	8%	7%	7%	2%	9%	40%	7%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

Trade press/portals

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TED	114	83	12	19	7	23	25	6	10	5	38	17	31	13	19	34
	35%	39%	18%	41%	17%	43%	44%	26%	48%	22%	35%	33%	36%	35%	42%	32%
Harvard Business Review	107	83	12	12	5	15	21	10	5	3	48	12	36	9	18	32
	33%	39%	18%	26%	12%	28%	37%	43%	24%	13%	44%	23%	41%	24%	40%	30%
Marketing Week	46	33	7	6	6	3	12	8	6	-	11	15	10	9	1	11
	14%	15%	10%	13%	14%	6%	21%	35%	29%	-	10%	29%	11%	24%	2%	10%
Edie.net	44	28	9	7	-	12	5	6	1	3	17	1	30	3	5	5
	13%	13%	13%	15%	-	23%	9%	26%	5%	13%	16%	2%	34%	8%	11%	5%
PR Week	42	25	13	4	4	6	16	3	1	1	11	17	7	6	2	10
	13%	12%	19%	9%	10%	11%	28%	13%	5%	4%	10%	33%	8%	16%	4%	9%
Management Today	41	27	8	6	6	4	8	4	1	1	17	6	11	-	5	19
	13%	13%	12%	13%	14%	8%	14%	17%	5%	4%	16%	12%	13%	-	11%	18%
Marketing	34	28	5	1	7	4	10	4	3	-	6	14	3	7	2	8
	10%	13%	7%	2%	17%	8%	18%	17%	14%	-	6%	27%	3%	19%	4%	7%
The Grocer	29	20	4	5	1	4	1	13	-	-	10	3	11	2	5	8
	9%	9%	6%	11%	2%	8%	2%	57%	-	-	9%	6%	13%	5%	11%	7%
HSJ	23	8	12	3	18	-	1	1	1	-	2	2	3	6	3	9
	7%	4%	18%	7%	43%	-	2%	4%	5%	-	2%	4%	3%	16%	7%	8%
The Week	18	12	1	5	2	2	3	1	1	-	9	3	2	1	5	7
	5%	6%	1%	11%	5%	4%	5%	4%	5%	-	8%	6%	2%	3%	11%	7%
Campaign	17	12	2	3	2	1	4	-	3	1	6	5	4	2	3	3
	5%	6%	3%	7%	5%	2%	7%	-	14%	4%	6%	10%	5%	5%	7%	3%
MRW	10	5	2	3	-	4	1	2	-	-	3	1	4	2	1	2
	3%	2%	3%	7%	-	8%	2%	9%	-	-	3%	2%	5%	5%	2%	2%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

Trade press/portals

Base: All respondents

	Type			Sector								Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Utility Week	7	6	1	-	1	2	1	-	-	-	3	-	5	-	-	2
	2%	3%	1%	-	2%	4%	2%	-	-	-	3%	-	6%	-	-	2%
Civil Service News	6	3	3	-	-	1	3	-	-	-	2	3	2	-	-	1
	2%	1%	4%	-	-	2%	5%	-	-	-	2%	6%	2%	-	-	1%
Other	50	23	20	7	7	7	6	1	-	4	25	8	13	3	7	19
	15%	11%	29%	15%	17%	13%	11%	4%	-	17%	23%	15%	15%	8%	16%	18%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

Trade press/portals

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TED	114	21	12	27	40	14	54	12	17	31	32	8	74	84	56	7	14	88	1	111
	35%	53%	38%	35%	29%	34%	48%	38%	20%	32%	21%	36%	48%	38%	34%	26%	25%	39%	20%	35%
Harvard Business Review	107	20	17	25	35	10	45	9	20	33	21	8	78	77	47	8	10	82	-	107
	33%	50%	53%	32%	26%	24%	40%	28%	23%	34%	14%	36%	51%	35%	29%	30%	18%	37%	-	34%
Marketing Week	46	2	3	7	29	5	10	6	14	16	24	3	19	30	26	5	5	33	1	43
	14%	5%	9%	9%	21%	12%	9%	19%	16%	16%	16%	14%	12%	14%	16%	19%	9%	15%	20%	14%
Edie.net	44	4	3	9	21	7	14	8	7	15	23	4	17	32	29	2	10	32	-	43
	13%	10%	9%	12%	15%	17%	13%	25%	8%	15%	15%	18%	11%	15%	18%	7%	18%	14%	-	14%
PR Week	42	4	4	10	21	3	9	1	16	16	20	2	20	28	24	3	11	26	1	41
	13%	10%	13%	13%	15%	7%	8%	3%	19%	16%	13%	9%	13%	13%	15%	11%	20%	12%	20%	13%
Management Today	41	3	4	15	15	4	11	3	11	16	20	3	18	23	19	9	3	26	-	41
	13%	8%	13%	19%	11%	10%	10%	9%	13%	16%	13%	14%	12%	10%	12%	33%	5%	12%	-	13%
Marketing	34	1	4	9	15	5	12	1	13	8	18	2	14	25	16	3	5	24	-	33
	10%	3%	13%	12%	11%	12%	11%	3%	15%	8%	12%	9%	9%	11%	10%	11%	9%	11%	-	10%
The Grocer	29	2	2	9	13	3	3	5	7	14	18	2	9	19	15	2	8	15	1	28
	9%	5%	6%	12%	9%	7%	3%	16%	8%	14%	12%	9%	6%	9%	9%	7%	14%	7%	20%	9%
HSJ	23	1	4	5	10	3	5	2	6	10	18	1	4	15	9	4	3	14	-	23
	7%	3%	13%	6%	7%	7%	4%	6%	7%	10%	12%	5%	3%	7%	6%	15%	5%	6%	-	7%
The Week	18	3	2	5	7	1	3	3	6	6	6	-	12	12	12	2	2	13	1	17
	5%	8%	6%	6%	5%	2%	3%	9%	7%	6%	4%	-	8%	5%	7%	7%	4%	6%	20%	5%
Campaign	17	2	2	4	8	1	3	2	8	4	7	2	8	13	7	1	3	11	-	17
	5%	5%	6%	5%	6%	2%	3%	6%	9%	4%	5%	9%	5%	6%	4%	4%	5%	5%	-	5%
MRW	10	2	1	2	4	1	3	3	1	3	6	1	3	7	7	-	4	6	-	10
	3%	5%	3%	3%	3%	2%	3%	9%	1%	3%	4%	5%	2%	3%	4%	-	7%	3%	-	3%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

Trade press/portals

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328 100%	40 100%	32 100%	78 100%	137 100%	41 100%	112 100%	32 100%	86 100%	98 100%	153 100%	22 100%	153 100%	220 100%	163 100%	27 100%	56 100%	223 100%	5 100%	318 100%
Utility Week	7 2%	- -	- -	3 4%	4 3%	- -	- -	1 3%	5 6%	1 1%	5 3%	- -	2 1%	5 2%	3 2%	- -	3 5%	4 2%	- -	7 2%
Civil Service News	6 2%	- -	1 3%	2 3%	3 2%	- -	2 2%	- -	2 2%	2 2%	4 3%	- -	2 1%	3 1%	4 2%	- -	- -	6 3%	- -	6 2%
Other	50 15%	6 15%	7 22%	9 12%	22 16%	6 15%	13 12%	8 25%	17 20%	12 12%	31 20%	2 9%	17 11%	32 15%	27 17%	4 15%	10 18%	33 15%	1 20%	48 15%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

Online communities

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
LinkedIn	231 70%	158 74%	42 62%	31 67%	26 62%	36 68%	42 74%	18 78%	17 81%	15 65%	77 71%	37 71%	63 72%	27 73%	30 67%	74 69%
Guardian Sustainable Business	165 50%	119 56%	25 37%	21 46%	5 12%	30 57%	28 49%	16 70%	9 43%	12 52%	65 60%	18 35%	76 87%	14 38%	16 36%	41 38%
Twitter	159 48%	101 47%	32 47%	26 57%	23 55%	21 40%	34 60%	7 30%	11 52%	7 30%	56 51%	29 56%	39 45%	24 65%	25 56%	42 39%
2 degrees	54 16%	40 19%	6 9%	8 17%	1 2%	10 19%	8 14%	7 30%	1 5%	6 26%	21 19%	2 4%	34 39%	5 14%	4 9%	9 8%
Other	21 6%	12 6%	5 7%	4 9%	3 7%	5 9%	6 11%	- -	1 5%	- -	6 6%	4 8%	4 5%	- -	6 13%	7 7%

Behaviour Change Survey

Q23 Which of the following information sources, if any, do you regularly review in a business capacity?

Online communities

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try	
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LinkedIn	231	30	20	55	95	31	86	23	60	62	104	15	112	157	119	18	40	160	3	224
	70%	75%	63%	71%	69%	76%	77%	72%	70%	63%	68%	68%	73%	71%	73%	67%	71%	72%	60%	70%
Guardian Sustainable Business	165	20	16	34	69	26	66	18	34	47	60	15	90	114	91	11	23	124	1	162
	50%	50%	50%	44%	50%	63%	59%	56%	40%	48%	39%	68%	59%	52%	56%	41%	41%	56%	20%	51%
Twitter	159	24	17	37	64	17	67	16	34	42	78	10	71	102	81	13	25	111	3	152
	48%	60%	53%	47%	47%	41%	60%	50%	40%	43%	51%	45%	46%	46%	50%	48%	45%	50%	60%	48%
2 degrees	54	4	3	15	25	7	20	8	9	17	20	5	29	34	27	6	11	36	-	53
	16%	10%	9%	19%	18%	17%	18%	25%	10%	17%	13%	23%	19%	15%	17%	22%	20%	16%	-	17%
Other	21	5	2	4	8	2	10	3	2	6	9	1	11	12	12	1	-	17	1	19
	6%	13%	6%	5%	6%	5%	9%	9%	2%	6%	6%	5%	7%	5%	7%	4%	-	8%	20%	6%

Behaviour Change Survey

D1 Do you work in the private, public or third sector?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Private	214 65%	214 100%	- -	- -	11 26%	25 47%	45 79%	21 91%	21 100%	22 96%	69 63%	29 56%	65 75%	18 49%	32 71%	70 65%
Public	68 21%	- -	68 100%	- -	23 55%	13 25%	7 12%	- -	- -	1 4%	24 22%	14 27%	12 14%	17 46%	3 7%	22 21%
Third	46 14%	- -	- -	46 100%	8 19%	15 28%	5 9%	2 9%	- -	- -	16 15%	9 17%	10 11%	2 5%	10 22%	15 14%

Behaviour Change Survey

D1 Do you work in the private, public or third sector?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Private	214	28	25	66	74	21	80	18	49	67	73	20	121	139	108	18	30	149	3	208
	65%	70%	78%	85%	54%	51%	71%	56%	57%	68%	48%	91%	79%	63%	66%	67%	54%	67%	60%	65%
Public	68	3	4	5	43	13	5	4	29	30	53	-	15	50	34	5	23	38	-	66
	21%	8%	13%	6%	31%	32%	4%	13%	34%	31%	35%	-	10%	23%	21%	19%	41%	17%	-	21%
Third	46	9	3	7	20	7	27	10	8	1	27	2	17	31	21	4	3	36	2	44
	14%	23%	9%	9%	15%	17%	24%	31%	9%	1%	18%	9%	11%	14%	13%	15%	5%	16%	40%	14%

Behaviour Change Survey

D2 Which of the following best describes the sector in which you work?

Base: All respondents

	Type				Sector							Job title				
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328	214	68	46	42	53	57	23	21	23	109	52	87	37	45	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Health	36	8	22	6	36	-	-	-	-	-	-	4	1	12	6	13
	11%	4%	32%	13%	86%	-	-	-	-	-	-	8%	1%	32%	13%	12%
Environment	36	11	12	13	-	36	-	-	-	-	-	5	10	5	6	10
	11%	5%	18%	28%	-	68%	-	-	-	-	-	10%	11%	14%	13%	9%
Energy	17	14	1	2	-	17	-	-	-	-	-	1	7	1	2	6
	5%	7%	1%	4%	-	32%	-	-	-	-	-	2%	8%	3%	4%	6%
Technology	18	17	1	-	-	-	18	-	-	-	-	4	2	1	2	9
	5%	8%	1%	-	-	-	32%	-	-	-	-	8%	2%	3%	4%	8%
Communications	39	28	6	5	-	-	39	-	-	-	-	14	7	5	6	7
	12%	13%	9%	11%	-	-	68%	-	-	-	-	27%	8%	14%	13%	7%
FMCG	13	11	-	2	-	-	-	13	-	-	-	4	6	-	-	3
	4%	5%	-	4%	-	-	-	57%	-	-	-	8%	7%	-	-	3%
Retail	10	10	-	-	-	-	-	10	-	-	-	1	5	1	-	3
	3%	5%	-	-	-	-	-	43%	-	-	-	2%	6%	3%	-	3%
Finance & banking	21	21	-	-	-	-	-	-	21	-	-	5	7	1	1	7
	6%	10%	-	-	-	-	-	-	100%	-	-	10%	8%	3%	2%	7%
Construction / built environment	23	22	1	-	-	-	-	-	-	23	-	1	10	1	2	9
	7%	10%	1%	-	-	-	-	-	-	100%	-	2%	11%	3%	4%	8%
Safety	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1
	*	*	-	-	2%	-	-	-	-	-	-	-	-	-	-	1%
Sport & lifestyle	5	2	1	2	5	-	-	-	-	-	-	1	-	2	-	2
	2%	1%	1%	4%	12%	-	-	-	-	-	-	2%	-	5%	-	2%
Other	109	69	24	16	-	-	-	-	-	-	109	12	32	8	20	37
	33%	32%	35%	35%	-	-	-	-	-	-	100%	23%	37%	22%	44%	35%

Behaviour Change Survey

D2 Which of the following best describes the sector in which you work?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to conduct	Does not/ no plans	Prim arily a risk	Prim arily an opportunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Health	36	4	5	5	17	5	10	4	11	11	31	-	5	27	17	2	5	27	-	34
	11%	10%	16%	6%	12%	12%	9%	13%	13%	11%	20%	-	3%	12%	10%	7%	9%	12%	-	11%
Environment	36	3	6	4	19	4	19	6	6	5	22	3	11	26	20	-	6	29	1	35
	11%	8%	19%	5%	14%	10%	17%	19%	7%	5%	14%	14%	7%	12%	12%	-	11%	13%	20%	11%
Energy	17	2	-	3	10	2	7	2	4	4	6	1	10	10	7	1	3	12	1	16
	5%	5%	-	4%	7%	5%	6%	6%	5%	4%	4%	5%	7%	5%	4%	4%	5%	5%	20%	5%
Technology	18	2	-	10	5	1	4	2	5	7	3	-	15	9	6	2	4	8	1	16
	5%	5%	-	13%	4%	2%	4%	6%	6%	7%	2%	-	10%	4%	4%	7%	7%	4%	20%	5%
Communications	39	9	4	7	13	6	19	5	6	9	15	3	21	27	21	4	1	34	1	38
	12%	23%	13%	9%	9%	15%	17%	16%	7%	9%	10%	14%	14%	12%	13%	15%	2%	15%	20%	12%
FMCG	13	-	1	4	7	1	-	3	2	8	3	3	7	10	8	-	4	7	-	13
	4%	-	3%	5%	5%	2%	-	9%	2%	8%	2%	14%	5%	5%	5%	-	7%	3%	-	4%
Retail	10	-	-	2	7	1	1	-	1	8	6	1	3	8	7	-	4	6	-	9
	3%	-	-	3%	5%	2%	1%	-	1%	8%	4%	5%	2%	4%	4%	-	7%	3%	-	3%
Finance & banking	21	-	1	5	10	5	1	2	6	12	6	1	14	12	11	2	3	13	-	21
	6%	-	3%	6%	7%	12%	1%	6%	7%	12%	4%	5%	9%	5%	7%	7%	5%	6%	-	7%
Construction / built environment	23	3	3	8	9	-	4	1	14	4	13	3	7	14	10	3	5	14	-	23
	7%	8%	9%	10%	7%	-	4%	3%	16%	4%	8%	14%	5%	6%	6%	11%	9%	6%	-	7%
Safety	1	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	1	-	1
	*	-	-	1%	-	-	1%	-	-	-	1%	-	-	*	1%	-	-	*	-	*
Sport & lifestyle	5	-	-	2	3	-	2	1	1	1	4	-	1	4	3	-	2	3	-	5
	2%	-	-	3%	2%	-	2%	3%	1%	1%	3%	-	1%	2%	2%	-	4%	1%	-	2%
Other	109	17	12	27	37	16	44	6	30	29	43	7	59	72	52	13	19	69	1	107
	33%	43%	38%	35%	27%	39%	39%	19%	35%	30%	28%	32%	39%	33%	32%	48%	34%	31%	20%	34%

Behaviour Change Survey

D3 Which of the following best describes your job function?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Marketing	20 6%	16 7%	2 3%	2 4%	1 2%	2 4%	5 9%	4 17%	3 14%	- -	5 5%	20 38%	- -	- -	- -	- -
Communications	32 10%	13 6%	12 18%	7 15%	4 10%	4 8%	13 23%	1 4%	2 10%	1 4%	7 6%	32 62%	- -	- -	- -	- -
Sustainability / CSR	87 27%	65 30%	12 18%	10 22%	1 2%	17 32%	9 16%	11 48%	7 33%	10 43%	32 29%	- -	87 100%	- -	- -	- -
Corporate affairs / strategy	23 7%	16 7%	4 6%	3 7%	4 10%	7 13%	7 12%	2 9%	- -	- -	3 3%	- -	- -	- -	- -	23 21%
Community affairs / strategy	9 3%	4 2%	4 6%	1 2%	- -	1 2%	1 2%	- -	1 5%	- -	6 6%	- -	- -	- -	- -	9 8%
Behaviour change / social marketing	37 11%	18 8%	17 25%	2 4%	14 33%	6 11%	6 11%	1 4%	1 5%	1 4%	8 7%	- -	- -	37 100%	- -	- -
HR	8 2%	8 4%	- -	- -	- -	1 2%	- -	1 4%	1 5%	2 9%	3 3%	- -	- -	- -	- -	8 7%
MD / CEO	45 14%	32 15%	3 4%	10 22%	6 14%	8 15%	8 14%	- -	1 5%	2 9%	20 18%	- -	- -	- -	45 100%	- -
Finance	8 2%	7 3%	- -	1 2%	- -	- -	2 4%	1 4%	2 10%	- -	3 3%	- -	- -	- -	- -	8 7%
Other	59 18%	35 16%	14 21%	10 22%	12 29%	7 13%	6 11%	2 9%	3 14%	7 30%	22 20%	- -	- -	- -	- -	59 55%

Behaviour Change Survey

D3 Which of the following best describes your job function?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair -man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Marketing	20	-	-	9	10	1	4	1	6	9	9	-	11	11	11	1	2	14	-	19
	6%	-	-	12%	7%	2%	4%	3%	7%	9%	6%	-	7%	5%	7%	4%	4%	6%	-	6%
Communications	32	2	1	6	20	3	8	2	12	10	20	1	11	20	19	2	7	21	-	32
	10%	5%	3%	8%	15%	7%	7%	6%	14%	10%	13%	5%	7%	9%	12%	7%	13%	9%	-	10%
Sustainability / CSR	87	3	5	17	46	16	22	9	26	30	25	10	52	57	47	8	18	57	-	87
	27%	8%	16%	22%	34%	39%	20%	28%	30%	31%	16%	45%	34%	26%	29%	30%	32%	26%	-	27%
Corporate affairs / strategy	23	2	4	7	8	2	11	-	6	6	12	2	9	15	12	2	3	16	1	21
	7%	5%	13%	9%	6%	5%	10%	-	7%	6%	8%	9%	6%	7%	7%	7%	5%	7%	20%	7%
Community affairs / strategy	9	-	1	1	6	1	3	-	1	5	7	-	2	5	5	-	2	6	-	9
	3%	-	3%	1%	4%	2%	3%	-	1%	5%	5%	-	1%	2%	3%	-	4%	3%	-	3%
Behaviour change / social marketing	37	5	4	5	16	7	16	3	8	10	20	2	15	35	14	-	8	29	-	36
	11%	13%	13%	6%	12%	17%	14%	9%	9%	10%	13%	9%	10%	16%	9%	-	14%	13%	-	11%
HR	8	-	-	5	3	-	1	-	3	4	5	-	3	5	5	1	1	5	-	8
	2%	-	-	6%	2%	-	1%	-	3%	4%	3%	-	2%	2%	3%	4%	2%	2%	-	3%
MD / CEO	45	23	13	8	1	-	29	7	6	3	18	2	25	32	21	3	5	33	-	44
	14%	58%	41%	10%	1%	-	26%	22%	7%	3%	12%	9%	16%	15%	13%	11%	9%	15%	-	14%
Finance	8	-	1	3	3	1	1	1	4	2	3	2	3	2	4	3	2	3	1	7
	2%	-	3%	4%	2%	2%	1%	3%	5%	2%	2%	9%	2%	1%	2%	11%	4%	1%	20%	2%
Other	59	5	3	17	24	10	17	9	14	19	34	3	22	38	25	7	8	39	3	55
	18%	13%	9%	22%	18%	24%	15%	28%	16%	19%	22%	14%	14%	17%	15%	26%	14%	17%	60%	17%

Behaviour Change Survey

D4 Which of the following best describes your position in the organisation?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Chairman / CEO	40 12%	28 13%	3 4%	9 20%	4 10%	5 9%	11 19%	- -	- -	3 13%	17 16%	2 4%	3 3%	5 14%	23 51%	7 7%
MD / Board Director	32 10%	25 12%	4 6%	3 7%	5 12%	6 11%	4 7%	1 4%	1 5%	3 13%	12 11%	1 2%	5 6%	4 11%	13 29%	9 8%
Director	78 24%	66 31%	5 7%	7 15%	8 19%	7 13%	17 30%	6 26%	5 24%	8 35%	27 25%	15 29%	17 20%	5 14%	8 18%	33 31%
Manager	137 42%	74 35%	43 63%	20 43%	20 48%	29 55%	18 32%	14 61%	10 48%	9 39%	37 34%	30 58%	46 53%	16 43%	1 2%	44 41%
Other	41 13%	21 10%	13 19%	7 15%	5 12%	6 11%	7 12%	2 9%	5 24%	- -	16 15%	4 8%	16 18%	7 19%	- -	14 13%

Behaviour Change Survey

D4 Which of the following best describes your position in the organisation?

Base: All respondents

	Position						Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours	
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Chairman / CEO	40	40	-	-	-	-	32	4	4	-	11	3	26	32	15	2	3	34	1	39
	12%	100%	-	-	-	-	29%	13%	5%	-	7%	14%	17%	15%	9%	7%	5%	15%	20%	12%
MD / Board Director	32	-	32	-	-	-	18	3	6	5	11	5	16	24	19	1	3	28	-	32
	10%	-	100%	-	-	-	16%	9%	7%	5%	7%	23%	10%	11%	12%	4%	5%	13%	-	10%
Director	78	-	-	78	-	-	24	10	15	29	35	4	39	51	40	6	11	54	-	77
	24%	-	-	100%	-	-	21%	31%	17%	30%	23%	18%	25%	23%	25%	22%	20%	24%	-	24%
Manager	137	-	-	-	137	-	24	12	51	50	80	7	50	86	69	13	34	78	3	131
	42%	-	-	-	100%	-	21%	38%	59%	51%	52%	32%	33%	39%	42%	48%	61%	35%	60%	41%
Other	41	-	-	-	-	41	14	3	10	14	16	3	22	27	20	5	5	29	1	39
	13%	-	-	-	-	100%	13%	9%	12%	14%	10%	14%	14%	12%	12%	19%	9%	13%	20%	12%

Behaviour Change Survey

D5 How many people does your organisation employ?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
Less than 50	112 34%	80 37%	5 7%	27 59%	13 31%	26 49%	23 40%	1 4%	1 5%	4 17%	44 40%	12 23%	22 25%	16 43%	29 64%	33 31%
51 - 250	32 10%	18 8%	4 6%	10 22%	5 12%	8 15%	7 12%	3 13%	2 10%	1 4%	6 6%	3 6%	9 10%	3 8%	7 16%	10 9%
251 - 500	29 9%	19 9%	7 10%	3 7%	3 7%	4 8%	4 7%	1 4%	2 10%	6 26%	9 8%	8 15%	8 9%	3 8%	2 4%	8 7%
501 - 1,000	14 4%	10 5%	2 3%	2 4%	1 2%	1 2%	- -	1 4%	1 5%	5 22%	5 5%	1 2%	4 5%	1 3%	1 2%	7 7%
1,001 - 5,000	43 13%	20 9%	20 29%	3 7%	8 19%	5 9%	7 12%	1 4%	3 14%	3 13%	16 15%	9 17%	14 16%	4 11%	3 7%	13 12%
5,001 - 10,000	36 11%	16 7%	19 28%	1 2%	7 17%	2 4%	6 11%	2 9%	3 14%	2 9%	14 13%	8 15%	6 7%	4 11%	2 4%	16 15%
More than 10,000	62 19%	51 24%	11 16%	- -	5 12%	7 13%	10 18%	14 61%	9 43%	2 9%	15 14%	11 21%	24 28%	6 16%	1 2%	20 19%

Behaviour Change Survey

D5 How many people does your organisation employ?

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than 50	112	32	18	24	24	14	112	-	-	-	43	11	58	78	56	8	6	93	4	105
	34%	80%	56%	31%	18%	34%	100%	-	-	-	28%	50%	38%	35%	34%	30%	11%	42%	80%	33%
51 - 250	32	4	3	10	12	3	-	32	-	-	21	1	10	19	19	1	3	25	-	32
	10%	10%	9%	13%	9%	7%	-	100%	-	-	14%	5%	7%	9%	12%	4%	5%	11%	-	10%
251 - 500	29	1	2	6	18	2	-	-	29	-	16	3	10	15	18	5	5	19	1	28
	9%	3%	6%	8%	13%	5%	-	-	34%	-	10%	14%	7%	7%	11%	19%	9%	9%	20%	9%
501 - 1,000	14	1	2	4	5	2	-	-	14	-	7	2	5	6	6	3	5	6	-	14
	4%	3%	6%	5%	4%	5%	-	-	16%	-	5%	9%	3%	3%	4%	11%	9%	3%	-	4%
1,001 - 5,000	43	2	2	5	28	6	-	-	43	-	28	-	15	33	23	4	13	24	-	43
	13%	5%	6%	6%	20%	15%	-	-	50%	-	18%	-	10%	15%	14%	15%	23%	11%	-	14%
5,001 - 10,000	36	-	3	8	17	8	-	-	-	36	21	1	14	25	17	3	11	19	-	34
	11%	-	9%	10%	12%	20%	-	-	-	37%	14%	5%	9%	11%	10%	11%	20%	9%	-	11%
More than 10,000	62	-	2	21	33	6	-	-	-	62	17	4	41	44	24	3	13	37	-	62
	19%	-	6%	27%	24%	15%	-	-	-	63%	11%	18%	27%	20%	15%	11%	23%	17%	-	19%

Behaviour Change Survey

D6 Where does your organisation operate?

Base: All respondents

	Type			Sector							Job title					
	Total	Private	Public	Other	Health/ safety/ sport & lifestyle	Environment / energy	Tech/ comms	FMCG/ retail	Finance & banking	Construction / built environment	Other	Marketing and comms	Sustainability / CSR	Behaviour change/ social marketing	MD/ CEO	Other
Total	328 100%	214 100%	68 100%	46 100%	42 100%	53 100%	57 100%	23 100%	21 100%	23 100%	109 100%	52 100%	87 100%	37 100%	45 100%	107 100%
UK only	153 47%	73 34%	53 78%	27 59%	36 86%	28 53%	18 32%	9 39%	6 29%	13 57%	43 39%	29 56%	25 29%	20 54%	18 40%	61 57%
Europe only	22 7%	20 9%	- -	2 4%	- -	4 8%	3 5%	4 17%	1 5%	3 13%	7 6%	1 2%	10 11%	2 5%	2 4%	7 7%
Worldwide	153 47%	121 57%	15 22%	17 37%	6 14%	21 40%	36 63%	10 43%	14 67%	7 30%	59 54%	22 42%	52 60%	15 41%	25 56%	39 36%

Behaviour Change Survey

D6 Where does your organisation operate?

Base: All respondents

	Position					Size				Location			Use of behaviour change			Risk or opportunity		Role of organisation in influencing behaviours		
	Total	Chair-man / CEO	MD / Board Director	Director	Manager	Other	Less than 50	51 - 250	251 - 5,000	More than 5,000	UK only	Europe	World wide	Con ducts	Plans to con duct	Does not/ no plans	Prim arily a risk	Prim arily an oppor tunity	Should not try to	Should try
Total	328	40	32	78	137	41	112	32	86	98	153	22	153	220	163	27	56	223	5	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK only	153	11	11	35	80	16	43	21	51	38	153	-	-	99	87	12	33	99	2	148
	47%	28%	34%	45%	58%	39%	38%	66%	59%	39%	100%	-	-	45%	53%	44%	59%	44%	40%	47%
Europe only	22	3	5	4	7	3	11	1	5	5	-	22	-	14	14	4	4	14	1	20
	7%	8%	16%	5%	5%	7%	10%	3%	6%	5%	-	100%	-	6%	9%	15%	7%	6%	20%	6%
Worldwide	153	26	16	39	50	22	58	10	30	55	-	-	153	107	62	11	19	110	2	150
	47%	65%	50%	50%	36%	54%	52%	31%	35%	56%	-	-	100%	49%	38%	41%	34%	49%	40%	47%