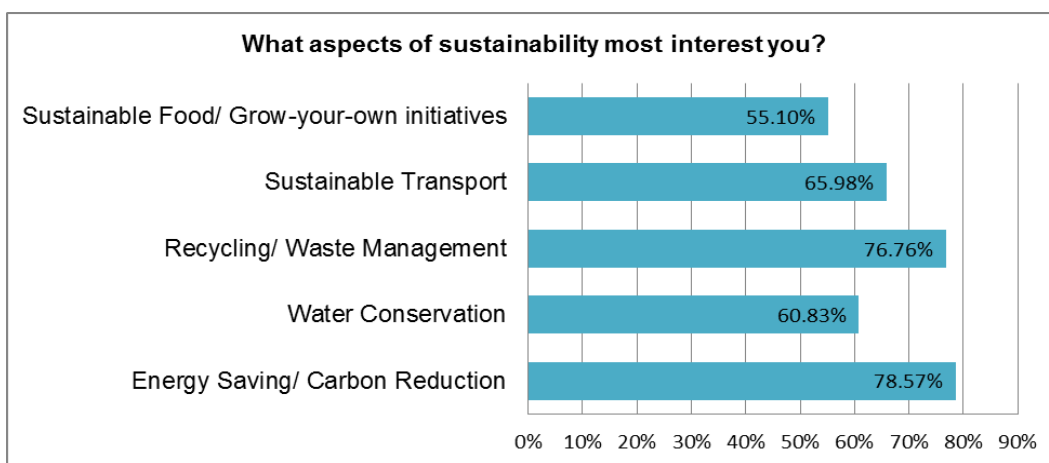


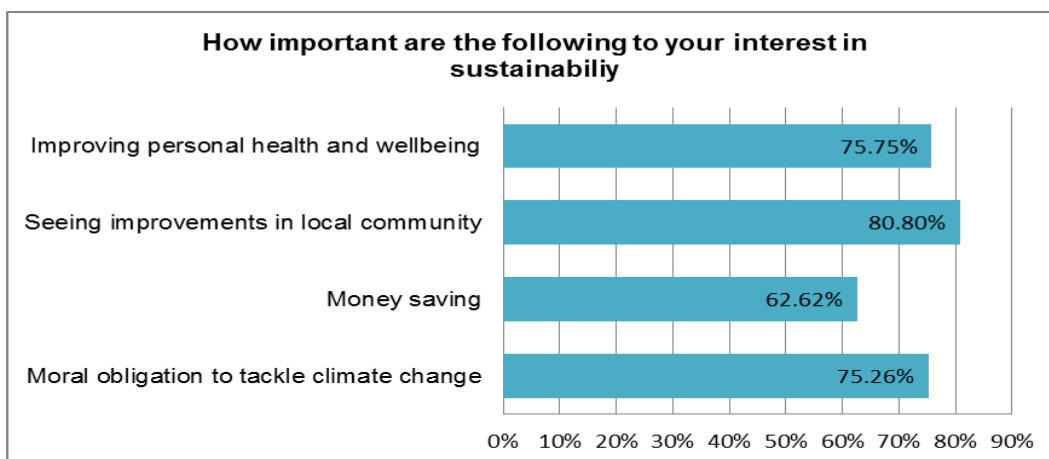
4.1 **What aspects of sustainability most interest you? (1 being not at all and 5 being very much)**

	1	2	3	4	5	Total	Weighted Average
Energy Saving/ Carbon Reduction	3.06%	6.12%	12.24%	12.24%	66.33%	98	4.36
Water Conservation	5.15%	10.31%	23.71%	27.84%	32.99%	97	3.78
Recycling/ Waste Management	3.03%	7.07%	13.13%	32.32%	44.44%	99	4.11
Sustainable Transport	6.19%	9.28%	18.56%	26.80%	39.18%	97	3.90
Sustainable Food/ Grow-your-own initiatives	7.14%	17.35%	20.41%	21.43%	33.67%	98	3.64



4.2 **How important are the following to your interest in sustainability? (1 being not at all important and 5 being extremely important)**

	1	2	3	4	5	Total	Weighted Average
Moral obligation to tackle climate change	9.28%	3.09%	12.37%	22.68%	52.58%	97	4.06
Money saving	6.06%	7.07%	24.24%	34.34%	28.28%	99	3.72
Seeing improvements in local community	3.02%	2.02%	14.14%	47.47%	33.33%	99	4.06
Improving personal health and wellbeing	5.05%	9.09%	10.10%	35.35%	40.40%	99	3.97



4.3

What is the likelihood you would participate in the following? (1 being not at all likely and 5 being extremely likely)							
	1	2	3	4	5	Total	Weighted Average
Visit a dedicated website for further information	5.15%	7.22%	12.37%	29.90%	45.36%	97	4.03
Sign up to a newsletter	4.12%	14.43%	23.71%	28.87%	28.87%	97	3.64
Attend a one-off event	9.18%	12.24%	20.41%	26.53%	31.63%	98	3.59
Attend a meeting locally	7.14%	13.27%	20.41%	23.47%	35.71%	98	3.67
Register as a local volunteer	21.65%	20.62%	22.68%	13.40%	21.65%	97	2.93

