

Overview of Recommended Research Approach

Informing the Overall Campaign	
<p>Quantitative Segmentation and omnibus Usage and Attitudes survey to measure the extent to which residents are likely to take up the principles of the campaign and to establish benchmarks for assessing the campaign effectiveness. N=600 15 minute telephone interviews</p> <p>Communications Concept Testing to ensure the draft concepts for communicating the overall theme of the campaign are going to send appropriate messages to the community and will encourage sign up. N=5 mini focus groups</p>	
Assessing the Campaign Effectiveness	Informing the Take Ten Campaigns (for each campaign, or group of campaigns)
<p>Tracking of residents that have signed up to measure change in attitudes and behaviour 20 quantitative online interviews per week (and a benchmark survey as they sign up)</p> <p>Qualitative exploration with residents who have signed up. To determine how well the communication material is working, how well their involvement is working and identify any improvements that can be made n=3 focus groups two times</p>	<p>Surveys of the general public to assess the extent to which the general public has changed their awareness, attitudes and behaviour, 1 survey of n=600 residents</p> <p>Foundation research to inform communication design As required Communications Concept Testing N=3 mini focus groups</p>
<p>Final Output:</p> <p>Assessment of extent to which long term behaviour is changed to support a sustainable region</p>	