

Finance, and making actions easier, were the dominant ways to gain attention

From our focus groups (26 participants), those who were willing to undertake an action were asked to quickly (and with little time for reflection) place each action into a bucket with labels reflecting the best way to communicate this issue to them e.g. by addressing the health benefits, money or the environment

	Best approach/es to communicating action		
Green Energy tariff	Finance		
Renewable energy	Finance		
Water saving devices	Finance	Make it easier	
Buy/lease an electric car	Finance	Make it easier	
Ethical food choices	Finance	Make it easier	Health
Adapting home for hot weather	Finance		
Energy efficient appliances	Finance	Environment	Make it easier
Eat local	Make it easier	Environment	Finance
Avoid flying by taking the train	Finance		
Taking public transport	Make it easier		
Reduce meat and dairy	Health		

Source: Focus Groups