

Contemporary patterns of sustainable lifestyle and attitudes for behaviour change in the Hungarian society

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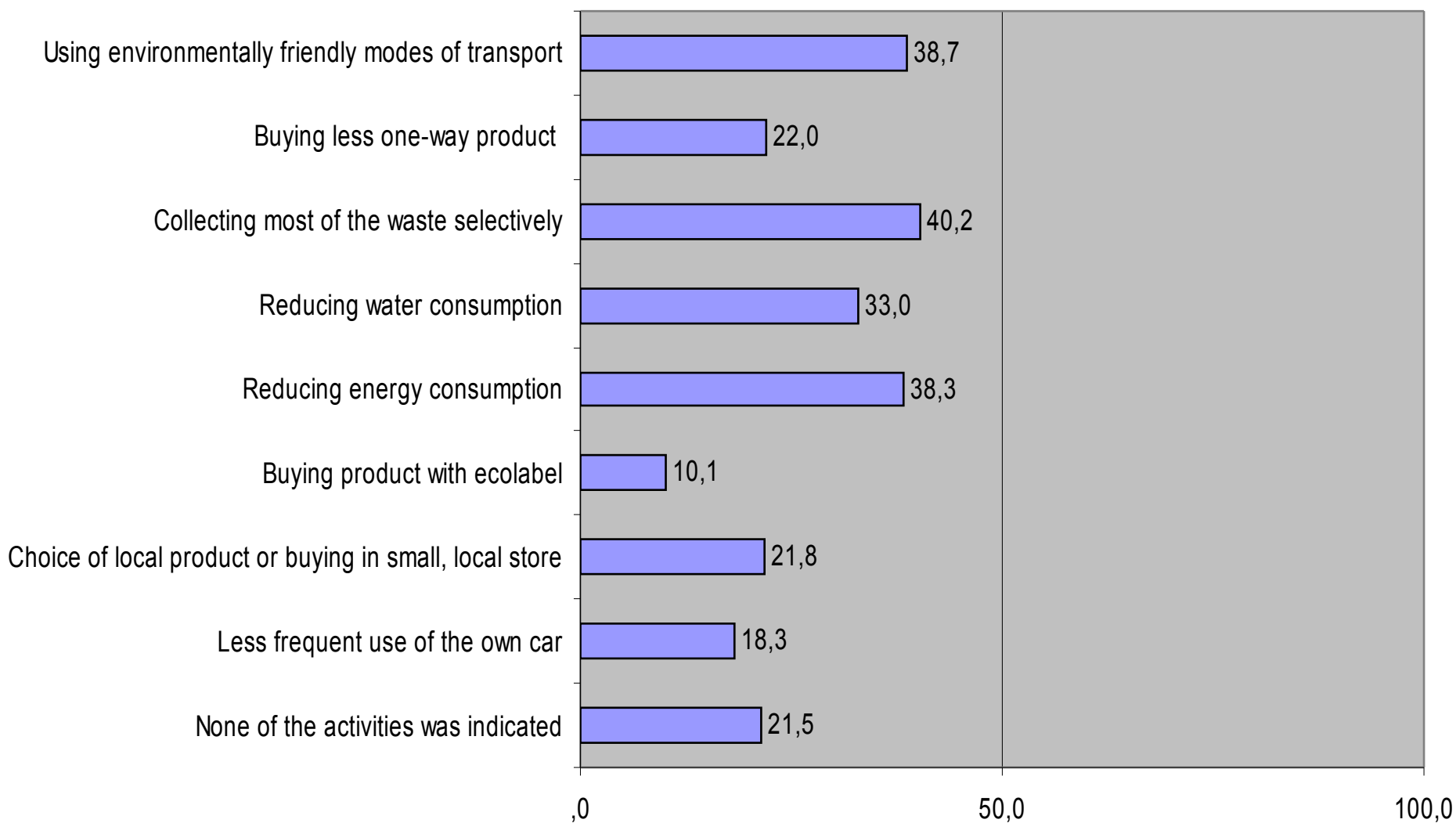
Agenda

- Research background
- Contemporary lifestyle patterns of the Hungarian society
- Attitudes for the future: willingness of behaviour change

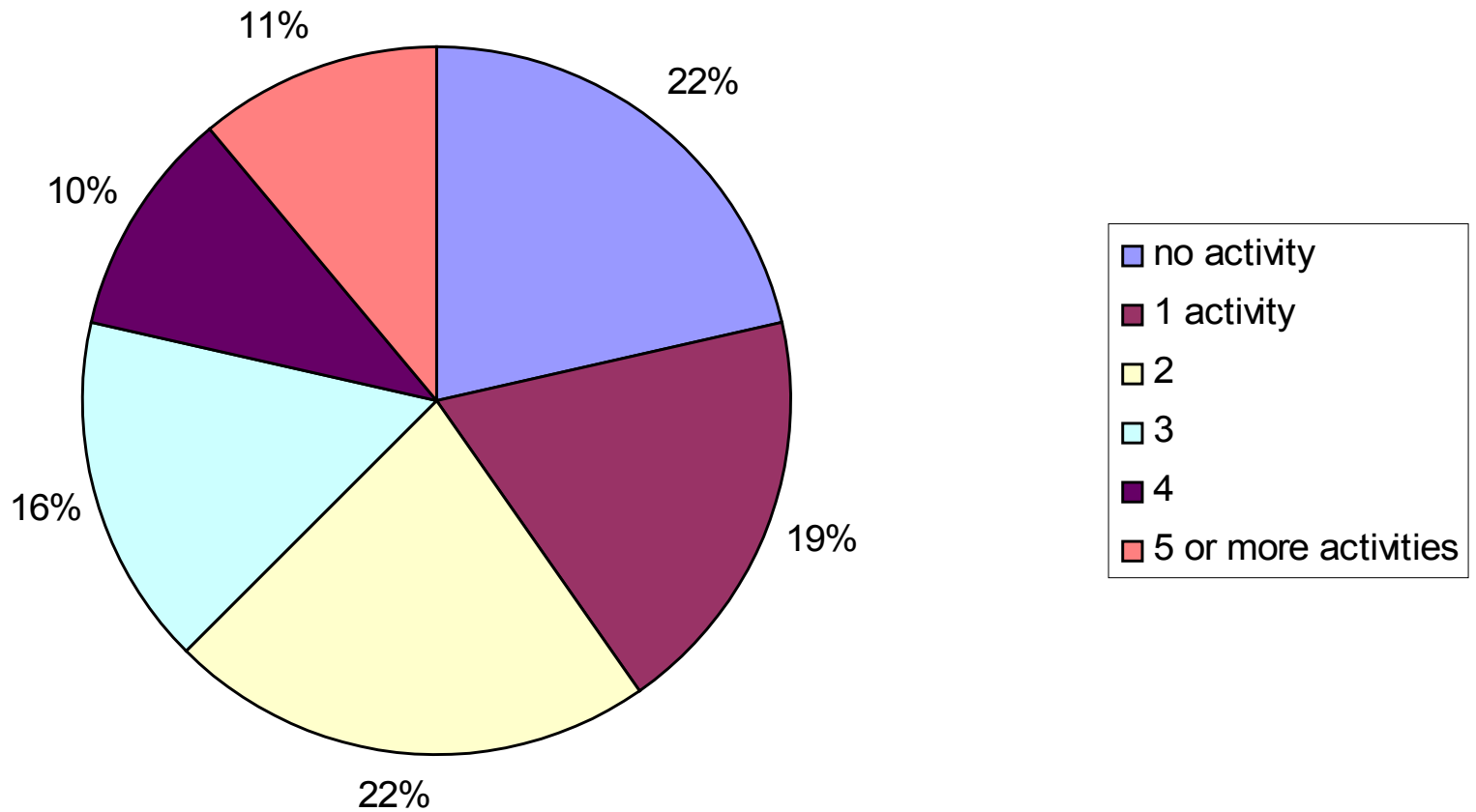
- Questionnaire-based survey of 1013 adult respondents, 2010
- The sample is representative for
 - Habitation: 17% Budapest, 12%: county centers, 38%: smaller towns, 33%: villages
 - Gender: 55% woman, 45% man
 - Education: 16% higher education, 33% high school, 27% vocational school, 24% graduate school
 - Age

- Survey method: personal inquiry
- Steps of sampling:
 1. Selection of settlements
 2. Random walking method
 3. Surveying one person over 18 years in each household, using the Leslie Kish keys (1949, 1965)
- Questions:
 - Food consumption and travelling habits, lifestyle
 - Equipment features of the household
 - Contemporary and reported future attitudes to sustainable lifestyles
 - demography

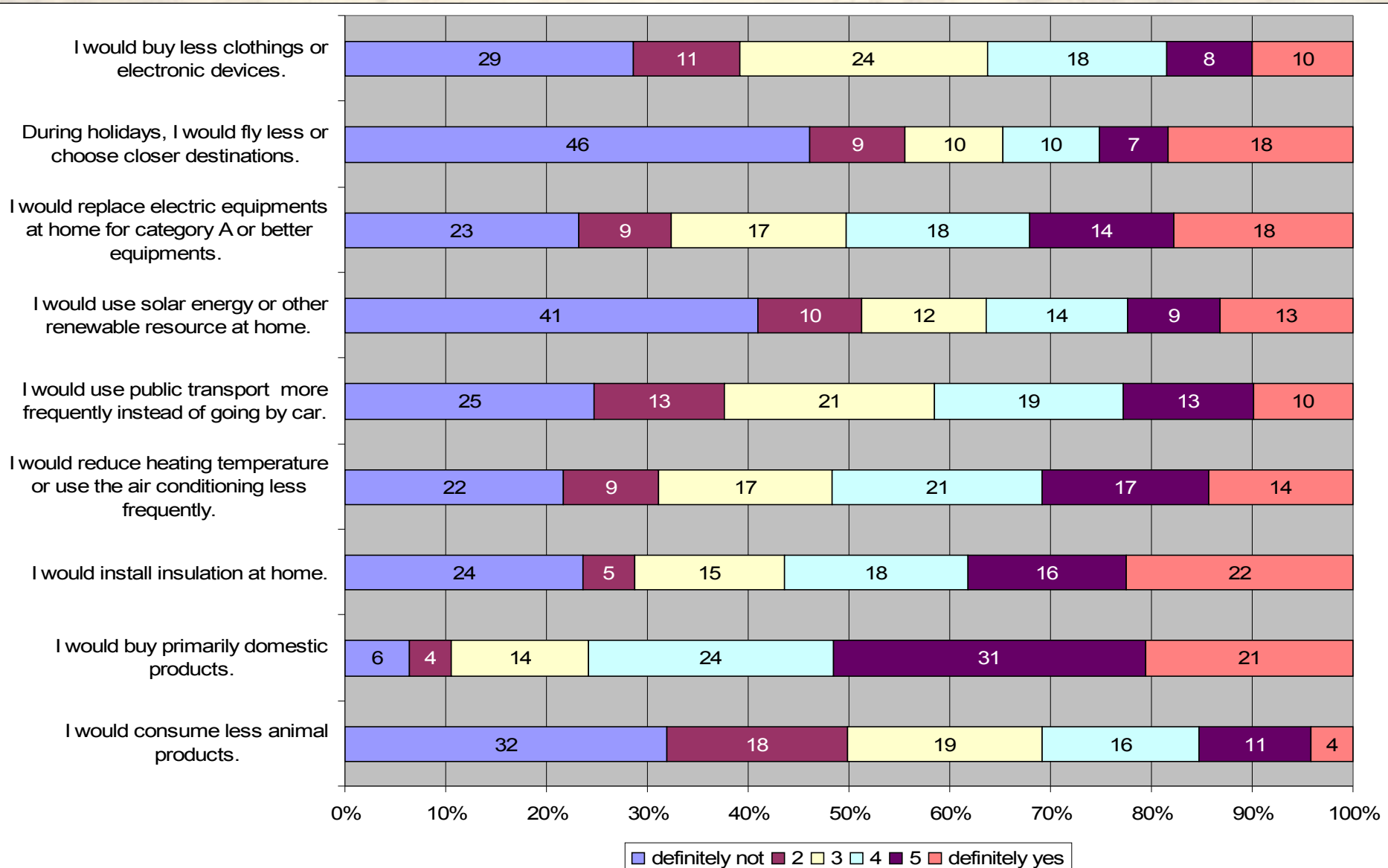
Pro-environmental activities at the moment (more answers were possible)



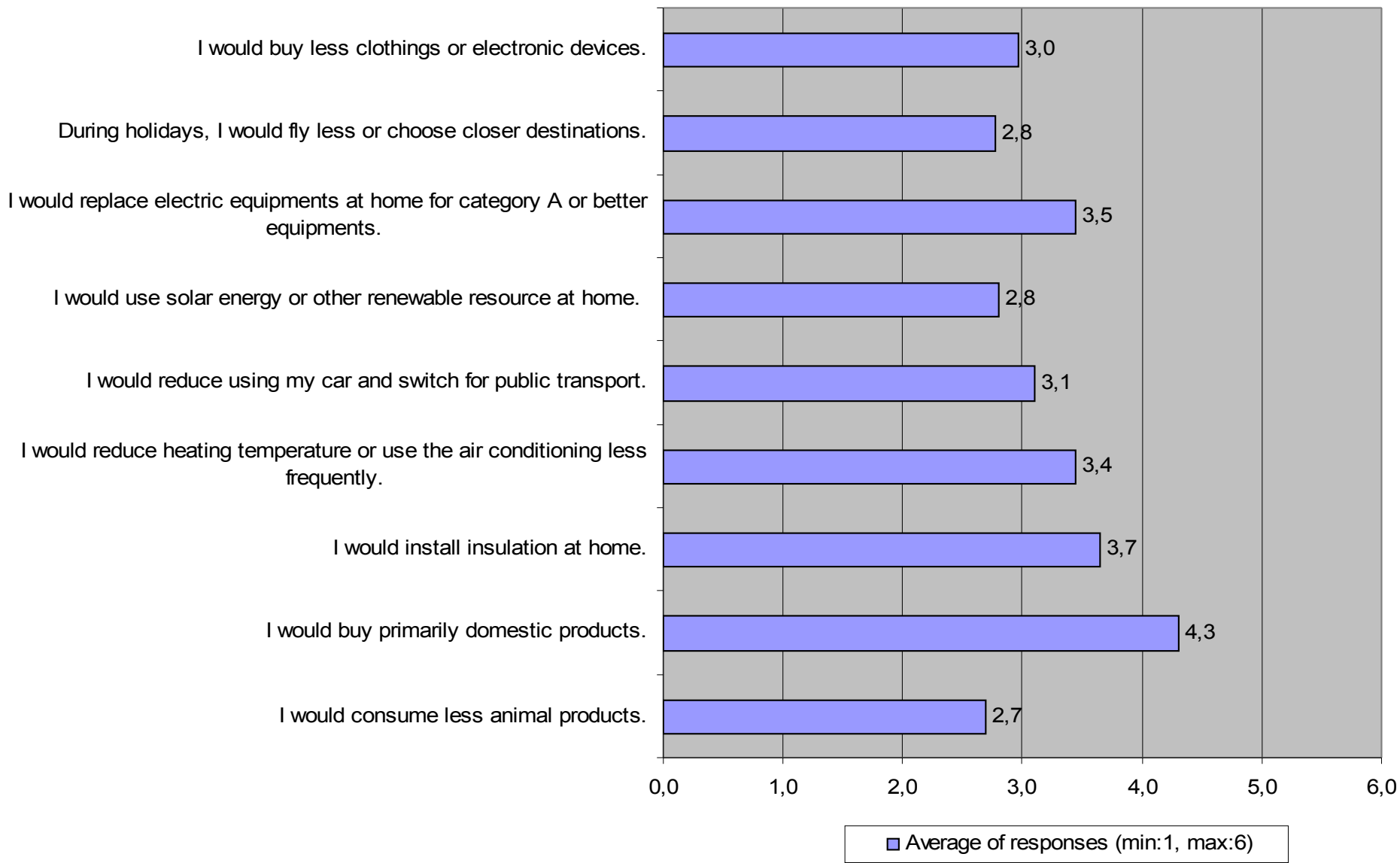
Number of pro-environmental activities indicated



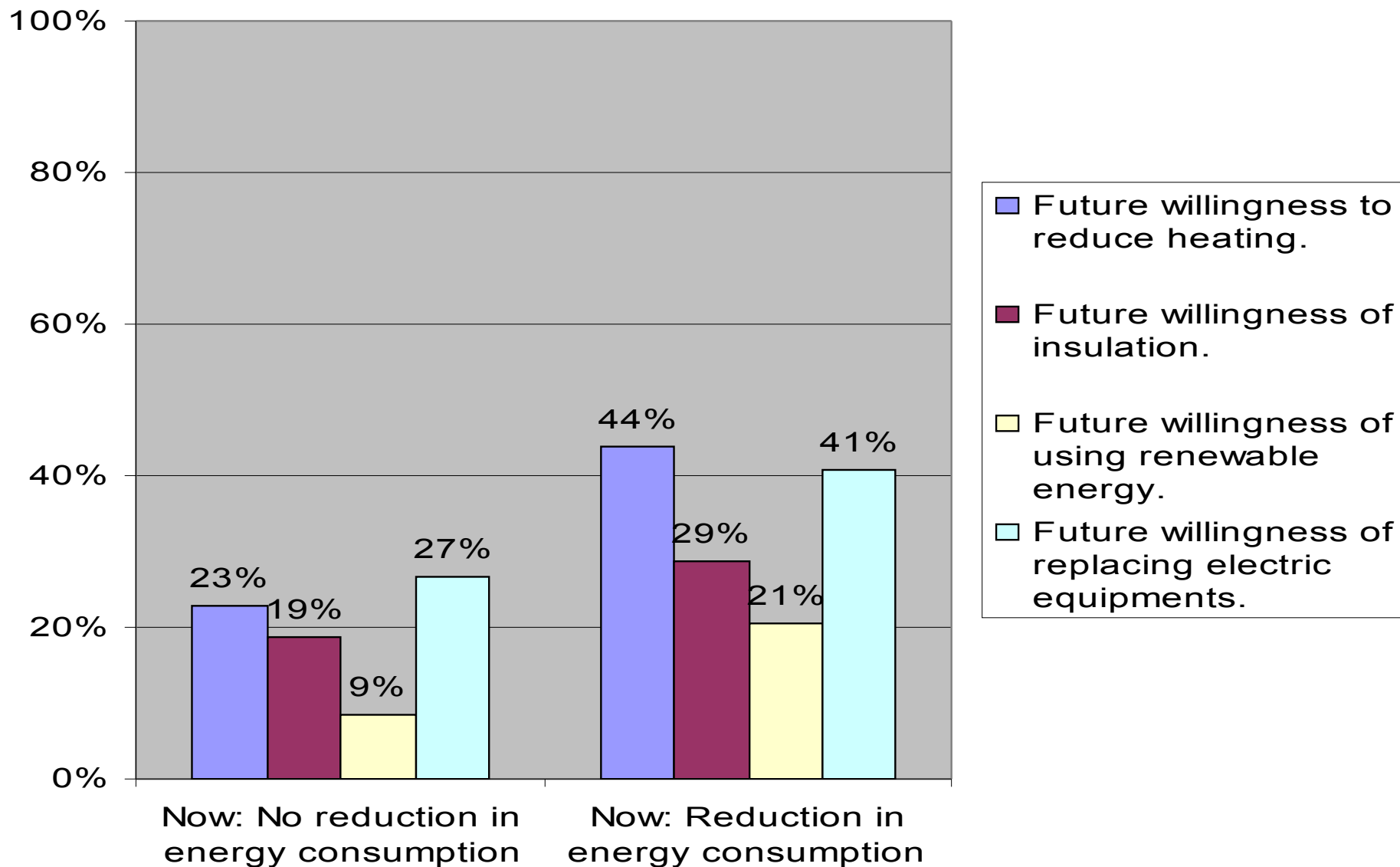
Willingness to act pro-environmentally in the future



Willingness to act pro-environmentally in the future (average values)

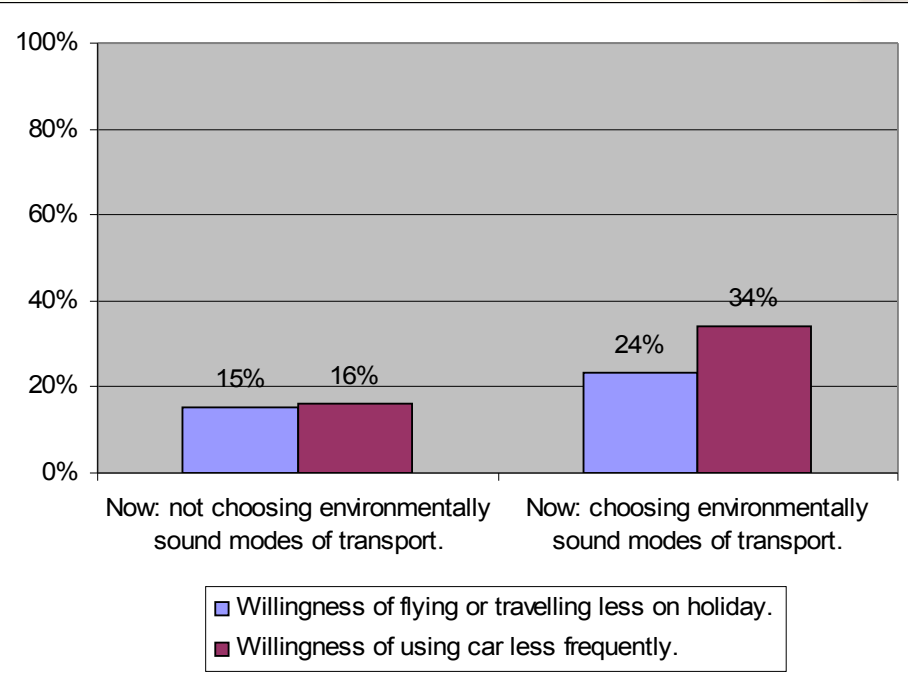
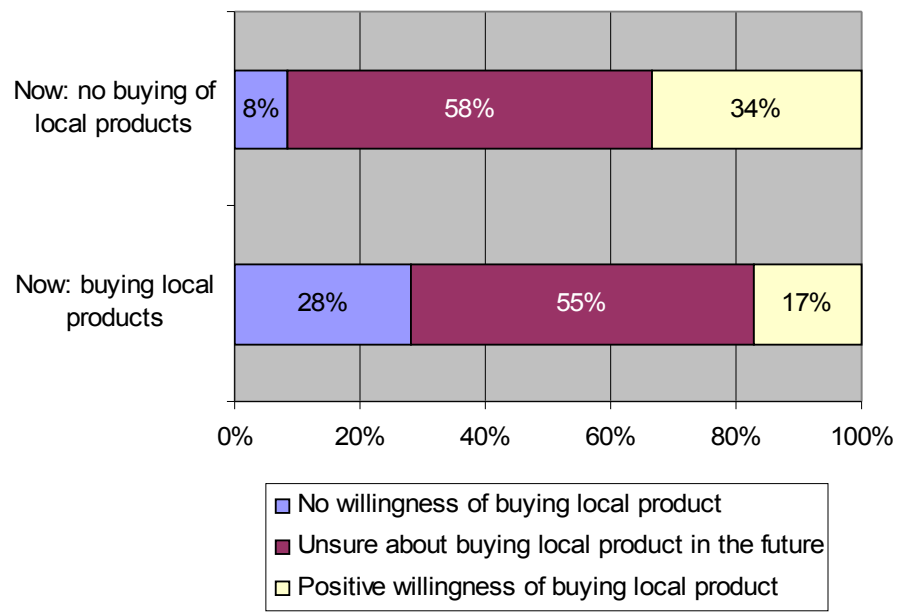


Contemporary and reported future behaviour - energy



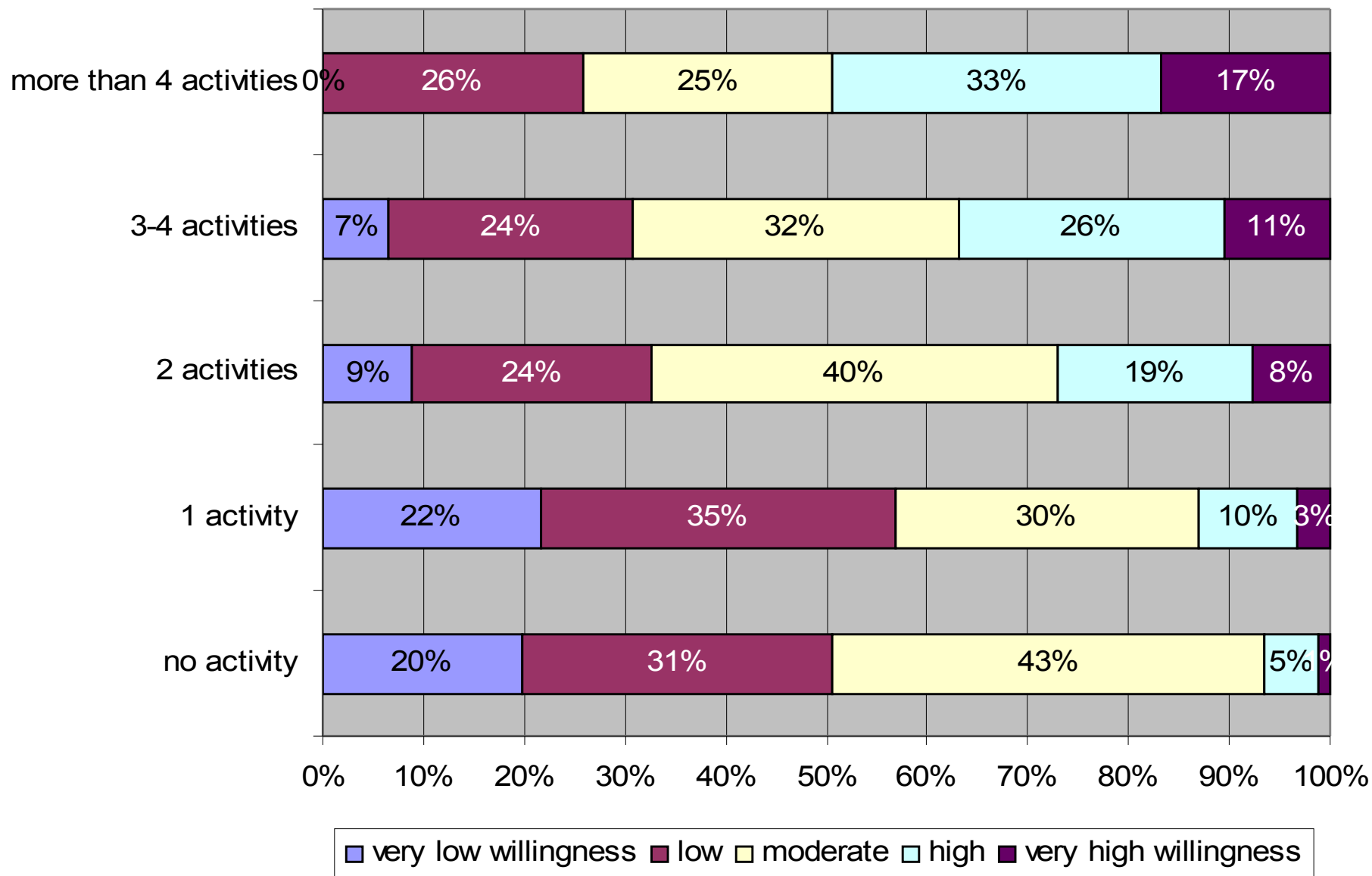
Contemporary and reported future behaviour

Buying local products



Travelling

Contemporary activities and future willingness



Rotated component matrix of the factor analysis for future willingness to act

	energy consumption	travelling and buying consumer goods	physiological needs
Willingness of using solar energy or other renewable resource at home.	0,808	0,133	0,121
Willingness of replacing electric equipments at home for category A or better equipments	0,806	0,192	0,114
Willingness of installing insulation at home	0,784	0,093	0,174
Willingness of flying less or choosing closer destinations during holidays	0,198	0,805	-0,001
Willingness of buying less clothing or electronic devices	0,034	0,76	0,28
Willingness of using car less frequently and switchng for public transport	0,188	0,722	0,15
Willingness of consuming less animal products	-0,02	0,292	0,708
Willingness of buying primarily domestic products	0,172	-0,028	0,696
Willingness of reducing heating temperature or using the air conditioning less frequently	0,265	0,186	0,645

(KMO:0,799, Bartlett test: 1671,7)

Results of the cluster analysis for future willingness to act

1. Open to save energy (67 respondents)
2. Reluctant to take physiological change (294)
3. Willing to change in all behavioural patterns over the average (197)
4. Willing to take physiological changes (69)
5. Uninterested and/or poor people (188)

Conclusions

- Contemporary lifestyle and reported future attitudes for behaviour change are strongly interrelated
- Those who are active now are more open to further change their behaviour (see energy consumption, travelling, local products etc.)
- Factors represent typical areas for change
- Clusters represent different social layers and reflect the problems and opportunities of behaviour change

Thank you for your attention!