

Using message framing to motivate downsizing in residential settings – Design of a survey study

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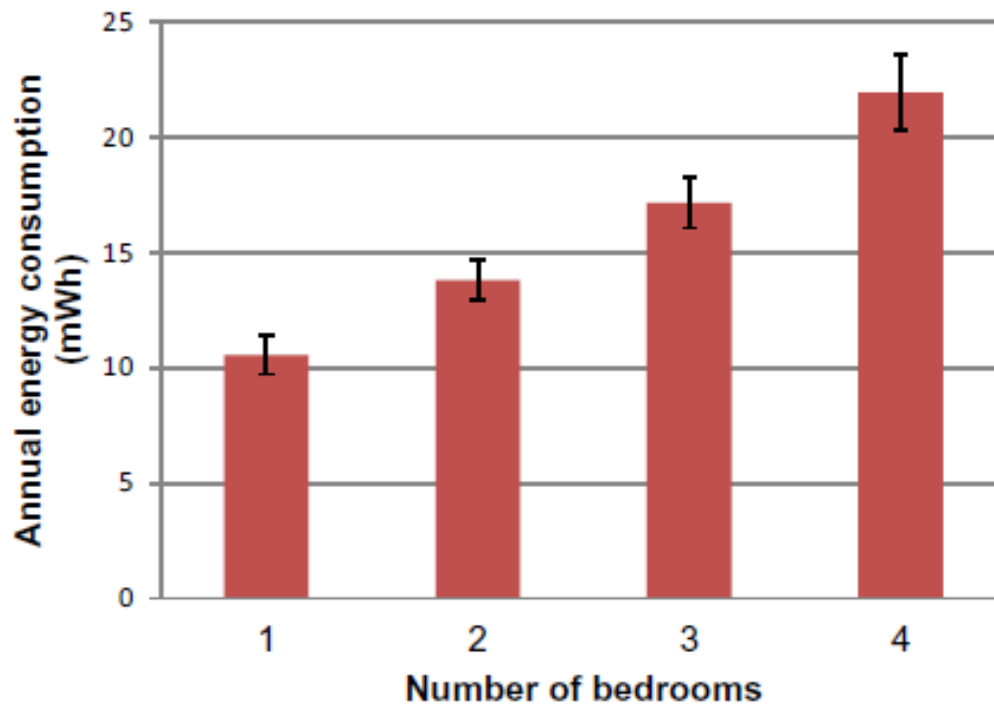
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What is downsizing?



Building size has huge impact on domestic energy consumption



Single person household!

Huebner, G. M., & Shipworth, D. (2016). All about size? - The potential of downsizing in reducing energy demand. *Applied Energy*.



Potential for downsizing

- 16.1 (69%) million households underoccupy their accommodation
- Only 1.1. million households (5%) live in overcrowded accommodation



How to motivate downsizing?

- Experimental survey study to test different message frames for motivating downsizing
 - Nationally representative sample vs. older home occupiers only?
 - Home owners only or also private tenants?
- Frames loosely aligned with value orientations
 - Egoistic, altruistic, and biospheric values (deGroot & Steg, 2008)
 - Manipulation checks?
 - Different theoretical framework?
- Covariates
 - Socio-demographics
 - Value orientations
 - Other?



Message frames

- ***Financial frame:*** By moving to a smaller property with fewer bedrooms you could save significant amount of money, as your energy bills would likely reduce significantly because smaller homes use less gas and electricity.
- ***Environmental frame:*** By moving to a smaller property with fewer bedrooms you could save significant amount of carbon emissions that are linked to climate change as you would use less gas and electricity and produce fewer carbon emissions.
- ***Justice:*** By moving to a smaller property with fewer bedrooms you could free up living space for others who need a bigger space than they currently have. In many areas, it is hard to find adequately sized accommodation for families, in particular larger families.
- ***Comfort and convenience frame:*** By moving to a smaller property with fewer bedrooms you could spend less time on household chores such as cleaning, and move into accommodation that would be more suitable to a higher age such as having no stairs and wide doors and potentially closer to amenities such as a pharmacy and shops.



Additional outcomes measures

- Barriers to downsizing
 - *I am used to my home and like it.*
 - *Finding a new place and selling this one would be too much effort.*
 - *Moving is expensive.*
 - *I need the spare bedrooms (e.g. for visitors or as hobby room).*
 - *There are no good alternative housing options.*
 - *I want to preserve my home as an inheritance for family, friends, or other recipients*
- Incentives for downsizing
 - *No, nothing.*
 - *Yes, if a financial incentive was provided (include such as reduction in stamp duty).*
 - *Yes, if I would receive substantial help with the buying and selling process.*
 - *Yes, if someone would organize the actual move.*
 - *Yes, if I could find housing that would be closer to amenities such as pharmacies and shops.*

