



# 2018



## SHD2018 Participant Survey Report

Geelong Sustainability has been coordinating Sustainable House Day (SHD) in our region on behalf of the City of Greater Geelong since 2009. 2018 was our biggest event yet! The 13 open houses had more than 2,300 visitors and involved 117 volunteers of whom half were subject matter experts.

As it was our tenth year coordinating this major event, we decided to conduct a post event survey. All participants in Sustainable House Day were invited to complete our SHD2018 survey. The 22-question survey was designed to gather participant feedback and answer three key questions:

- Were people inspired by what they saw or learned to make changes in their own home?
- How can we assist people to live more sustainably and reduce their carbon footprint?
- What can we do to further improve SHD as a practical learning experience? 133 responses were received.

### Key findings:

- Surprisingly 56% of people were attending Sustainable House Day for the first time.
- 78% of people visited one to three houses.
- People were interested in all types of sustainable properties but especially ones with passive heating/cooling, productive gardens and renovated older homes.
- The top five sustainability features were: passive solar & orientation (74%), insulation (74%), passive cooling (71%), solar and battery storage (71%) and permaculture and edible gardens (63%).
- Everyone (100%) found it useful to see sustainable features firsthand and 95% liked talking to homeowners and onsite experts.
- Unsurprisingly cost is the biggest barrier to people taking action followed by the time required to research options (32%) and knowing who to trust (25%).
- We were pleased to see that 70% of people felt more confident to seek advice after attending SHD.
- It was fantastic to know that 44% of people were more likely to include sustainable design, materials or appliances in their home after attending SHD and (48%) were planning to add more features.
- The event fully met or exceeded the expectations of 91% of participants.
- Survey participants were 87% homeowners and 13% renters.
- There was a good spread of people across the age groups from 25+ to 65+.
- 95% of people were supportive of the new collaborative project seeking to establish a pilot micro village of affordable small homes in Geelong.



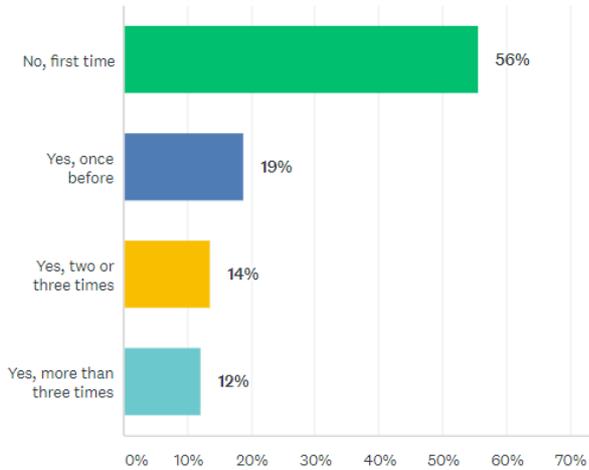
This short video captures some of the action photos and feel of Sustainable House in Geelong in Sunday 14 October.

[Click here](#)

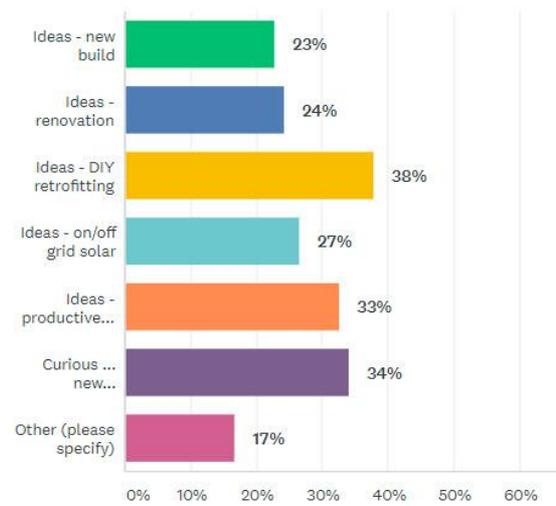


## Specific results:

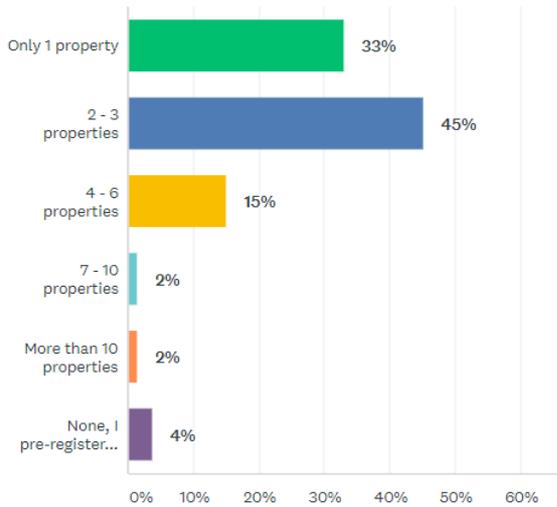
Have you attended this annual event in Geelong before?



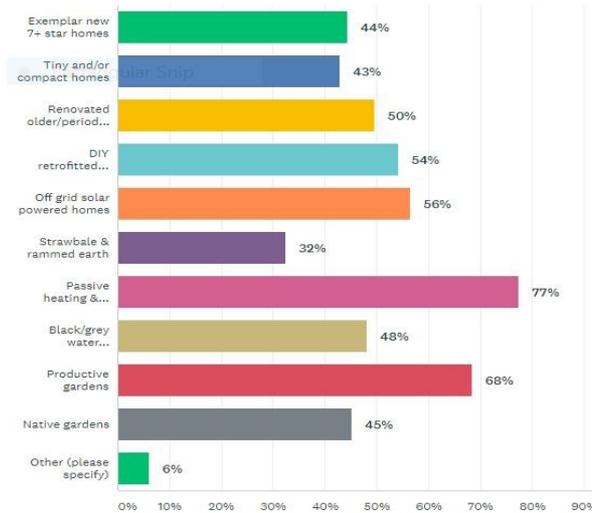
Why did you attend SHD this year?



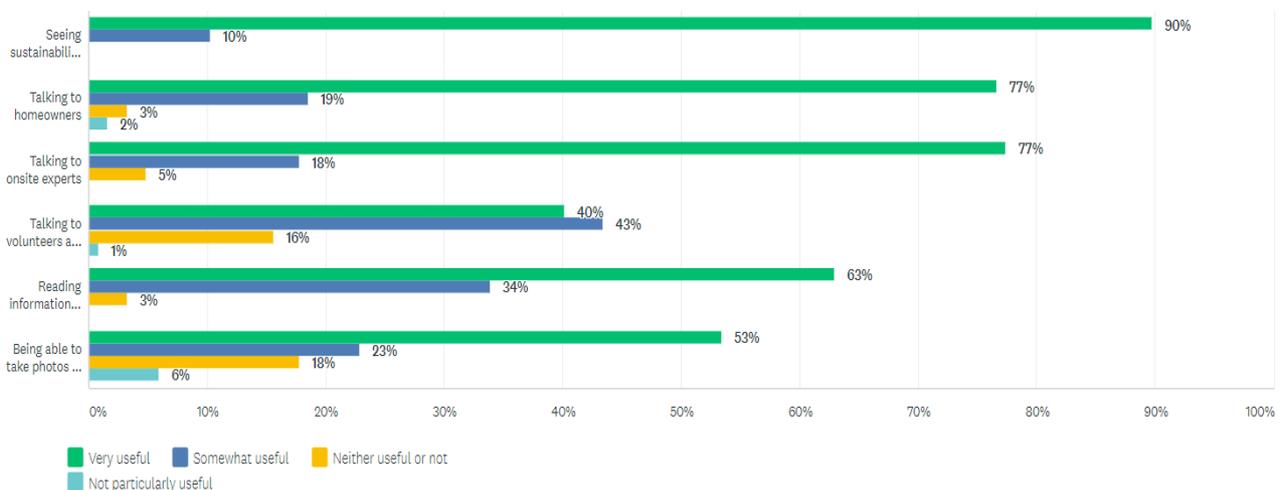
How many properties did you visit on SHD2018?



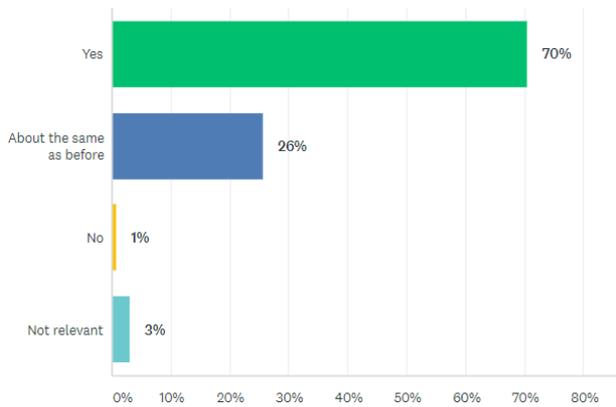
What types of properties interest you?  
[tick all that apply]



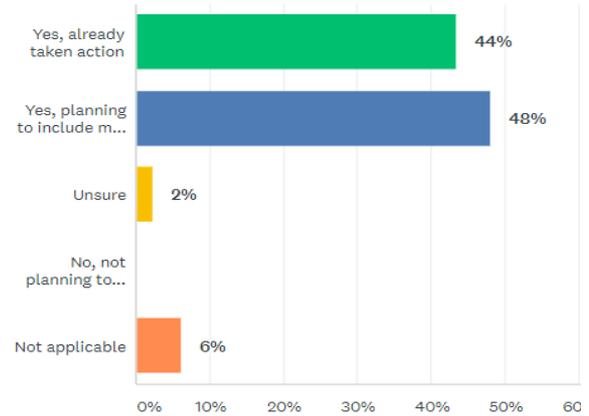
How useful were each of the following aspects of Sustainable House Day?



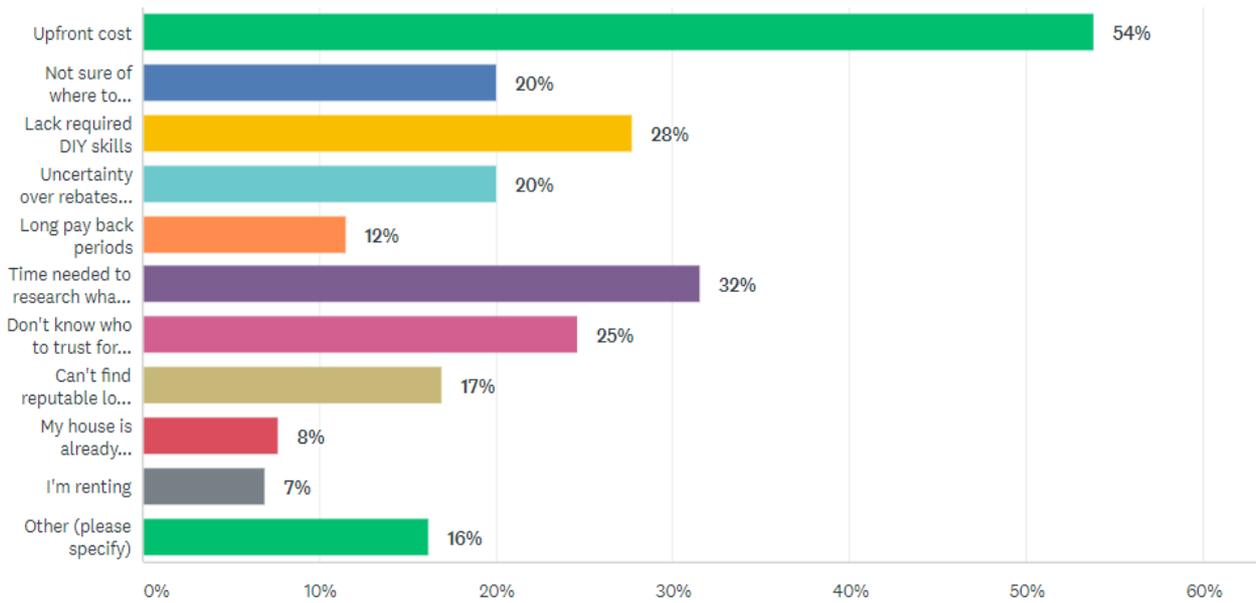
After attending this or previous SHD events, do you feel more confident about asking building professionals or suppliers for advice and information?



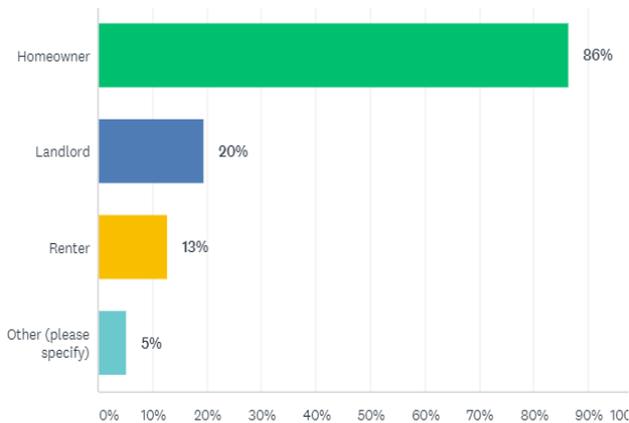
Has attending this or previous SHD events made you more likely to include sustainable design, materials, features and appliances in your home?



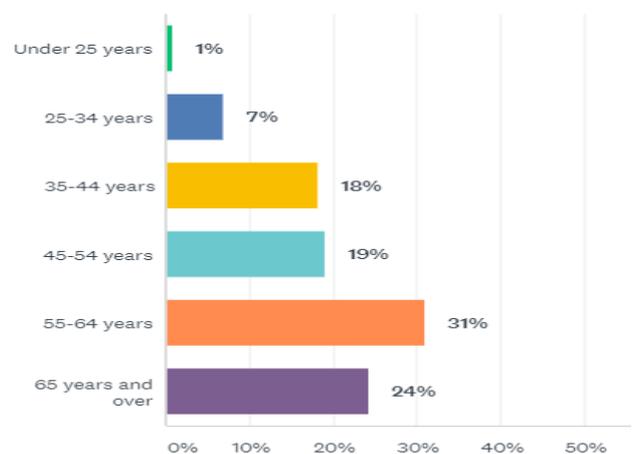
What things are holding you back from buying, building or improving your home to be more sustainable and energy efficient? [tick all that apply]



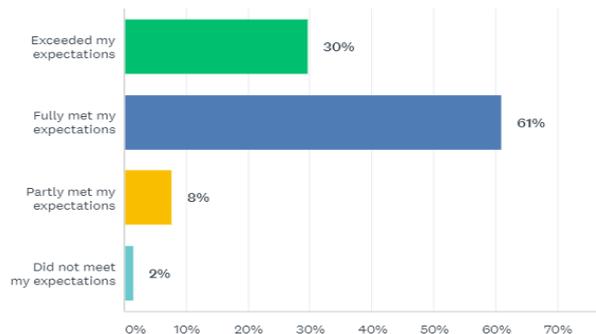
To which groups do you belong? [tick all that apply]



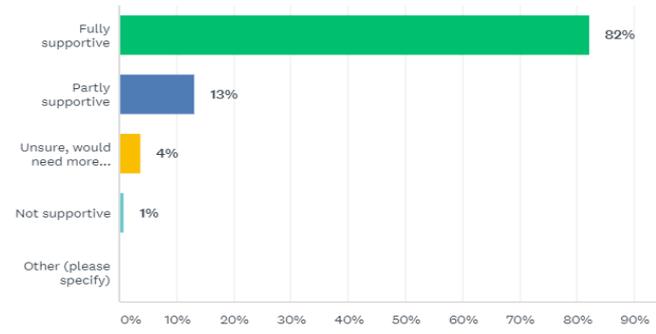
What is your age group?



To what extent did Sustainable House Day 2018 meet your expectations?

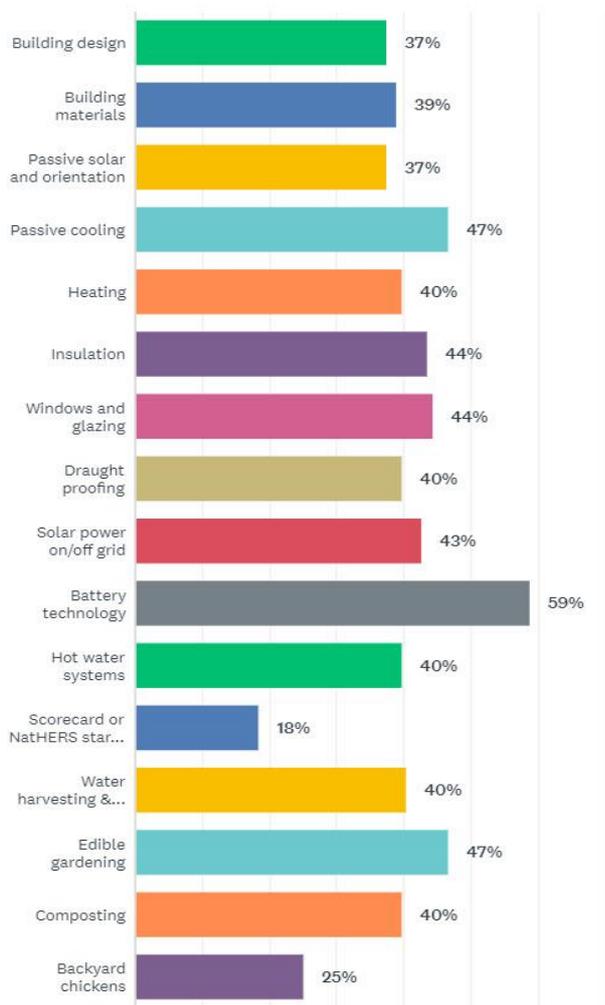


How supportive are you of a project to establish a pilot micro village of affordable small homes in Geelong?

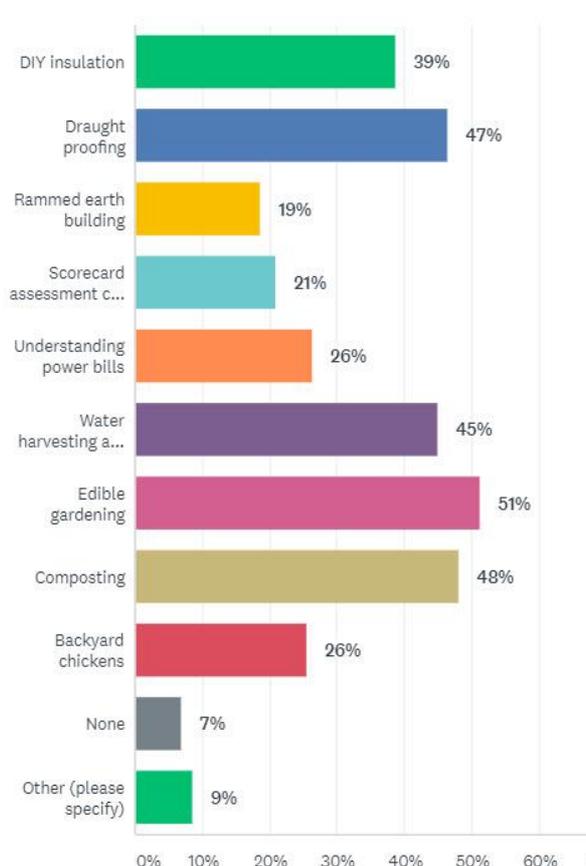


On what topics would you like Geelong Sustainability to organise ... [tick all that apply]

... information seminars?



... practical workshops?



Geelong Sustainability wishes to thank everyone who took the time to respond to the SHD survey. The winners of our prize drawn have been notified. Over coming weeks, the committee and event teams will study this rich survey data and the requested topics for seminars and workshop. Be assured, our 2019 program of activities will be designed to assist your sustainable living journey.