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## Sustainability Research Service Launched

In Australia, Sydney-based **Connection Research** – which analyses sustainability issues – has launched a service to report on sustainable housing, domestic energy and water consumption patterns, and the household use of technology.

Its new 'Community Sustainability-Consumer Action and Behaviour' service will use primary research to survey consumers on areas such as climate change, water conservation, and greenhouse gases. Through a series of surveys and reports, the research aims to provide information about changes in household attitudes and actions.

Subscribers will receive a quarterly report on each of the four research areas: Energy, Consumption and Conservation; Technology in the Home; Water Usage and Conservation; and Domestic Waste.

Each 50-page report will contain data, based on consumer attitudes and behaviour research conducted with 1,000 Australian households.

Deliverables will also include the Australian Domestic Sustainability Atlas, which details domestic usage of sustainable technologies across Australia's 65 statistical regions.

In February, William Ehmcke joined the firm as CEO from Meta Group in Asia Pacific. At the time, he and founder and Research Director Graeme Philipson said they were planning to take the company into new areas, 'as yet untouched by traditional market research in Australia', including green IT and research and analysis in the carbon and compliance space.

'There's a gap in the market in the areas we are covering, and I believe we can make a mark,' said Ehmcke. 'There's also scope for research and analysis in the emerging carbon compliance area. We aim to be there.'

Web site: [www.connectionresearch.com.au](http://www.connectionresearch.com.au)

<http://www.mrweb.com/drno/news9989.htm>