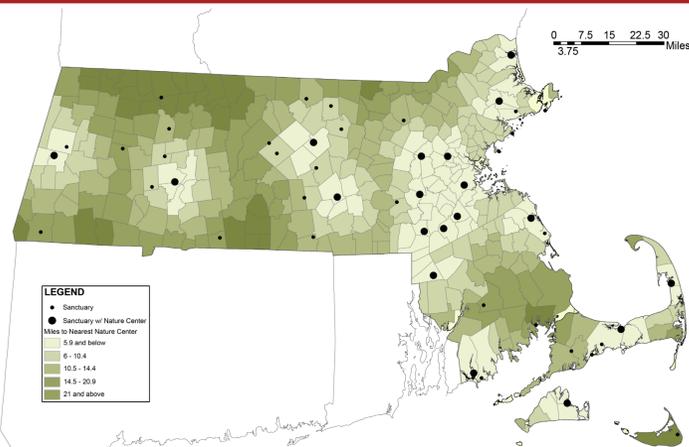


Further Understanding the Mass Audubon Community

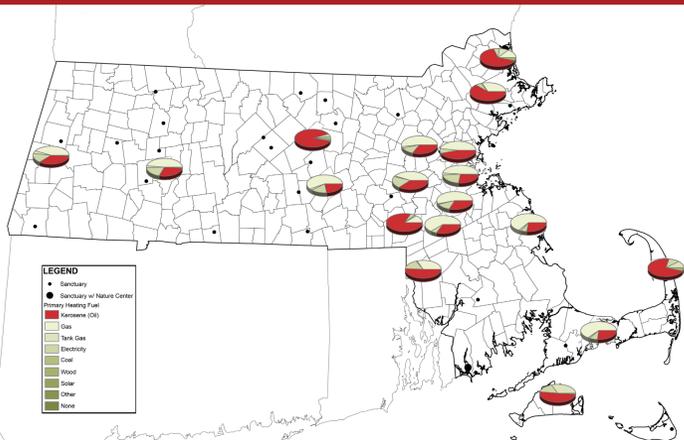
Re-thinking Demographic Analysis

Distance to Nearest Nature Center



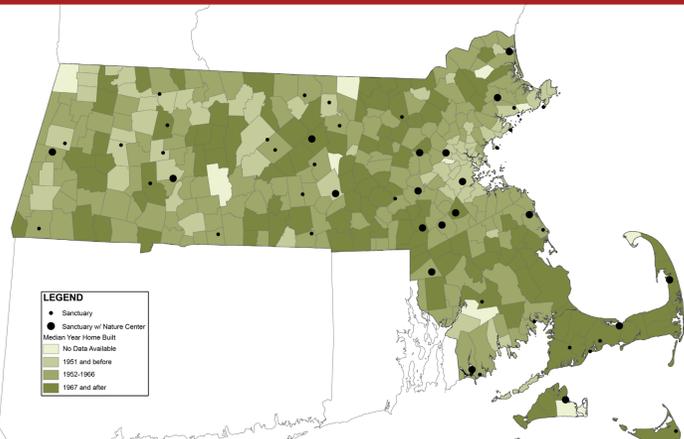
Mass Audubon has always believed they have a strong connection to their members through their Sanctuaries and Nature Centers. Nature Centers are sanctuaries with staffed facilities that host workshops, tours, and educational programs. They are the only place that Mass Audubon can have a face-to-face interaction and can truly engage their membership community. Towns with high membership rates, on average, travel 8.6 miles to the nearest Nature Center compared to 13 miles for all other categories.

Primary Heating Fuel



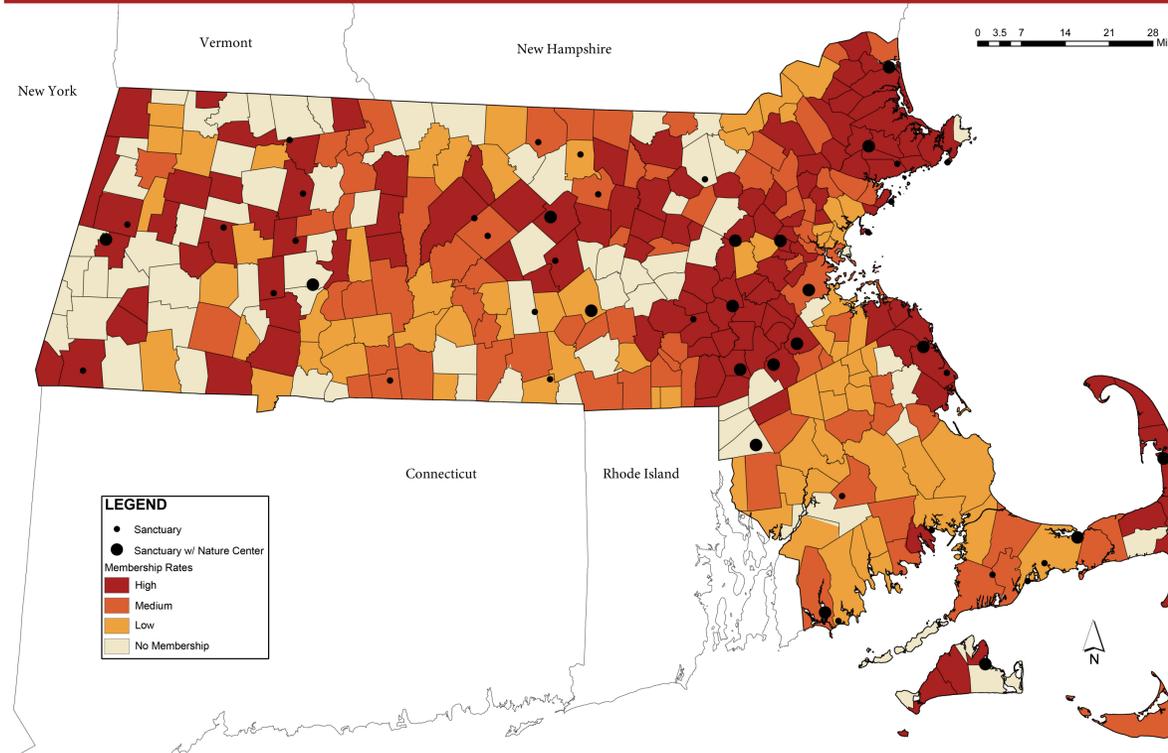
Half of the energy used in a home is for heating and cooling. This map, for clarity, shows only the primary heating fuels in towns that host Mass Audubon Nature Centers. The majority of towns with high membership rates use kerosene (a type of delivered heating oil) as their primary fuel whereas membership communities with low and medium rates use natural gas.

Median Year of Homes Built



In Massachusetts, the median year residential structures were built is 1957. The low membership rate category fits this median year. Mass Audubon towns with medium and high membership rates have a slightly younger housing stock at 1963 and 1962 respectively.

Mass Audubon Membership Rates



Membership Classification Rate	Average Household Income	Percent Non-White	Primary Heating Fuel	Median Year of Home Construction	Percent College Educated	Distance to Nearest Nature Center (Miles)
High	68,057	5%	Kerosene	1962	46%	8.6
Medium	55,996	6%	Gas	1963	30%	13
Low	47,653	10%	Gas	1957	21%	13
No Membership	55,867	5%	Kerosene	1963	34%	13

Background

As a distinguished environmental conservation and advocacy organization, the Massachusetts Audubon Society (Mass Audubon) has recognized that addressing climate change is in line with its core mission. Mass Audubon envisions that their sizeable member community (62,000 households) has an opportunity to contribute to a substantial reduction in the overall greenhouse gas emissions for the state of Massachusetts. Mass Audubon set the goal of a 25% reduction in the carbon footprint of each of its member households by 2020. This goal requires that Mass Audubon have an understanding of the current behaviors of member households throughout the state, and an idea of how to engage them in voluntary changes to foster sustainable behaviors. The intention of this project is to further identify, through analysis of membership location and census data, general demographic information about Mass Audubon members. In addition, this data could provide ideas for energy efficiency programs that Mass Audubon could organize using the *Re-think* guidelines outlined in the report, "Reducing Household Carbon Footprints – A Program to Engage the Mass Audubon Community."

Methodology

Using membership quantities categorized by zip code and aggregated to towns, membership rates are categorized as high, medium, low, and no membership by taking the number of members per town and dividing by the population. Primary heating fuel, percent white, percent college educated, household income, and housing age by median year built were downloaded from the 2000 Census data. With this information, it is possible to generalize census information by membership rates.

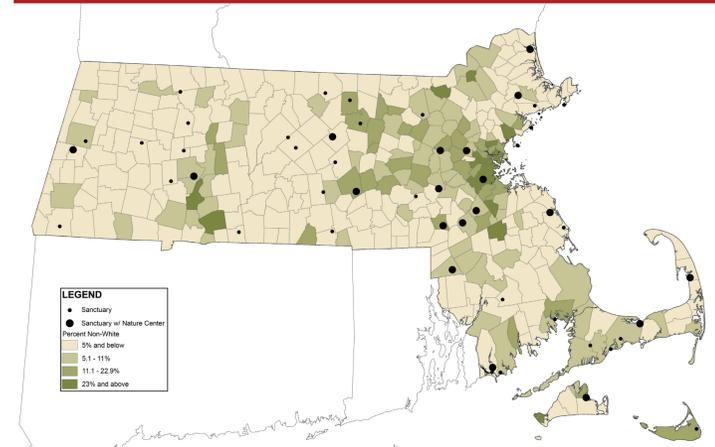
Limitations

At this time, Mass Audubon does not collect demographic and socio economic information from their members. Although this poster provides generalizations about Mass Audubon member communities this demographic analysis cannot be used to identify the same demographics at the membership level.

Conclusion

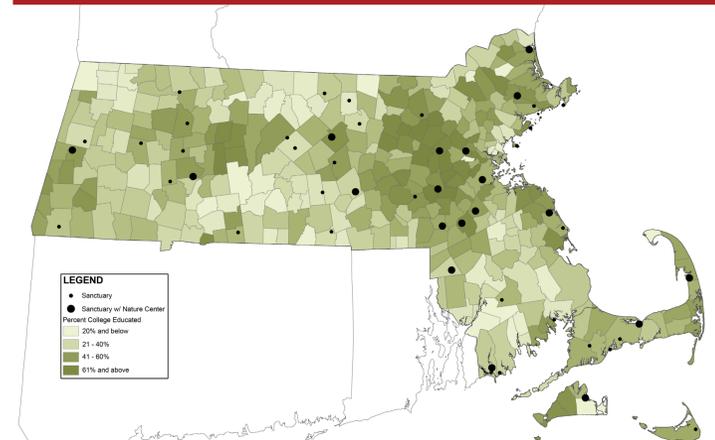
The *Re-think* program is the first time Mass Audubon has directly asked its members to change their behavior. With such a large and diverse membership population, collecting demographic information from members could help identify barriers to changing behaviors. Furthermore, collecting specific information related to greenhouse gas emissions (mode of transportation to work, miles travelled by car each week, and primary heating fuel) can help Mass Audubon identify programs to maximize energy efficiency and reduce greenhouse gas emissions to the greatest extent.

Percent Non-White



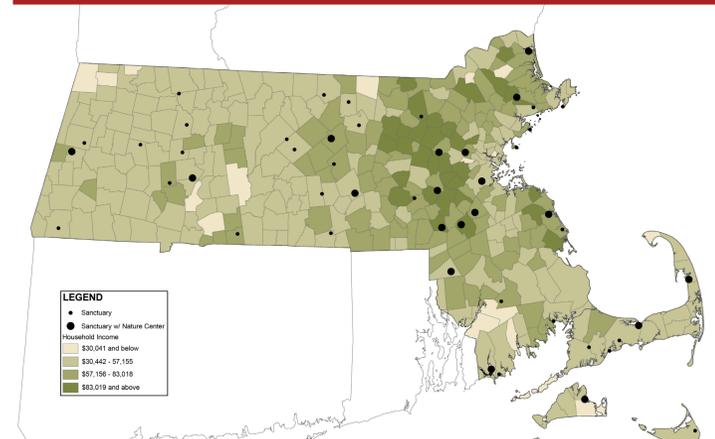
Mass Audubon has over 100,000 members. Of high, medium, and no membership communities there is a 5-6% non-white population. Of low membership communities there is a 10% non-white population.

Percent College Educated



The percent of people college educated is calculated by the number of people with 4-year degrees, masters degrees, and PhD's divided by the population over the age of 25. Of high membership communities, 46% have a 4-year degree or beyond.

Household Income



Household income is broken up into four brackets ranging from \$30,000 and below to \$83,000 and above. Of high membership towns the average household income is \$68,057; medium membership towns average \$55,996 and low membership towns average a 47,653 household income.