

Company Profile:  
**The Behaviouralist**

The Behaviouralist works with organisations to demonstrate the economic, social, and environmental benefits that can be achieved through engaging with behavioural science.

The Behaviouralist is comprised of world-renowned experts in behavioural science and economics; delivering a unique blend of academic prowess and real-world commercial application. We have a history of delivering successful innovations in a policy context. By success we mean that we have:



**Changed the outcome indicator for the better**



**Generated significant economic savings.**

These methods can be applicable to a wide range of policy challenges (payment arrears, housing, education, health, etc.) and provide a robust and cost-effective result.

We also work to address misunderstandings in behaviour change, these can include:

- Confusing actual behaviour with 'stated preferences': Behaviour is what people actually do, not what they say they do.
- Surveys are tricky: studies have shown they only predict 3% of actual behaviour (Webb & Sheeran, 2006)
- Before and After measurements aren't true indicators of change: any number of external factors could have influenced the behaviour change.
- Focus Groups bring hurdles such as selection bias, group conformity, social desirability and demand conformity.

We are undertaking numerous projects for local government clients including:



Collecting Housing Association and Local Authority payment arrears (Council Tax & Business Rates)



Channel migration and demand management across multiple services for local authorities



Energy consumption reduction (household and organisational)



Behaviour change through digital platforms (with our in-house designers),



Transport behaviour in cities



Housing allocations and homelessness.

We also produce academic and commercial papers outlining our work. We've published ground-breaking research, developed traditional and digital platforms for behaviour change interventions and delivered measurable change across a diverse range of industries and sectors.

**VIRGIN ATLANTIC AIRWAYS**

changing pilots' fuel consumption behaviour in 8 months,

**saved**  
**6,828**  
**metric tons of fuel**  
 worth 3.3 million pounds

**HARINGEY**

Carrying experiments with 13,538 households in 75 days,

**£111K**  
**measured increase**  
 in tax collection