

Sustainable Consumption Survey

Survey introduction and instructions

Thanks for helping with our research!

This survey, on behalf of the Consumer Policy Research Centre (CPRC) survey, will support CPRC's research on sustainable consumption, in particular we are examining barriers to adopting sustainable activities and how green claims influence decision making.

We would like to remind you that there are no right or wrong answers – it's your own thoughts and opinions that matter. All survey responses will *not* be linked to you personally: results are completely anonymous, and only analysed in group format.

This survey will take approximately 10-15 minutes and we appreciate you taking your time in completing this questionnaire thoroughly.

Demographic questions

Q1. What age group do you fall within?

Select one

- a. 18-24 years
- b. 25-34 years
- c. 35-44 years
- d. 45-54 years
- e. 55-64 years
- f. 65-74 years
- g. 75+ years

Q2. Which of these describes your household income last year (before tax)?

Select one

- a) Nil income
- b) \$1 to \$9,999
- c) \$10,000 to \$24,999
- d) \$25,000 to \$49,999
- e) \$50,000 to \$74,999
- f) \$75,000 to \$99,999
- g) \$100,000 to \$149,999
- h) \$150,000 to \$199,999
- i) \$200,000 to \$249,999
- j) \$250,000 and greater
- k) Prefer not to answer

Q3. What is your current housing situation?

Select one

- a) Renter – Private market
- b) Renter – Social/Community housing
- c) Owner – Still paying mortgage
- d) Owner – Fully paid off mortgage
- e) Owner – Bought outright (without a mortgage)
- f) Other – please specify: **[OPEN TEXT]**

Q4. What type of dwelling do you currently live in?

Select one

- a) Free-standing house – single level
- b) Free-standing house – multi story
- c) Semi-attached – town house/ row house, terrace house: single level
- d) Semi-attached – town house /row house, terrace house: multi-story
- e) Multi-unit apartment – low density
- f) Multi-unit apartment – high rise
- g) Acreage/large property
- h) Boarding home
- i) Retirement village
- j) Caravan Park or Residential Park
- k) Other – please specify: **[OPEN TEXT]**

Q5. Which of the following best describes the area you live in?

Select one

- a) Urban
- b) Suburban
- c) Regional
- d) Rural

Q6. What is your gender?

Select one

- a) Woman
- b) Man
- c) Non-Binary
- d) Prefer to self-describe – please specify: **[OPEN TEXT]**
- e) Prefer not to say

Q29. What is the highest level of formal education that you have completed?

Select one

- a) Higher degree or post graduate diploma
- b) Bachelor degree
- c) Undergraduate diploma
- d) Associate diploma
- e) Skilled vocational
- f) Basic vocational
- g) Completed highest level of school
- h) Did not complete highest level of school
- i) Don't know/rather not say

General Sustainability Question

For the purposes of this survey, we define sustainability and sustainable practices as actions that reduce our impact on the planet. This can include reducing household emissions by reducing energy use or switching from gas to electric appliances, or reducing consumption, buying recycled products or products with natural materials.

The following questions ask if sustainability is a factor in your decision making. In addition, the questions will ask if you *do* want to make more sustainable choices what are the barriers and enablers to doing so.

Q7. When choosing between different products and services, to what degree does sustainability factor into your decision making?

Select one

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

Questions about Electric Cars (Electric Vehicle, EVs)

Q14. What factors make it hard for you to switch to an electric car*?

*For the purposes of this survey, we are only discussing **electric cars** and not hybrid or plug-in hybrid cars.

Select all that apply

[RANDOMISE]

- a) How far an electric car can travel on a single charge
- b) The upfront costs
- c) Lack of charging points near my home
- d) Access to electric car charging points when away from home/making a long trip
- e) Charge time/how long it takes to charge

- f) Journeys becoming more difficult to plan and/or stressful due to uncertainty
- g) The running costs of an electric car including potential increased electricity bills
- h) The performance and reliability of electric cars in terms of speed, handling and battery life
- i) Not knowing enough about electric cars to make an informed choice
- j) Lack of mechanics and tradespeople to repair or maintain an electric car
- k) Limited choice of new and second-hand electric cars
- l) Wait times or no stock available of the electric car I want due to supply chain issues
- m) The safety of electric cars
- n) Uncertainty about insurance costs
- o) Not seeing other people like me buying an electric car
- p) The type of car I want isn't available as an electric car
- q) Being unable to install charging points at my property because I am a renter
- r) Being unable to install charging points at my property because I live in an apartment building
- s) Other – please specify: **[OPEN TEXT; ANCHOR]**
- t) I already have one **[ANCHOR; EXCLUSIVE]**
- u) Don't know **[ANCHOR; EXCLUSIVE]**
- v) I don't want to own a car **[ANCHOR; EXCLUSIVE]**

Q15. What would make it easier for you to purchase an electric vehicle?

Select all that apply

[RANDOMISE]

- a) Being able to travel further on a single charge than one can at the moment
- b) Financial support to make the upfront cost of buying or leasing an electric car comparable with petrol or diesel
- c) Access to charging points when on a journey
- d) Access to charging points at or near to home
- e) Lower running costs of an electric car compared with a petrol or diesel car
- f) Access to local/shared street charging points
- g) Up-to-date maps of charging points so I know where I can recharge
- h) Reduced or rebated registration costs for an electric car
- i) Lower insurance costs for an electric car
- j) Greater range of car brands or models that are electric
- k) Options to test/trial an electric car before making a purchase
- l) Universally compatible charging points so I can plug in and charge regardless of my car
- m) Greater availability of second-hand electric cars
- n) Lower energy tariffs so it is cheaper to run
- o) Greater range of models to choose from
- p) Financial support to install electric car charging points at my home
- q) Exemption from vehicle excise duty/vehicle tax on electric car
- r) Shorter waiting time for imported cars
- s) Other – please specify: **[OPEN TEXT; ANCHOR]**
- t) Not applicable – I don't think anything would help me make this change **[ANCHOR; EXCLUSIVE]**

- u) None of these – I do other things to be more sustainable already **[ANCHOR; EXCLUSIVE]**
- v) None of these – I'm not interested in making sustainable choices **[ANCHOR; EXCLUSIVE]**
- w) None of these – I don't want to own a car **[ANCHOR; EXCLUSIVE]**
- x) None of these – I don't have any barriers to purchasing an electric car **[ANCHOR; EXCLUSIVE]**
- y) None of these – this isn't an issue for me **[ANCHOR; EXCLUSIVE]**