

## 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

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

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

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]**

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]**

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

**Select one**

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

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

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 green claims and greenwashing

The next set of questions will ask you about how often you see **green claims** for products or services, where you might see these claims or how they influence your purchasing decisions. Throughout this survey we will use the term 'green claim' which is similar to 'environmental claim', 'eco-friendly', 'sustainability claim'. These terms describe how an organisation, product or service is implementing or adopting environmental practices or minimising their impact on the environment.

This may be in the form of language such as 'green', 'sustainable' or 'environmentally friendly', or in the form of imagery and colours that suggest this product or service has adopted pro environmental practices.

How often do you see green claims used in the marketing or packaging to promote a product or service in the following sectors?

**Select one for each sector**

**[RANDOMIZE SECTORS]**

Groceries	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Dining out/take away (inc. takeaway containers & coffee cups)	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Beauty and personal care products	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Energy retailers	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Travel and tourism	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Banking, insurance and payment services	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Household cleaning products	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Clothing and fashion	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Other utilities (mobile phone or internet providers)	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Superannuation	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Household appliances (fridges, freezer, washing machines etc.)	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Household electronics (mobile phone, laptops, tablets etc.)	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Cars and automotive	Very important	Moderately important	Neutral	Slightly important	Not important	Not applicable

What words and messages have you seen used to promote the **green claims** of a product or service?

**Please type in your responses below, one per each line – please be as specific as possible in your answers.**

Message 1: **OPEN TEXT**

Message 2: **OPEN TEXT**

Message 3: **OPEN TEXT**

Message 4: **OPEN TEXT**

Message 5: **OPEN TEXT**

Message 6: **OPEN TEXT**

Message 7: **OPEN TEXT**

Message 8: **OPEN TEXT**

Message 9: **OPEN TEXT**

Message 10: **OPEN TEXT**

Unsure/I can't recall [**EXCLUSIVE CHECK BOX**]

How often do you see green claims used in the marketing or packaging to promote a product or service in the following places?

**Select one for each place/source**

**[RANDOMIZE PLACES]**

Social media	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Mainstream media	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Physical displays in shops	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Ads in public spaces	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Product packaging and labels	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable
Online shopping	Very frequently	Frequently	Occasionally	Very rarely	Never	Not applicable

If you see a green claim made by the following organisations, how likely would you be to trust the claim?

**Select one for each type of organisation**

**[RANDOMIZE ORGANISATIONS]**

Local or small business	Very likely	Somewhat likely	Not sure	Unlikely	Never
Australian owned business	Very likely	Somewhat likely	Not sure	Unlikely	Never
International business	Very likely	Somewhat likely	Not sure	Unlikely	Never
Online-only business	Very likely	Somewhat likely	Not sure	Unlikely	Never
Government or regulatory information	Very likely	Somewhat likely	Not sure	Unlikely	Never
Charity or not for profit	Very likely	Somewhat likely	Not sure	Unlikely	Never

Where do you go to find information to fact check or verify a green claim?

**Select all that apply**

**[RANDOMISE]**

- a) Opinions of bloggers/influencers/celebrities
- b) Mainstream media (television, newspapers)
- c) Academic experts or researchers
- d) Information on government websites
- e) Opinions of family/friends
- f) Online forums and comments on social media
- g) In-store salesperson
- h) Online customer reviews
- i) Opinions of critics/experts (e.g., CHOICE, Carguide.com, Broadsheet)
- j) Information on business websites
- k) Trust mark (certification trademark, standard, government rating scheme, third party labels)
- l) Other – please specify: **[OPEN TEXT; ANCHOR]**
- m) Unsure/I don't know **[ANCHOR; EXCLUSIVE]**
- n) I haven't tried to verify a claim **[ANCHOR; EXCLUSIVE]**

A **trust mark** is an image, logo, or badge on a product or service that indicates the product or service meets minimum standards or has specific environmental attributes that are checked by a government or third-party organisation. Would the presence of a trust mark increase your confidence that a green claim is true?

- a) Very likely
- b) Somewhat likely
- c) Not sure
- d) Unlikely
- e) Never

In the past 12 months have you purchased a product or service because of the **green claims** used in the marketing or packaging to promote it, in any of the following sectors?

**Select one for each sector**

**[RANDOMIZE SECTORS]**

Groceries	Yes	No	I don't know	Not applicable
Dining out/take away (including takeaway containers & coffee cups)	Yes	No	I don't know	Not applicable
Beauty and personal care products			I don't know	Not applicable
Energy retailers	Yes	No	I don't know	Not applicable
Travel and tourism	Yes	No	I don't know	Not applicable
Banking, insurance and payment services	Yes	No	I don't know	Not applicable
Household cleaning products	Yes	No	I don't know	Not applicable
Cars & automotive	Yes	No	I don't know	Not applicable
Clothing and fashion	Yes	No	I don't know	Not applicable
Utilities (water, internet)	Yes	No	I don't know	Not applicable
Superannuation	Yes	No	I don't know	Not applicable
Household appliances (fridges, freezer, washing machines etc.)	Yes	No	I don't know	Not applicable
Electronics and technology	Yes	No	I don't know	Not applicable

If you were looking to purchase a sustainable product or service, which of the following green claims would influence your decision?

**Select one for each green claim**

**[RANDOMIZE CLAIMS]**

Protecting or supporting biodiversity (e.g. tree planted for	Very likely	Somewhat likely	Not sure	Unlikely	Never
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each product purchased)					
Packaging made of biodegradable, compostable, or natural materials	Very likely	Somewhat likely	Not sure	Unlikely	Never
Products that are made of biodegradable, compostable, or natural materials	Very likely	Somewhat likely	Not sure	Unlikely	Never
Reducing overall emissions from the manufacturing or production of the product	Very likely	Somewhat likely	Not sure	Unlikely	Never
Emissions from the product or service have been offset (carbon offsets)	Very likely	Somewhat likely	Not sure	Unlikely	Never
The company has shifted investments or divested from fossil fuels	Very likely	Somewhat likely	Not sure	Unlikely	Never
Manufacturing of the product has adopted circular practices (reusing, repairing, refurbishing and recycling materials)	Very likely	Somewhat likely	Not sure	Unlikely	Never
Reducing waste or packaging in the manufacturing process	Very likely	Somewhat likely	Not sure	Unlikely	Never
Conserving water and other natural resources	Very likely	Somewhat likely	Not sure	Unlikely	Never
Reducing fossil fuel use	Very likely	Somewhat likely	Not sure	Unlikely	Never



Of the following sectors, how important is it that more sustainable products and services are available for you to purchase?

**Select one for each type of product/service**

**[RANDOMIZE PRODUCTS/SERVICES]**

Groceries	Very important	Moderately important	Neutral	Slightly important	Not important
Dining out/take away (including takeaway containers & coffee cups)	Very important	Moderately important	Neutral	Slightly important	Not important
Beauty and personal care products	Very important	Moderately important	Neutral	Slightly important	Not important
Energy retailers	Very important	Moderately important	Neutral	Slightly important	Not important
Travel and tourism	Very important	Moderately important	Neutral	Slightly important	Not important
Banking, insurance and payment services	Very important	Moderately important	Neutral	Slightly important	Not important
Household cleaning products	Very important	Moderately important	Neutral	Slightly important	Not important
Clothing and fashion	Very important	Moderately important	Neutral	Slightly important	Not important
Other utilities (mobile phone or internet providers)	Very important	Moderately important	Neutral	Slightly important	Not important
Superannuation	Very important	Moderately important	Neutral	Slightly important	Not important
Household appliances (fridges, freezer, washing machines etc.)	Very important	Moderately important	Neutral	Slightly important	Not important
Household electronics (mobile phone, laptops, tablets etc.)	Very important	Moderately important	Neutral	Slightly important	Not important
Cars and automotive	Very important	Moderately important	Neutral	Slightly important	Not important

How worried are you that the green claims made in the following sectors are not true or are misleading?

**Select one for each sector**

**[RANDOMIZE SECTORS]**

Groceries	Very worried	Somewhat worried	Not at all worried
Dining out/take away (including takeaway containers & coffee cups)	Very worried	Somewhat worried	Not at all worried
Beauty and personal care products	Very worried	Somewhat worried	Not at all worried
Energy retailers	Very worried	Somewhat worried	Not at all worried
Flights-Travel and tourism	Very worried	Somewhat worried	Not at all worried
Banking, insurance and payment services	Very worried	Somewhat worried	Not at all worried
Household cleaning products	Very worried	Somewhat worried	Not at all worried
Clothing and fashion	Very worried	Somewhat worried	Not at all worried
Other utilities (mobile phone or internet providers)	Very worried	Somewhat worried	Not at all worried
Superannuation	Very worried	Somewhat worried	Not at all worried
Household appliances (fridges, freezer, washing machines etc.)	Very worried	Somewhat worried	Not at all worried
Household electronics (mobile phone, laptops, tablets etc.)	Very worried	Somewhat worried	Not at all worried
Cars & automotive	Very Worried	Somewhat worried	Not at all worried

Thinking about the green claims you have seen: do you think there is an organisation checking to make sure those claims are true prior to these claims being used?

**Select one to reflect who you believe most checks green claims**

**[RANDOMIZE OPTIONS 1, 2, 3 (WITH REMAINING OPTIONS 4, 5, 6, 7 ANCHORED AT BOTTOM)]**

1. Yes, the Federal Government
2. Yes, Industry groups
3. Yes, Ad Standards (the organisation that administers the advertising self-regulation system)
4. Yes, someone else (please specify): **[ANCHOR]**
5. No, no one checks them **[ANCHOR]**
6. Someone checks after a complaint is made **[ANCHOR]**

7. I don't know [ANCHOR]

If you found out a business or organisation used **greenwashing\***, how would you respond?

***Greenwashing** is when a company lies or stretches the truth when making green claims about the environmental benefits of their products or services or the environmental practices of the company.*

**Select all that apply**

**[RANDOMISE]**

- a) It wouldn't change my shopping habits
- b) It would make me buy less sustainable products and services overall
- c) It would stop me from buying from that business
- d) I would tell my friends and family not to buy from that business
- e) I would post about it on social media
- f) I would write a negative review for the business
- g) It would make me feel manipulated
- h) It would make me trust green claims in general less
- i) It would make the process of buying sustainable products or services in the future more confusing for me
- j) I would want enforcement actions taken against the business
- k) Other – please specify: **[OPEN TEXT; ANCHOR]**
- l) None of the above [ANCHOR; EXCLUSIVE]
- m) Don't know [ANCHOR; EXCLUSIVE]

**[CONSIDER COMPLETE AND CLOSE]**