



# Carbon Down

**Victorian Businesses'  
Climate Change  
Knowledge, Attitudes  
and Behaviours**  
Market research report  
October 2011



Carbon Down is a climate change partnership between VECCI and the Victorian Government.

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## → INTRODUCTION

Carbon Down is a partnership between the Victorian Employers Chamber of Commerce and Industry (VECCI) and the Victorian Government aimed at reducing the environmental impact of Victorian businesses. The program ran for three years, from 2008 to 2011. In its first year, Carbon Down commissioned research to determine the current knowledge, attitudes and behaviours regarding climate change among small and medium enterprises (SMEs) in Victoria.

Three years on, Carbon Down repeated the research and this report compares SMEs knowledge, attitudes and behaviours regarding climate change between 2008 and 2011. As the focus is on 'knowledge, attitudes and behaviours', the acronym KAB is used to describe the research.

## → RESEARCH OBJECTIVES

The objectives of this independently conducted market research were to:

- Identify the key issues facing Victorian SMEs in the operation of their businesses
- Explore knowledge about and attitudes towards climate change among SMEs
- Identify what carbon-reducing behaviours businesses are currently undertaking in the following areas: lighting; heating and cooling; appliances; equipment and machinery; transport; and waste
- Identify motivators, barriers and enablers for implementing carbon-reducing behaviours
- Understand business practices regarding the measurement and monitoring of carbon emissions
- Identify changes in the above since the benchmark study was conducted in 2008.

PLEASE NOTE: Rounding has been used to approximate the value of each figure used in this report to the nearest whole number. If the first decimal is greater than or equal to five, the number is rounded up. If the first decimal is lower than five, the number is rounded down. Due to this rounding, it is possible that sum totals add up to 99% or 101%.

## → METHODOLOGY

Similar to the 2008 study, a two-phase qualitative and quantitative approach was undertaken. Carbon Down commissioned the Social Research Centre Pty Ltd to conduct the quantitative fieldwork that included a

survey with a large representative sample of Victorian businesses. Pollinate was commissioned to conduct the qualitative research that consisted of six focus groups.

### QUALITATIVE



6 focus groups  
(13 focus groups  
in 2008).

Provide a thorough understanding and a clear set of triggers and barriers to change in 2011 and feed these into the quantitative stage.

### QUANTITATIVE



Computer-assisted telephone interviews (CATI) amongst a sample of n=908 Victorian SMEs (2008 sample was n=1008).

Provide a clear analysis of the change in KAB since 2008.

## → QUALITATIVE COMPONENT: FOCUS GROUPS

As in 2008, the focus groups explored the current issues impacting on Victorian SMEs along with knowledge about and attitudes to taking action on climate change. The main purpose of the focus groups was to feed into separate research objectives which formed the basis of the SME Market Segmentation Analysis report which can be downloaded from the Carbon Down website [www.carbondown.com.au](http://www.carbondown.com.au)

A total of 47 focus group participants were spoken to.

### GROUPS 1-5: 'Free-finds'

(recruited from the general SME sector)

- One group per industry
- Mix of age, gender, education level, concern about environment per group
- Mix of so-called 'green evangelists' and 'green ambivalences'
- Mix of business size
- Mix of job roles.

Note: Carbon Down instructed Pollinate to recruit some focus group participants from its proprietary database and assign them to the correct 'industry' group.

### GROUP 6: Carbon Down participants

- Recruited from a database provided by Carbon Down
- Mix of participants from different programs.

The focus group participants were grouped by industry type as follows:

	DATE	SPECIFICATION	LOCATION
<b>GROUP 1</b>	Monday 9 May, 2011	Manufacturing	Melbourne
<b>GROUP 2</b>	Monday 9 May, 2011	Transport Warehouse	Melbourne
<b>GROUP 3</b>	Monday 9 May, 2011	Food / Accommodation	Melbourne
<b>GROUP 4</b>	Tuesday 10 May, 2011	Retail / Wholesale	Bendigo
<b>GROUP 5</b>	Tuesday 10 May, 2011	Commercial	Melbourne
<b>GROUP 6</b>	Monday 9 May, 2011	Carbon Down Group	Melbourne

## → QUANTITATIVE COMPONENT: CATI SURVEY

In total, 908 businesses were surveyed by telephone as part of this research. The survey explored the knowledge about and attitudes to taking action on climate change. It also asked survey participants to advise which carbon-reducing behaviours they had adopted.

- The survey was conducted via computer-assisted telephone interviewing (CATI). All interviews were conducted by The Social Research Centre and took place between 17 May and 28 July 2011.
  - insurance services; rental, hiring and real estate services; administrative and support services; education and training; health care and social assistance; arts and recreation services; and other services).
- The telephone surveys were conducted with owners and senior managers of Victorian businesses (fewer than 100 employees).
- Businesses were excluded if they met the following criteria:
  - Majority of the business operations located outside Victoria
  - Operating less than 12 months
  - Not in the target industries
  - More than 99 employees.
- Mirroring the 2008 study, the survey recruited businesses in the following industries:
  - Manufacturing
  - Wholesale and retail trade
  - Transport, postal and warehousing
  - Accommodation and food services
  - Commercial services (information media and telecommunications; finance and
- The survey sample was sourced from Dun & Bradstreet. Quotas were applied based on industry type and business size (number of employees).

## NOTES:

- The previous 2008 KAB report weighted the data based on industry type and business size so that the findings reflected the Victorian small and medium-sized business population. However this report presents un-weighted data from both the 2011 and 2008 studies to ensure the original data is not distorted.
  - The questionnaire for this research included components designed to align with analysis being conducted for a wider business project. Therefore not all survey questions are covered within this report.
- Responses are reported as the percentage of total 'valid responses' for each question. Valid responses include refusal to answer and responses of 'don't know' or 'can't say'.
  - A summary of key findings is presented here, followed by a detailed list of questions and responses in the appendix.

→ **CHARACTERISTICS OF  
THE 2011 QUANTITATIVE  
CATI SAMPLE**

**86%**  
OF SMES OWN THEIR  
ELECTRICITY AND  
GAS METERS

**80%**  
OF BUSINESSES OWN THEIR  
GARBAGE/WASTE COLLECTION  
OR COOLING AND HEATING

**34%**  
OF BUSINESSES ARE  
NOT A MEMBER OF ANY  
PROFESSIONAL ASSOCIATION

**54%**  
OF BUSINESS PREMISES  
OWNERS IN OUR SAMPLE

**76%**  
OF OUR SAMPLE  
ARE MEN

**61%**  
OF PEOPLE IN OUR SAMPLE  
ARE AGED 45-64

**62%**  
OF THE SAMPLE ARE  
LOCATED IN 'METRO' AREAS

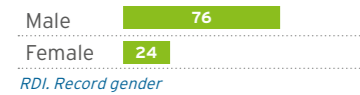
**31%**  
OF SMES OBTAINED A  
BACHELOR DEGREE OR HIGHER

**44%**  
OF BUSINESSES ARE A  
MEMBER OF INDUSTRY-  
SPECIFIC ASSOCIATIONS

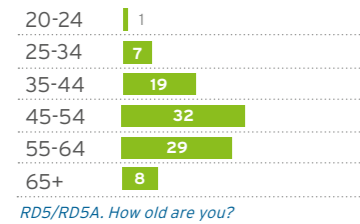
**38%**  
OF BUSINESSES IN THE SAMPLE  
HAVE BETWEEN 0-4 EMPLOYEES

→ DEMOGRAPHIC PROFILE OF 2011 CATI SAMPLE

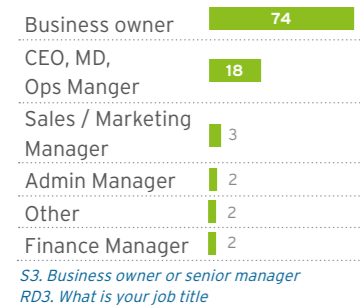
**GENDER (%)**



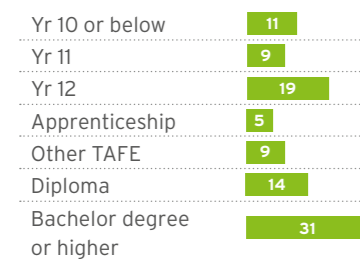
**AGE (%)**



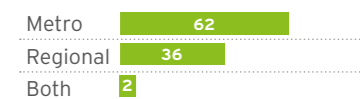
**JOB TITLE (%)**



**LEVEL OF EDUCATION (%)**

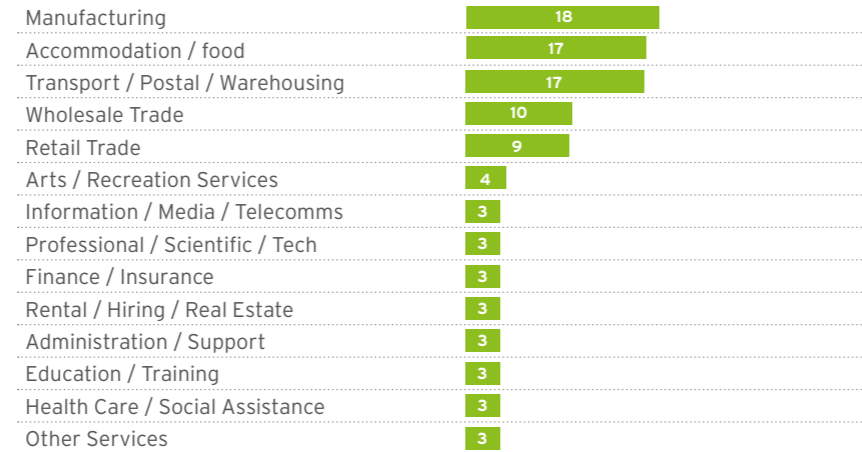


**REGIONAL vs METROPOLITAN (%)**

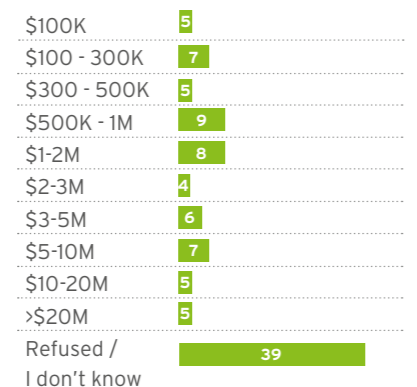


Base: Total CATI sample, 2011 (n=908)

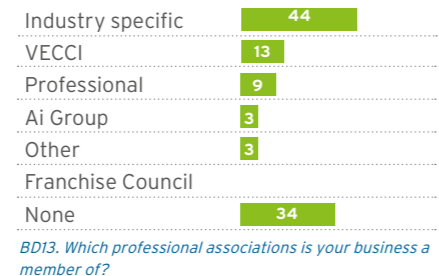
**INDUSTRY (%)**



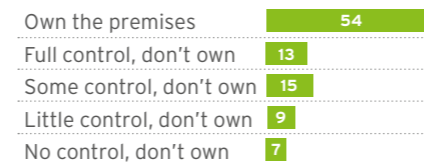
**YEARLY BUSINESS REVENUE (%)**



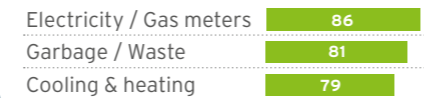
**PROFESSIONAL ASSOCIATIONS (%)**



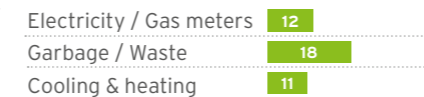
**OWNERSHIP OF PREMISES AND CONTROL OVER APPLIANCES AND FIXTURES (%)**



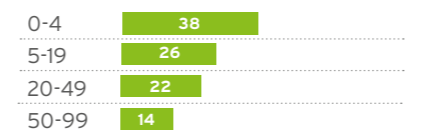
**UTILITIES AND SERVICES - OWN (%)**



**UTILITIES AND SERVICES - SHARE(%)**

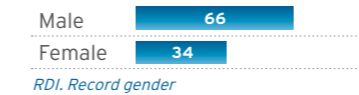


**NUMBER OF EMPLOYEES (%)**

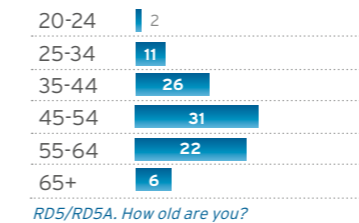


→ DEMOGRAPHIC PROFILE OF 2008 CATI SAMPLE

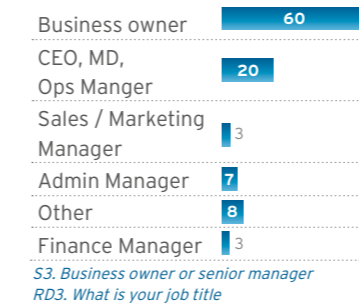
**GENDER (%)**



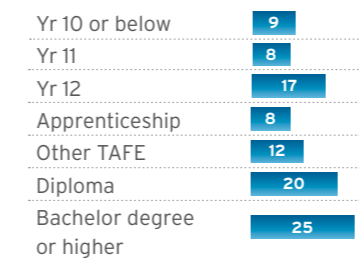
**AGE (%)**



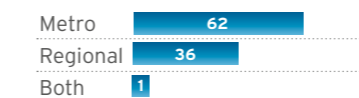
**JOB TITLE (%)**



**LEVEL OF EDUCATION (%)**

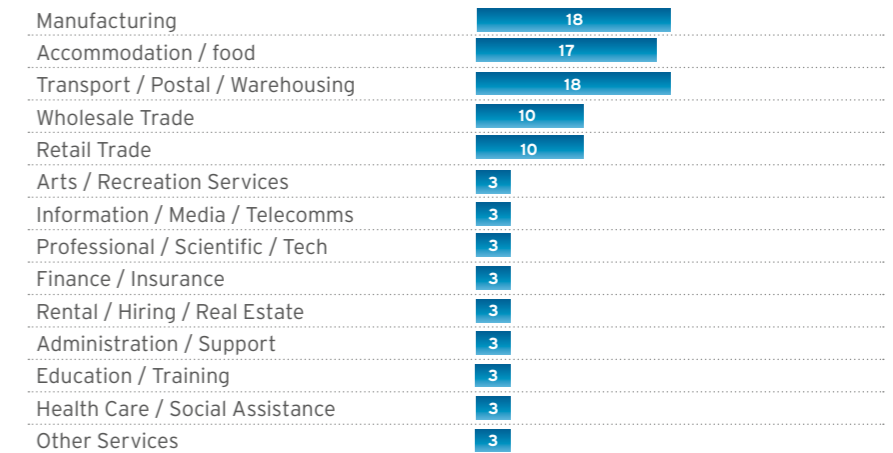


**REGIONAL vs METROPOLITAN (%)**

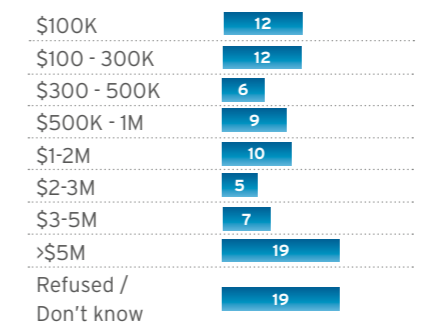


Base: Total CATI sample, 2008 (n=1012)

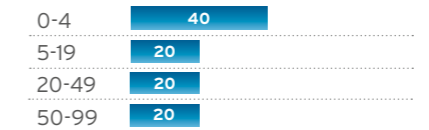
**INDUSTRY (%)**



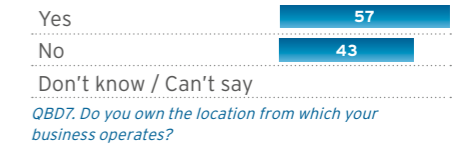
**YEARLY BUSINESS REVENUE (%)**



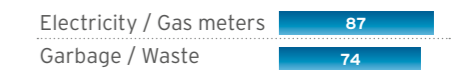
**NUMBER OF EMPLOYEES (%)**



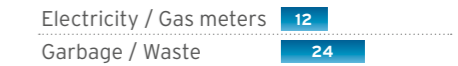
**OWNERSHIP OF PREMISES (%)**



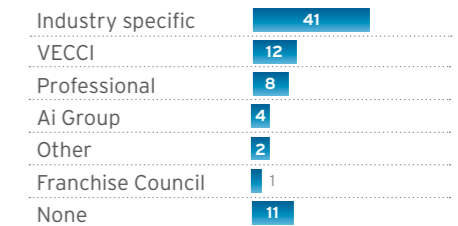
**UTILITIES AND SERVICES - OWN (%)**



**UTILITIES AND SERVICES - SHARE**



**PROFESSIONAL ASSOCIATIONS (%)**



Base: Total CATI sample, 2008 (n=1012)

## → SUMMARY OF KEY FINDINGS

### MOMENTUM TO TAKE ACTION ON CLIMATE CHANGE HAS SLOWED.

During the period from 2008 to 2011, there have been some significant shifts in public sentiment about how Australia should respond to climate change. Generally, support for taking immediate action on climate change has lost some momentum within the business world. Environmental messages now run some risk of becoming 'wallpaper', with fewer businesses paying attention or taking action. The fall in support for environmental (or 'green') initiatives is the result of several factors, including debate in the media, the economic environment, volatility in Australian politics and the lack of global agreement on the best way to tackle climate change.

In 2011, SMEs are still feeling the effects of the global financial crisis (GFC) but less so than in 2008 - nevertheless, a key trend to emerge is that businesses are less willing to allocate resources to sustainability measures and want to focus instead on business development and the bottom line.

- This sentiment is influenced by the fact that staffing is a key issue for Australian SMEs: They cannot find the right people to employ and this impacts on both revenue potential and the adoption of various business sustainability and green initiatives
- The lower claimed participation levels in green programs also reflect this sentiment.

Generally, fewer SMEs in 2011 report they have adopted various 'green' initiatives and changes to business practices than those in 2008. This could

be attributed to the fact that the environment has slipped off the radar of SMEs in view of other more pressing challenges (such as increasing costs and staffing issues). However, it could also be due to the fact that businesses in 2008 were given the opportunity to implement simple, low-cost and easy to understand solutions, whereas in 2011 they are not aware of what else they can do.

The 2011 research also shows there has been no increase in demand from clients or the wider community for SMEs to provide evidence of their environmental credentials. Only one fifth of SMEs has been asked to provide these credentials by clients, suppliers or customers - this proportion has not changed since 2008.

While SMEs do generally believe action on climate change is necessary, it has become significantly less of a concern to them personally. This is linked to a strong 'laissez-faire' attitude detected amongst Victorian businesses: they acknowledge they could be doing something and the goodwill is present, but also believe that, ultimately, it will be human ingenuity that will offer the solution - for action.

### UNDERSTANDING THE BALANCE BETWEEN 'COST' AND 'BENEFIT' IS THE MAJOR TRIGGER TO CHANGE AND THE MAJOR BARRIER TO ACTION: INITIATIVES MUST BE EASY TO DO AND OFFER A CLEAR 'NO NET COST' BENEFIT.

Businesses have implemented carbon-reducing activities that are simple, low-cost and obvious. Cost is both the main driver and the main barrier for instigating environmentally-friendly changes in business. A summary of the behaviours is listed below:

- SMEs have already put in some effort around switching off lights / equipment when not needed and maintaining equipment - all areas where an 'easy win' can be made
- However, they're less likely to have tackled transport in the same way - even though they are aware this is one of the key sources of carbon emissions
- Only half of SMEs monitor their fuel usage, indicating that transport might be perceived as a 'necessary evil'. In addition, few SMEs use air travel, which might make them believe they're contributing less to global warming.

- Electricity usage is quite likely to be monitored (again, an 'easy win') and is perceived to be a major contributor to carbon emissions
- Recycling is more engrained in the corporate psyche, as is the monitoring of waste levels - as already seen in 2008. This is potentially a reflection of what owners/senior managers already do in their own home
- Most SMEs do not understand the contribution the SME sector makes to overall carbon emissions in Australia. Few SMEs monitor or calculate the carbon footprint of their business (although this behaviour might change after the introduction of the carbon tax).

### THERE IS STILL CONSIDERABLE LACK OF KNOWLEDGE AND UNDERSTANDING OF WHAT TO DO AND WHO TO ASK.

The majority of SMEs that are not implementing additional environmentally-friendly changes are not aware of what else they could do - a trend that has become even more obvious since 2008. Again, this could be due to the fact that businesses in 2008 were given the opportunity to implement simple, low-cost and easy to understand solutions, whereas in 2011 they are less aware of what else they can do.

Therefore their ability to make sustainable changes is constrained by a lack of knowledge (what to do and who to ask). This advice should be coming from a trusted source: SMEs have indicated that this would be industry associations or the government.

## → THE BROADER CONTEXT: THE ECONOMIC CLIMATE AND ITS IMPACT ON BUSINESS

While concerns about profitability are less of an issue in 2011 than they were in 2008, financial survival is still the main concern of SMEs (44%), followed by staffing (31%) and revenue (29%). Issues relating to the environment are not of primary concern - as seen in 2008. Figure 1 below compares the top issues of concern in 2008 and 2011 and Figure 3 outlines the cumulative responses to each issue.

### QUESTION: THINKING JUST ABOUT THE ISSUE FACED BY YOUR BUSINESS, WHAT IS THE MOST IMPORTANT ISSUE FOR YOUR BUSINESS OVER THE NEXT FEW YEARS?

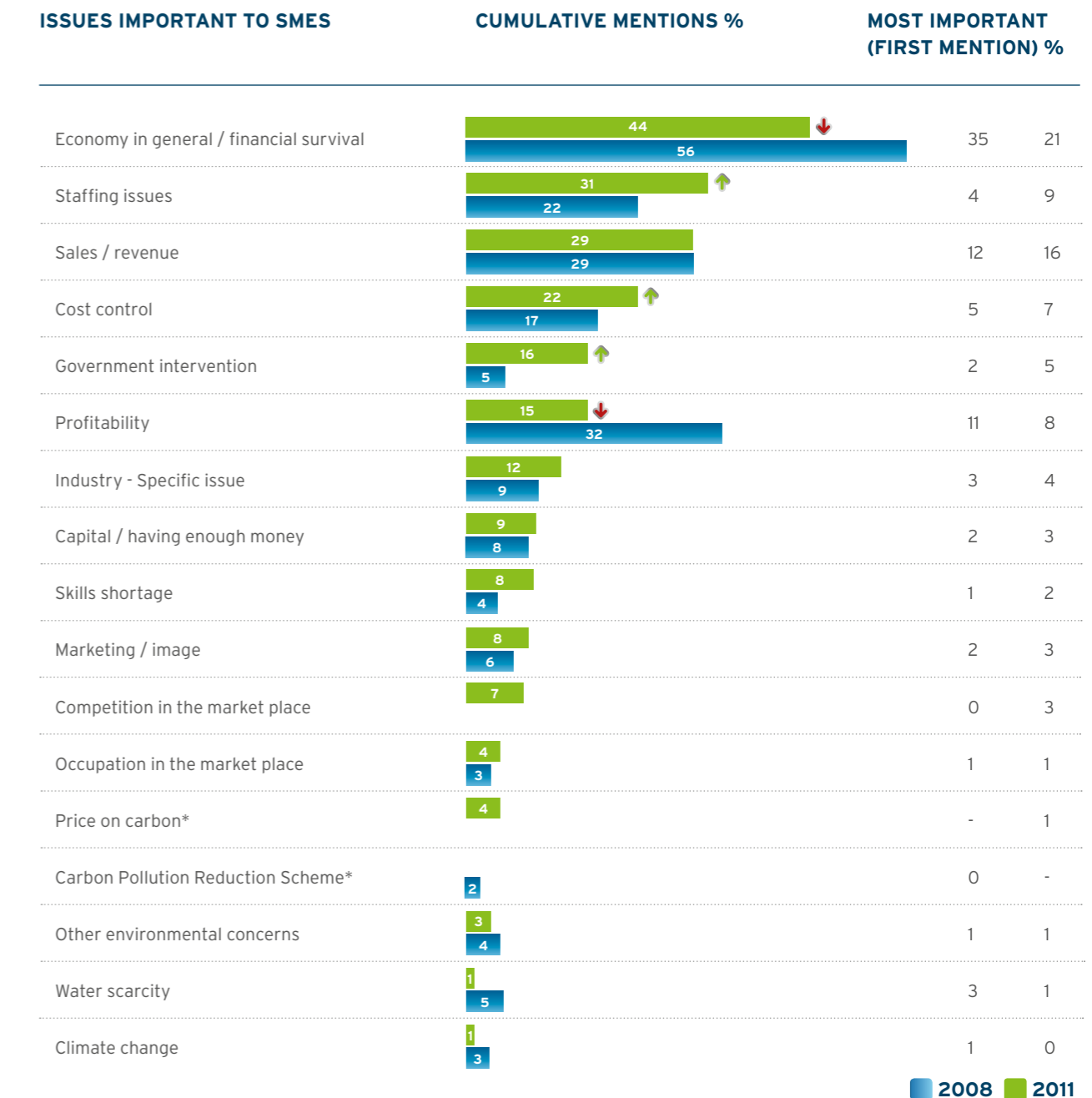
Figure 1: The top three issues reported by businesses as percentages of total responses

	2008	2011
<b>MOST IMPORTANT ISSUE</b>	Financial survival (35%) Sales/revenue (11.8%)	Financial survival (21.3%) Sales/revenue (15.5)
<b>SECOND MOST IMPORTANT ISSUE</b>	Financial survival (12.5%) Profitability (12.5%)	Financial survival (12.7%) Staffing issues (10.9%)
<b>THIRD MOST IMPORTANT ISSUE</b>	Profitability (9.2%) Staffing issues (8.8%)	Staffing issues (11.1%) Financial survival (9.7%)

Figure 2: The GFC is currently affecting (2008) vs. the GFC is still affecting my business (2011)

QUESTION (Please tell me whether you agree or disagree with each statement)	THEN (2008)	NOW (2011)
The current GFC is affecting my business or the GFC is still affecting my business.	75% agree 43% strongly	60% agree 30% strongly

Figure 3: Issues most important to SMEs - Cumulative mentions



\*Classified differently in 2008 and 2011.

Green and red arrows indicate significant increases and decreases from 2008.

KA1. Thinking just about issues faced by your BUSINESS, what are the three most important issues for your business over the next few years?

Base size: Total CATI sample, 2011 (n=908), 2008 (n=1012).

■ 2008 ■ 2011

## → CLIMATE CHANGE KNOWLEDGE AND ATTITUDES

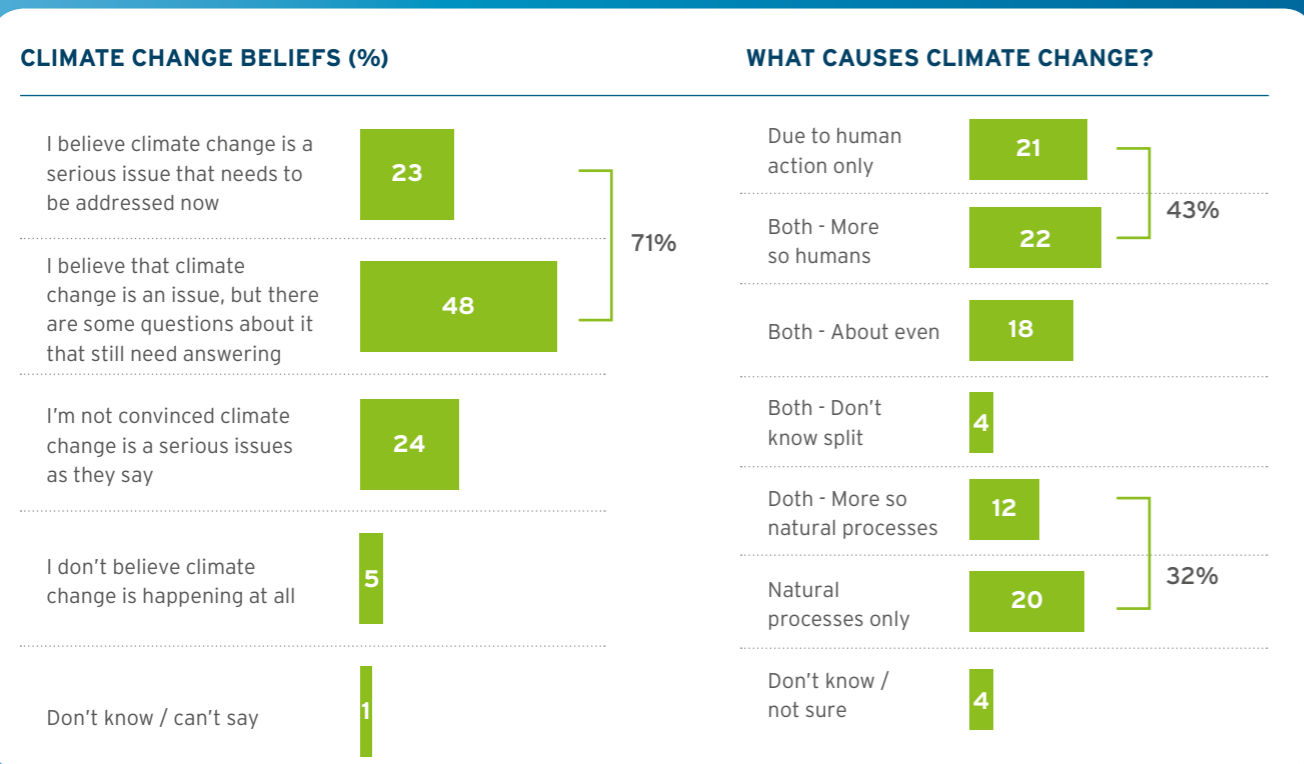
As mentioned above, the fall in support for environmental (or 'green') initiatives is likely to be the result of several factors, including debate in the media, the economic environment, volatility in Australian politics and the lack of global agreement on the best way to tackle climate change. While Newspoll's public opinion research shows that the Australian community's underlying belief that climate change is attributable to human activity has remained constant over the past four years,

the proportion of those who say they are prepared to take action to tackle climate change and the proportion willing to pay more to do so have both declined. These trends are reflected within the Victorian SME sector; where both personal attitudes about the need to take immediate action on climate change and perceptions of the impact such action would have on the businesses' bottom line have decreased.

## → PERSONAL BELIEFS ABOUT CLIMATE CHANGE

The majority of SMEs (71%) recognise climate change is an issue, with nearly a quarter (23%) believing it is serious and needs to be addressed now, and about half (48%) still needing answers to some questions about it. As to the cause of climate change, the attribution falls more on humans (43%), rather than nature (32%).

Figure 4: Beliefs in climate change and its causes



Refer to appendix Table 2 for full details.

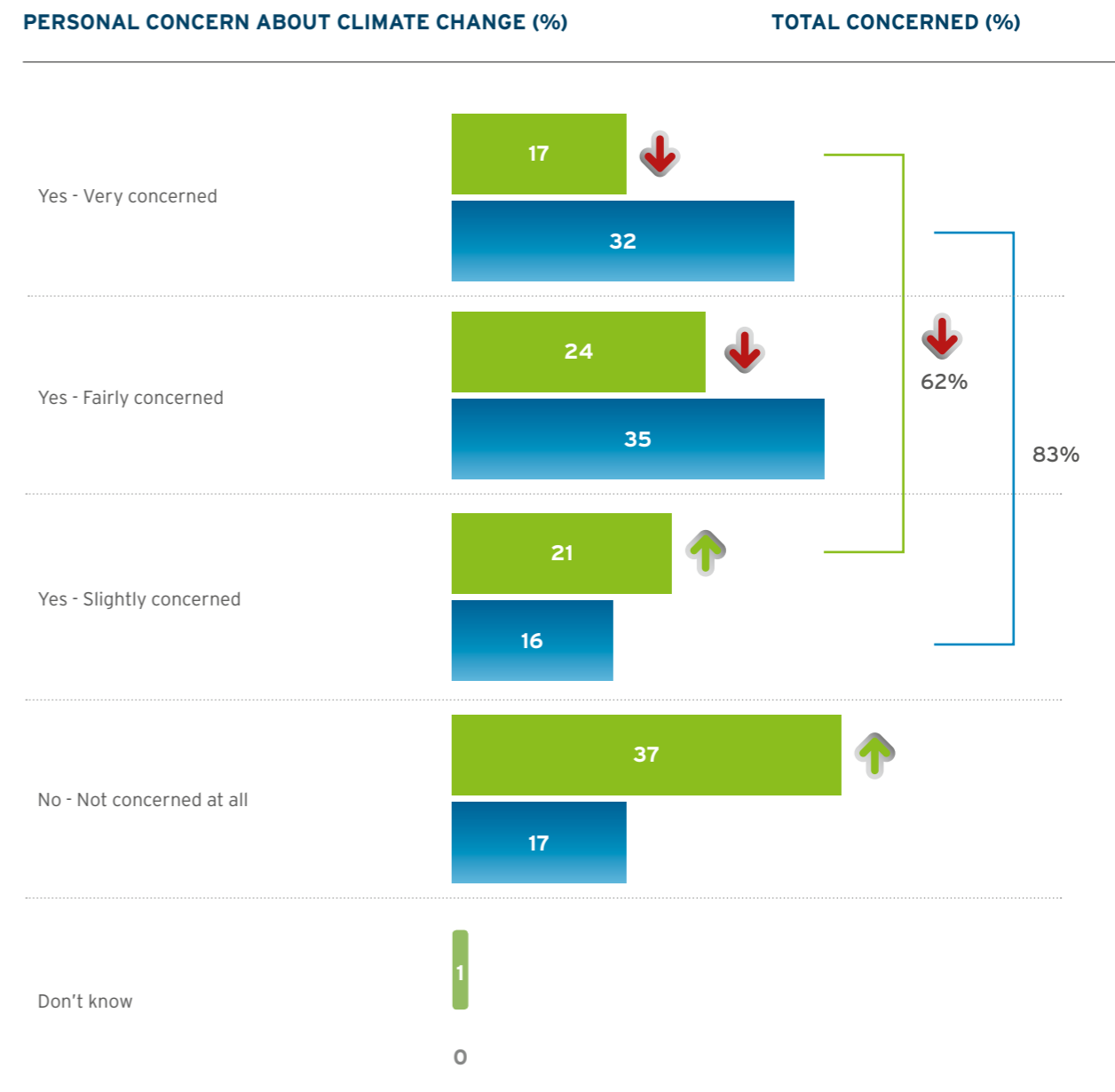
KA9. Please indicate which of these statements best describes your beliefs.

KA10. Do you believe that this change in climate is due to human action or as a result of natural processes? (Asked to those who believe the climate is happening) Base size: Total CATI sample, 2011 (n=908), 2008 (NOT ASKED IN 2008).

## → PERSONAL CONCERNS ABOUT CLIMATE CHANGE

While the majority of SMEs are still concerned about climate change (62% - with 41% either very or fairly concerned), this figure has decreased since 2008 (83% - with 67% very or fairly concerned).

Figure 5: Personal concern about climate change



Refer to appendix Table 2 for full details.

Green and red arrows indicate significant increases and decreases from 2008.

KA7. Overall, are you personally concerned about climate change?

Base size: Total CATI sample, 2011 (n=908), 2008 (n=1012).

→ PERSONAL BELIEFS ABOUT THE ENVIRONMENT

Survey participants are also less likely in 2011 to think there are actions they can take that will benefit the environment.

Figure 6: Personal beliefs about how their business impacts the environment - What has changed since 2008?

QUESTION (Please tell me whether you agree or disagree with each statement)	THEN (2008)	NOW (2011)
Overall, are you personally concerned about climate change	69% concerned	43% concerned
The effects of climate change are too far in the future to really worry me	81% disagree	66% disagree
It's not worth me doing things to help the environment if other businesses don't do the same	74% disagree	60% disagree
There's nothing my business can do about the environment	77% disagree	69% disagree
In total small businesses produce a large amount of greenhouse gas	43% disagree	69% disagree
Pollution generated in Australia harms people all over the world	71% agree	53% agree

Figure 7: Personal beliefs about how their business impacts the environment - what has stayed the same since 2008?

QUESTION (Please tell me whether you agree or disagree with each statement)	THEN (2008)	NOW (2011)
Human ingenuity will ensure that the planet remains livable	70% agree	67% agree

KA15. Please tell me whether you agree or disagree with each statement.  
Base size: Total CATI sample, 2011 (n=908), 2008 (n=1012).

→ WHILE CONCERNS ABOUT PROFITABILITY ARE LESS OF AN ISSUE IN 2011 THAN THEY WERE IN 2008, FINANCIAL SURVIVAL IS STILL THE MAIN CONCERN OF SMES.

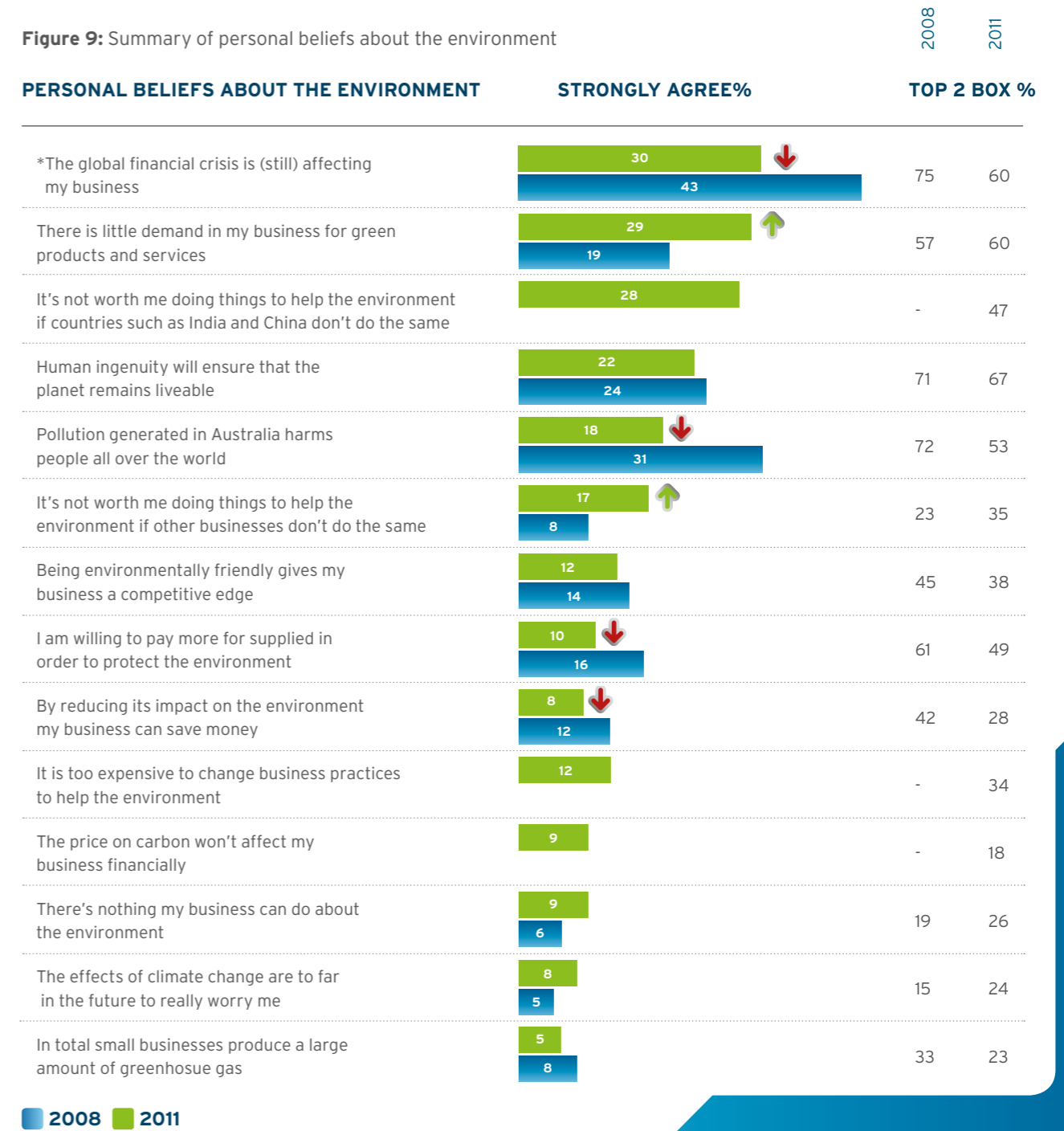
→ ACTION ON CLIMATE CHANGE: PERCEIVED IMPACT ON BUSINESSES

Those operating in the SME sector are significantly less likely in 2011 to perceive the benefits to their business of introducing 'green' initiatives than they were in 2008. In concert, they are less willing to invest in environmentally sustainable business practices and are significantly more concerned about the detrimental impact that a price on carbon will have on their business.

Figure 8: Climate change impacts on businesses and willingness to take action - What has changed since 2008?

QUESTION (Please tell me whether you agree or disagree with each statement)	THEN (2008)	NOW (2011)
By reducing its impact on the environment my business can save money	42% agree	28% agree
I am willing to pay more for supplies in order to protect the environment	60% agree	49% agree
The price on carbon/CPRS won't affect my business financially	34% disagree	69% disagree
There is little demand in my business for green products and services	57% agree	61% agree

Figure 9: Summary of personal beliefs about the environment



\*Asked differently in 2008 and 2011.  
 Green and red arrows indicate significant increases and decreases from 2008.  
 Note: some differences in statements asked in 2008 and 2011.  
 KA15. Please tell me whether you agree or disagree with each statement.  
 Base size: Total CATI sample, 2011 (n=908), 2008 (n=1012).

## → SUMMARY OF CHANGES IN KNOWLEDGE AND ATTITUDES, 2008 TO 2011

There is also some evidence that SMEs have become less optimistic and are less likely to think they can personally make a contribution to tackling climate change:

- Just over half (53%) believe that pollution generated in Australia harms people all over the world (down from 72% in 2008), while significantly fewer businesses now 'strongly agree' that pollution generated in Australia harms people all over the world (18%, down from 31% in 2008)
- A quarter now says that the effects of climate change are too far in the future to be of concern (up from 15% in 2008)
- More SMEs strongly agree that it's not worth helping the environment if other businesses don't do the same (17%, up from 8% in 2008)
- Some of the key arguments put forward by those opposed to taking action on climate change appear to have gained traction, with 47% think it's not worth helping the environment if countries such as India and China don't do the same

The research indicates that fewer in the Victorian SME sector believe their behaviour has an impact on the environment in 2011 than in 2008, and are less likely to believe their actions can be of benefit

49% of SMEs remain willing to pay more for environmentally-friendly supplies (down from 61%). Furthermore, fewer SMEs agree that being 'green' gives their business a competitive edge (38%, down from 45%) with 28% agreeing that by reducing its impact on the environment the business can save money (down from 42%)

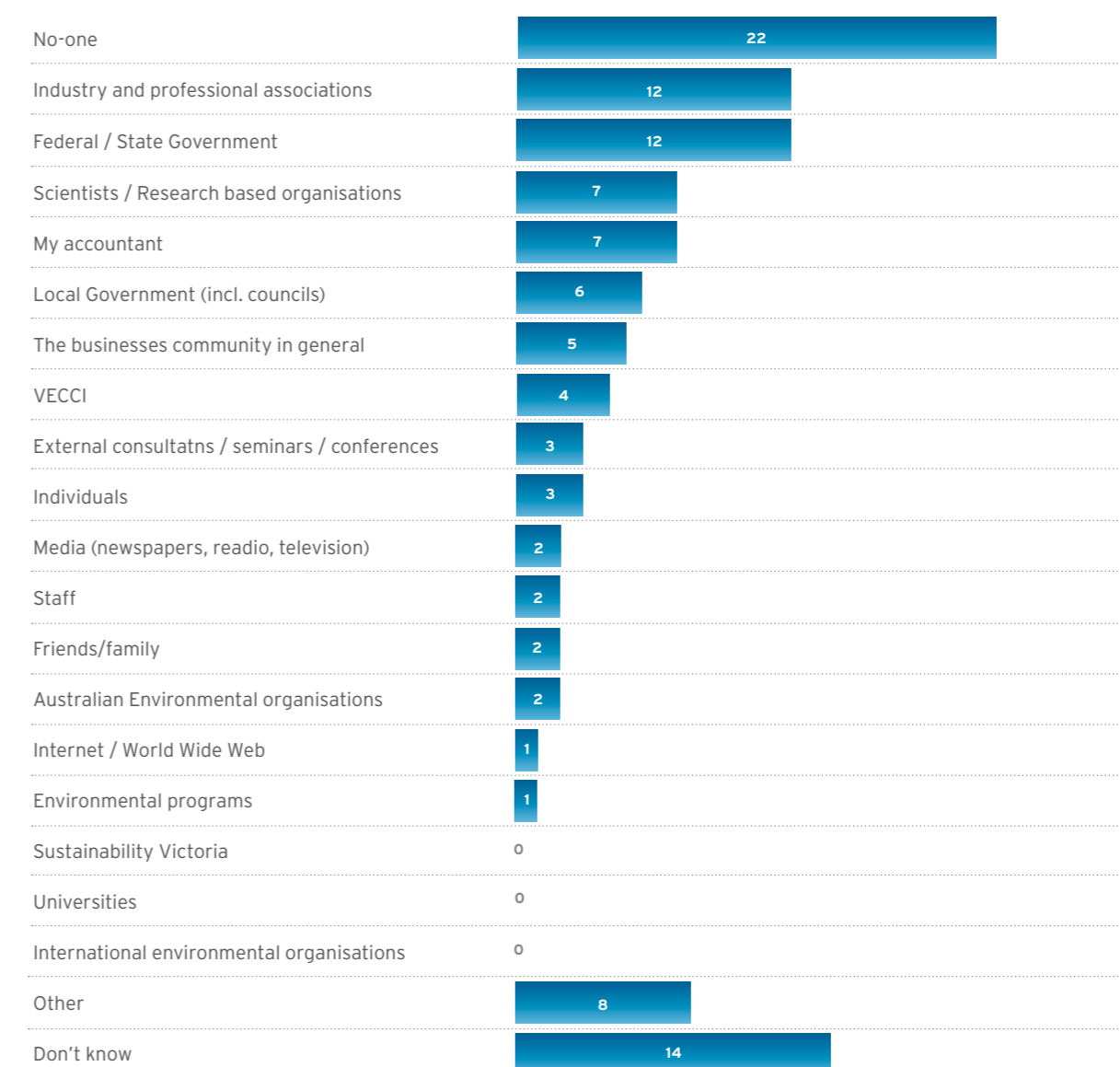
However, the research shows that there is an even greater need in 2011 to provide education about the environment to SMEs, given that fewer accurately understand the contribution the SME sector makes to overall greenhouse gases (23%, down from 33%).

## → TRUST IN INFORMATION SOURCES

More than one-fifth of SMEs don't trust anyone when it comes to information about sustainability initiatives (22%). However, those in positions of authority and experts known to them such as industry associations, including VECCI (16%), government (12%), scientists (7%) and 'my accountant' (7%) are more trusted than media (2%), friends and family (2%), the Internet (1%) and environmental organisations (2%).

**Figure 10:** Trust in information regarding sustainability initiatives - 2011

### TRUST IN INFORMATION REGARDING SUSTAINABILITY INITIATIVES (%)



Refer to appendix Table 3 for full details. S11. Who would you trust to inform you on how your business can implement increased sustainability initiatives? UNPROMPTED.  
Base size: Total CATI sample, 2011 (n=908), 2008 (NOT ASKED IN 2008)

## → CURRENT BEHAVIOURS

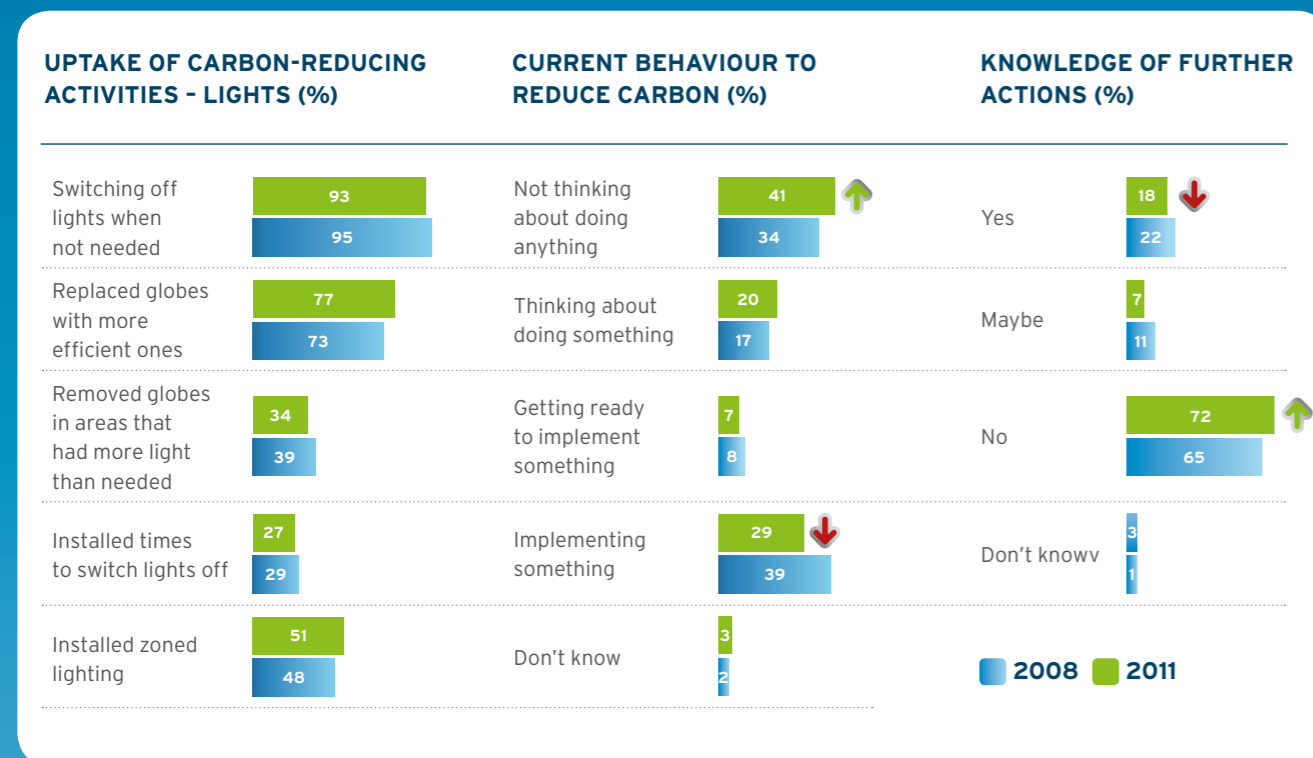
In both the 2008 and 2011 surveys, SMEs were asked about the carbon-reducing behaviours they were undertaking in the following areas: lighting; heating and cooling; appliances; equipment and machinery; transport; and waste.

### → LIGHTING

There has not been much change since 2008 in SMEs use of lighting. In 2011, a total of 93% of SMEs indicated they were switching off lights when

not needed and 77% indicated they had replaced globes with more efficient ones. Just over half (51%) have installed zoned lighting, but fewer SMEs have removed globes from over-lit spaces (34%) and installed timers (27%). More than two-fifths (41%) indicated they were not thinking about doing anything else to further reduce power used for lighting. Most of the people in this group did not know what else they could do (72%).

Figure 11: Uptake of carbon-reducing activities: Lights



Refer to appendix Table 4 for full details.

Green and red arrows indicate significant increases and decreases from 2008.

B1. Thinking just about the power used for lighting in your business... (Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012)).

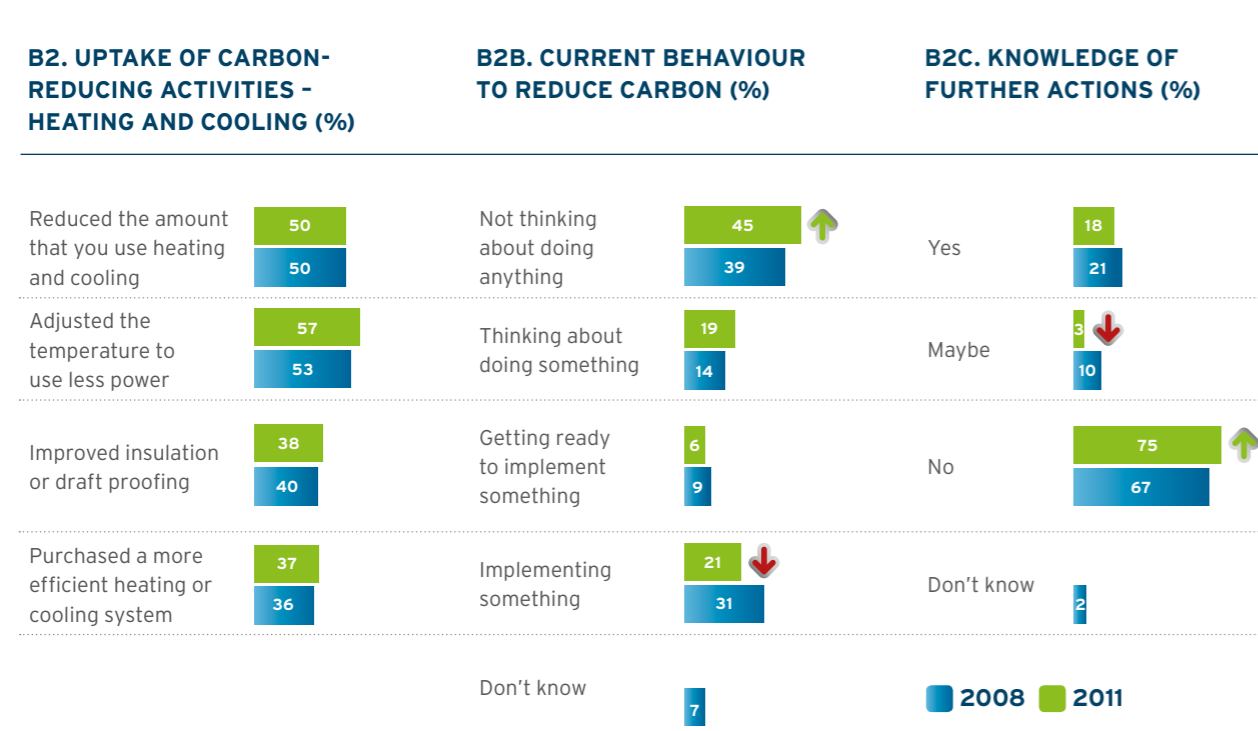
B1b. What is your business currently doing to further reduce the power used for lighting. Are you. (Base size: CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012)).

B1c. Do you know what else you could do? (Asked to those who are not thinking about doing anything at the moment: Base Size: CATI 2008 n=348, CATI 2011 n=368.

## → HEATING AND COOLING

Similarly, there has not been much change since 2008 regarding behaviours to reduce the power used for heating and cooling. A majority of businesses (57%) adjusted the temperature to use less power and 50% have reduced the amount they used heating and cooling. Fewer SMEs were undertaking other actions: 38% improved insulation or draft proofing and 37% had purchased a more efficient heating/cooling system. Just under half of SMEs (45%) were not thinking about doing anything else, of which the majority (75%) did not know what else they could do.

Figure 12: Uptake of carbon-reducing activities: Heating and cooling



Refer to appendix Table 4 for full details.

Green and red arrows indicate significant increases and decreases from 2008.

B2. Thinking just about the power used for heating and cooling in your business. (Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012))

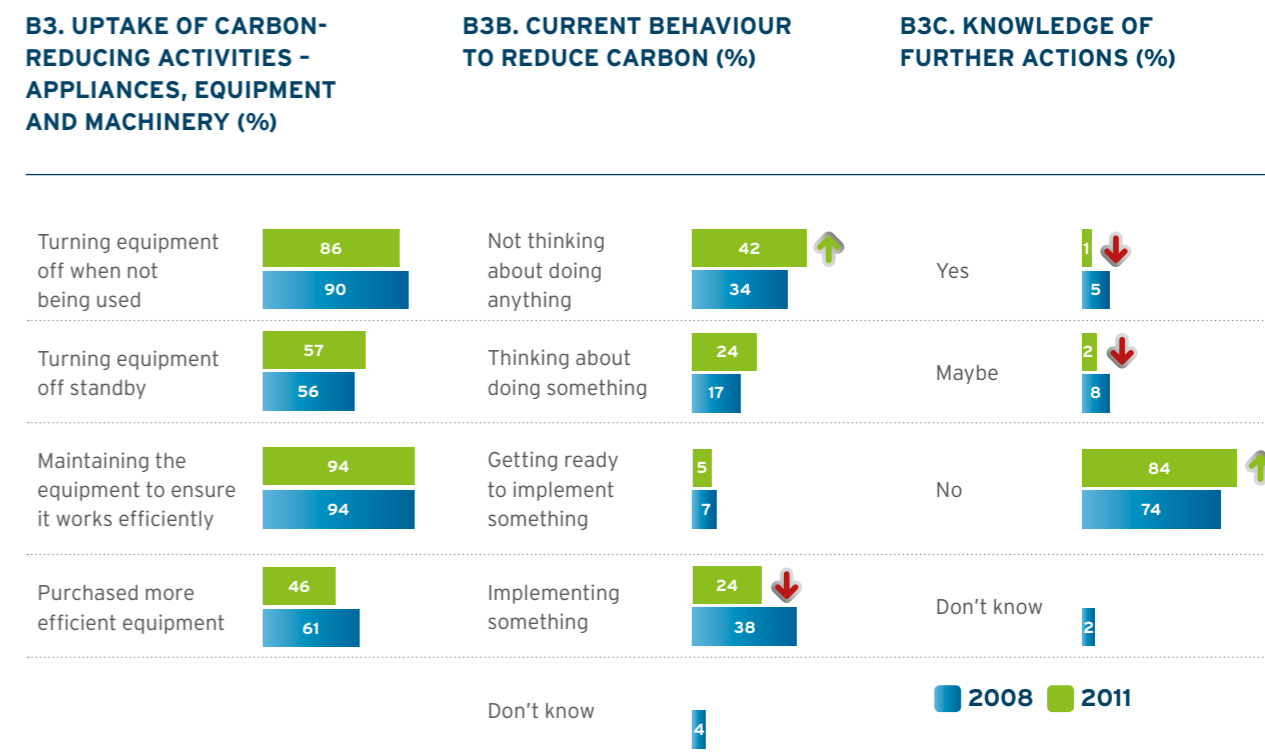
B2b. What is your business currently doing to further reduce the power used for heating and cooling. Are you... (Base size: CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012)).

B2c. Do you know what else you could do? (Asked to those who are not thinking about doing anything at the moment: Base Size: CATI 2008 n=391, CATI 2011 n=413).

## → APPLIANCES, EQUIPMENT AND MACHINERY

Almost all SMEs (94%) are maintaining their equipment to ensure efficient operation, 86% are turning them off when not being used, and 57% are turning them off standby. Compared to 2008, fewer SMEs (46% down from 61%) have purchased more efficient equipment. It also seems that fewer SMEs are undertaking actions to reduce the power or fuel used for equipment and machinery, compared to 2008 - 42% are not thinking about doing anything (vs. 34% in 2008). Of this 42%, the majority (84%) don't know what else they could do.

Figure 13: Uptake of carbon-reducing activities: Appliances, equipment and machinery



Refer to appendix Table 4 for full details.

Green and red arrows indicate significant increases and decreases from 2008.

B3. Thinking just about the appliances, equipment and machinery in your business. (Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012))

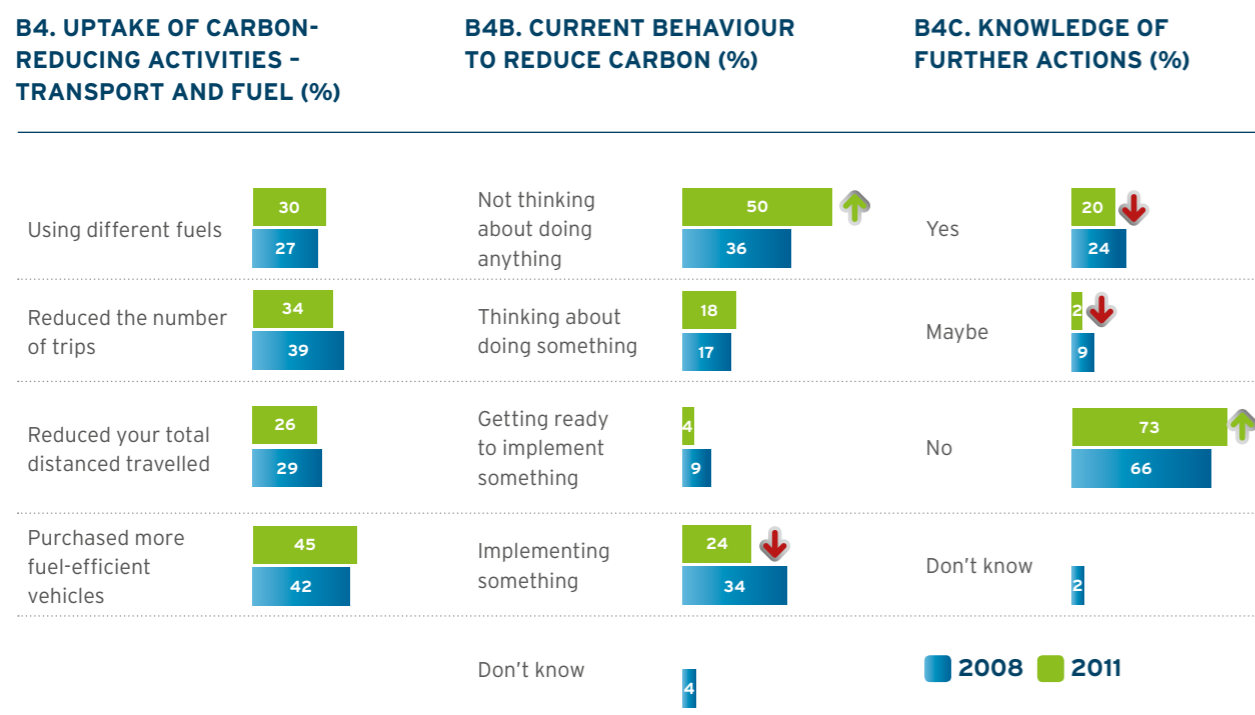
B3b. What is your business currently doing to further reduce the power or fuel used for equipment and machinery . Are you... (Base size: CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012)).

B3c. Do you know what else you could do? (Asked to those who are not thinking about doing anything at the moment: Base Size: CATI 2008 n=343, CATI 2011 n=378).

→ TRANSPORT AND FUEL

Actions most frequently taken to reduce fuel consumption included purchasing fuel-efficient vehicles (45%) and reducing the number of trips (34%). Few SMEs reported using different fuels (30%) and reducing the distances travelled (26%). Compared to 2008, significantly fewer businesses are undertaking actions to reduce the power or fuel used for equipment and machinery - 50% are not thinking about doing anything (vs. 36% in 2008). Of this 50%, the majority (73%) don't know what else they could do.

Figure 14: Uptake of carbon-reducing activities: Transport and fuel



Refer to appendix Table 4 for full details.

B4. Thinking just about vehicles owned your business and the fuel used... (Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012)).

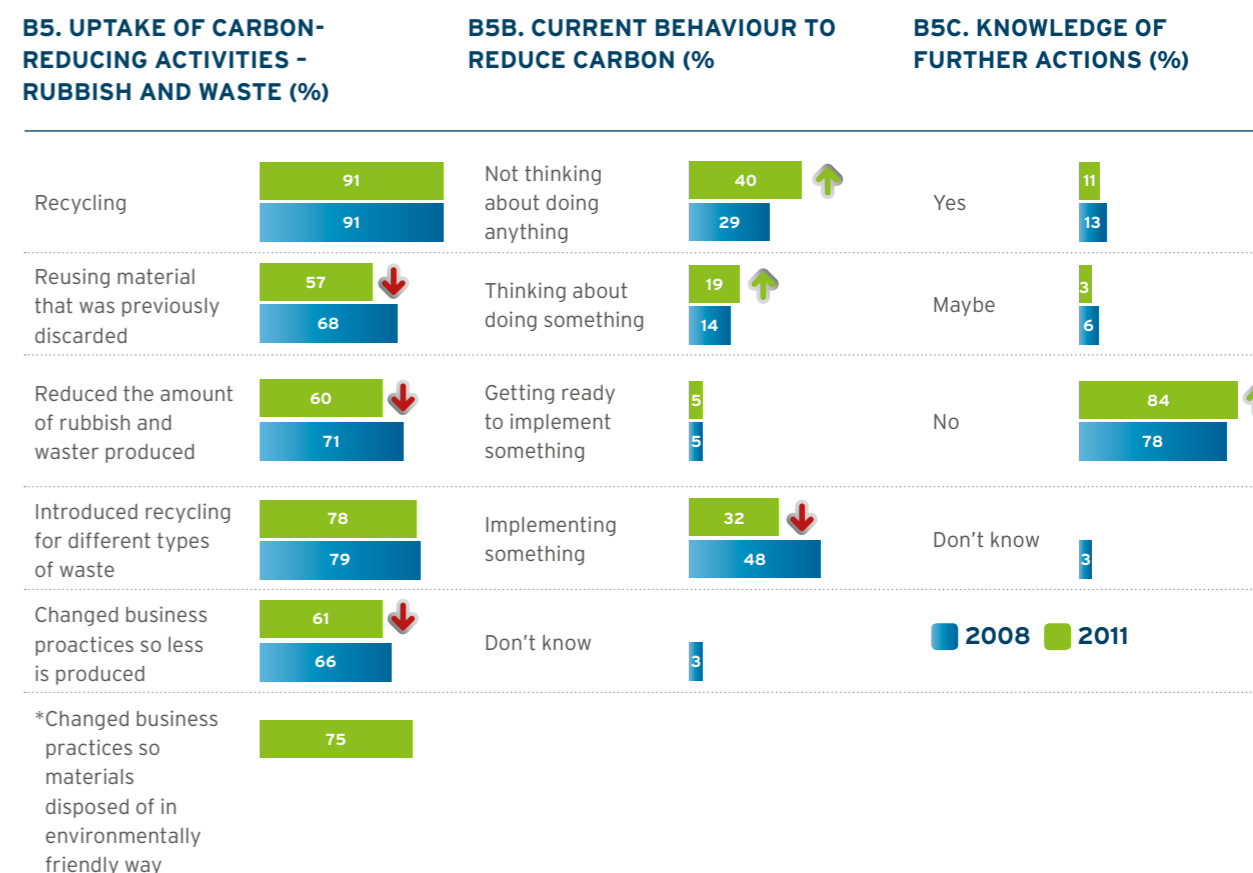
B4b. What is your business currently doing to further reduce the environmental impact of your transport needs? (Amongst those who have a vehicle: CATI 2008 n=893, CATI 2011 n=780).

B4c. Do you know what else you could do? (Asked to those who are not thinking about doing anything at the moment: CATI 2008 n=353, CATI 2011 n=389).

→ RUBBISH AND WASTE

More than nine in 10 SMEs (91%) indicate they are recycling (91%), and 78% have introduced recycling for different types of waste. 75% have changed business practices so materials are disposed of in an environmentally friendly manner. 61% of businesses have changed their practices to produce less waste. In addition, SMEs have produced less rubbish and waste (60%) and are re-using material (57%). Compared to 2008, less SMEs are undertaking actions to reduce the amount of waste discarded as landfill - 40% are not thinking about doing anything (vs. 29% in 2008). Of this 40%, the majority (84%) don't know what else they could do.

Figure 15: Uptake of carbon-reducing activities: Rubbish and waste



Refer to appendix Table 4 for full details.

B5. Thinking just about rubbish and waste associated with your business... (Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012)).

B5b. What is your business currently doing to further reduce the amount of waste that is discarded as landfill. Are you... (Base size: CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012)).

B5c. Do you know what else you could do? (Asked to those who are not thinking about doing anything at the moment: Base Size: CATI 2008 n=294, CATI 2011 n=367).

\* This question was not asked in 2008.

## → SUMMARY OF CURRENT BEHAVIOURS

Actions that reduce energy for lighting and reduce the amount of rubbish and waste are the actions that most SMEs undertake. Businesses most commonly:

- Maintain equipment to ensure efficient operation (94%)
- Switch off lights when not needed (93%)
- Recycle (91%)
- Turn off equipment when not being used (86%).

On the other hand, there is a much lower adoption of actions to reduce fuel consumption and transport costs. Businesses are implementing carbon-reducing activities that are easy to do (least effort) at low cost.

On average, under half of SMEs are not planning to implement further initiatives to reduce their carbon emissions. However among these, about three-quarters don't know what else they could do to reduce their impact on the environment.

## → SIGNIFICANT CHANGES IN BEHAVIOUR

Figure 16: What behaviours businesses are currently undertaking to reduce resource use- Changes from 2008 to 2011

QUESTION	CHANGE (2008 - 2011)
<b>LIGHTING</b>	
What business is currently doing to reduce - the power used for/environmental impact of/amount of (B1 - B5).	
Switching off lights when not needed, install zoned lighting	No significant change
Replacing globes with more efficient globes - 72%(2008) vs. 77%(2011)	Increase
De-lamping - 38 %(2008) vs. 34%(2011)	Decrease
<b>HEATING AND COOLING</b>	
Reduce amount of use, improved insulation and draft proofing, purchased more efficient equipment	No significant change
Adjusted temperature to use less - 53%(2008) vs. 57%(2011)	Increase
<b>MACHINERY EQUIPMENT AND APPLIANCES</b>	
Maintaining equipment to ensure it works efficiently, turning off equipment off standby	No significant change
Turing equipment off when not in use -- 90%(2008) vs. 86%(2011)	Decrease
Purchased more efficient equipment -- 60% (2008) vs. 45%(2011)	
<b>TRANSPORT</b>	
Using different fuels ; purchased more fuel-efficient vehicles; reduced total distance travelled	No significant change
Reduced number of trips you make -- 38% (2008) vs. 33%(2011)	Decrease
<b>WASTE</b>	
Recycling, Introduced recycling for different types of waste	No significant change
Reusing material-- 68%(2008) vs. 56% (2011)	
Reduced the amount of rubbish and waste produced -- 71% (2008) vs. 60% (2011)	Decrease
Changed business practices so that less waste is produced -- 66% (2008) vs. 61% (2011)	

\*figures highlighted in red represent significant decrease in actions implemented in 2011 compared to 2008

Figure 17: What businesses are in the process of doing: Changes from 2008 to 2011

QUESTION	THEN (2008)	NOW (2011)
What business is currently doing to further reduce - the power used for/environmental impact of/amount of (B1 -B5)		
Lighting	39% - implementing	29% - implementing
Heating and Cooling	31% - implementing	21% - implementing
Machinery equipment and appliances	38% - implementing	24% - implementing
Transport	34% - implementing	24% - implementing
Waste	48% - implementing	32% - implementing

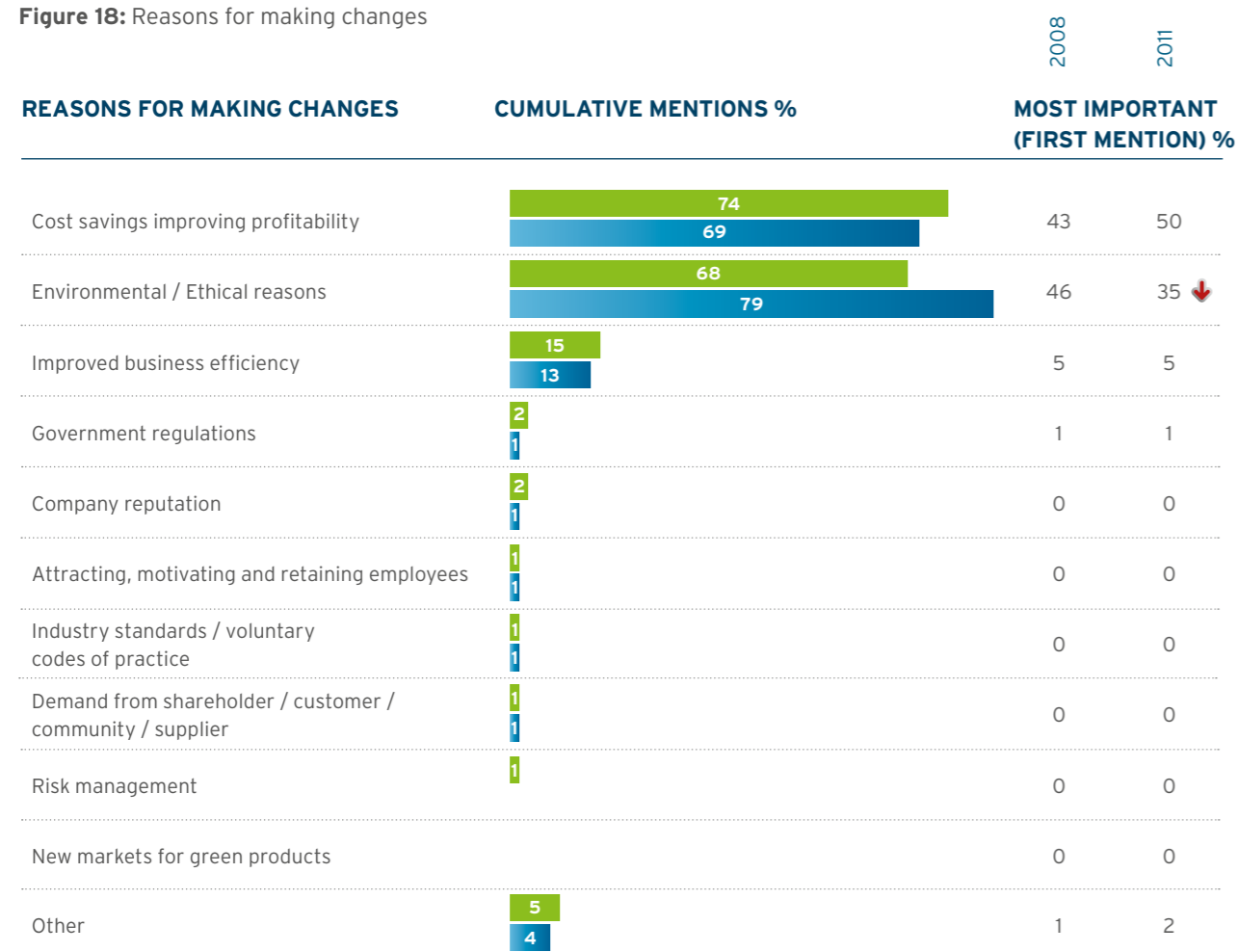
## → MOTIVATIONS, BARRIERS AND ENABLERS FOR CURRENT BEHAVIOURS

The surveys in both 2008 and 2011 asked SMEs about the motivations, barriers and enablers for their current behaviours.

### → MOTIVATION FOR CURRENT BEHAVIOURS

The two most frequently reported reasons for making changes (to lighting, equipment, heating and cooling, transport and waste) are cost savings (74%) and environmental or ethical motivations (68%) - the latter of which was the primary reason behind current behaviours in 2008. A third, more minor motivation, is improving business efficiency (15%).

Figure 18: Reasons for making changes



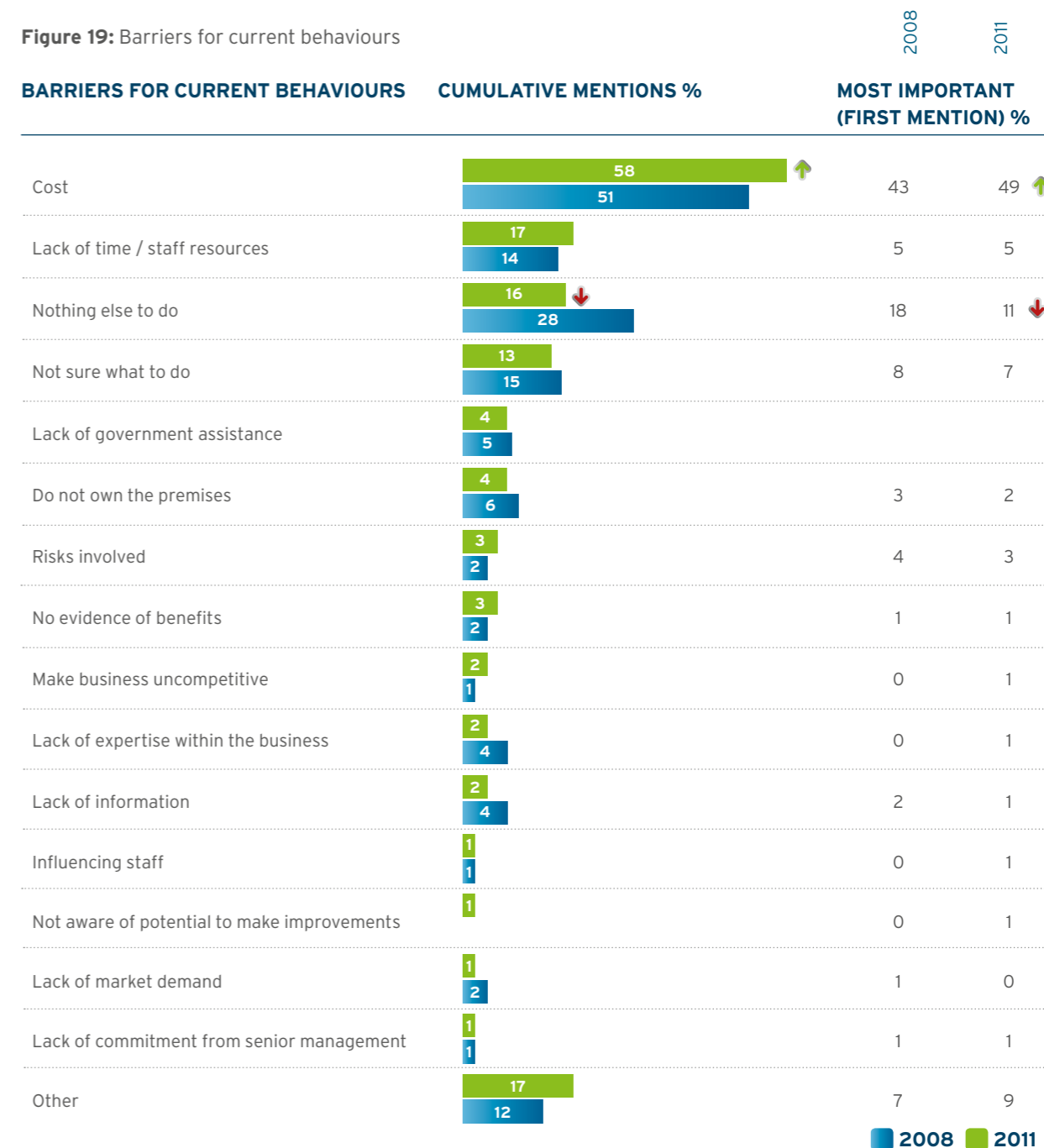
BM1/ BM1a. Thinking now about all of the things your business has done in relation to lighting, equipment, heating/cooling, transport and waste, what were the two most important reasons for making those changes?  
Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012).  
Green and red arrows indicate significant increases and decreases since 2008

■ 2008 ■ 2011

### → BARRIERS FOR CURRENT BEHAVIOURS

As well as being the main motivator, cost is also the primary barrier for making changes (58%, up from 51% in 2008). Other less-important barriers include a lack of time and resources (17%) and not knowing what to do (13%). Since 2008, SMEs have realised they could do more, with only 16% indicating there's 'nothing else to do' (vs. 28% in 2008).

Figure 19: Barriers for current behaviours



Green and red arrows indicate significant increases and decreases from 2008 .

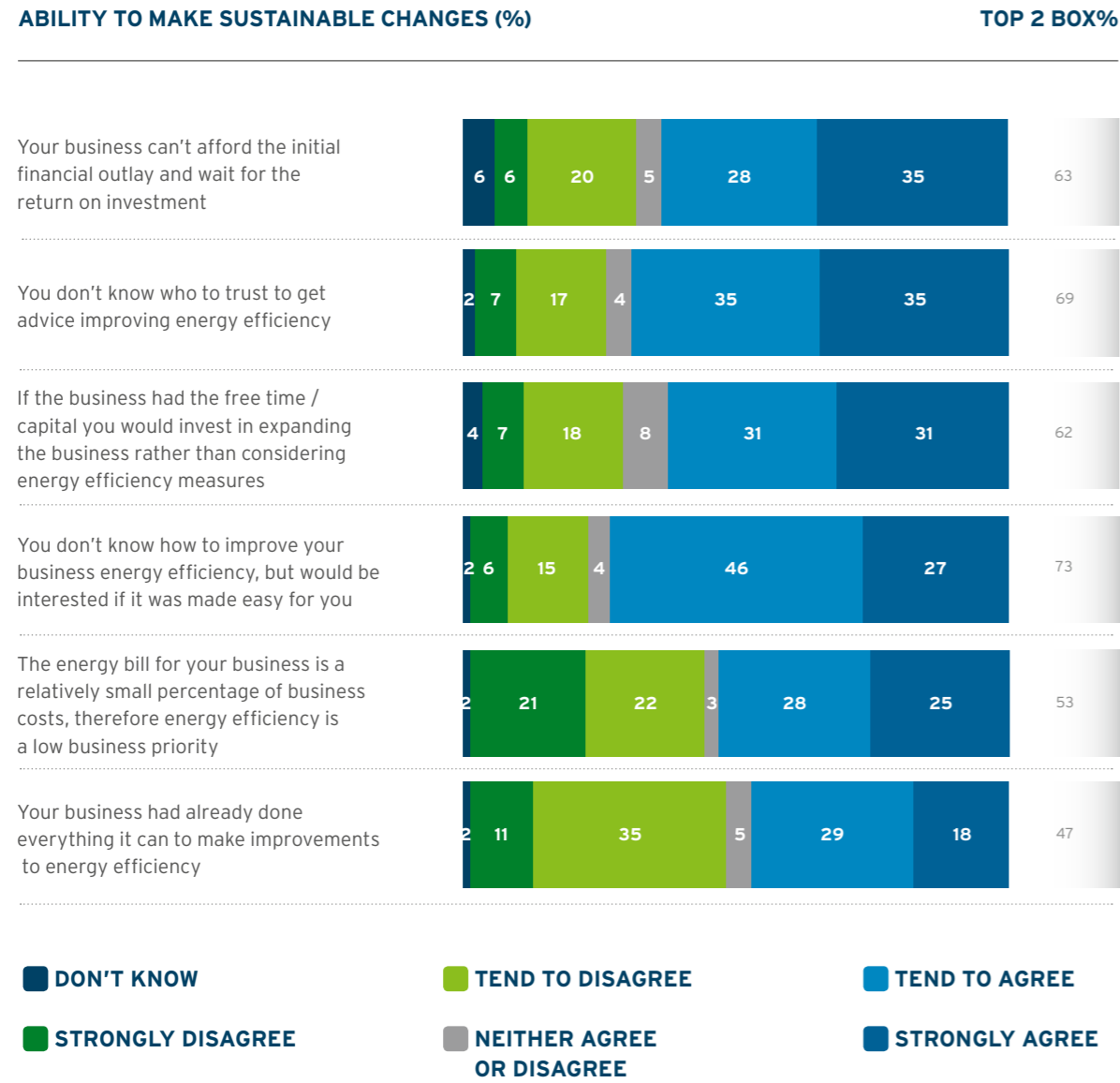
BM3/ BM3a. Still thinking about all the things your business has done in relation to lighting, equipment, heating/cooling, transport and waste, what were the two most important things that stop you making further changes in your business?

Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012).

■ 2008 ■ 2011

SMEs' ability to make sustainable changes is dependent on limited resources, with 63% agreeing they can't afford the initial financial outlay and wait for the return on investment. Any available resources within SMEs would be directed towards business development rather than sustainability measures for 62% of businesses. Also, SME activities are constrained by the lack of knowledge with 73% not knowing what to do and 69% not knowing who to ask. Almost half (47%) believe they have done everything they can - however, 73% admit they don't know how to make further improvements.

Figure 20: Ability to make sustainable changes



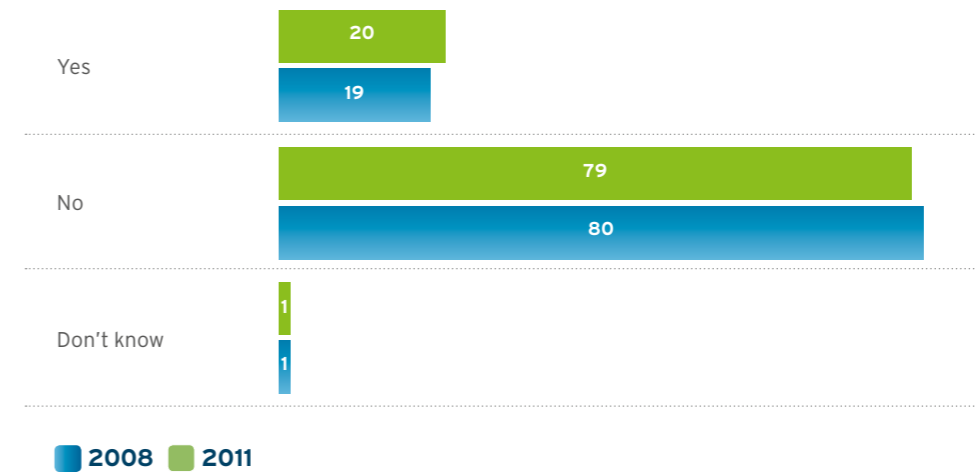
U1. To what extent do you agree or disagree that...  
Base size : CATI SMEs, n=908

→ **ENABLERS FOR CURRENT BEHAVIOURS**

Requests for environmental credentials is recognised as one of the enablers for change. However, only about one in five SMEs (20%) indicated they received requests about their business' environmental credentials from clients, customers or suppliers - this hasn't changed since 2008.

Figure 21: Requests for environmental credentials

**REQUESTS FOR ENVIRONMENTAL CREDENTIALS FROM CLIENTS, CUSTOMERS OR SUPPLIER**



ECM1. Have any clients, customers or suppliers wanted information about your environmental credentials?  
Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012).

## → SUMMARY: MOTIVATIONS, BARRIERS AND ENABLERS

SMEs will implement environmentally-friendly changes if there is a clear cost benefit to them (74%). Another motivation is being environmental for ethical reasons (68%, down from 79% in 2008).

As well as being the main motivator, cost is also by far the primary barrier for making changes (58%).

A SME's ability to make sustainable changes is dependent on their limited resources (money and time) and is constrained by the lack of knowledge (what to do, who to ask):

→ Trust is an issue, as 69% of SMEs indicate they don't know who to trust

→ On the one hand, 47% believe they have done everything they can, whilst on the other hand 73% of SMEs admit they don't know how to make further improvements which indicates they might need some advice on what could be implemented.

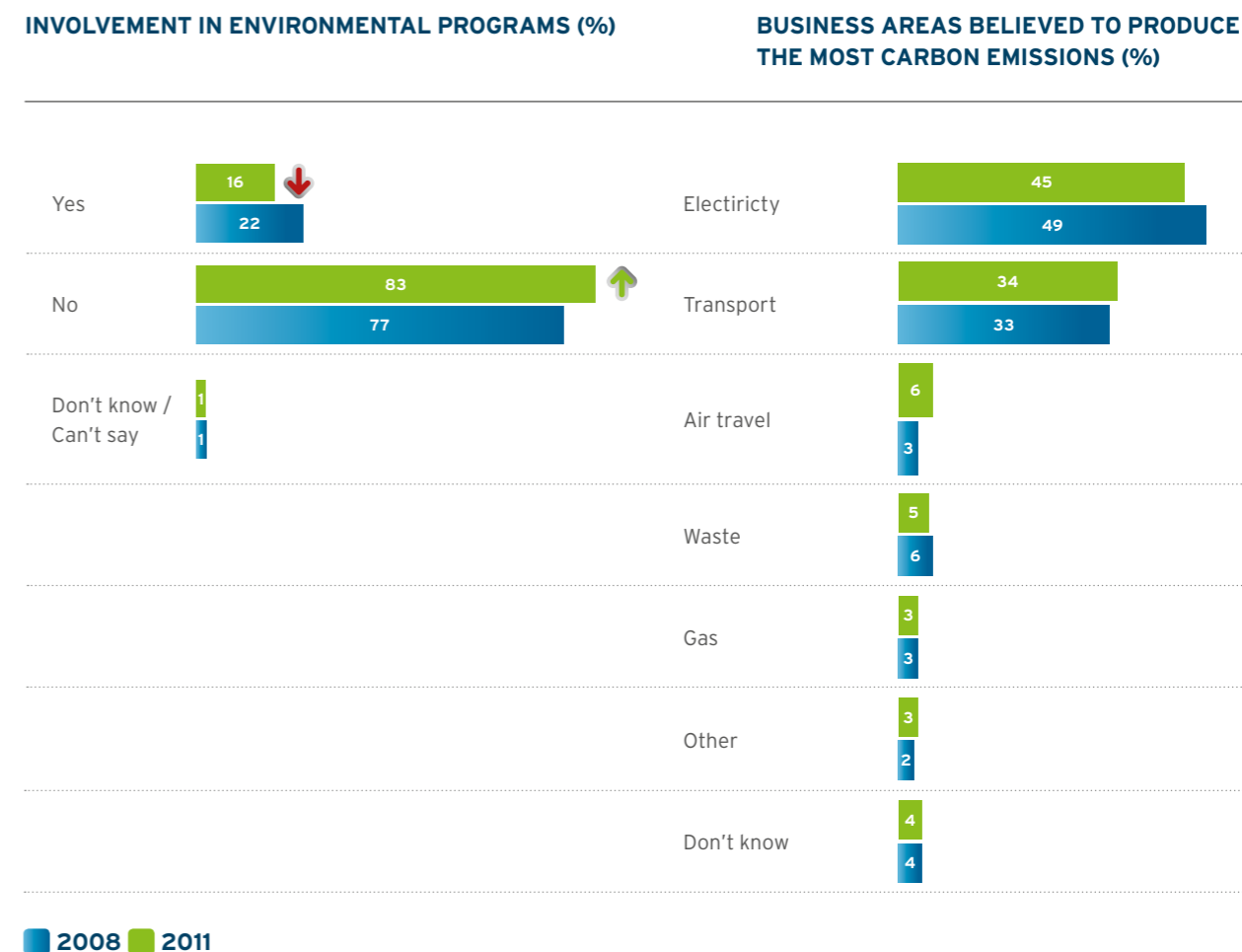
There appears to be little demand for environmental credentials, as only a fifth of SMEs have received requests from clients, customers or suppliers.

## → MEASURING AND MONITORING CARBON EMISSIONS

### → INVOLVEMENT IN PROGRAMS TO REDUCE THE BUSINESS'S ENVIRONMENTAL IMPACT

The large majority of businesses (83%) indicate they have not been involved in any programs specifically focused on reducing the environmental impact of their business. Those surveyed cited electricity (45%) and transport (34%) as the areas of their business they think produce the most greenhouse gas emissions - similar levels to those seen in 2008).

Figure 22: Involvement in environmental programs



Green and red arrows indicate significant increases and decreases from 2008.

ECM5 Has your business been involved in programs specifically focused on reducing the environmental impact of your business?

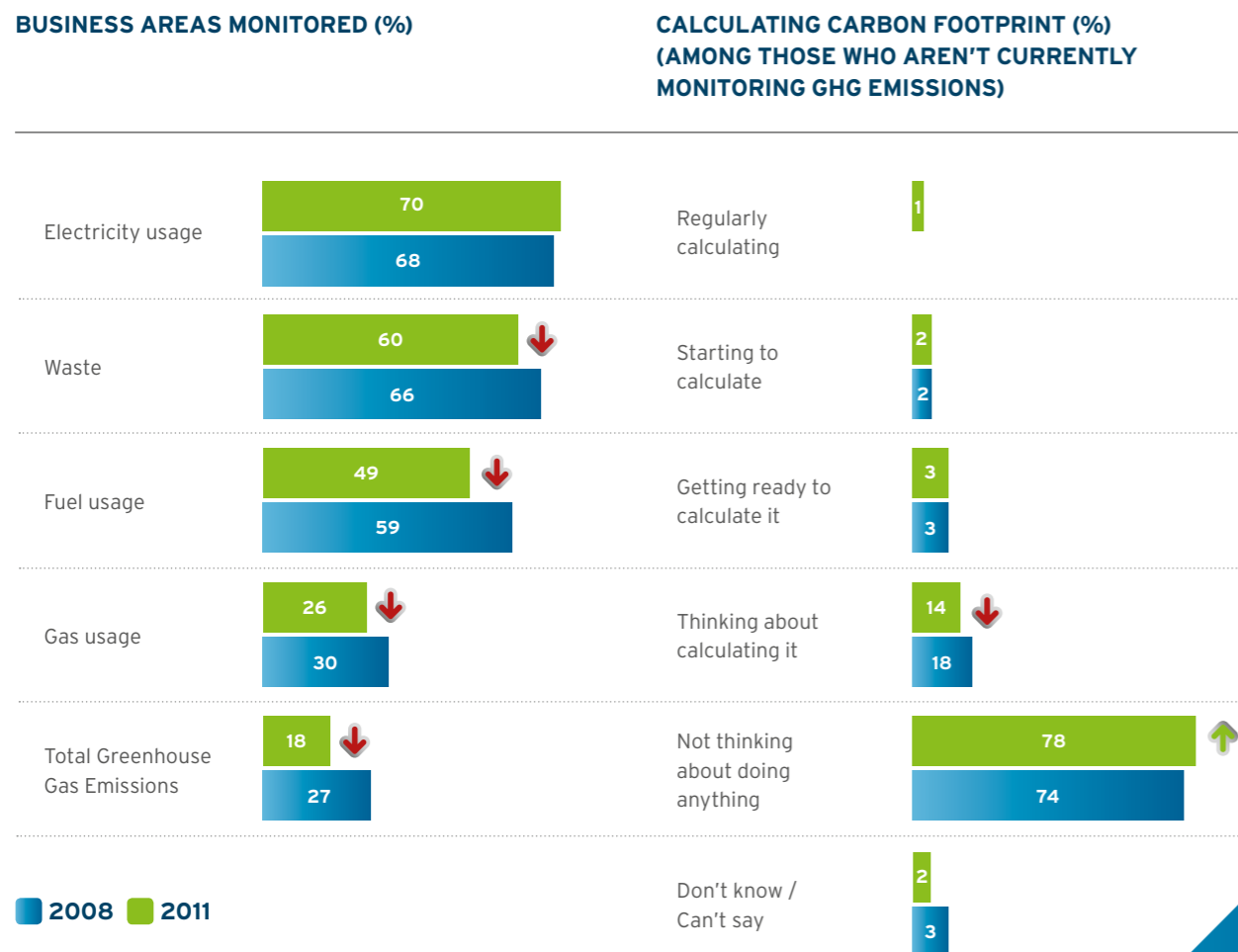
ECM7. Which area of your business do you think produces the most greenhouse gas emissions?

Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012).

→ MONITORING

The majority of SMEs indicate that their businesses have focused on monitoring electricity usage (70%), waste (60%) and fuel usage (49%). Only 26% indicated they had focused on monitoring gas usage and 18% on monitoring total greenhouse gas emissions (carbon footprint). Monitoring levels for waste, fuel usage and greenhouse gas emissions have dropped since 2008 (down from 66%, 59%, 27% respectively). Of those who indicated that their business was not focused on monitoring greenhouse gas emissions, the majority (78%) were not considering calculating their carbon footprint.

Figure 23: Monitoring

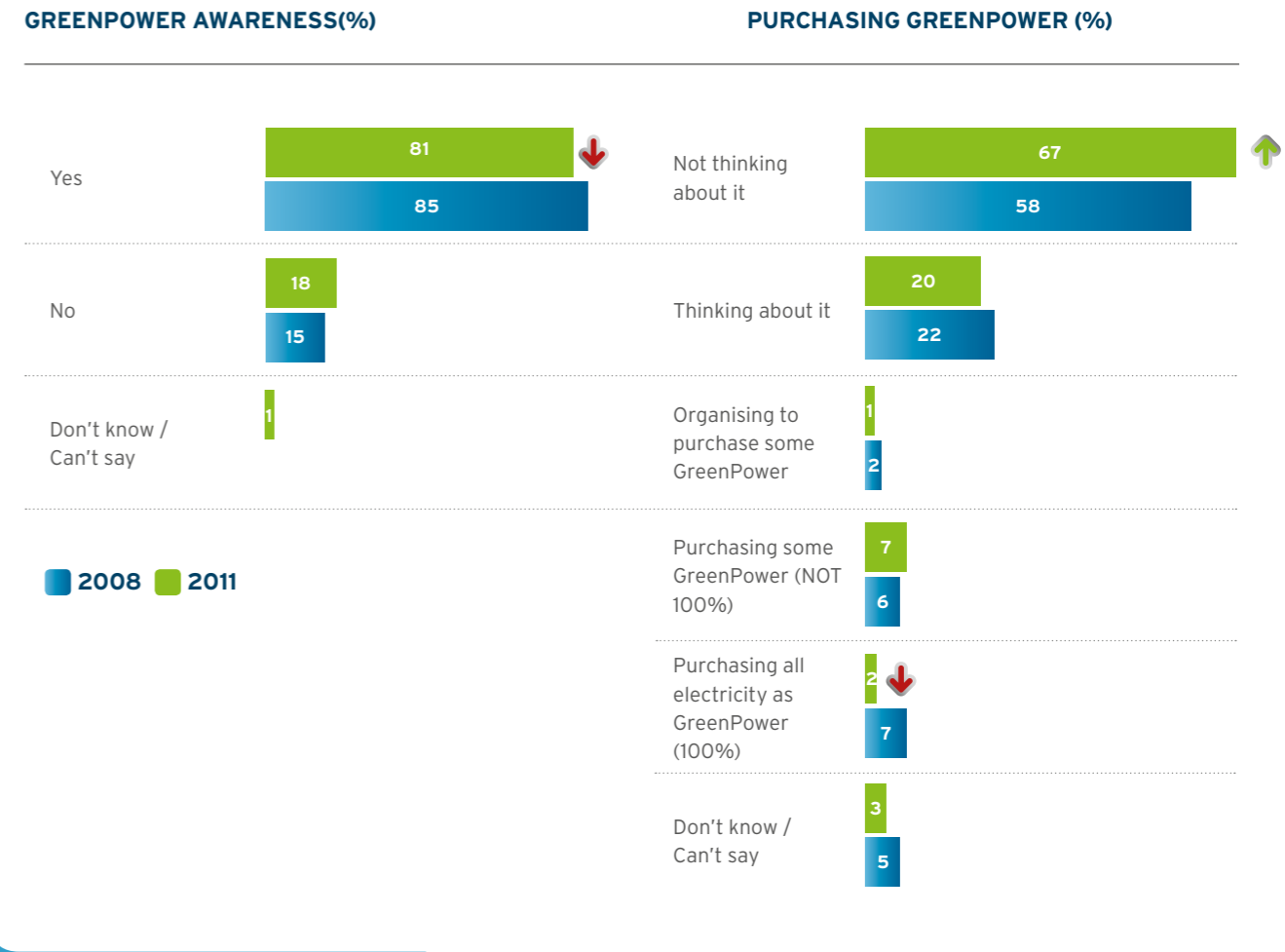


Green and red arrows indicate significant increases and decreases from 2008 .  
 ECM9 Which of the following has your business specifically focused on monitoring?  
 Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012).  
 ECM11. What business is doing about calculating its Greenhouse Gas Emissions.  
 Are you. (Among those not focused on monitoring their greenhouse gas emissions)  
 Base size : CATI 2011 SMEs(n=720), CATI 2008 SMEs(n=668).

→ GREENPOWER

Although the majority (81%) of businesses have heard of GreenPower, only 9% are purchasing some (7%) or all (2%) of their electricity as GreenPower. In 2008, 7% of SMEs claimed to be buying all of their electricity as GreenPower. Significantly more businesses are not thinking about acquiring GreenPower at all (67%, up from 58%).

Figure 24: GreenPower



Green and red arrows indicate significant increases and decreases from 2008.  
 P1. Have you heard of GreenPower before?  
 P2. What business is doing about purchasing Greenpower, are you...  
 Base size : CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012).

→ CARBON OFFSETS

The majority of businesses (65%) have heard of carbon offsets for air travel and car hire. Of those who used flights or car hire and have heard of carbon offsets, 13% are purchasing carbon offsets - including 11% who purchase carbon offsets for all flights and car hire.

Figure 25: Carbon offsets



Green and red arrows indicate significant increases and decreases from 2008

P3. Have you heard of carbon offsets before? (Base size: CATI 2011 SMEs(n=908), CATI 2008 SMEs(n=1012).)

P3A. Do you sometimes fly or hire cars in your business? (Base size: CATI SMEs(n=908), CATI 2008 SMEs(n=1012).)

P4. What is your business doing about purchasing carbon offsets, are you... (Base size: Those aware of carbon offsets and fly or drive for business, 2011 (n=382), 2008 (n=431))

→ SUMMARY: MEASURING AND MONITORING CARBON EMISSIONS

Significantly more businesses (83%) indicate they have not been involved in any programs specifically focused on reducing the environmental impact of their business.

Electricity (45%) and transport (34%) are the areas of their business perceived to produce the most greenhouse gas emissions.

Fewer SMEs (16%) are currently calculating their greenhouse gas emissions compared to 2008, when 22% of businesses were doing this.

- SMEs do not monitor greenhouse gas emissions as much as they monitor electricity, waste or fuel
- In addition, levels of monitoring waste, fuel and greenhouse gas have dropped since 2008.

While awareness of 'GreenPower' is high at 81%, only few SMEs (9%) are actually purchasing it.

Similarly, whilst a majority of SMEs (65%) have heard of carbon offsets, few businesses (13%) proceed to purchase them.

## → OVERALL SUMMARY

Similar to what was seen in 2008, Victorian businesses are concerned about the environment, but climate change and carbon emissions are not top of mind. The global financial crisis continues to affect businesses, and the economy/financial survival is their most pressing issue.

The majority of Victorian businesses recognise that climate change is an issue and are still concerned about it – but significantly fewer than seen in 2008. They also believe that there is something they can do about the environment.

Businesses are implementing carbon-reducing activities that are simple, low-cost and obvious. This hasn't changed since 2008. The majority of businesses that are not taking further action are possibly not acting because they are not aware of what else they can do.

Cost is the main driver and barrier for business in introducing changes to reduce their carbon emissions. Businesses will undertake an action if it will save them money, but won't if it costs too much. Their ability to make sustainable changes is dependent on their limited resources (money, time and staff) and is constrained by lack of knowledge (what to do and who to ask).

Businesses are not actively involved in environmental programs or focused on monitoring total greenhouse gas emissions. Only a minority of businesses have received requests for their environmental credentials. This is reflected in the reduction in the number of SMEs that currently purchase GreenPower or calculate their carbon footprint.

→ **COST IS THE MAIN DRIVER AND BARRIER FOR BUSINESS IN INTRODUCING CHANGES TO REDUCE THEIR CARBON EMISSIONS. BUSINESSES WILL UNDERTAKE AN ACTION IF IT WILL SAVE THEM MONEY, BUT WON'T IF IT COSTS TOO MUCH.**

## → LIMITATIONS TO RESEARCH

### → MARGIN OF ERRORS

The margin of error on the overall 2008 data is +3.09% (at 95% confidence level, for a 50% result), whilst the 2011 total sample margin of error is +3.25% (at 95% confidence level, for a 50% result). As such, any variation of 3% or less can be assumed not to be statistically significant.

### → SOURCES OF POTENTIAL SAMPLING BIAS INCLUDE

The demographic make-up of the sample differed slightly from 2008 to 2011. There were less females surveyed in 2011 (24%) than 2008 (34%). There were more over 55's in 2011 (37%) than 2008 (28%). The segmentation results of this research show the doubters\* and sceptics\*\* groups are more likely to be male and over 55 therefore please apply caution when analysing the statistics due to this age and gender skew.

### → ACCURACY OF DATA

As for all data obtained by survey, the accuracy of the information cannot be judged without further follow-up studies or independent research.

- It is not possible to interpret or further categorise responses of 'not applicable'
- Behaviours reported by survey respondents cannot be independently verified
- Attitudes may not represent those of the business' whole management team or all owners
- Some respondents may not be aware of all the actions to reduce carbon emissions that are undertaken in their business, or the degree to which policies are actually implemented
- Respondents' answers may be influenced by social pressure to answer according to perceived community or interviewer values.

\*Doubters belief... I'm not convinced climate change is as serious an issue as they say (22% of total CATI survey) - 16% of females and 25% of males were doubters. 19% of under 55's and 24% of over 55's were doubters

\*\*Sceptics belief... I don't believe climate change is happening at all (5% of total CATI survey) - 3% of females and 5% of males were sceptics. 3% of under 55's and 5% of over 55's were sceptics



## → SUMMARY OF KEY FINDINGS

Table 1: Business issues

QUESTION	RESPONSES	2008	2011
<b>KA1.</b> THINKING JUST ABOUT ISSUES FACED BY YOUR BUSINESS, WHAT ARE THE THREE MOST IMPORTANT ISSUES FOR YOUR BUSINESS OVER THE NEXT FEW YEARS? STARTING WITH THE MOST IMPORTANT (NOT PROMPTED)	Financial survival/ economy	35.2	21.3
	Staffing issues	4.4	8.6
	Sales/revenue	11.8	15.5
	Cost control	4.6	6.9
	Government intervention	2.0	5.3
	Profitability	10.7	7.7
	Industry-specific issue	3.5	3.9
	Capital/having enough money	2.4	3.3
	Skills shortage	0.9	1.8
	Marketing/image	2.0	3.1
	Competition in market place	0.0	2.8
	Occupational health and safety	0.7	1.3
	Price on carbon	-	1.4
	Carbon Pollution Reduction Scheme	0.3	-
	Technology	0.5	1.0
	New product development	0.6	0.7
	Supply	0.0	1.2
	Other environmental concerns	0.8	0.9
	Cost of raw materials	0.0	0.8
	Taxation issues	0.0	0.7
	Exchange rate/ Australian dollar	0.0	1.0
	Government spending/ funding	0.0	0.8
	Water scarcity	3.2	0.6
	Climate change	0.9	0.3
	Other	12.3	7.5
	Nothing/none	1.5	1.0
Don't know / Can't say	2.0	0.9	
Refused	0.0	0.0	
Missing/ skipped	0.0	0.0	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>KA1A.</b> AND WHAT IS THE SECOND MOST IMPORTANT ISSUE FOR YOUR BUSINESS OVER THE NEXT FEW YEARS? (NOT PROMPTED)	Financial survival/ economy	12.5	12.7
	Staffing issues	8.4	10.9
	Sales/revenue	10.3	8.3
	Cost control	6.7	8.6
	Government intervention	1.4	6.4
	Profitability	12.5	4.5
	Industry-specific issue	3.6	4.1
	Capital/having enough money	2.9	3.6
	Skills shortage	1.7	3.9
	Marketing/image	2.3	3.2
	Competition in market place	0.0	1.8
	Occupational health and safety	1.5	1.7
	Price on carbon	-	1.8
	Carbon Pollution Reduction Scheme	1.1	-
	Technology	1.0	1.2
	New product development	1.0	1.2
	Supply	0.0	1.1
	Other environmental concerns	1.5	1.8
	Cost of raw materials	0.0	1.4
	Taxation issues	0.0	1.3
	Exchange rate/ Australian dollar	0.0	1.7
	Government spending/ funding	0.0	0.1
	Water scarcity	1.0	0.3
	Climate change	1.5	0.1
	Other	13.5	10.8
	Nothing/none	8.0	4.3
Don't know / Can't say	4.2	1.5	
Refused	0.1	0.0	
Missing/ skipped	3.5	1.9	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

Cont' Table 1: Business issues

QUESTION	RESPONSES	2008	2011
<b>KA1B.</b> AND WHAT IS THE THIRD MOST IMPORTANT ISSUE FOR YOUR BUSINESS OVER THE NEXT FEW YEARS? (NOT PROMPTED)	Financial survival/ economy	8.2	9.7
	Staffing issues	8.8	11.1
	Sales/revenue	6.5	5.1
	Cost control	5.3	6.3
	Government intervention	1.5	4.0
	Profitability	9.2	3.1
	Industry-specific issue	2.2	4.3
	Capital/having enough money	2.7	1.9
	Skills shortage	1.4	2.9
	Marketing/image	1.8	1.8
	Competition in market place	0.0	2.5
	Occupational health and safety	1.0	1.3
	Price on carbon	-	0.9
	Carbon Pollution Reduction Scheme	0.4	-
	Technology	0.8	1.5
	New product development	0.7	1.8
	Supply	0.0	1.0
	Other environmental concerns	1.9	0.6
	Cost of raw materials	0.0	1.0
	Taxation issues	0.0	1.2
	Exchange rate/ Australian dollar	0.0	0.6
	Government spending/ funding	0.0	0.3
	Water scarcity	0.5	0.1
	Climate change	0.5	0.1
	Other	13.0	12.1
	Nothing/none	11.8	14.0
	Don't know / Can't say	5.8	3.2
	Refused	0.3	0.1
Missing/ skipped	15.8	7.7	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>KA1, KA1A, KA1B.</b> CUMULATIVE MENTIONS	Financial survival/ economy	55.8	43.6
	Staffing issues	21.6	30.6
	Sales/revenue	28.6	28.9
	Cost control	16.7	21.8
	Government intervention	4.8	15.6
	Profitability	32.4	15.3
	Industry-specific issue	9.2	12.2
	Capital/having enough money	7.9	8.8
	Skills shortage	4.0	8.5
	Marketing/image	6.0	8.0
	Competition in market place	0.0	7.0
	Occupational health and safety	3.2	4.3
	Price on carbon	-	4.1
	Carbon Pollution Reduction Scheme	1.8	-
	Technology	2.3	3.7
	New product development	2.3	3.6
	Supply	0.0	3.3
	Other environmental concerns	4.2	3.2
	Cost of raw materials	0.0	3.2
	Taxation issues	0.0	3.2
	Exchange rate/ Australian dollar	0.0	3.2
	Government spending/ funding	0.0	3.2
	Water scarcity	4.6	1.0
	Climate change	2.9	0.6
	Other	38.8	30.4
	Nothing/none	21.2	19.3
	Don't know / Can't say	12.1	5.6
	Refused	0.4	0.1
Missing/ skipped	0.0	9.6	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

Table 2: Climate change knowledge and attitudes

QUESTION	RESPONSES	2008	2011
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - THE GLOBAL FINANCIAL CRISIS IS STILL AFFECTING MY BUSINESS	Strongly agree	-	30.4
	Tend to agree	-	29.6
	Neither agree nor disagree	-	2.3
	Tend to disagree	-	21.7
	Strongly disagree	-	14.4
	Not applicable	-	0.7
	Don't know / can't say	-	0.9
	Refused	-	0.0
	<b>N = TOTAL SAMPLE</b>		-
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - THE CURRENT FINANCIAL CRISIS IS AFFECTING MY BUSINESS	Strongly agree	4.3	-
	Tend to agree	32.2	-
	Neither agree nor disagree	4.3	-
	Tend to disagree	15.7	-
	Strongly disagree	4.2	-
	Not applicable	0.0	-
	Don't know / can't say	0.4	-
	Refused	0.0	-
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>-</b>
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - THERE IS LITTLE DEMAND IN MY BUSINESS FOR GREEN PRODUCTS AND SERVICES	Strongly agree	19.0	29.4
	Tend to agree	37.7	31.7
	Neither agree nor disagree	7.0	3.0
	Tend to disagree	23.0	20.9
	Strongly disagree	11.8	12.2
	Not applicable	0.8	1.4
	Don't know / can't say	0.7	1.1
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - IT'S NOT WORTH ME DOING THINGS TO HELP THE ENVIRONMENT IF COUNTRIES SUCH AS INDIA AND CHINA DON'T DO THE SAME	Strongly agree	-	27.9
	Tend to agree	-	19.1
	Neither agree nor disagree	-	2.5
	Tend to disagree	-	20.7
	Strongly disagree	-	28.7
	Not applicable	-	0.4
	Don't know / can't say	-	0.3
	Refused	-	0.0
	<b>N = TOTAL SAMPLE</b>	<b>-</b>	<b>908</b>
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - HUMAN INGENUITY WILL ENSURE THAT THE PLANET REMAINS LIVEABLE	Strongly agree	23.6	22.1
	Tend to agree	46.8	44.8
	Neither agree nor disagree	8.5	5.9
	Tend to disagree	13.4	15.4
	Strongly disagree	5.6	7.8
	Not applicable	0.0	0.1
	Don't know / can't say	2.0	3.6
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - POLLUTION GENERATED IN AUSTRALIA HARMS PEOPLE ALL OVER THE WORLD	Strongly agree	30.6	18.1
	Tend to agree	41.0	35.4
	Neither agree nor disagree	6.1	4.4
	Tend to disagree	13.4	21.6
	Strongly disagree	6.8	17.1
	Not applicable	0.1	0.3
	Don't know / can't say	1.9	3.2
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>

Cont' Table 2: Climate change knowledge and attitudes

QUESTION	RESPONSES	2008	2011
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - IT'S NOT WORTH ME DOING THINGS TO HELP THE ENVIRONMENT IF OTHER BUSINESSES DON'T DO THE SAME	Strongly agree	8.2	16.5
	Tend to agree	14.5	18.7
	Neither agree nor disagree	3.3	3.0
	Tend to disagree	37.8	31.2
	Strongly disagree	35.7	29.3
	Not applicable	0.4	0.9
	Don't know / can't say	0.1	0.2
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - BEING ENVIRONMENTALLY FRIENDLY GIVES MY BUSINESS A COMPETITIVE EDGE	Strongly agree	13.9	12.3
	Tend to agree	31.2	25.8
	Neither agree nor disagree	11.3	7.8
	Tend to disagree	30.7	29.0
	Strongly disagree	10.5	21.3
	Not applicable	1.9	1.8
	Don't know / can't say	0.5	2.1
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - I AM WILLING TO PAY MORE FOR SUPPLIES IN ORDER TO PROTECT THE ENVIRONMENT	Strongly agree	15.9	9.8
	Tend to agree	44.8	39.5
	Neither agree nor disagree	12.3	6.5
	Tend to disagree	16.0	22.9
	Strongly disagree	9.7	19.1
	Not applicable	0.4	0.6
	Don't know / can't say	1.0	1.7
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

QUESTION	RESPONSES	2008	2011
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - BY REDUCING ITS IMPACT ON THE ENVIRONMENT MY BUSINESS CAN SAVE MONEY	Strongly agree	11.6	8.1
	Tend to agree	30.3	20.3
	Neither agree nor disagree	14.1	8.3
	Tend to disagree	28.5	32.7
	Strongly disagree	11.9	23.9
	Not applicable	1.1	1.8
	Don't know / can't say	2.6	4.6
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - IT IS TOO EXPENSIVE TO CHANGE BUSINESS PRACTICES TO HELP THE ENVIRONMENT	Strongly agree	-	11.9
	Tend to agree	-	22.1
	Neither agree nor disagree	-	9.5
	Tend to disagree	-	34.0
	Strongly disagree	-	17.5
	Not applicable	-	1.3
	Don't know / can't say	-	3.4
	Refused	-	0.0
	<b>N = TOTAL SAMPLE</b>		<b>-</b>

<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - THE PRICE ON CARBON WON'T AFFECT MY BUSINESS FINANCIALLY	Strongly agree	-	8.6
	Tend to agree	-	9.6
	Neither agree nor disagree	-	5.0
	Tend to disagree	-	23.7
	Strongly disagree	-	45.3
	Not applicable	-	0.2
	Don't know / can't say	-	7.7
	Refused	-	0.0
	<b>N = TOTAL SAMPLE</b>		<b>-</b>

Cont' Table 2: Climate change knowledge and attitudes

QUESTION	RESPONSES	2008	2011
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - THE CARBON POLLUTION REDUCTION SCHEME (EMISSIONS TRADING SCHEME) WONT AFFECT MY BUSINESS FINANCIALLY	Strongly agree	8.8	-
	Tend to agree	21.8	-
	Neither agree nor disagree	17.6	-
	Tend to disagree	25.4	-
	Strongly disagree	18.4	-
	Not applicable	0.3	-
	Don't know / can't say	7.7	-
	Refused	0.0	-
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>-</b>
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - THERE'S NOTHING MY BUSINESS CAN DO ABOUT THE ENVIRONMENT	Strongly agree	5.6	8.9
	Tend to agree	13.6	17.3
	Neither agree nor disagree	3.0	3.2
	Tend to disagree	47.1	40.9
	Strongly disagree	29.8	29.0
	Not applicable	0.3	0.1
	Don't know / can't say	0.5	0.6
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - THE EFFECTS OF CLIMATE CHANGE ARE TOO FAR IN THE FUTURE TO REALLY WORRY ME	Strongly agree	4.6	7.6
	Tend to agree	9.9	16.4
	Neither agree nor disagree	4.2	6.2
	Tend to disagree	43.5	35.7
	Strongly disagree	37.2	30.7
	Not applicable	0.2	1.9
	Don't know / can't say	0.4	1.2
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - IN TOTAL SMALL BUSINESSES PRODUCE A LARGE AMOUNT OF GREENHOUSE GAS	Strongly agree	7.6	5.4
	Tend to agree	25.8	18.0
	Neither agree nor disagree	17.5	9.1
	Tend to disagree	31.7	34.5
	Strongly disagree	11.8	24.7
	Not applicable	0.1	0.6
	Don't know / can't say	5.4	7.7
	Refused	0.1	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>KA15.</b> PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT - GLOBAL WARMING IS PART OF A NATURALLY RECURRING CYCLE	Strongly agree	14.7	-
	Tend to agree	28.9	-
	Neither agree nor disagree	16.4	-
	Tend to disagree	22.3	-
	Strongly disagree	14.4	-
	Not applicable	0.0	-
	Don't know / can't say	3.3	-
	Refused	0.0	-
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>-</b>
<b>KA7.</b> OVERALL, ARE YOU PERSONALLY CONCERNED ABOUT CLIMATE CHANGE?	Yes - very concerned	32.3	16.5
	Yes - fairly concerned	35.0	24.2
	Yes - slightly concerned	15.5	20.9
	No - Not at all concerned	16.7	36.9
	Don't know / Can't say	0.5	1.0
	Refused	0.0	0.4
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>

Cont' Table 2: Climate change knowledge and attitudes

QUESTION	RESPONSES	2008	2011
<b>KA9.</b> I'M NOW GOING TO READ OUT SOME STATEMENTS TO DESCRIBE OPINIONS TOWARDS THE CONCEPT OF CLIMATE CHANGE, BE IT DUE TO HUMAN INFLUENCE OR NATURAL CYCLES. PLEASE INDICATE WHICH OF THESE STATEMENTS BEST DESCRIBES YOUR BELIEFS?	I believe climate change is a serious issue that needs to be addressed now	-	22.8
	I believe climate change is an issue, but there are some questions about it that still need answering	-	47.6
	I'm not convinced climate change is as serious an issue as they say and	-	23.6
	I don't believe climate change is happening at all	-	5.0
	Don't know / Can't say	-	0.8
	Refused	-	0.9
	<b>N = TOTAL SAMPLE</b>	-	<b>908</b>
<b>KA10.</b> DO YOU BELIEVE THAT THIS CHANGE IN CLIMATE IS DUE TO HUMAN ACTION OR AS A RESULT OF NATURAL PROCESSES?	Due to human action only	-	20.6
	Both - more so humans	-	22.0
	Both - about even	-	17.6
	Both - don't know split	-	4.1
	Both - more so natural processes	-	12.4
	Natural process only	-	19.6
	Don't know/Not sure	-	3.6
	Refused	-	0.0
<b>N = BELIEVE THE CLIMATE IS CHANGING</b>	-	<b>853</b>	

Table 3: Trust

QUESTION	RESPONSES	2008	2011
<b>SI1.</b> WHO WOULD YOU TRUST TO INFORM YOU ON HOW YOUR BUSINESS CAN IMPLEMENT INCREASED SUSTAINABILITY INITIATIVES? (NOT PROMPTED)	No one	-	21.6
	Industry and professional associations	-	12.4
	Federal/state government )	-	11.8
	Scientists/research based organisations	-	7.3
	Local government (incl. councils)	-	5.7
	My accountant	-	6.6
	VECCI	-	4.3
	The business community in general/ Business colleagues/industry contacts	-	5.1
	External consultants/ seminars/ conferences	-	3.1
	Individuals	-	2.9
	Media (newspapers, radio, television, direct mail)	-	2.1
	Australian environmental organisations (Australian Conservation Foundation, WWF)	-	1.5
	Staff	-	1.9
	Friends/family	-	1.9
	Internet/World Wide Web	-	1.1
	Environmental programs	-	0.6
	Sustainability Victoria	-	0.4
	Universities	-	0.4
	International environmental organisations	-	0.3
	Refused	-	0.1
Other	-	7.9	
Don't know/ Can't say	-	14.2	
<b>N = TOTAL SAMPLE</b>	-	<b>908</b>	

Table 4 : Current behaviours

QUESTION	RESPONSES	2008	2011
<b>B1.</b> THINKING JUST ABOUT THE POWER USED FOR LIGHTING IN YOUR BUSINESS...  ARE YOU SWITCHING OFF LIGHTS WHEN NOT NEEDED?	Yes	94.8	92.8
	No	3.8	5.4
	Not applicable	1.5	1.8
	Don't know / can't say	0.0	0.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B1.</b> THINKING JUST ABOUT THE POWER USED FOR LIGHTING IN YOUR BUSINESS...  HAVE YOU REPLACED GLOBES WITH MORE EFFICIENT ONES?	Yes	72.5	77.1
	No	21.5	19.2
	Not applicable	4.2	2.6
	Don't know / can't say	1.8	1.1
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B1.</b> THINKING JUST ABOUT THE POWER USED FOR LIGHTING IN YOUR BUSINESS...  HAVE YOU REMOVED GLOBES/ LAMPS IN AREAS THAT HAD MORE LIGHT THAN NEEDED	Yes	38.5	34.3
	No	39.7	54.8
	Not applicable	21.2	10.4
	Don't know / can't say	0.5	0.6
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B1.</b> THINKING JUST ABOUT THE POWER USED FOR LIGHTING IN YOUR BUSINESS...  HAVE YOU INSTALLED TIMERS TO SWITCH LIGHTS OFF?	Yes	29.2	27.4
	No	59.7	67.5
	Not applicable	10.8	5.0
	Don't know / can't say	0.3	0.1
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B1.</b> THINKING JUST ABOUT THE POWER USED FOR LIGHTING IN YOUR BUSINESS...  HAVE YOU INSTALLED ZONED LIGHTING SO YOU HAVE MORE CONTROL OVER TURNING OFF LIGHTS IN SOME AREAS?	Yes	48.3	51.4
	No	36.3	39.8
	Not applicable	14.7	8.6
	Don't know / can't say	0.7	0.1
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

QUESTION	RESPONSES	2008	2011
<b>B2.</b> THINKING JUST ABOUT AIR CONDITIONING AND HEATING IN YOUR BUSINESS AND THE POWER USED FOR HEATING AND COOLING...  HAVE YOU REDUCED THE AMOUNT THAT YOU USE HEATING AND COOLING?	Yes	50.4	49.9
	No	33.7	37.9
	Not applicable	14.2	10.6
	Don't know / can't say	1.7	1.7
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B2.</b> THINKING JUST ABOUT AIR CONDITIONING AND HEATING IN YOUR BUSINESS AND THE POWER USED FOR HEATING AND COOLING...  HAVE YOU ADJUSTED THE TEMPERATURE TO USE LESS POWER?	Yes	53.2	57.2
	No	28.2	29.7
	Not applicable	17.6	12.4
	Don't know / can't say	1.1	0.7
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B2.</b> THINKING JUST ABOUT AIR CONDITIONING AND HEATING IN YOUR BUSINESS AND THE POWER USED FOR HEATING AND COOLING...  HAVE YOU IMPROVED INSULATION OR DRAFT PROOFING?	Yes	40.2	37.7
	No	41.7	50.3
	Not applicable	17.0	11.2
	Don't know / can't say	1.1	0.7
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B2.</b> THINKING JUST ABOUT AIR CONDITIONING AND HEATING IN YOUR BUSINESS AND THE POWER USED FOR HEATING AND COOLING...  HAVE YOU PURCHASED A MORE EFFICIENT HEATING OR COOLING SYSTEM?	Yes	35.8	36.7
	No	46.7	50.8
	Not applicable	17.1	12.0
	Don't know / can't say	0.4	0.6
	Refused	0.0	0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B3.</b> THINKING ABOUT APPLIANCES, EQUIPMENT AND MACHINERY...  ARE YOU TURNING APPLIANCES, EQUIPMENT AND MACHINERY OFF WHEN NOT BEING USED?	Yes	90.3	86.1
	No	6.7	9.8
	Not applicable	3.0	3.6
	Don't know / can't say	0.0	0.4
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

Cont' Table 4: Current behaviours

QUESTION	RESPONSES	2008	2011
<b>B3.</b> THINKING ABOUT APPLIANCES, EQUIPMENT AND MACHINERY...  ARE YOU TURNING APPLIANCES, EQUIPMENT AND MACHINERY OFF STANDBY?	Yes	56.2	57.2
	No	33.0	31.8
	Not applicable	10.0	9.6
	Don't know / can't say	0.8	1.4
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B3.</b> THINKING ABOUT APPLIANCES, EQUIPMENT AND MACHINERY...  ARE YOU MAINTAINING THE EQUIPMENT TO ENSURE IT WORKS EFFICIENTLY?	Yes	94.0	94.3
	No	2.8	1.3
	Not applicable	3.2	4.3
	Don't know / can't say	0.1	0.1
	Refused	0.0	0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B3.</b> THINKING ABOUT APPLIANCES, EQUIPMENT AND MACHINERY...  HAVE YOU PURCHASED MORE EFFICIENT EQUIPMENT?	Yes	60.6	45.9
	No	31.4	45.6
	Not applicable	7.5	7.0
	Don't know / can't say	0.5	1.3
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B4.</b> THINKING ABOUT VEHICLES OWNED BY THE BUSINESS AND FUEL USED...  ARE YOU USING DIFFERENT FUELS?	Yes	27.5	30.3
	No	56.9	52.6
	Not applicable	14.9	16.6
	Don't know / can't say	0.7	0.3
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B4.</b> THINKING ABOUT VEHICLES OWNED BY THE BUSINESS AND FUEL USED...  HAVE YOU REDUCED NUMBER OF TRIPS YOU MAKE?	Yes	38.7	33.6
	No	33.4	42.7
	Not applicable	27.5	22.8
	Don't know / can't say	0.4	0.7
	Refused	0.0	0.2
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

QUESTION	RESPONSES	2008	2011
<b>B4.</b> THINKING ABOUT VEHICLES OWNED BY THE BUSINESS AND FUEL USED...  HAVE YOU REDUCED THE TOTAL DISTANCE BEING TRAVELLED?	Yes	29.4	26.3
	No	39.0	48.0
	Not applicable	31.1	25.1
	Don't know / can't say	0.4	0.4
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B4.</b> THINKING ABOUT VEHICLES OWNED BY THE BUSINESS AND FUEL USED...  HAVE YOU PURCHASED MORE FUEL-EFFICIENT VEHICLES?	Yes	42.0	44.6
	No	40.8	37.8
	Not applicable	17.0	17.2
	Don't know / can't say	0.2	0.3
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B5.</b> THINKING ABOUT RUBBISH AND WASTE ASSOCIATED WITH YOUR BUSINESS...  ARE YOU RECYCLING?	Yes	90.6	91.4
	No	7.5	7.0
	Not applicable	1.8	1.4
	Don't know / can't say	0.1	0.1
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B5.</b> THINKING ABOUT RUBBISH AND WASTE ASSOCIATED WITH YOUR BUSINESS...  ARE YOU RE-USING MATERIAL THAT WAS PREVIOUSLY DISCARDED?	Yes	68.2	56.6
	No	25.5	37.6
	Not applicable	6.2	5.2
	Don't know / can't say	0.1	0.6
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B5.</b> THINKING ABOUT RUBBISH AND WASTE ASSOCIATED WITH YOUR BUSINESS...  HAVE YOU REDUCED THE AMOUNT OF RUBBISH AND WASTE PRODUCED?	Yes	71.0	60.5
	No	20.8	33.9
	Not applicable	6.8	3.9
	Don't know / can't say	1.3	1.8
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

Cont' Table 4: Current behaviours

QUESTION	RESPONSES	2008	2011
<b>B5.</b> THINKING ABOUT RUBBISH AND WASTE ASSOCIATED WITH YOUR BUSINESS...  INTRODUCED RECYCLING FOR DIFFERENT TYPES OF WASTE	Yes	79.2	77.5
	No	15.0	18.3
	Not applicable	5.7	3.7
	Don't know / can't say	0.0	0.4
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B5.</b> THINKING ABOUT RUBBISH AND WASTE ASSOCIATED WITH YOUR BUSINESS...  CHANGED BUSINESS PRACTICES SO THAT LESS WASTE IS PRODUCED	Yes	66.3	61.5
	No	25.3	33.3
	Not applicable	7.8	4.8
	Don't know / can't say	0.6	0.4
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B5.</b> THINKING ABOUT RUBBISH AND WASTE ASSOCIATED WITH YOUR BUSINESS...  CHANGED BUSINESS PRACTICES SO MATERIALS ARE DISPOSED OF IN AN ENVIRONMENTALLY FRIENDLY WAY	Yes	-	75.0
	No	-	19.4
	Not applicable	-	4.8
	Don't know / can't say	-	0.8
	Refused	-	0.0
	<b>N = TOTAL SAMPLE</b>		<b>-</b>
<b>B1B.</b> WHAT BUSINESS IS CURRENTLY DOING TO FURTHER REDUCE THE POWER USED FOR LIGHTING	Not thinking about doing anything	34.4	40.5
	Thinking about doing something	17.0	20.4
	Getting ready to implement something	7.5	6.6
	Implementing something	38.7	28.6
	Don't know / Can't say	2.3	3.3
	Refused	0.1	0.6
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>B2B.</b> WHAT BUSINESS IS CURRENTLY DOING TO FURTHER REDUCE POWER FOR AIR CONDITIONING AND HEATING?	Not thinking about doing anything	38.6	45.5
	Thinking about doing something	14.3	18.7
	Getting ready to implement something	8.7	6.2
	Implementing something	30.7	20.7
	Don't know / Can't say	7.4	0.0
	Refused	0.2	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B3B.</b> WHAT BUSINESS IS CURRENTLY DOING TO FURTHER REDUCE POWER AND FUEL USED TO RUN MACHINERY, EQUIPMENT, APPLIANCES?	Not thinking about doing anything	33.9	41.6
	Thinking about doing something	17.0	24.0
	Getting ready to implement something	6.8	5.4
	Implementing something	37.9	24.1
	Don't know / Can't say	4.3	0.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>
<b>B4B.</b> WHAT BUSINESS IS CURRENTLY DOING TO FURTHER REDUCE THE ENVIRONMENTAL IMPACT OF TRANSPORT?	Not thinking about doing anything	36.2	49.9
	Thinking about doing something	16.9	17.9
	Getting ready to implement something	9.1	4.2
	Implementing something	34.3	23.6
	Don't know / Can't say	3.5	0.0
	Refused	0.1	0.0
	<b>N = TOTAL SAMPLE</b>		<b>893</b>
<b>B5B.</b> WHAT BUSINESS IS CURRENTLY DOING TO FURTHER REDUCE THE AMOUNT OF WASTE GOING TO LANDFILL?	Not thinking about doing anything	29.1	40.4
	Thinking about doing something	14.4	18.5
	Getting ready to implement something	5.0	5.0
	Implementing something	48.0	32.2
	Don't know / Can't say	3.5	0.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>1012</b>

Cont' Table 4: Current behaviours

QUESTION	RESPONSES	2008	2011
<b>B1C.</b> DO YOU KNOW WHAT ELSE YOU COULD DO TO FURTHER REDUCE POWER USED FOR LIGHTING?	Yes	21.8	18.5
	Maybe/probably	11.5	6.8
	No	65.2	71.7
	Don't know / Can't say	1.4	2.7
	Refused	0.0	0.3
	<b>N = TOTAL SAMPLE</b>		<b>348</b>
<b>B2C.</b> DO YOU KNOW WHAT ELSE YOU COULD DO TO REDUCE POWER USED FOR AIR CONDITIONING AND HEATING?	Yes	21.2	17.9
	Maybe/probably	9.7	2.9
	No	66.8	75.1
	Don't know / Can't say	2.3	0.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>391</b>
<b>B3C.</b> DO YOU KNOW WHAT ELSE YOU COULD DO TO FURTHER REDUCE POWER AND FUEL USED TO RUN MACHINERY, EQUIPMENT AND APPLIANCES?	Yes	15.2	11.4
	Maybe/probably	8.2	2.4
	No	74.3	84.1
	Don't know / Can't say	2.3	0.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>343</b>

QUESTION	RESPONSES	2008	2011
<b>B4C.</b> DO YOU KNOW WHAT ELSE COULD DO TO FURTHER REDUCE THE ENVIRONMENTAL IMPACT OF TRANSPORT?	Yes	23.5	20.3
	Maybe/probably	8.8	3.6
	No	66.0	73.0
	Don't know / Can't say	17	0.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>353</b>
<b>B5C.</b> DO YOU KNOW WHAT ELSE YOU COULD DO TO FURTHER REDUCE THE AMOUNT OF WASTE GOING TO LANDFILL?	Yes	12.9	11.4
	Maybe/probably	5.8	3.0
	No	77.9	83.7
	Don't know / Can't say	3.4	0.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>		<b>294</b>

Table 5: Motivations, barriers and enablers

QUESTION	RESPONSES	2008	2011
<b>BM1.</b> <b>THINKING NOW ABOUT ALL OF THE THINGS YOUR BUSINESS HAS DONE IN RELATION TO LIGHTING, EQUIPMENT, HEATING/COOLING, TRANSPORT AND WASTE, WHAT WERE THE TWO MOST IMPORTANT REASONS FOR MAKING THOSE CHANGES? STARTING WITH THE MOST IMPORTANT... (NOT PROMPTED)</b>	Cost savings/improving profitability	42.9	50.3
	Environmental/Ethical reasons (e.g. Commitment to environmental/sustainability principles, 'doing the right thing')	46.4	35.0
	Improved business efficiency	4.7	5.4
	Government regulations	0.7	1.3
	Head office/franchise requirement	0.1	0.1
	Industry standards/voluntary codes of practice	0.5	0.0
	New markets for green products	0.0	0.0
	Maintaining or improving competitive advantage	0.4	0.0
	Demand from shareholder/customer/ community/supplier	0.0	0.2
	Risk management	0.5	0.1
	Company reputation	0.2	0.4
	Attracting, motivating and retaining employees	0.2	0.1
	Avoidance of regulation (i.e. By taking pre-emptive voluntary action)	0.0	0.0
	Demand from customers / to attract new customers	0.3	0.1
	Other	1.3	2.3
	No further reason	0.3	0.0
	Don't know / Can't say	1.5	4.3
Refused	0.0	0.2	
Missing/ skipped	0.0	0.0	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>906</b>

QUESTION	RESPONSES	2008	2011
<b>BM1A.</b> <b>AND WHAT IS THE SECOND MOST IMPORTANT REASON FOR MAKING THOSE CHANGES? (NOT PROMPTED)</b>	Cost savings/improving profitability	26.3	23.4
	Environmental/Ethical reasons (e.g. Commitment to environmental/sustainability principles, 'doing the right thing')	32.2	33.1
	Improved business efficiency	8.6	9.8
	Government regulations	0.4	1.0
	Head office/franchise requirement	0.1	0.3
	Industry standards/voluntary codes of practice	0.8	0.8
	New markets for green products	0.3	0.0
	Maintaining or improving competitive advantage	1.0	0.3
	Demand from shareholder/customer/ community/supplier	0.0	0.2
	Risk management	0.0	0.4
	Company reputation	0.9	1.7
	Attracting, motivating and retaining employees	0.6	0.9
	Avoidance of regulation (i.e. By taking pre-emptive voluntary action)	0.3	0.2
	Demand from customers / to attract new customers	0.4	0.6
	Other	2.6	2.2
	No further reason	9.4	12.8
	Don't know / Can't say	14.6	7.5
Refused	0.1	0.2	
Missing/ skipped	0.0	4.5	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>906</b>

Cont' Table 5: Motivations, barriers and enablers

QUESTION	RESPONSES	2008	2011
<b>BM1, BM1A.</b> CUMULATIVE MENTIONS	Cost savings/improving profitability	69.2	73.7
	Environmental/Ethical reasons (e.g. Commitment to environmental/sustainability principles, 'doing the right thing')	78.7	68.1
	Improved business efficiency	13.3	15.2
	Government regulations	1.1	2.3
	Head office/franchise requirement	0.2	0.4
	Industry standards/voluntary codes of practice	1.3	0.8
	New markets for green products	0.3	0.0
	Maintaining or improving competitive advantage	1.4	0.3
	Demand from shareholder/customer/community/supplier	0.0	0.4
	Risk management	0.5	0.6
	Company reputation	1.1	2.1
	Attracting, motivating and retaining employees	0.8	1.0
	Avoidance of regulation (i.e. By taking pre-emptive voluntary action)	0.3	0.2
	Demand from customers / to attract new customers	0.7	0.7
	Other	3.9	4.5
	No further reason	9.7	12.8
	Don't know / Can't say	16.1	11.8
Refused	0.1	0.4	
Missing/ skipped	0.0	4.5	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>906</b>

QUESTION	RESPONSES	2008	2011
<b>BM3.</b> STILL THINKING ABOUT ALL THE THINGS YOUR BUSINESS HAS DONE IN RELATION TO LIGHTING, EQUIPMENT, HEATING/COOLING, TRANSPORT AND WASTE. WHAT ARE THE TWO MOST IMPORTANT THINGS THAT STOP YOU MAKING FURTHER CHANGES IN YOUR BUSINESS? STARTING WITH THE MOST IMPORTANT THING... (NOT PROMPTED)	Cost savings/improving profitability	42.6	49.3
	Environmental/Ethical reasons (e.g. Commitment to environmental/sustainability principles, 'doing the right thing')	4.8	5.4
	Improved business efficiency	18.2	11.2
	Government regulations	8.3	6.9
	Head office/franchise requirement	2.7	2.1
	Industry standards/voluntary codes of practice	4.3	2.6
	New markets for green products	1.0	0.8
	Maintaining or improving competitive advantage	0.4	1.0
	Demand from shareholder/customer/community/supplier	0.4	0.9
	Risk management	2.2	0.9
	Company reputation	0.3	0.6
	Attracting, motivating and retaining employees	0.0	0.6
	Avoidance of regulation (i.e. By taking pre-emptive voluntary action)	1.0	0.3
	Demand from customers / to attract new customers	0.6	0.7
	Other	7.0	8.7
	No further reason	0.0	0.0
	Don't know / Can't say	4.1	6.5
Refused	0.1	0.2	
Missing/ skipped	0.0	0.0	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

Cont' Table 5: Motivations, barriers and enablers

QUESTION	RESPONSES	2008	2011
<b>BM3A.</b> AND WHAT IS THE SECOND MOST IMPORTANT THING STOPPING YOU MAKING FURTHER CHANGES IN YOUR BUSINESS? (NOT PROMPTED)	Cost	8.1	8.7
	Lack of time/staff resources	9.2	11.7
	Nothing else to do	10.2	4.4
	Not sure what to do	6.4	6.1
	Lack of government assistance	2.8	2.2
	Do not own the premises/Landlord will not allow changes	1.2	1.3
	Risks involved (e.g. Interfering with product/service quality)	1.1	1.8
	No evidence of benefits	1.3	1.5
	Make business uncompetitive	0.9	1.5
	Lack of expertise within the business	1.4	1.4
	Lack of information (lack of consistency with information)	1.8	0.6
	Influencing staff	0.8	0.8
	Lack of awareness of potential to make environmental improvements	0.0	0.4
	Lack of market demand	1.0	0.6
	Lack of commitment from senior management	4.8	8.4
	Other	0.0	15.0
	No further reason	20.5	806
	Refused	0.2	0.3
Missing/ skipped	28.1	24.9	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>BM3, BM3A.</b> CUMULATIVE MENTIONS	Cost	50.7	58.0
	Lack of time/staff resources	14.0	17.1
	Nothing else to do	14.7	13.0
	Not sure what to do	5.4	4.3
	Lack of government assistance	5.5	4.0
	Do not own the premises/Landlord will not allow changes	2.1	2.5
	Risks involved (e.g. Interfering with product/service quality)	1.7	2.5
	No evidence of benefits	1.3	2.4
	Make business uncompetitive	3.6	2.0
	Lack of expertise within the business	3.9	1.9
	Lack of information (lack of consistency with information)	1.1	1.3
	Influencing staff	0.0	1.0
	Lack of awareness of potential to make environmental improvements	2.0	0.9
	Lack of market demand	1.0	0.9
	Lack of commitment from senior management	11.9	17.1
	Other	0.0	15.0
	No further reason	24.5	15.1
	Refused	0.3	0.6
Missing/ skipped	0.0	24.9	
<b>N = TOTAL SAMPLE</b>		<b>1012</b>	<b>908</b>

Cont' Table 5: Motivations, barriers and enablers

QUESTION	RESPONSES	2008	2011
<b>U1.</b> TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT... YOUR BUSINESS CAN'T AFFORD THE INITIAL FINANCIAL OUTLAY AND WAIT FOR THE RETURN ON INVESTMENT	Strongly agree	-	34.8
	Tend to agree	-	28.3
	Neither agree nor disagree (not sure)	-	4.5
	Tend to disagree	-	19.6
	Strongly disagree	-	6.1
	Don't know / can't say	-	5.8
	Refused	-	0.9
	<b>N = TOTAL SAMPLE</b>		-
<b>U1.</b> TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT... YOU DON'T KNOW WHO TO TRUST TO GET ADVICE ON IMPROVING ENERGY EFFICIENCY	Strongly agree	-	34.6
	Tend to agree	-	34.6
	Neither agree nor disagree (not sure)	-	4.2
	Tend to disagree	-	16.9
	Strongly disagree	-	7.2
	Don't know / can't say	-	2.4
	Refused	-	0.2
	<b>N = TOTAL SAMPLE</b>		-
<b>U1.</b> TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT... IF THE BUSINESS HAD THE FREE TIME/CAPITAL YOU WOULD INVEST IN EXPANDING THE BUSINESS RATHER THAN CONSIDERING ENERGY EFFICIENCY MEASURES	Strongly agree	-	31.2
	Tend to agree	-	30.9
	Neither agree nor disagree (not sure)	-	7.8
	Tend to disagree	-	18.4
	Strongly disagree	-	7.4
	Don't know / can't say	-	3.5
	Refused	-	0.8
	<b>N = TOTAL SAMPLE</b>		-

QUESTION	RESPONSES	2008	2011
<b>U1.</b> TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT... YOU DON'T KNOW HOW TO IMPROVE YOUR BUSINESS ENERGY EFFICIENCY, BUT WOULD BE INTERESTED IF IT WAS MADE EASY FOR YOU	Strongly agree	-	34.8
	Tend to agree	-	28.3
	Neither agree nor disagree (not sure)	-	4.5
	Tend to disagree	-	19.6
	Strongly disagree	-	6.1
	Don't know / can't say	-	5.8
	Refused	-	0.9
	<b>N = TOTAL SAMPLE</b>		-
<b>U1.</b> TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT... THE ENERGY BILL FOR YOUR BUSINESS IS A RELATIVELY SMALL PERCENTAGE OF BUSINESS COSTS, THEREFORE ENERGY EFFICIENCY IS A LOW BUSINESS PRIORITY	Strongly agree	-	34.6
	Tend to agree	-	34.6
	Neither agree nor disagree (not sure)	-	4.2
	Tend to disagree	-	16.9
	Strongly disagree	-	7.2
	Don't know / can't say	-	2.4
	Refused	-	0.2
	<b>N = TOTAL SAMPLE</b>		-
<b>U1.</b> TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT... YOUR BUSINESS HAS ALREADY DONE EVERYTHING IT CAN TO MAKE IMPROVEMENTS TO ENERGY EFFICIENCY	Strongly agree	-	31.2
	Tend to agree	-	30.9
	Neither agree nor disagree (not sure)	-	7.8
	Tend to disagree	-	18.4
	Strongly disagree	-	7.4
	Don't know / can't say	-	3.5
	Refused	-	0.8
	<b>N = TOTAL SAMPLE</b>		-
<b>ECM1.</b> HAVE ANY CLIENTS, CUSTOMERS, OR SUPPLIERS WANTED INFORMATION ABOUT YOUR ENVIRONMENTAL CREDENTIALS	Yes	18.9	20.4
	No	80.0	79.0
	Don't know / can't say	1.1	0.7
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>

Table 6: Measuring and monitoring carbon emissions

QUESTION	RESPONSES	2008	2011
<b>ECM5.</b> HAS YOUR BUSINESS BEEN INVOLVED IN ANY PROGRAMS SPECIFICALLY FOCUSED ON REDUCING THE ENVIRONMENTAL IMPACT OF YOUR BUSINESS?	Yes	21.8	15.6
	No	76.7	83.4
	Don't know / Can't say	1.5	1.0
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>ECM7.</b> WHICH AREA OF BUSINESS DO YOU THINK PRODUCES THE MOST GREENHOUSE GAS EMISSIONS? IS IT...	Electricity	48.5	45.0
	Transport	33.5	34.5
	Air travel	3.2	5.7
	Waste	5.5	4.5
	Gas	3.4	3.4
	Other	2.3	2.6
	Don't know / Can't say	0.1	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>ECM9.</b> WHICH OF THE FOLLOWING HAS YOUR BUSINESS SPECIFICALLY FOCUSED ON MONITORING? ELECTRICITY USAGE	Yes	68.5	69.9
	No	30.2	29.4
	Don't know / Can't say	1.3	0.7
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>ECM9.</b> WHICH OF THE FOLLOWING HAS YOUR BUSINESS SPECIFICALLY FOCUSED ON MONITORING? GAS USAGE	Yes	30.2	25.7
	No	57.1	68.8
	Don't know / Can't say	12.5	4.7
	Refused	0.1	0.8
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>ECM9.</b> WHICH OF THE FOLLOWING HAS YOUR BUSINESS SPECIFICALLY FOCUSED ON MONITORING? FUEL USAGE	Yes	59.2	48.9
	No	36.0	49.1
	Don't know / Can't say	4.8	1.9
	Refused	0.0	0.1
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>ECM9.</b> WHICH OF THE FOLLOWING HAS YOUR BUSINESS SPECIFICALLY FOCUSED ON MONITORING? WASTE	Yes	66.0	60.5
	No	33.0	39.0
	Don't know / Can't say	1.0	0.6
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>ECM9.</b> WHICH OF THE FOLLOWING HAS YOUR BUSINESS SPECIFICALLY FOCUSED ON MONITORING? TOTAL GREENHOUSE GAS EMISSIONS (CARBON FOOTPRINT)	Yes	27.1	17.5
	No	66.0	79.3
	Don't know / Can't say	6.9	3.0
	Refused	0.0	0.2
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>ECM11.</b> WHAT IS YOUR BUSINESS DOING ABOUT CALCULATING ITS GREENHOUSE GAS EMISSIONS (CARBON FOOTPRINT)?	Regularly calculating it	-	4.0
	Starting to calculate it	-	3.7
	Getting ready to calculate it	-	3.1
	Thinking about calculating it	-	15.9
	Not thinking about doing anything	-	69.9
	Don't know / Can't say	-	3.1
	Refused	-	0.3
	<b>N = TOTAL SAMPLE</b>	<b>-</b>	<b>908</b>
<b>ECM11.</b> WHAT IS YOUR BUSINESS DOING ABOUT CALCULATING ITS GREENHOUSE GAS EMISSIONS (CARBON FOOTPRINT)?	Regularly calculating it	-	0.8
	Starting to calculate it	2.1	2.2
	Getting ready to calculate it	3.4	2.8
	Thinking about calculating it	17.5	14.2
	Not thinking about doing anything	74.1	77.5
	Don't know / Can't say	2.8	2.4
	Refused	0.0	0.1
	<b>N = NOT FOCUSED ON MONITORING THEIR GREENHOUSE GAS EMISSIONS</b>	<b>668</b>	<b>720</b>

\* Note ECM10 was deleted.v

## Con't 6: Measuring and monitoring carbon emissions

QUESTION	RESPONSES	2008	2011
<b>P1.</b> HAVE YOU HEARD OF GREENPOWER BEFORE?	Yes	84.8	81.1
	No	15.0	18.3
	Don't know / Can't say	0.2	0.7
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>P2.</b> WHAT IS YOUR BUSINESS DOING ABOUT PURCHASING GREENPOWER? ARE YOU...	Not thinking about it	57.6	66.6
	Thinking about it	22.3	19.9
	Organising to purchase some GreenPower	2.2	1.2
	Purchasing some GreenPower (NOT 100%)	5.8	6.8
	Purchasing all electricity as GreenPower (100%)	6.9	1.9
	Don't know / Can't say	5.0	3.3
	Refused	0.1	0.2
<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>	
<b>P3.</b> THE NEXT FEW QUESTIONS ARE ABOUT CARBON OFFSETS FOR AIR TRAVEL AND CAR HIRE. HAVE YOU HEARD OF THESE CARBON OFFSETS BEFORE?	Yes	68.4	65.3
	No	31.3	34.3
	Don't know / Can't say	0.2	0.4
	Refused	0.1	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>
<b>P3A.</b> DO YOU SOMETIMES FLY OR HIRE CARS IN YOUR BUSINESS?	Yes	54.4	56.8
	No	45.5	43.0
	Don't know / Can't say	0.1	0.2
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>1012</b>	<b>908</b>

QUESTION	RESPONSES	2008	2011
<b>CARBON OFFSETS ALLOW PEOPLE HIRING CARS AND FLYING BY PLANE TO OFFSET THE GREENHOUSE GAS EMISSIONS BY PURCHASING AN OFFSET THAT MAKES A POSITIVE CONTRIBUTION TO EMISSIONS, SUCH AS BY PLANTING TREES. WHAT IS YOUR BUSINESS DOING ABOUT PURCHASING CARBON OFFSETS? ARE YOU...</b>	Not thinking about it	57.5	65.4
	Thinking about it	19.0	12.8
	Organising to purchase some GreenPower	1.4	1.6
	Purchasing some GreenPower (NOT 100%)	8.4	11.0
	Purchasing all electricity as GreenPower (100%)	11.1	8.4
	Don't know / Can't say	2.6	0.8
	Refused	0.0	0.0
	<b>N = TOTAL SAMPLE</b>	<b>431</b>	<b>382</b>



# APPENDIX

## → APPENDIX A - SURVEY QUESTIONNAIRE

### → INTRODUCTION

#### **S1 - GOOD MORNING / AFTERNOON / EVENING. MY NAME IS (...) AND I AM CALLING ON BEHALF OF VECCI (THE VICTORIAN EMPLOYERS' CHAMBER OF COMMERCE AND INDUSTRY) FROM THE SOCIAL RESEARCH CENTRE.**

**COULD I PLEASE SPEAK TO:**  
Insert Name From Sample

**IF ASK WHY:** We have sent him/her a letter about why we are calling so he/she is expecting our call)

**IF REQUIRED PERSON:** For this research we'd like to speak to the owner of the business if there are less than 50 employees or a senior manager who reports direct to the business owner if there are more than 50 employees – would that be you?

**IF NECESSARY:** The research will help to inform Government policy and practical solutions for small and medium businesses in Victoria.

**INTERVIEWER NOTE:** employees includes all people on the payroll - full-time, part-time and casual - if business <50 employees but the owner has no involvement then it is OK to defer to the manager. You can only deviate from the script in circumstances where the owner is not the most appropriate person to speak to. If the owner is the most appropriate, but not available, we CANNOT defer to the manager.

**INTERVIEWER NOTE:** If owner not appropriate ask for person most responsible for day to day management of the business

1. Continue with same respondent (GO TO S3)
2. Continue with new respondent (GO TO S2)
3. Stop interview, make appointment
4. Business refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
5. LOTE - (no language follow up) (GO TO A LOTE)
6. Queried about how telephone number was obtained (DISPLAY PTEL)
7. Wants to verify the survey (DISPLAY VER).  
*\*(NEW RESPONDENT) (IF S1=2)*

#### **S2 - GOOD MORNING / AFTERNOON / EVENING. MY NAME IS (...) AND I AM CALLING ON BEHALF OF THE ON BEHALF OF VECCI (THE VICTORIAN EMPLOYERS' CHAMBER OF COMMERCE AND INDUSTRY) FROM THE SOCIAL RESEARCH CENTRE..**

**TODAY WE ARE CONDUCTING IMPORTANT  
RESEARCH ON BEHALF OF A PROGRAM  
CREATED BY THE VICTORIAN GOVERNMENT  
AND VECCI (THE VICTORIAN EMPLOYERS'  
CHAMBER OF COMMERCE AND INDUSTRY).**

**CAN I PLEASE CONFIRM THAT:** you are the owner of the business if there are less than 50 employees or a senior manager who reports direct to the business owner if there are more than 50 employees?

If not, ask to be directed to the correct person and repeat full text until you have the right person.

**IF NECESSARY:** The research will help to inform Government policy and practical solutions for small and medium businesses in Victoria.

**INTERVIEWER NOTE:** employees includes all people on the payroll - full-time, part-time and casual - if business <50 employees but the owner has no involvement then it is OK to defer to the manager. You can only deviate from the script in circumstances where the owner is not the most appropriate person to speak to. If the owner is the most appropriate, but not available, we CANNOT defer to the manager.

1. Continue (GO TO S3)
2. Stop interview, make appointment (ARRANGE CALL BACK, RECORD NAME OF SELECTED PERSON)
3. Respondent refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
4. Respondent LOTE - (no language follow up) (GO TO A LOTE)
5. Queried about how telephone number was obtained (DISPLAY PTEL)
6. Wants to verify the survey (DISPLAY VER).

### → RECORD RESPONDENT TYPE

#### **S3**

1. Business Owner
2. Senior Manager.

#### **S4 - JUST A COUPLE OF THINGS YOU SHOULD KNOW BEFORE WE GET STARTED. THIS INTERVIEW WILL TAKE 20-25 MINUTES, DEPENDING ON YOUR ANSWERS.**

**IF NECESSARY:** we definitely wouldn't expect you to have the time right now, when would be the best time for you or would you like we get started now and see how we go - if needs be we can stop and call you back some other time.

Your responses will be completely confidential and will not be able to be identified. If there are any questions you don't want to answer, just tell me and I will skip over them.

#### **S5 - MY SUPERVISOR MAY MONITOR THIS INTERVIEW FOR QUALITY ASSURANCE PURPOSES. PLEASE TELL ME IF YOU DO NOT WANT THIS TO HAPPEN.**

1. Monitoring allowed
2. Monitoring not permitted.

Before we get into the main questions I just need to get some basic details to confirm that your business meets the criteria for this research.

### Q1 - DO YOU OPERATE MORE THAN ONE BUSINESS?

1. Yes
2. No (GO TO Q9)
98. (Don't know / can't say) (GO TO TERM1)
99. (Refused) (GO TO TERM1).

**IF S1 = 1** please select only one businesses for the following question - the largest businesses.

1. Continue

### Q9 - IS YOUR BUSINESS MAINLY BASED IN VICTORIA?

**INTERVIEWER NOTE:** If more than one business, talking about LARGEST business (largest according to number of employees).

1. Yes
2. No (GO TO TERM2)
98. (Don't know / can't say) (GO TO TERM1)
99. (Refused) (GO TO TERM1).

For the remainder of the questions, please restrict your answers to the operations based in Victoria.

### Q2 - WHAT IS THE POSTCODE OF YOUR BUSINESS?

**INTERVIEWER NOTE:** Talking about largest business and operations in Victoria - head office.

1. Postcode correct as displayed
2. Postcode incorrect / not displayed (SPECIFY) (VICTORIA ONLY)
98. (Don't know)
99. (Refused).

### Q3 - HAS YOUR BUSINESS BEEN OPERATING FOR MORE THAN 1 YEAR?

1. Yes
2. No (TERMINATE)
98. (Don't know / can't say) (TERMINATE)
99. (Refused) (TERMINATE).

### Q5 - IN WHAT INDUSTRY IS YOUR BUSINESS?

Insert company name from sample file for reference.

#### CHECK AGAINST QUOTAS

1. Agriculture, Forestry and Fishing (GO TO TERM 2)
2. Mining (GO TO TERM 2)
3. Manufacturing
4. Electricity, Gas and Water Supply (GO TO TERM 2)
5. Construction (GO TO TERM 2)
6. Wholesale Trade
7. Retail Trade
8. Accommodation and Food Services
9. Transport, Postal and Warehousing
10. Information Media and Telecommunications
11. Finance and Insurance Services
12. Rental, Hiring and Real Estate Services
13. Professional, Scientific and Technical Services
14. Administrative and Support Services
15. Public Administration and Safety (GO TO TERM 2)
16. Health and Community Services
17. Education and Training
18. Health Care and Social Assistance
19. Arts and Recreation Services
20. Other Services (repair and maintenance and personal care)
21. Other (SPECIFY) ^s  
(ALLOW ALL OF THESE THROUGH) - only if possible given this is a quota question
98. (Don't know / can't say) (GO TO TERM1)
99. (Refused) (GO TO TERM1).

### Q7 - HOW MANY PEOPLE WORK IN THE BUSINESS?

**INTERVIEWER NOTE:** Employees includes all people on the payroll - full-time, part-time and casual - approximate OK.

#### \*CHECK AGAINST QUOTAS

1. RECORD NUMERIC RESPONSE (VALIDATE 1 TO 99)
2. 100 or more (GO TO TERM 2)
98. (Don't know / can't say) (TERMINATE)
99. (Refused) (TERMINATE).

### Q15 - IS YOUR BUSINESS OPERATED FROM A BUSINESS PREMISES OR FROM YOUR HOME?

#### \*CHECK AGAINST QUOTAS

1. Business Premises
2. Home
98. (Don't know / can't say) (TERMINATE)
99. (Refused) (TERMINATE).

### BD3 - IS YOUR BUSINESS BASED IN A METROPOLITAN OR REGIONAL / RURAL AREA OF VICTORIA?

**INTERVIEWER NOTE:** head office/ main site

1. Metropolitan
2. Regional/rural
3. Both
98. (Don't know / can't say)
99. (Refused).

### KA1 - THINKING JUST ABOUT ISSUES FACED BY YOUR BUSINESS, WHAT ARE THE THREE MOST IMPORTANT ISSUES FOR YOUR BUSINESS OVER THE NEXT FEW YEARS? STARTING WITH THE MOST IMPORTANT?

#### DO NOT PROMPT

**INTERVIEWER NOTE:** "issue" is whatever the respondent perceives it to be.

1. Economy in general/financial survival
2. Sales/revenue
3. Profitability
4. Cost control
5. Capital/having enough money
6. Staffing issues
7. Skills shortage
8. Occupational health and safety
9. Technology
10. New product development
11. Marketing/image
12. Government intervention
13. Climate change
14. Water scarcity
15. Price on Carbon
16. Other environmental concerns
17. Industry-specific issue
18. Supply
19. Cost of raw materials
20. Other (SPECIFY) ^s
21. Nothing/none (GO TO KA7)
98. (Don't know / can't say) (GO TO KA7)
99. (Refused) (GO TO KA7).

#### \*ASK IF MOST IMPORTANT ISSUE (KA1=1-18)

### KA1A - AND WHAT IS THE SECOND MOST IMPORTANT ISSUE FOR YOUR BUSINESS OVER THE NEXT FEW YEARS?

#### DO NOT PROMPT

1. Economy in general/financial survival
2. Sales/revenue
3. Profitability
4. Cost control

5. Capital/having enough money
6. Staffing issues
7. Skills shortage
8. Occupational health and safety
9. Technology
10. New product development
11. Marketing/image
12. Government intervention
13. Climate change
14. Water scarcity
15. Price on carbon
16. Other environmental concerns
17. Industry-specific issue
20. Supply
21. Cost of raw materials
18. Other (SPECIFY) ^s
19. Nothing/none (GO TO KA7)
98. (Don't know / can't say) (GO TO KA7)
99. (Refused) (GO TO KA7).

**\*NAMED MOST AND SECOND MOST IMPORTANT ISSUE** (KA1=1-18 AND KA1a=1-18).

**KA1B - AND WHAT IS THE THIRD MOST IMPORTANT ISSUE FOR YOUR BUSINESS OVER THE NEXT FEW YEARS?**

**DO NOT PROMPT**

1. Economy in general/financial survival
2. Sales/revenue
3. Profitability
4. Cost control
5. Capital/having enough money
6. Staffing issues
7. Skills shortage
8. Occupational health and safety
9. Technology
10. New product development
11. Marketing/image
12. Government intervention
13. Climate change
14. Water scarcity
15. Price on carbon
16. Other environmental concerns
17. Industry-specific issue

20. Supply
21. Cost of raw materials
18. Other (SPECIFY) ^s
19. Nothing/none (GO TO KA7)
98. (Don't know / can't say) (GO TO KA7)
99. (Refused) (GO TO KA7).

**KA7 - OVERALL, ARE YOU PERSONALLY CONCERNED ABOUT CLIMATE CHANGE? IF YES, PROBE: IS THAT VERY, FAIRLY OR SLIGHTLY CONCERNED?**

1. Yes - very concerned
2. Yes - fairly concerned
3. Yes - slightly concerned
4. No - Not at all concerned
98. (Don't know / can't say)
99. (Refused).

**SI1 - WHO WOULD YOU TRUST TO INFORM YOU ON HOW YOUR BUSINESS CAN IMPLEMENT INCREASED SUSTAINABILITY INITIATIVES?**

**DO NOT READ OUT / MULTIPLES ALLOWED**

1. Scientists/research based organisations
2. Federal/state Government
3. Local Government (incl. councils)
4. Industry and professional associations
5. The businesses community in general
6. Individuals
7. Universities
8. Media (newspapers, radio, television, direct mail)
9. Internet/World Wide Web
10. Industry and professional associations
11. My Accountant
12. External consultants/seminars/conferences
13. Business colleagues/industry contacts
14. Staff
15. Friends/family
16. Environmental programs
17. International environmental organisations
18. Australian environmental organisations (Australian Conservation Foundation, WWF)
19. VECCI

20. Sustainability Victoria
21. No one
22. Other (SPECIFY) ^s
98. (Don't know / can't say)
99. (Refused).

**KA9 - I'M NOW GOING TO READ OUT SOME STATEMENTS TO DESCRIBE OPINIONS TOWARDS THE CONCEPT OF CLIMATE CHANGE, BE IT DUE TO HUMAN INFLUENCE OR NATURAL CYCLES. PLEASE INDICATE WHICH OF THESE STATEMENTS BEST DESCRIBES YOUR BELIEFS?**

**READ OUT**

1. I believe climate change is a serious issue that needs to be addressed now.
2. I believe climate change is an issue, but there are some questions about it that still need answering.
3. I'm not convinced climate change is as serious an issue as they say and
4. I don't believe climate change is happening at all
98. (Don't know / can't say)
99. (Refused).

*\*(BELIEVE CLIMATE IS CHANGING) (KA9=1-3)*

**KA10 - DO YOU BELIEVE THAT THIS CHANGE IN CLIMATE IS DUE TO HUMAN ACTION OR AS A RESULT OF NATURAL PROCESSES? (IF BOTH) WOULD YOU SAY IT IS MORE SO DUE TO HUMANS, MORE SO DUE TO NATURAL PROCESSES, OR ABOUT EVEN?**

1. Due to human action only
2. Natural process only
3. Both - more so humans
4. Both - more so natural processes
5. Both - about even
6. (Both - don't know split)
98. (Don't know/Not sure)
99. (Refused).

**KA15 - NEXT I'LL READ OUT SOME STATEMENTS PEOPLE HAVE MADE ABOUT THE ENVIRONMENT. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT. LET'S START WITH... (INSERT STATEMENT).**

**PROBE:** Is that strongly agree/disagree or just tend to agree/disagree?

**\*PROGRAMMER NOTE:** STRING TEXT. To what extent do you agree or disagree that (INSERT STATEMENT)?

**PROBE IF NECESSARY:** Is that strongly agree/disagree or just tend to agree/disagree?

**STATEMENTS RANDOMISE**

- a) There's nothing my business can do about the environment
- b) The effects of climate change are too far in the future to really worry me
- c) It's not worth me doing things to help the environment if other businesses don't do the same.
- d) Pollution generated in Australia harms people all over the world
- e) Human ingenuity will ensure that the planet remains liveable
- f) The price on carbon won't affect my business financially
- g) Being environmentally friendly gives my business a competitive edge
- h) By reducing its impact on the environment my business can save money
- i) There is little demand in my business for green products and services
- j) I am willing to pay more for supplies in order to protect the environment
- k) The global financial crisis is still affecting my business
- l) In total small businesses produce a large amount of greenhouse gas
- m) It is too expensive to change business practices to help the environment
- n) It's not worth me doing things to help the environment if countries such as India and China don't do the same.

**RESPONSE FRAME**

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree (not sure)
4. Tend to disagree
5. Strongly disagree
- 97 (Not applicable)
98. (Don't know / can't say)
99. (Refused).

The next group of questions is about things you might have done in your business.

**B1 - THINKING JUST ABOUT THE POWER USED FOR LIGHTING IN YOUR BUSINESS, (INSERT STATEMENT)?**

**STATEMENTS RANDOMISE**

- a) Are you switching off lights when not needed?
- b) Have you replaced globes with more efficient ones? (Including fluorescent globes)
- c) Have you removed globes/lamps in areas that had more light than needed?
- d) Have you installed timers to switch lights off?
- e) Have you installed zoned lighting so you have more control over turning off lights in some areas?

**RESPONSE FRAME**

1. Yes
2. No
- 97 (Not applicable)
98. (Don't know / can't say)
99. (Refused).

**B1B - WHAT IS YOUR BUSINESS CURRENTLY DOING TO FURTHER REDUCE THE POWER USED FOR LIGHTING.**

**ARE YOU?**

1. Not thinking about doing anything
2. Thinking about doing something (GO TO B2)
3. Getting ready to implement something (GO TO B2)
4. Implementing something (GO TO B2)

98. (Don't know / can't say) (GO TO B2)

99. (Refused) (GO TO B2).

*\*(NOT THINKING OF DOING ANYTHING) (B1b=1)*

**B1C - DO YOU KNOW WHAT ELSE YOU COULD DO?**

1. Yes
2. Maybe/probably
3. No
98. (Don't know / can't say)
99. (Refused).

**B2 - THINKING JUST ABOUT AIR CONDITIONING AND HEATING IN YOUR BUSINESS AND THE POWER USED FOR HEATING AND COOLING.**

**HAVE YOU:****STATEMENTS RANDOMISE**

- a) Reduced the amount that you use heating or cooling
- b) Adjusted the temperature to use less power
- c) Improved insulation or draft proofing
- d) Purchased a more efficient heating or cooling system.

**RESPONSE FRAME**

1. Yes
2. No
- 97 (Not applicable)
98. (Don't know / can't say)
99. (Refused).

**B2B - WHAT IS YOUR BUSINESS CURRENTLY DOING TO FURTHER REDUCE THE POWER USED FOR AIR CONDITIONING AND HEATING.**

**ARE YOU?**

1. Not thinking about doing anything
2. Thinking about doing something (GO TO B3)
3. Getting ready to implement something (GO TO B3)
4. Implementing something (GO TO B3)

98. (Don't know / can't say) (GO TO B3)

99. (Refused) (GO TO B3).

*\*(NOT THINKING OF DOING ANYTHING) (B2b=1)*

**B2C - DO YOU KNOW WHAT ELSE YOU COULD DO?**

1. Yes
2. Maybe/probably
3. No
98. (Don't know / can't say)
99. (Refused).

**B3 - THINKING JUST ABOUT APPLIANCES, EQUIPMENT AND MACHINERY IN YOUR BUSINESS BUT NOT VEHICLES USED FOR TRAVEL OR TRANSPORT. THINKING ABOUT APPLIANCES, EQUIPMENT AND MACHINERY AND THE POWER OR FUEL USED TO RUN THESE ... (INSERT STATEMENT)?**

**STATEMENTS RANDOMISE**

- a) Are you turning them off when not being used?
- b) Are you turning them off standby
- c) Are you maintaining the equipment to ensure it works efficiently
- d) Have you purchased more efficient equipment.

**RESPONSE FRAME**

1. Yes
2. No
- 97 (Not applicable)
98. (Don't know / can't say)
99. (Refused).

**B3B - WHAT IS YOUR BUSINESS CURRENTLY DOING TO FURTHER REDUCE THE POWER AND FUEL USED TO RUN MACHINERY, EQUIPMENT AND APPLIANCES. (READ OUT)?**

**ARE YOU**

1. Not thinking about doing anything
2. Thinking about doing something (GO TO B4)

3. Getting ready to implement something (GO TO B4)

4. Implementing something (GO TO B4)

98. (Don't know / can't say) (GO TO B4)

99. (Refused) (GO TO B4).

*\*(NOT THINKING OF DOING ANYTHING) (B3b=1)*

**B3C - DO YOU KNOW WHAT ELSE YOU COULD DO?**

1. Yes
2. Maybe/probably
3. No
98. (Don't know / can't say)
99. (Refused).

**B4 - THINKING JUST ABOUT THE VEHICLES (CARS, TRUCKS, BUSES, VANS) OWNED BY YOUR BUSINESS AND THE FUEL USED ... (INSERT STATEMENT)?**

**STATEMENTS RANDOMISE**

- a) Are you using different fuels (e.g. Gas, biodiesels).
- b) Have you chosen to reduce the number of trips (e.g. Via using public transport, better logistics and load management, adoption of technology)
- c) Have you chosen to reduce the total distance being travelled
- d) Have you chosen to purchase more fuel-efficient vehicles (include converting existing vehicles to gas).

**RESPONSE FRAME**

1. Yes
2. No
- 97 (Not applicable)
98. (Don't know / can't say)
99. (Refused).

**PRE B4B - IF B4A-D ALL=97 GO TO B5,  
OTHERS CONTINUE.**

\*(HAVE VEHICLE) (B4a-d ANY=1-2)

**B4B - WHAT IS YOUR BUSINESS CURRENTLY  
DOING TO FURTHER REDUCE THE  
ENVIRONMENTAL IMPACT OF YOUR  
TRANSPORT NEEDS.****ARE YOU? (READ OUT)**

1. Not thinking about doing anything
2. Thinking about doing something (GO TO B5)
3. Getting ready to implement something (GO TO B5)
4. Implementing something (GO TO B5)
98. (Don't know / can't say) (GO TO B5)
99. (Refused) (GO TO B5).

\*(NOT THINKING OF DOING ANYTHING) (B4b=1)

**B4C - DO YOU KNOW WHAT ELSE YOU COULD DO?**

1. Yes
2. Maybe/probably
3. No
98. (Don't know / can't say)
99. (Refused).

**B5 - THINKING JUST ABOUT THE RUBBISH AND  
WASTE ASSOCIATED WITH YOUR BUSINESS  
... (INSERT STATEMENT)?****STATEMENTS RANDOMISE**

- a) Are you recycling
- b) Are you re-using material that was previously discarded
- c) Have you reduced the amount of rubbish and waste produced
- d) Have you introduced recycling for different types of waste (e.g. Printer cartridges, scrap metals).
- e) Have you changed business practices so that less waste is produced
- f) Have you changed business practices so that materials are disposed of in an environmentally friendly way.

**RESPONSE FRAME**

1. Yes
2. No
97. (Not applicable)
98. (Don't know / can't say)
99. (Refused).

**B5B - WHAT IS YOUR BUSINESS CURRENTLY  
DOING TO FURTHER REDUCE THE AMOUNT  
OF WASTE DISCARDED AS LANDFILL.****ARE YOU?**

1. Not thinking about doing anything
2. Thinking about doing something (GO TO BM1)
3. Getting ready to implement something (GO TO BM1)
4. Implementing something (GO TO BM1)
98. (Don't know / can't say) (GO TO BM1)
99. (Refused) (GO TO BM1).

\*(NOT THINKING OF DOING ANYTHING) (B5b=1)

**B5C - DO YOU KNOW WHAT ELSE YOU COULD DO?**

1. Yes
2. Maybe/probably
3. No
98. (Don't know / can't say)
99. (Refused).

**PRE BM1 - IF B1A-E=1 OR B2A-D=1 OR B3A-D=1  
OR B4A-D=1 OR B5A-F=1 CONTINUE,  
OTHERS GO TO BM3**

\*(IF MADE CHANGES)  
(B1a-e=1 OR B2a-d=1 OR B3a-d=1 OR B4a-d=1 OR  
B5a-f=1)

**BM1 - THINKING NOW ABOUT ALL OF THE THINGS  
YOUR BUSINESS HAS DONE IN RELATION  
TO LIGHTING, EQUIPMENT, HEATING/  
COOLING, TRANSPORT AND WASTE,  
WHAT WERE THE TWO MOST IMPORTANT  
REASONS FOR MAKING THOSE CHANGES?  
STARTING WITH THE MOST IMPORTANT.****DO NOT PROMPT**

1. Cost savings/improving profitability
2. Environmental/ethical reasons (e.g. Commitment to environmental/sustainability principles, 'doing the right thing')
3. Improved business efficiency
4. Government regulations
5. Head office/franchise requirement
6. Industry standards/voluntary codes of practice
7. New markets for green products
8. Maintaining or improving competitive advantage
9. Demand from shareholder/customer/ community/supplier
10. Risk management
11. Company reputation
12. Attracting, motivating and retaining employees
13. Avoidance of regulation (i.e. By taking pre-emptive voluntary action)
14. Attracting investment (e.g. From ethical investment funds)
16. Demand from customers / to attract new customers
15. Other (SPECIFY) ^s
98. (Don't know / can't say) (GO TO BM3)
99. (Refused) (GO TO BM3).

\*(NAMED MOST IMPORTANT REASON) (BM1=1-16)

**BM1A - AND WHAT IS THE SECOND MOST  
IMPORTANT REASON FOR MAKING THOSE  
CHANGES?****DO NOT PROMPT**

\*PROGRAMMER NOTE: Show response to BM1 on screen for interviewer reference.

\*PROGRAMMER NOTE: Show only codes not chosen in BM1.

1. Cost savings/improving profitability
2. Environmental/ethical reasons (e.g. Commitment to environmental/sustainability principles, 'doing the right thing')
3. Improved business efficiency
4. Government regulations
5. Head office/franchise requirement
6. Industry standards/voluntary codes of practice
7. New markets for green products
8. Maintaining or improving competitive advantage
9. Demand from shareholder/customer/ community/supplier
10. Risk management
11. Company reputation
12. Attracting, motivating and retaining employees
13. Avoidance of regulation (i.e. By taking pre-emptive voluntary action).
14. Attracting investment (e.g. From ethical investment funds).
15. Demand from customers / to attract new customers
16. Other (SPECIFY) ^s
98. (Don't know / can't say)
99. (Refused).

**BM3 - STILL THINKING ABOUT ALL THE THINGS  
YOUR BUSINESS HAS DONE IN RELATION  
TO LIGHTING, EQUIPMENT, HEATING/  
COOLING, TRANSPORT AND WASTE.  
WHAT ARE THE TWO MOST IMPORTANT  
THINGS THAT STOP YOU MAKING FURTHER  
CHANGES IN YOUR BUSINESS? STARTING  
WITH THE MOST IMPORTANT THING.****DO NOT PROMPT**

1. Not sure what to do (GO TO ECM1)
2. Nothing else to do (GO TO ECM1)
3. Lack of time/staff resources
4. Lack of expertise within the business
5. Cost
6. Lack of market demand.
7. Risks involved (e.g. Interfering with product/service quality)
8. No evidence of benefits
9. Lack of awareness of potential to make environmental improvements

10. Lack of government assistance/rebates.
11. Lack of information (lack of consistency with information)
12. Lack of commitment from senior management.
13. Make business uncompetitive
14. Influencing staff
15. Do not own the premises/landlord will not allow changes
16. Other (SPECIFY) ^s
98. (Don't know / can't say) (GO TO ECM1)
99. (Refused) (GO TO ECM1).

\*(NAMED MOST IMPORTANT REASON) (BM3=1-16)

**BM3A - AND WHAT IS THE SECOND MOST IMPORTANT THING STOPPING YOU MAKING FURTHER CHANGES IN YOUR BUSINESS?**

**DO NOT PROMPT**

**\*PROGRAMMER NOTE:** Show response to BM3 on screen for interviewer reference.

**\*PROGRAMMER NOTE:** \Show only codes not chosen in BM3.

1. Not sure what to do
2. Nothing else to do
3. Lack of time/staff resources
4. Lack of expertise within the business
5. Cost
6. Lack of market demand
7. Risks involved (e.g. Interfering with product/service quality)
8. No evidence of benefits
9. Lack of awareness of potential to make environmental improvements
10. Lack of government assistance/rebates
11. Lack of information (lack of consistency with information)
12. Lack of commitment from senior management.
13. Make business uncompetitive
14. Influencing staff
15. Do not own the premises/landlord will not allow changes

16. Other (SPECIFY) ^s
98. (Don't know / can't say)
99. (Refused).

**ECM1 - HAVE ANY CLIENTS, CUSTOMERS OR SUPPLIERS WANTED INFORMATION ABOUT YOUR ENVIRONMENTAL CREDENTIALS?**

1. Yes
2. No
98. (Don't know / can't say)
99. (Refused).

**ECM7 - WHICH AREA OF YOUR BUSINESS DO YOU THINK PRODUCES THE MOST GREENHOUSE GAS EMISSIONS? (READ OUT 1 TO 6)? (RANDOMISE 1 TO 5)**

**IS IT?**

1. Electricity
2. Gas
3. Transport
4. Air travel
5. Waste
6. Something else (SPECIFY) ^s
98. (Don't know / can't say)
99. (Refused).

**ECM9 - WHICH OF THE FOLLOWING HAS YOUR BUSINESS SPECIFICALLY FOCUSED ON MONITORING?**

**STATEMENTS / RANDOMISE**

- a) Electricity usage
- b) Gas usage
- c) Fuel usage
- d) Waste
- e) Total greenhouse gas emissions (carbon footprint).

**(RESPONSE FRAME)**

1. Yes
2. No

98. (Don't know / can't say)
99. (Refused).

**ECM11 - WHAT IS YOUR BUSINESS DOING ABOUT CALCULATING ITS GREENHOUSE GAS EMISSIONS (CARBON FOOTPRINT).**

**ARE YOU?**

1. Not thinking about doing anything
2. Thinking about calculating it
3. Getting ready to calculate it
4. Starting to calculate it
5. Regularly calculating it
98. (Don't know / can't say)
99. (Refused).

**P1 - THE NEXT FEW QUESTIONS ARE ABOUT GREENPOWER. HAVE YOU HEARD OF GREENPOWER BEFORE?**

1. Yes
2. No
98. (Don't know / can't say)
99. (Refused).

**P1A - GREENPOWER PROVIDES ELECTRICITY GENERATED FROM RENEWABLE SOURCES SUCH AS WIND OR SOLAR POWER, WHICH IS ACCREDITED BY THE GOVERNMENT. BUSINESSES CAN NOMINATE TO BE CONNECTED TO A GREENPOWER SCHEME.**

**P2 - WHAT IS YOUR BUSINESS DOING ABOUT PURCHASING GREENPOWER.**

**ARE YOU**

1. Not thinking about it
2. Thinking about it
3. Organising to purchase some GreenPower
4. Purchasing some GreenPower (NOT 100%)
5. Purchasing all electricity as GreenPower (100%)
98. (Don't know / can't say)
99. (Refused).

**P3 - THE NEXT FEW QUESTIONS ARE ABOUT CARBON OFFSETS FOR AIR TRAVEL AND CAR HIRE. HAVE YOU HEARD OF THESE CARBON OFFSETS BEFORE?**

1. Yes
2. No
98. (Don't know / can't say)
99. (Refused).

**P3A - DO YOU SOMETIMES FLY OR HIRE CARS IN YOUR BUSINESS?**

1. Yes
2. No
98. (Don't know / can't say)
99. (Refused).

**PRE P4 - IF P3=1 AND P3A=1 CONTINUE, OTHERS GO TO ECM5**

\*AWARE OF CARBON OFFSETS AND FLY OR DRIVE FOR BUSINESS (IF P3=1 AND P3a=1)

**P4 - CARBON OFFSETS ALLOW PEOPLE HIRING CARS AND FLYING BY PLANE TO OFFSET THE GREENHOUSE GAS EMISSIONS BY PURCHASING AN OFFSET THAT MAKES A POSITIVE CONTRIBUTION TO EMISSIONS, SUCH AS BY PLANTING TREES. WHAT IS YOUR BUSINESS DOING ABOUT PURCHASING CARBON OFFSETS.**

**ARE YOU?**

1. Not thinking about it
2. Thinking about it
3. Organising to purchase some carbon offsets
4. Purchasing some carbon offsets (NOT 100%)
5. Purchasing carbon offsets for all flights and car hire (100%)
98. (Don't know / can't say)
99. (Refused).

**ECM5 - HAS YOUR BUSINESS BEEN INVOLVED IN ANY PROGRAMS SPECIFICALLY FOCUSED ON REDUCING THE ENVIRONMENTAL IMPACT OF YOUR BUSINESS?**

1. Yes
2. No
98. (Don't know / can't say)
99. (Refused).

**C1 - WHAT ORGANISATIONS OR PROGRAMS CAN YOU THINK OF WHICH PROVIDE ASSISTANCE TO BUSINESSES TO HELP THEM REDUCE THEIR CARBON FOOTPRINT?**

**DO NOT PROMPT / MULTIPLES ALLOWED**

**INTERVIEWER NOTE:** Record code for exact wording only, otherwise record as 'other'.

1. Carbon Down
2. Grow Me The Money
3. Carbon Compass
4. Choose GreenPower
5. Green Magpies
6. Moreland Energy Foundation Limited (MEFL)
7. Paint the Town Green
8. What can I do right now
9. Awards for action
10. Sustainability Victoria
11. EPA (Environmental Protection Agency)
12. DSE (Department of Sustainability and Environment)
13. VECCI
14. Industry bodies/associations
15. Carbon Coach
16. Government (Local, State or Federal - no department mentioned)
17. Other (SPECIFY) ^s
98. (Don't know / can't say)
99. (Refused).

**C2 - HAVE YOU HEARD OF ANY OF THE FOLLOWING ORGANISATIONS OR PROGRAMS BEFORE TODAY?**

**\*PROGRAMMER** - Feed through only statements not chosen in C1.

**STATEMENTS / RANDOMISE**

- a) Carbon Down
- b) Grow Me The Money
- c) Carbon Compass
- d) Green Magpies
- e) What can I do right now website.

**RESPONSE FRAME**

1. Yes
2. No
98. (Don't know / can't say)
99. (Refused).

**C10 - I AM NOW GOING TO READ OUT A LIST OF SPECIFIC ACTIVITIES THAT YOUR BUSINESS CAN UNDERTAKE TO REDUCE ITS CARBON FOOTPRINT AND ASK IF YOU HAVE IMPLANTED EACH.**

**HAVE YOU? (READ OUT)**

**IF IMPLEMENTED OR PLAN TO IMPLEMENT, PROBE**

Is that within 2 years or more than 2 years?

**STATEMENTS / RANDOMISE**

- a) Placed signs around the office to remind people to switch off lights, signs, monitors and/or computers
- b) Made changes to lighting or appliances to reduce energy use
- c) Made changes to transport use, or encouraged employees to change their transport use to reduce impact on the environment
- d) Assigned a 'green champion'. That is, someone to manage the businesses sustainability and research new ways to reduce the businesses carbon footprint

- e) Installed timers on power switches for items such as computers and/or on urns
- f) Set printers to duplex / double sided printing
- g) Provided separate bins for recycling of cans and bottles
- h) Measured and monitored carbon emissions.
- i) Obtained accreditation for your sustainable businesses practices
- j) Obtained accreditation for your sustainable products.

**RESPONSE FRAME**

1. Implemented a while ago  
- Over 2 years ago
2. Implemented it recently  
- in the last two years
3. Planning to implement very soon  
- within the next 2 years
4. Planning to implement at some point  
- more than 2 years away
5. Not planning to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**\*THOSE WHO HAVE IMPLEMENTED ANY ACTION IN THE PAST 2 YEARS (C10a-k=2)**

**C12 - (IF C10A-K ONLY ONE =2) WHAT WAS IT THAT MADE YOU THINK TO DO THIS?**

IF C10A-K MORE THAN ONE =2.

What was it that made you think to do these things?

**PROBE FULLY / MULTIPLES ALLOWED**

**PROGRAMMER** - Feed through statements C10A-K=2 for reference

1. Carbon Down
2. Grow Me The Money
3. Carbon Compass (including social media)
4. Choose GreenPower program
5. Green Magpies

6. Moreland Energy Foundation Limited (MEFL)
7. Paint the Town Green
8. What can I do right now (including social media)
9. Employee suggested it (including green Champion)
10. Saw/heard it suggested in an advertisement (TV, paper, magazine, radio) or TV/Radio program
11. It is part of the company policy (e.g. Franchise required to meet green procurement policies for overarching company)
12. Other (SPECIFY) ^s
98. (Don't know / can't say)
99. (Refused).

**C12A - I AM NOW GOING TO GO THROUGH A NUMBER OF ACTIVITIES, SOME WHICH YOU MAY HAVE ALREADY DONE AND SOME WHICH YOU MAY NOT HAVE DONE.**

**THIS INFORMATION IS CRITICAL TO HELP THE GOVERNMENT PLAN PROGRAMS TO MEET YOUR NEEDS.**

**FOR EACH ACTIVITY, CAN YOU PLEASE INDICATE HOW EASY YOU BELIEVE THEY WOULD BE TO IMPLEMENT, HOW MUCH DIFFERENCE YOU BELIEVE THEY WOULD MAKE TO THE ENVIRONMENT AND WHETHER YOU THINK THERE WOULD BE ANY BENEFIT TO YOUR BUSINESS.**

**INTERVIEWER NOTE:** Encourage them to write down the options if it is easier for them

**\*PROGRAMMER** - Randomise C12 in sets - 11 sets

**C12B1 - STARTING WITH PLACING SIGNS AROUND THE OFFICE TO REMIND PEOPLE TO SWITCH OFF LIGHTS, SIGNS, MONITORS AND/OR COMPUTERS.**

**IF C10a=3-99 ASK** - Do you think it would be easy or difficult to implement this at your business?

**IF C10a=1-2 ASK** - Was it easy or difficult to implement this at your business?

1. Easy to implement
2. Hard to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**C12B2 - HOW MUCH DIFFERENCE DO YOU BELIEVE THIS WOULD MAKE TO THE ENVIRONMENT? THAT IS, JUST YOUR BUSINESSES IMPACT.**

**INTERVIEWER NOTE, IF NECESSARY** - placing signs around the office to remind people to switch off lights, signs, monitors and/or computers.

1. A lot of difference to the environment
2. Not much difference to the environment
97. (No difference at all)
98. (Don't know / can't say)
99. (Refused).

**C12B4 - (IF C10A=3-99 ASK) AND DO YOU THINK DOING THIS WOULD BE OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS? (IF C10A=1-2 ASK) AND DO YOU THINK DOING THIS WAS OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**INTERVIEWER NOTE, IF NECESSARY** - placing signs around the office to remind people to switch off lights, signs, monitors and/or computers.

1. Large benefit to my business
2. Small benefit to my business
97. (No benefit to business)
98. (Don't know / can't say)
99. (Refused).

**C12C1 - NOW THINKING ABOUT MAKING CHANGES TO LIGHTING OR APPLIANCES TO REDUCE ENERGY USE**

**IF C10b=3-99 ASK** - Do you think it would be easy or difficult to implement this at your business?

**IF C10b=1-2 ASK** - Was it easy or difficult to implement this at your business?

1. Easy to implement
2. Hard to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**C12C2 - HOW MUCH DIFFERENCE DO YOU BELIEVE THIS WOULD MAKE TO THE ENVIRONMENT? THAT IS, JUST YOUR BUSINESSES IMPACT.**

**INTERVIEWER NOTE, IF NECESSARY** - making changes to lighting or appliances to reduce energy use.

1. A lot of difference to the environment
2. Not much difference to the environment
97. (No difference at all)
98. (Don't know / can't say)
99. (Refused).

**C12B4 - (IF C10B=3-99 ASK) AND DO YOU THINK DOING THIS WOULD BE OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS? (IF C10B=1-2 ASK) AND DO YOU THINK DOING THIS WAS OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**INTERVIEWER NOTE, IF NECESSARY** - making changes to lighting or appliances to reduce energy use.

1. Large benefit to my business
2. Small benefit to my business
97. (No benefit to business)
98. (Don't know / can't say)
99. (Refused).

**C12F1 - NOW THINKING ABOUT ASSIGNING A 'GREEN CHAMPION'. THAT IS, SOMEONE TO MANAGE THE BUSINESSES SUSTAINABILITY AND RESEARCH NEW WAYS TO REDUCE THE BUSINESSES CARBON FOOTPRINT**

**IF C10e=3-99 ASK** - Do you think it would be easy or difficult to implement this at your business?

**IF C10e=1-2 ASK** - Was it easy or difficult to implement this at your business?

1. Easy to implement
2. Hard to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**C12F2 - HOW MUCH DIFFERENCE DO YOU BELIEVE THIS WOULD MAKE TO THE ENVIRONMENT? THAT IS, JUST YOUR BUSINESSES IMPACT.**

**INTERVIEWER NOTE, IF NECESSARY** - assigning a 'green champion'.

1. A lot of difference to the environment
2. Not much difference to the environment
97. (No difference at all)
98. (Don't know / can't say)
99. (Refused).

**C12F4 - (IF C10E=3-99 ASK) AND DO YOU THINK DOING THIS WOULD BE OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS? (IF C10E=1-2 ASK) AND DO YOU THINK DOING THIS WAS OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**INTERVIEWER NOTE, IF NECESSARY** - assigning a 'green champion'

1. Large benefit to my business
2. Small benefit to my business
97. (No benefit to business)

98. (Don't know / can't say)
99. (Refused).

**C12G1 - NOW THINKING ABOUT INSTALLING TIMERS ON POWER SWITCHES FOR ITEMS SUCH AS ON COMPUTERS AND/OR URNS.**

**IF C10f=3-99 ASK** - Do you think it would be easy or difficult to implement this at your business?

**IF C10f=1-2 ASK** - Was it easy or difficult to implement this at your business?

1. Easy to implement
2. Hard to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**C12G2 - HOW MUCH DIFFERENCE DO YOU BELIEVE THIS WOULD MAKE TO THE ENVIRONMENT? THAT IS, JUST YOUR BUSINESSES IMPACT.**

**INTERVIEWER NOTE, IF NECESSARY** - installing timers on power switches for items such as on computers and/or urns.

1. A lot of difference to the environment
2. Not much difference to the environment
97. (No difference at all)
98. (Don't know / can't say)
99. (Refused).

**C12G4 - (IF C10F=3-99 ASK) AND DO YOU THINK DOING THIS WOULD BE OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS? (IF C10F=1-2 ASK) AND DO YOU THINK DOING THIS WAS OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**INTERVIEWER NOTE, IF NECESSARY** - installing timers on power switches for items such as on computers and/or urns.

1. Large benefit to my business
2. Small benefit to my business
97. (No benefit to business)
98. (Don't know / can't say)
99. (Refused).

**C12I1 - NOW THINKING ABOUT PROVIDING SEPARATE BINS FOR RECYCLING OF CANS AND BOTTLES.**

**IF C10h=3-99 ASK** - do you think it would be easy or difficult to implement this at your business?

**IF C10h=1-2 ASK** - was it easy or difficult to implement this at your business?

1. Easy to implement
2. Hard to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**C12I2 - HOW MUCH DIFFERENCE YOU BELIEVE THIS WOULD MAKE TO THE ENVIRONMENT? THAT IS, JUST YOUR BUSINESSES IMPACT.**

**INTERVIEWER NOTE, IF NECESSARY** - providing separate bins for recycling of cans and bottles

1. A lot of difference to the environment
2. Not much difference to the environment
97. (No difference at all)
98. (Don't know / can't say)
99. (Refused).

**C12I4 - (IF C10H=3-99 ASK) AND DO YOU THINK DOING THIS WOULD BE OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**(IF C10H=1-2 ASK) AND DO YOU THINK DOING THIS WAS OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**INTERVIEWER NOTE, IF NECESSARY** - providing separate bins for recycling of cans and bottles

1. Large benefit to my business
2. Small benefit to my business
97. (No benefit to business)
98. (Don't know / can't say)
99. (Refused).

**C12J1 - NOW THINKING ABOUT MEASURING AND MONITORING CARBON EMISSIONS**

**IF C10i=3-99 ASK** - do you think it would be easy or difficult to implement this at your business?

**IF C10i=1-2 ASK** - was it easy or difficult to implement this at your business?

1. Easy to implement
2. Hard to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**C12J2 - HOW MUCH DIFFERENCE DO YOU BELIEVE THIS WOULD MAKE TO THE ENVIRONMENT? THAT IS, JUST YOUR BUSINESSES IMPACT.**

**INTERVIEWER NOTE, IF NECESSARY** - measuring and monitoring carbon emissions

1. A lot of difference to the environment
2. Not much difference to the environment
97. (No difference at all)
98. (Don't know / can't say)
99. (Refused).

**C12J4 - (IF C10I=3-99 ASK) AND DO YOU THINK DOING THIS WOULD BE OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS? (IF C10I=1-2 ASK) AND DO YOU THINK DOING THIS WAS OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**INTERVIEWER NOTE, IF NECESSARY** - measuring and monitoring carbon emissions

1. Large benefit to my business
2. Small benefit to my business
97. (No benefit to business)
98. (Don't know / can't say)
99. (Refused).

**C12K1 - NOW THINKING ABOUT GETTING ACCREDITATION FOR YOUR SUSTAINABLE BUSINESS PRACTICES**

**IF C10j=3-99 ASK** - do you think it would be easy or difficult to implement this at your business?

**IF C10j=1-2 ASK** - was it easy or difficult to implement this at your business?

1. Easy to implement
2. Hard to implement
97. (Not Applicable)
98. (Don't know / can't say)
99. (Refused).

**C12K2 - HOW MUCH DIFFERENCE DO YOU BELIEVE THIS WOULD MAKE TO THE ENVIRONMENT? THAT IS, JUST YOUR BUSINESSES IMPACT.**

**INTERVIEWER NOTE, IF NECESSARY** - getting accreditation for your sustainable business practices

1. A lot of difference to the environment
2. Not much difference to the environment
97. (No difference at all)
98. (Don't know / can't say)
99. (Refused).

**C12K4 - (IF C10J=3-99 ASK) AND DO YOU THINK DOING THIS WOULD BE OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS? (IF C10J=1-2 ASK) AND DO YOU THINK DOING THIS WAS OF LARGE OR SMALL BENEFIT TO YOUR BUSINESS?**

**INTERVIEWER NOTE, IF NECESSARY** - getting accreditation for your sustainable business practices

1. Large benefit to my business
2. Small benefit to my business
97. (No benefit to business)
98. (Don't know / can't say)
99. (Refused).

**C13 - THINKING ABOUT ALL OF THE ACTIONS YOUR BUSINESS HAS IMPLEMENTED TO BE MORE SUSTAINABLE, HAS THE IMPLEMENTATION OF ANY OF THESE (READ OUT)?**

**INTERVIEWER NOTE:** 'Sustainable' is understood to mean any kind of sustainability (economic as well as environmental).

**STATEMENTS RANDOMISE**

- a) Increased staff morale?
- b) Changed your staffs attitudes and behaviours to sustainability?
- c) Made people more aware of the costs of wasting water/electricity/etc?
- d) Caused more environmental initiatives to be implemented by staff?
- e) Been something that you have been able to advocate or promote about your business?
- f) Made the business more efficient or productive?
- g) Attracted new customers or clients?
- h) Re-energised you / your role?

**RESPONSE FRAME**

1. Yes
2. No
98. (Don't know / can't say)
99. (Refused).

**U1 - I WOULD NOW LIKE TO ASK SOME QUESTIONS TO BETTER UNDERSTAND YOUR BUSINESSES ABILITY TO MAKE SUSTAINABLE CHANGES. \*(STRING TEXT) TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT (INSERT STATEMENT)?**

**STATEMENTS RANDOMISE**

- Your business has already done everything it can to make improvements to energy efficiency
- The energy bill for your business is a relatively small percentage of business costs, therefore energy efficiency is a low business priority
- If the business had the free time/capital you would invest in expanding the business rather than considering energy efficiency measures
- You don't know how to improve your business energy efficiency, but would be interested if it was made easy for you
- You don't know who to trust to get advice on improving energy efficiency
- Your business can't afford the initial financial outlay and wait for the return on investment.

**RESPONSE FRAME**

- Strongly agree
- Tend to agree
- Neither agree nor disagree (not sure)
- Tend to disagree
- Strongly disagree
- (Don't know / can't say)
- (Refused).

**BD - NOW WE HAVE JUST A FEW FINAL QUESTIONS TO CATEGORISE YOUR RESPONSES WITH OTHER BUSINESSES AND HELP US ANALYSE THE SURVEY.**

**BD7 - DO YOU OWN THE LOCATION FROM WHICH YOU OPERATE YOUR BUSINESS?**

- Yes (GO TO BD11)
- No
- (Don't know / can't say) (GO TO BD11)
- (Refused) (GO TO BD11).

\*(TENANT) (BD7=2)

**BD7A - AS A BUILDING TENANT, RATHER THAN OWNER, WHAT LEVEL OF CONTROL DO YOU FEEL YOU HAVE OVER MAJOR APPLIANCES AND BUILDING FIXTURES (SUCH AS HEATING AND COOLING, LIGHTING, BATHROOM FITTINGS AND KITCHEN FITTINGS)?**

**WOULD YOU SAY YOU HAVE?**

- Complete control
- Some control
- Not much control
- No control at all
- (Don't know / can't say)
- (Refused).

**BD11 - DOES YOUR BUSINESS SHARE OR HAVE ITS OWN (INSERT STATEMENT)?**

**STATEMENTS RANDOMISE**

- Garbage/waste collection
- Electricity/gas meters
- Atmospheric temperature control system (cooling and heating).

**RESPONSE FRAME**

- Own
- Share
- (Don't know / can't say)
- (Refused).

**BD13 - WHICH PROFESSIONAL ASSOCIATIONS IS YOUR BUSINESS A MEMBER OF?**

**MULTIPLES ALLOWED**

**INTERVIEWER NOTE:** If slightly different to code record in other specify.

- VECCI
- Ai Group
- Franchise Council
- Industry-specific association
- Professional association
- Other (SPECIFY) ^s.

- None
- (Don't know / can't say)
- (Refused).

**BD15 - WHAT WAS YOUR APPROXIMATE REVENUE FOR THE LAST FINANCIAL YEAR?**

**INTERVIEWER NOTE:** Gross turnover before tax.

- RECORD NUMERIC RESPONSE (GO TO RD1)
- (Don't know / can't say)
- (Refused).

\*(DIDN'T PROVIDE NUMBER IN BD15) (BD15 = 98 OR 99)

**BD15A**

**WOULD YOUR REVENUE HAVE BEEN**

- Less than \$100,000
- \$100 to \$299,000
- \$300 to \$499,000
- \$500 to \$999,000
- \$1 million to \$2m
- \$2m to \$3m
- \$3m to \$5m
- \$5m to \$10m
- \$10m to \$20m
- More than 20m
- (Don't know / can't say)
- (Refused).

**RD1 - RECORD GENDER**

- Male
- Female.

**PRE BD13 - IF PS1=2 CONTINUE, OTHERS SKIP TO RD5**

\*(IF NOT OWNER) (S3=2)

**RD3 - WHAT IS YOUR JOB TITLE?**

- CEO, MD, Operations Manager
- Sales Manager, Marketing Manager
- Finance Manager
- Admin Manager
- Other (SPECIFY) ^s
- (Don't know / can't say)
- (Refused).

**RD5 - AND FINALLY, A COUPLE OF QUESTIONS ABOUT YOU PERSONALLY TO GROUP YOUR ANSWERS WITH OTHER RESPONDENTS. HOW OLD ARE YOU?**

- RECORD NUMERIC RESPONSE (GO TO RD7)
- (Refused).

\*(DIDN'T PROVIDE NUMBER IN RD5) (RD5 = 99)

**RD5A**

**ARE YOU?**

- 15 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 plus
- (Refused).

**RD7 - WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED?**

- No formal schooling
- Primary school
- Year 10 or below
- Year 11
- Year 12
- Trade/apprenticeship
- Other TAFE or technical certificate
- University or CAE diploma
- Bachelor or higher degree
- Other (SPECIFY) ^s
- (Don't know / can't say).
- (Refused)

**RD - THIS RESEARCH IS PART OF AN ONGOING TRACKING SURVEY. WOULD IT BE OK IF WE WERE TO CONTACT YOU AGAIN IN THE FUTURE FOR FURTHER RESEARCH ON THIS TOPIC?**

1. Yes
2. No (GO TO CLOSE).

*\*(IF FUTURE CONTACT OK) (RD=1)*

.....

**RDN - COULD I PLEASE HAVE YOUR NAME?**

1. RECORD NAME
99. (Refused).

*\*(IF FUTURE CONTACT OK) (RD=1)*

.....

**RDP - COULD I PLEASE HAVE THE BEST NUMBER TO CALL YOU ON?**

**\*PROGRAMMER NOTE:** Display number from sample

1. Sample number best number
2. RECORD OTHER NUMBER.

*\*(IF FUTURE CONTACT OK) (RD=1)*

.....

**RDP2 - ARE THERE OTHER NUMBERS OR A MOBILE FOR FUTURE CONTACT?**

1. RECORD OTHER NUMBER
99. (Refused).

*\*(IF FUTURE CONTACT OK) (RD=1)*

.....

**RDE - IS THERE AN EMAIL ADDRESS WE CAN CONTACT YOU ON?**

**\*IF NECESSARY:** This will not be used for any purpose other than for this future research)

1. RECORD EMAIL ADDRESS
- 100.(Refused).

**CLOSE**

That is all the questions that I have for you. Thank you very much again for your assistance and time.

A reminder that my name is (...) from the Social Research Centre. This research has been conducted on behalf of Carbon Down, which is a climate change partnership between VECCI (the Victorian Employers' Chamber of Commerce and Industry) and the Victorian Government.

**IF NECESSARY:** If you would like to verify this survey please contact VECCI on 8662 5328 or go to [www.vecci.org.au](http://www.vecci.org.au).

.....

**CT - RECORD IF THE RESPONDENT MENTIONED ANY OF THE FOLLOWING DURING THE SURVEY (OTHER THAN AS A RESPONSE CODE)**

**MULTIPLES ALLOWED**

1. (Carbon Tax in a POSITIVE way)
2. (Carbon Tax in a NEGATIVE way)
3. (Carbon Tax ad with Cate Blanchett)
4. (Other Media mentions (SPECIFY)) ^s
5. (None of these)
98. (Don't know / can't say).