

SV's State of Sustainability, 2025

Analysis by location – Metro / Inner Regional / Rural



CLASSIFICATION METHOD: We used the Australian Statistical Geography Standard (ASGS) location definitions, as used by the ABS, to classify the respondent's postcode into one of the following locations:

- **Metro** = Major Cities (n=1,135)
- **Regional** = Inner Regional (n=1,173)
- **Rural** = Outer Regional, Remote Australia, and Very Remote Australia (n=223)

Legend:

Red % = percentage is statistically significantly HIGHER than scores for other locations

Blue % = percentage is statistically significantly LOWER than scores for other locations

Issues ranked as a TOP THREE priority

(there was no difference on the number one ranked issue)

Issues ranked in the TOP THREE Priorities	Total Vic	Major cities	Inner Regional	Rural
<i>Sample size – number of respondents</i>	2,531	1,135	1,173	223
Cost of living / interest rates	82%	82%	83%	79%
Housing affordability	58%	59%	59%	49%
Healthcare and our healthcare system	56%	55%	56%	56%
Roads and transport	32%	28%	35%	37%
The job market / unemployment	19%	23%	16%	17%
Climate change	19%	21%	19%	12%
The quality of education	14%	14%	13%	21%
Gender equality	4%	4%	4%	8%
The COVID-19 pandemic	3%	3%	3%	5%
Something else (please specify)	8%	8%	8%	10%
(sample size)	2531	1135	1173	223

Climate Change attitudes and support for renewable energy infrastructure

- No difference for other forms of infrastructure other than those in the table
- Differences more driven by age group rather than location

	Total Vic	Metro	Inner Regional	Rural
*Concerned about climate change (“very” and “fairly”)	62%	65%	62%	53%
More concerned than 12 months ago	31%	31%	32%	21%
Willingness to support renewable energy infrastructure OFF-SHORE WIND TURBINES	63%	68%	61%	59%
Willingness to support renewable energy infrastructure LARGE BATTERIES	60%	63%	57%	62%
Feel a strong personal obligation to do whatever I can to prevent climate change	56%	59%	54%	51%
AGREE that renewable energy will help Victoria lower greenhouse emissions & help prevent CC getting worse	59%	62%	57%	55%
AGREE that “acting on climate costs too much	40%	41%	38%	50%
Has solar panels	35%	32%	37%	40%
Has battery for solar panels	9%	9%	8%	9%

*differences are not large enough to be statistically significant

Circular economy

Red % = scores that are statistically significantly HIGHER than scores for other locations

Blue % = scores that are statistically significantly LOWER than scores for other locations

No differences for believing it is important to live sustainably or for trying to buy less to reduce impact on the environment

	Total Vic	Metro	Inner Regional	Rural
<i>Sample size – number of respondents</i>	2,531	1,135	1,173	223
Believe it's important to live sustainably	70%	71%	70%	71%
Trying to buy less to reduce impact on the environment	59%	59%	59%	53%
Understand the term "circular economy"	38%	41%	35%	35%
Buy /sell / donate second hand – clothes	81%	79%	83%	81%
Buy /sell / donate second hand – other items	81%	79%	83%	78%
Buy repaired/ refurbished electronic devices, rather than buying new ones	30%	28%	30%	37%
Has returned containers/have used CDS	80%	75%	83%	87%
Has taken e-waste to a designated collection point	77%	76%	77%	75%
Takes batteries to a designated collection point	73%	72%	74%	71%
Choose products that contain recycled content	64%	63%	64%	69%
Use a repair centre	32%	30%	33%	41%
Borrow toys from a toy library *	21%	20%	22%	14%
'I use a car share scheme*	14%	16%	11%	20%
'Borrow tools from a tool library*	14%	15%	12%	20%
Lease/ hire baby equipment *	17%	17%	17%	14%

*"Not applicables" removed

High impact behaviours – participation over the past year

No statistically significant differences based on location

	Total Vic	Metro	Inner Regional	Rural
Done environmental volunteering	18%	18%	17%	21%
Looked into getting off gas	25%	22%	27%	28%
Switched bank to support more enviro-friendly business	12%	12%	12%	13%
Contacted local MP	11%	11%	10%	11%
Participated in citizen science project	11%	11%	10%	11%

Gas v electricity

Red % = scores that are statistically significantly HIGHER than scores for other locations

Blue % = scores that are statistically significantly LOWER than scores for other locations

No statistically significant differences based on location

	Total Vic	Metro	Inner Regional	Rural
All gas appliances	11%	14%	10%	4%
Mostly gas appliances – heating <u>and</u> hot water	24%	28%	23%	6%
Partly gas - 1 main appliance is gas (heating or hot water)	37%	37%	37%	40%
Low gas - Only cooking gas (electric heating + hot water)	13%	12%	13%	17%
No gas appliances	15%	9%	17%	32%

Gas appliances	Total Vic	Metro	Inner Regional	Rural
Gas cook top	63%	69%	60%	45%
Gas oven	30%	32%	28%	22%
Gas heating	47%	54%	45%	23%
Gas hot water system	58%	65%	56%	35%
Gas for pool pump	3%	4%	3%	2%
Gas (fixed gas piping) for BBQ	9%	11%	7%	8%
TYPE OF CONNECTION	Total Vic	Metro	Inner Regional	Rural
Main gas connection	86%	95%	82%	54%
Bottled gas	13%	4%	17%	44%
Not sure	3%	2%	3%	3%

Willingness to switch from gas to electric – smaller samples sizes hence **no statistically significant differences** found. Note however, although the rural sample had smaller sample sizes, the percentage willing to switch for each appliance was higher than for metro and regional locations. Potentially, this could be due to the higher dependency on bottled gas.

Replacement behaviours – again, smaller samples sizes for this question, hence **no statistically significant differences** found across location.

Health conditions linked to climate change

Gas appliances	Total Vic	Metro	Inner Regional	Rural
Pollen-related allergies	33%	32%	36%	25%
Thunderstorm asthma	13%	11%	14%	12%
Heat stress or heatstroke caused by extreme heatwaves	10%	9%	11%	12%
Lung complaints from increased air pollution /smoke from fires (e.g.: asthma, lung disease)	11%	9%	13%	8%
Mental illness such as depression or severe anxiety related to climate change / climate-anxiety	9%	9%	10%	5%
Illness caused by food and/or water contaminated by harmful bacteria or viruses	6%	5%	6%	6%
Physical / bodily harm from severe storms and/or flooding	3%	4%	3%	3%
Diseases carried by insects (Ross-river, Barmah forest virus, Buruli ulcer)	3%	3%	2%	6%
Physical /bodily harm from bushfires	3%	3%	2%	3%
None of these	51%	53%	48%	58%
NET - Impacted	49%	47%	52%	42%

Demographics

Employment

Column %	Major cities	Inner Regional	Rural
Employed full time	43%	34%	28%
Employed part time	18%	21%	19%
Self-employed – sole trader + Small business owner	6%	5%	6%
Not employed, but looking for work	4%	3%	5%
Not employed, and not looking for work	2%	4%	4%
Retired	19%	22%	19%
A student	4%	4%	15%
A homemaker	4%	8%	4%

Education

Column %	Major cities	Inner Regional	Rural
Secondary school – years 9 and below	5%	6%	5%
Secondary school – years 10 and above	30%	36%	36%
Certificate I/II/III/IV	15%	20%	21%
Diploma / Advanced Diploma	10%	11%	14%
Bachelor degree	25%	17%	15%
Postgraduate Degree or above	15%	8%	9%
A homemaker	4%	8%	4%

Housing type and renting v paying off

Column %	Major cities	Inner Regional	Rural
Apartment/ townhouse	34%	16%	19%
Lives in a separate house	66%	82%	76%
Own home or paying off mortgage	60%	62%	60%
Renting	26%	25%	24%
Living with parents / other relatives	13%	11%	14%
Other	1%	1%	2%

Bill stress – no differences based on location

Column %	Major cities	Inner Regional	Rural
HIGH BILL STRESS:			
Extremely concerned – our household struggles constantly to pay the bills	13%	17%	15%
Very concerned – we are on a strict budget to make ends meet	18%	23%	28%
Somewhat concerned – some months are tough but generally we're okay	36%	35%	34%
Not concerned – we know we can cover all bills but we do have to keep to a loose budget	24%	20%	18%
NO BILL STRESS			
Not concerned at all – we comfortably pay the bills and generally don't have to think about it	8%	7%	5%