

State of Sustainability Report 2025



Sustainability
Victoria



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Sustainability Victoria acknowledges Aboriginal and Torres Strait Islander people as the Traditional Custodians of the land and acknowledges and pays respect to their Elders, past and present.



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About this report

To achieve net zero by 2045 and ensure a thriving and healthy environment into the future, we need to track our progress over time. Since 2023, we've tracked Victorian attitudes, behaviours and actions when it comes to living sustainably and the drivers and barriers to action using our State of Sustainability Survey.

This report summarises the 2025 survey results and identifies trends across Victoria, providing an evidence base for future investment in sustainability – including in the circular economy and renewable energy.

This research is designed to support decision-makers, ensuring we have the right policies, programs and education to encourage Victorians to live more sustainably.



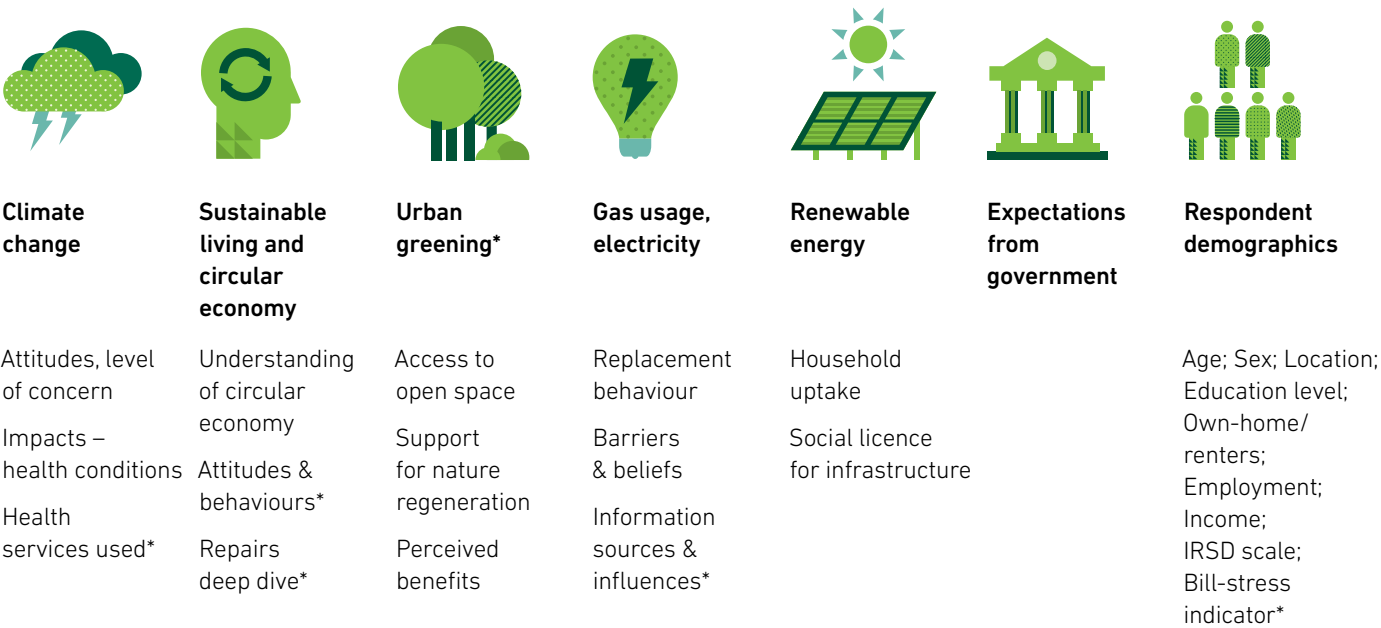
Survey participants

We surveyed 2,531 Victorians from all 10 Victorian regions on their attitudes and behaviours, and the actions they’re taking to live a more sustainable life. The data was collected through an online survey. To read more about our survey methodology, head to the Methodology section at the end of the report.

Survey topics

The 2025 survey took on average 25 minutes to complete and covered the topics listed in Figure 1.

Figure 1: State of Sustainability Survey topics in 2025



*New survey topics in 2025

New content in 2025 included:

- health and climate change (questions from the 2023 survey)
- urban greening
- decision-making when choosing gas or electric appliances
- use of repairs.

Read more about the survey methodology at the end of this report.

Note on rounding: Figures in the tables, graphics and in the text have been rounded. Discrepancies between totals and sums of components reflect rounding. Percentage variations in all tables are based on the underlying unrounded amounts.

Trending issues in 2025

Household transition from gas to electric – early signs of momentum in the right direction

Our survey shows the number of gas appliances in Victorian homes has remained steady over the past three years, but the use of these appliances is changing. Victoria remains the state with the highest percentage of homes using gas (88%) and 40% of these have all or mostly gas appliances.

Despite this data, behavioural and purchasing trends suggest a gradual shift towards electric appliances.

In 2025, new survey questions revealed that 60% of homes with gas heating also have reverse-cycle electric heating in their living rooms. More than half of these households (54%) use their electric heating more often than gas – a notable finding given that heating is one of the biggest sources of household energy use.

We are also seeing a move towards electric when appliances are replaced:

- Of the 257 Victorians who recently replaced their gas hot water system, 57% chose electric, up from 25% in 2024.
- Of the 202 who recently replaced their gas heating system, 65% chose electric, up from 52% in 2024.

Importantly, this switch occurred across all age groups in 2025, whereas in 2024 it was driven primarily by younger households (aged 16–34).

This trend aligns with a national shift. Across Australia, installations of heat pump hot water systems increased by 70% in the last year (Solar Choice, 2025). In Victoria, uptake is supported by current rebate programs that enable households to access both state and federal incentives.

According to our survey, about 60–70% of Victorians expect to replace their heating and hot water systems within the next decade. If the preference for electric continues, these choices could contribute significantly to transforming Victoria's energy system, supporting progress towards the state's emissions target of a 75–80% reduction by 2035.

Younger Victorians embrace the sharing economy

Participation in the sharing economy (leasing, hiring or borrowing products) has grown since 2023. Our survey tracks participation in toy libraries, tool libraries, hiring or leasing baby equipment and clothes, and use of car share schemes.

Participation in the sharing economy has almost doubled from 10% in 2023 to 19% in 2025. This growth is led by younger Victorians (aged 16–34) who used the sharing economy at twice the rate of older age groups in 2025:

- 27% borrowed tools from a tool library
- 34% borrowed toys from a toy library
- 26% leased baby clothes and equipment
- 29% used a car share scheme.

Sharing and reuse help maximise the utility of each product. If participation continues to grow, particularly among younger generations, this could signal a broader generational systems shift in how goods and services are accessed and consumed.

The sharing economy challenges traditional models of individual ownership and is an important behavioural trend to monitor in the transition towards a circular economy.

Cost of living overshadows climate concerns, but Victorians still back climate action

Australians continue to rank cost of living well above all other issues, with climate change slipping further down the list each year. In our survey, climate change has fallen from fourth priority in 2023 to fifth in 2024, and sixth in 2025.

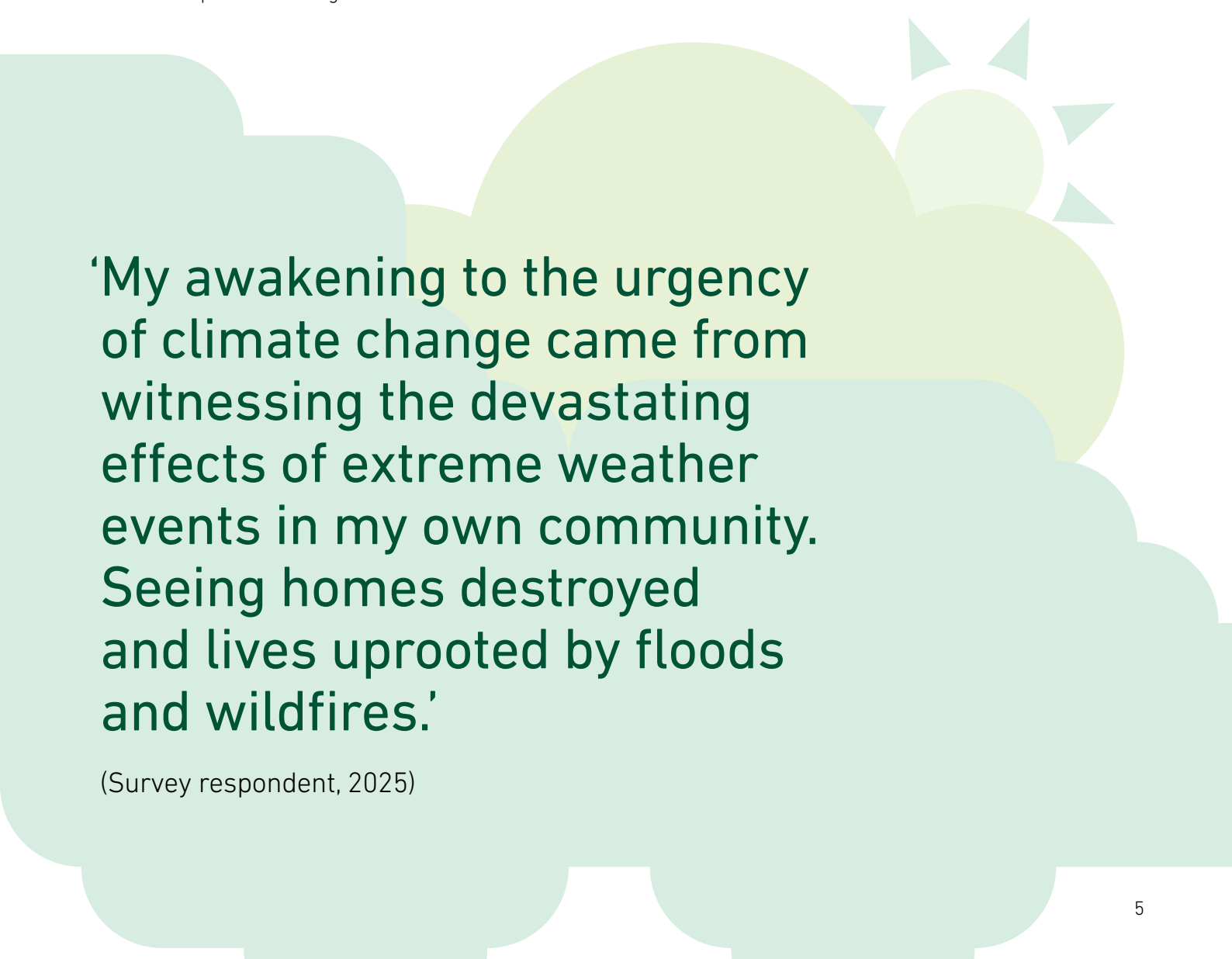
Ranking climate change as a lower priority was most noticeable among younger Victorians in 2024, and among the 55+ age group in 2025.

With cost-of-living pressures being front of mind, many people may have narrowed their focus to their most immediate concerns, while less time-critical and peripheral issues have receded in importance.

Lower prioritisation does not equal indifference. Most Victorians continue to recognise the need for ongoing climate action. Two-thirds agree that it's cheaper to act on climate now than to pay a higher price later, and each year, a clear majority express concern about climate change.

This continued support for climate action may be linked to the high number of Victorians with lived experience of climate impacts. Between 2022 and 2025, 8 in 10 experienced at least one extreme weather event, half reported a health condition linked to climate change, and many were affected by rising insurance or food costs. Among those who experienced extreme weather, impacts included property damage, loss of income and both short and long-term mental health issues.

It is important not to misinterpret declining prioritisation as a signal to slow down on climate action. The social licence for action remains strong and the widespread impacts of climate change make it clear that adaptation and mitigation efforts must continue.



'My awakening to the urgency of climate change came from witnessing the devastating effects of extreme weather events in my own community. Seeing homes destroyed and lives uprooted by floods and wildfires.'

(Survey respondent, 2025)

Rooftop solar on the rise but support for renewable energy infrastructure is waning for some Victorians

Solar energy continues to grow in popularity across Victoria. Fifteen years ago, solar panels were installed on just one in 20 homes; this year, that figure has risen to one in three.

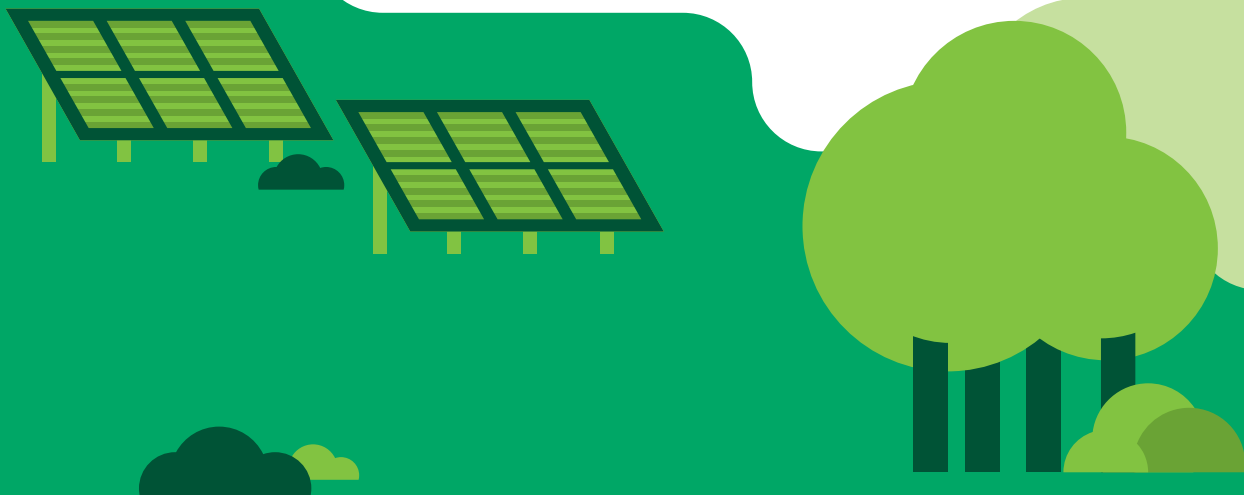
In 2025, 34% of Victorians have rooftop solar and 9% also have a home battery. Uptake is highest among those aged 55+ (41%). Interestingly, this same age group is also less supportive of renewable energy infrastructure such as wind turbines, new transmission lines, solar farms and batteries.

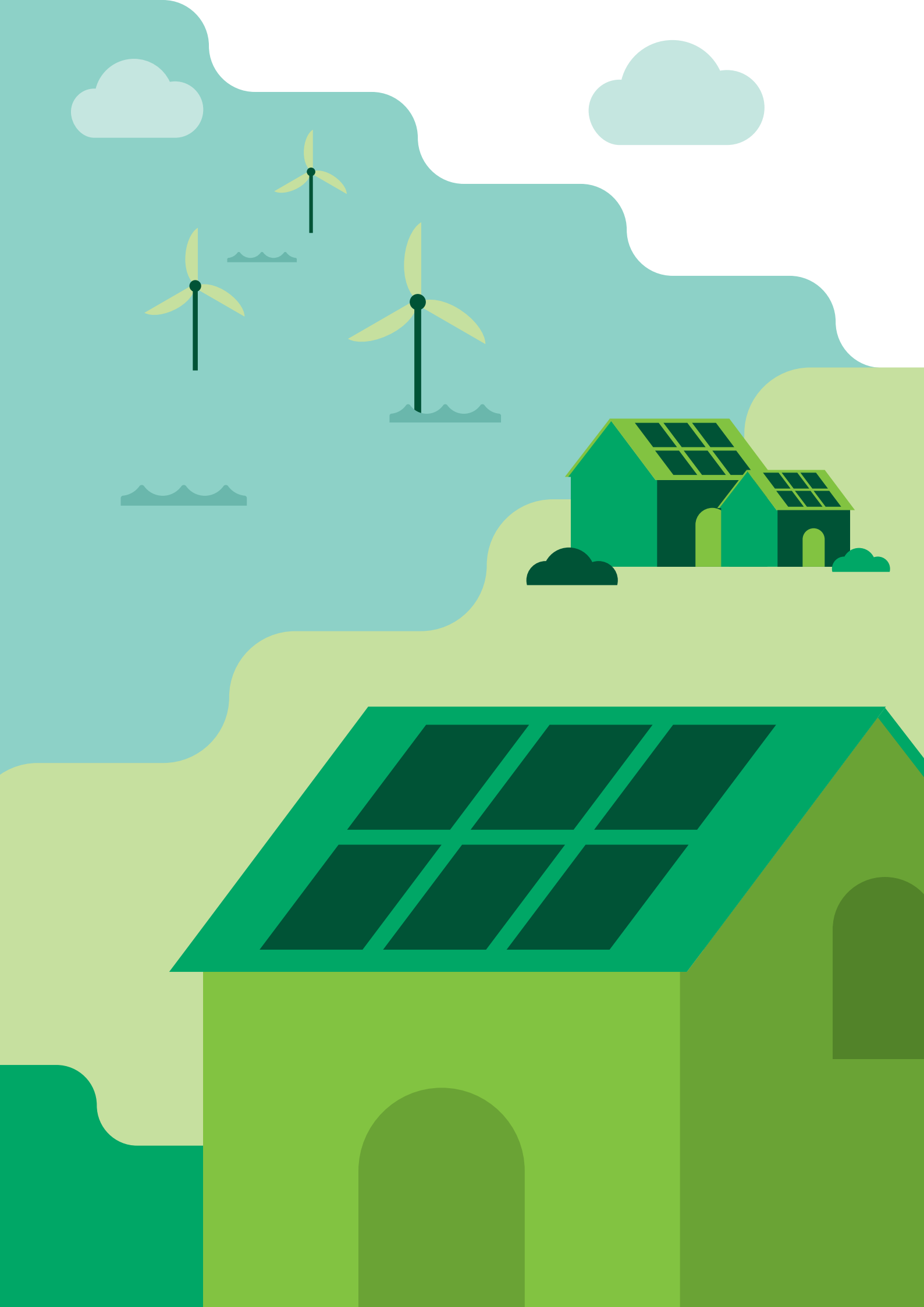
While overall support for renewable energy infrastructure remains positive, it has gradually declined over the past three years, particularly for new transmission lines. The gap between younger and older Victorians has widened to 20 percentage points or more, with younger Victorians consistently showing more support.

This generational divide is consistent with national research. A CSIRO study found that Australians aged over 60 years are the most likely to reject living near renewable energy infrastructure (27%) and to express concerns about potential impacts on property values (McCrea, Walton, Scovell, Poruschi, & Gardner, 2024). Older Victorians are also the least likely to recognise the connection between the renewable energy transition and climate change mitigation. In contrast, younger Victorians (aged 16–34) are the most likely to acknowledge this link.

This difference may reflect greater exposure to climate and energy transition topics through education, giving younger people higher literacy and greater confidence in assessing environmental and social benefits. According to CSIRO, understanding the benefits of the renewable energy transition is key to gaining social licence for renewable energy infrastructure. When benefits are unclear – or when misinformation spreads – public support may be harder to gain.

With misinformation campaigns on the rise, it remains vital to ensure accurate information and tailored education are available to all communities. Communication strategies that directly address the concerns and priorities of older Victorians will be essential to sustaining broad support for Victoria's clean energy transition.





Key statistics in 2025

Climate change

- Cost of living remains the top priority for Victorians. Climate change slipped slightly, but most (63%) remain concerned across all demographics.
- Nearly half (48%) have experienced a health condition linked to climate change; those aged 16–34 years are most likely to be affected (58%).
- Pollen-related allergies are the most common health condition (33%), down from 38% in 2023.
- About half of those affected by climate-related health conditions sought medical assistance.
- Eco-anxiety triggers the highest use of health services (79% sought medical assistance).
- Eco-anxiety is seen as the health issue most likely to increase over the next decade.
- 73% want more information on how climate change affects health.



Behavioural insight

Eco-anxiety triggers the highest use of health services, compared to other health conditions linked to climate change.

Living sustainably and the circular economy

- Awareness of the circular economy continues to grow (39% up from 26% in 2023).
- Younger Victorians (16–34 years) are driving the use of shared economy services such as borrowing, hiring and leasing 27% (compared to 18% of 35–54 years and 4% of over 55s).
- Almost one-third used a repair service, primarily motivated by cost (repair cheaper than buying new). Phones are the most repaired item (26%), followed by laptops, tablets or computers (16%).
- Most Victorians (87%) buy, sell or donate second-hand items.
- Government recycling programs are widely used: around three-quarters use e-waste or battery drop-off points and Victoria's Container Deposit Scheme (CDS Vic). CDS Vic use is higher in regional areas (84%) than Melbourne (73%).
- Those under high bill stress show above average uptake of some circular behaviours, especially purchasing second-hand clothing (91% vs 87% average) and refurbished electronics (37% vs 28% average).
- The strongest drivers of sustainable behaviour are believing that 'living sustainably is important' and trying to 'buy less to minimise my environmental impact'.



Behavioural insight

Participation in the shared economy is driven largely by younger Victorians (**16–34 years**) who hire, lease and borrow items at double the rate of other age groups.

Trust in environmental claims

- Fewer than **half (43%)** trust environmental claims on product labels, but 6 in 10 say they would trust claims made by an independent group.
- Almost two-thirds (63%) buy products with recycled content and most (82%) trust the claims.
- Most (70%) trust kerbside recycling is turned into new materials.



Behavioural insight

Many Victorians do not trust environmental claims made by brands but say they would trust claims by an independent group.

Access to green spaces and urban greening

- More than 90% have green space within a 15-minute walk and most (83%) see urban green spaces as essential infrastructure for towns and cities.
- 45% spend time in nature weekly; 75% spend time in nature monthly.
- Victorians recognise the physical and mental health benefits of green spaces, especially older people.
- Strong social licence exists for restoring ecosystems, habitats and wildlife (77%). Most (88%) agree on the importance of creating and maintaining healthy urban ecosystems and thriving biodiversity in our towns and cities.



Behavioural insight

Health benefits of green spaces are most recognised by the over 55s, even though they access nature less often than other age groups.

Gas and electricity use in the home

- Gas use remains widespread (88%), and 40% of homes have all or mostly all gas appliances. (This includes both reticulated gas and bottled gas appliances.)
- 60% of homes with gas heating also have an electric split system in their living room; over half of them now use the split system for heating, more than they use the gas (54%).
- Replacement behaviour shows **strong momentum towards** electric: 57% of those who replaced their gas hot water switched to electric (double the rate in 2024) and 65% of households replacing gas heating chose electric (up from 52% in 2024).
- Younger Victorians (70%) are more supportive of switching from gas, than those aged 55+ (42%). This gap has widened by 18 percentage points since 2023.
- Despite differing attitudes, appliance replacement behaviour shows a clear shift towards electrification across all age groups.



Behavioural insight

Many Victorians with gas heating also have electric split systems in their living room and over half use these to heat their home rather than gas.



Behavioural insight

The rate of switching from gas to electric appliances is increasing. Of those who recently replaced gas hot water systems, more than half chose electric. Of those replacing gas heating, most chose electric.

Renewable energy

- Renewable energy use is increasing: 34% have solar panels, 9% have batteries, and 5%* buy renewable energy from their provider, bringing total renewable energy use to 39%.
- Support for renewable energy infrastructure remains steady, from 56% for new transmission lines to 65% for solar panels.
- Younger Victorians (16–34) are more supportive of all types of renewable energy infrastructure, compared with those aged 55+.
- The most common reasons given for low support of renewable energy infrastructure include: negative visual impacts; loss of agricultural land or natural land; and environmental/wildlife harms.

*(14% buy renewable energy from their provider, 9% of these also have solar panels, 5% do not.)

Climate change

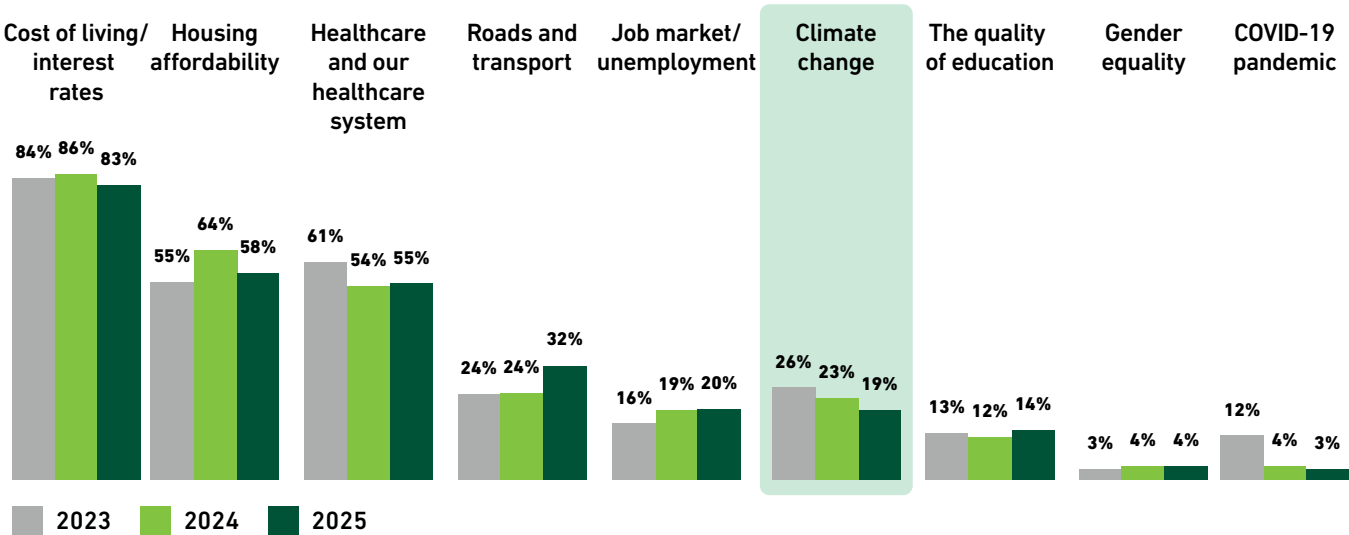
Victorians remain concerned about climate change, even as cost-of-living pressures reshape priorities. While overall concern has eased over three years, most Victorians still support climate action, and many are directly experiencing climate-related health impacts.

Priority issues for Victorians – cost of living remains top

When asked about the issues of greatest importance for Victoria, cost of living remains the top priority, followed by housing affordability, healthcare, then roads and transport (Figure 2). Climate change now ranks sixth – slipping from fifth in 2024 and fourth in 2023.

In 2025, one in five Victorians (19%) ranked climate change among their top three priority issues – down from 23% in 2024 and 26% in 2023. Of these, 8% rank it as the number one issue, unchanged from 2024 but down from 11% in 2023.

Figure 2: Ranking important issues for Victorians from 2023 to 2025



Roads and transport saw the biggest change over the past year, with 32% ranking it among their top three issues, up from 24% in 2024. These findings are consistent with other national priority issue surveys conducted in Australia (Quantum Market Research, 2024). Over the last three to four years, cost of living and housing affordability have consistently ranked as the top two priorities, with healthcare, the economy and jobs alternating between third and fourth.

Similarly, other polls show a steady downgrading of climate change and the environment over the past three years, as immediate, day-to-day pressures dominate public attention. This 'cognitive narrowing' is a typical response during times of crisis such as the current cost-of-living crisis, and is reflected in respondent statements:

'The cost-of-living crisis is now so dire it has taken some of my climate alarm away.'

(Survey respondent, 2024)

'The cost of living is too high, too many problems to worry about climate change.'

(Survey respondent, 2025)

Demographic differences

- **Age:** Young Victorians continue to rate climate change as a higher priority than older age groups. In 2025, 24% of 16–34-year-olds ranked it in their top three issues, compared with 15% of those aged 34–54 and 19% of those aged 55+. This trend is consistent with other state and national surveys.
- **Education:** Prioritisation of climate change increases with education level – 25% with a bachelor/postgraduate degree or above rank it in their top three issues, compared with 17% of those with a diploma or lower qualification.
- **Financial stress:** Victorians experiencing bill stress and cost-of-living pressure rank climate change lower than those not under financial stress (9% vs 26%).
- **Regions:** Melburnians and regional Victorians shared similar levels of concern.

It is important to note that while 'priority issue' questions capture immediate, day-to-day concerns and often reflect media coverage (for example, higher prioritisation of climate change following the 2020–21 bushfires), a lower ranking does not indicate a lack of ongoing concern. Most Victorians remain concerned about climate change, and many are experiencing its impacts.

Climate change concern remains high

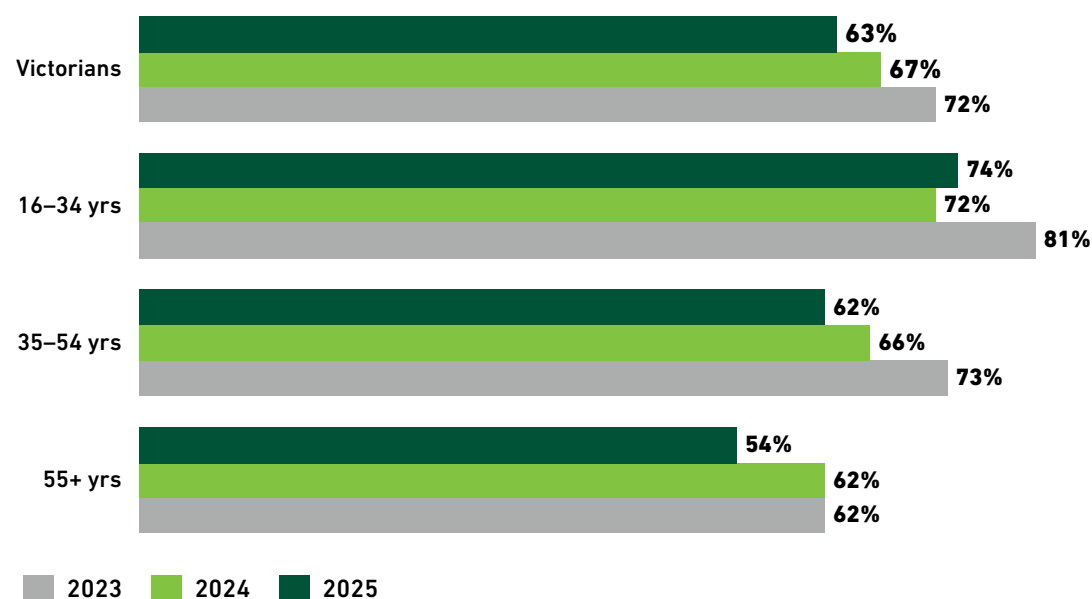
While the priority of climate change has eased relative to more immediate day-to-day issues, the majority of Victorians (63%) remain concerned about climate change (see Figure 3), with 25% 'very concerned' and 38% 'fairly concerned'.

While concern for climate change has trended downwards over the past three years (72% in 2023, 67% in 2024 and 63% in 2025), the majority of every demographic group continues to express concern.

Demographic differences

- **Age:** Young people (16–34 years) expressed the highest levels of concern (74%), compared with 54% among those aged 55+.
- **Gender:** Women were more likely to express concern than men (67% vs 58%).
- **Financial stress:** Victorians experiencing high bill stress – despite ranking climate change lower as a priority issue – reported similar levels of concern (62%).
- **Regions:** Melburnians and regional Victorians shared similar levels of concern.

Figure 3: Concern about climate change by age group from 2023 to 2025



Changing levels of concern across Victoria

Almost one-third of Victorians (31%) report feeling more concerned about climate change now than they did 12 months ago (down from 35% in 2024).

Higher-than-average increases were reported by:

- young people (16–34 years) (39%)
- those with higher education levels (37%)
- women (33%).

Drivers of increased concern

Victorians who feel more concerned cite exposure to extreme weather events and the perception that these are becoming more common, and the belief that governments in Australia and globally are not doing enough.

Reasons for reduced concern

Similar to 2024, 14% say they feel less concerned. The most common reasons were other priorities taking precedence such as cost of living, and the belief that climate change is 'natural' or irrelevant to them.

Figure 4 lists why Victorians may feel different levels of concern about climate change in 2025.

Figure 4: Reasons for increased or decreased concerns about climate change in 2025

‘The earth’s climate has always changed. It never stays the same.’

‘The cost of living is too high, too many problems to worry about climate change.’

‘Other problems like job security and cost of living became dominant.’

‘We have had particularly extreme weather in Victoria in the past year – lots of extreme heat over summer and now it’s nearing mid-May, and the temperature is still mid 20s most days. We have hardly had any rain. Climate change is impossible to ignore.’

‘I have been reading about climate change, and I have noticed the summers are lasting longer, and the winters are drier and warmer. I don’t want it to get any worse, which is why I am more concerned about climate change.’

14% Less concerned



31% More concerned



55%

Feeling the same/no change

Most Victorians support climate action

The majority of Victorians continue to support action on climate change:

- **67%** agree that it's cheaper to act on climate change now rather than pay the price of climate impacts later (similar to 2023, 69%).
- **66%** believe that tackling climate change creates new jobs in Victoria and investment in clean energy (similar to 2023, 68%).
- **57%** feel a strong obligation to do what they can to stop climate change getting worse (no change over the past three years), increasing to **64%** among 16–34-year-olds.
- A minority of Victorians (**41%**) believe acting to address climate change costs too much – a view held by 46% of men compared with 35% of women, with no significant difference across age groups.

Despite cost-of-living pressures reducing the ranking of climate change, Victorians under bill stress are just as likely as others to support action on climate change now, believing that it's cheaper to act now than pay higher costs in the future.

Climate change impacts

Each year, our survey includes a section on climate change impacts.

- In 2023, we asked respondents which climate change impacts they believed would most affect their lives, including questions on health conditions linked to climate change.
- In 2024, we measured lived experience of extreme weather events and their impacts.
- In 2025, we repeated the health conditions questions from 2023 and added questions about the health services used as a result.

Victorians experiencing health conditions linked to climate change

Almost half of Victorians (48%) have experienced a health condition linked to climate change (Figure 5). The types of health conditions reported in 2025 are similar to 2023, although pollen-related allergies and thunderstorm asthma reduced slightly in 2025.

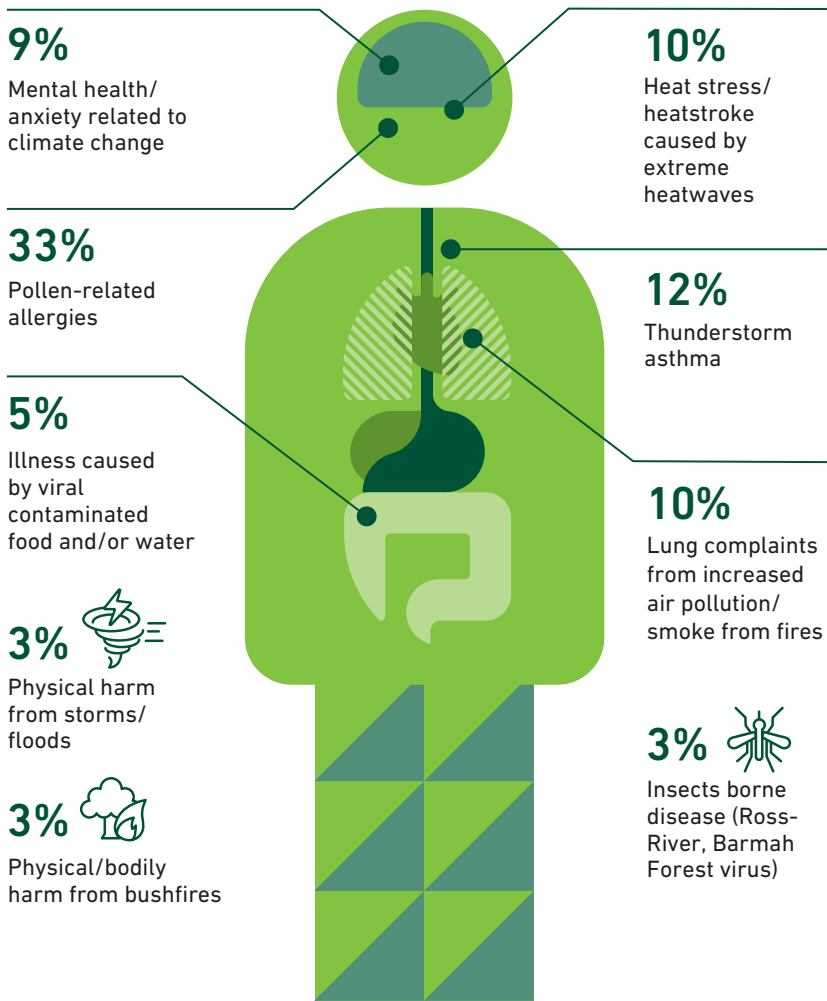
Health conditions linked to climate change were more likely among:

- young people (58% of 16–34-year-olds)
- people experiencing high bill stress (62% compared with 32% with no bill stress)
- women (50% compared with 45% of men).

There was no difference between Melbourne and regional Victoria.

The list of health conditions in the survey was compiled with help from Doctors for the Environment Australia, the Victorian Department of Health, and Psychology for a Safe Climate. Respondents were asked whether they had experienced any of listed health conditions, without any reference to climate change in the question to reduce bias.

Figure 5: Health conditions linked to climate change in Victoria reported in 2025



Demographic differences

- **Pollen-related allergies** were more common among Victorians aged 34–55 years (38% compared with 33% average) and women (37% compared with 28% of men).
- **Heat stress/heatstroke** was more common among 16–34-year-olds (17% compared with the 10% average).
- **Mental health/eco-anxiety** was higher among 16–34-year-olds (13% compared with the 9% average).

Health services used for climate-related conditions

Among those who experienced a health condition, around half sought medical assistance through a GP, pharmacist, hospital or ambulance (Table 1). Figure 6 shows a breakdown by health condition and the health services used by Victorians.

Table 1: Health conditions requiring medical assistance in 2025

Health condition	Victorians with health conditions seeking assistance from GP, pharmacist, hospital and/or ambulance
Mental health/eco-anxiety	79%
Thunderstorm asthma	53%
Heat stress/heatstroke	52%
Pollen-related allergies	33%

Figure 6: Types of medical assistance accessed for climate-related health conditions in 2025

Health Impact	Source of medical assistance for those who experienced the health impacts – 2025					
	% experiencing this condition	GP/Local Medical Centre	Pharmacists	Hospitals	Ambulance	Didn't Seek Medical Help
Pollen-related allergies	33%	24%	41%	6%	3%	40%
Thunderstorm asthma	12%	29%	21%	17%	7%	41%
Heat stress or heatstroke caused by extreme heatwaves	10%	25%	12%	19%	8%	56%
Lung complaints (e.g. asthma, lung disease)	10%	43%	20%	23%	8%	25%
Mental illness/depression or severe anxiety related to climate change/climate-anxiety	9%	50%	18%	18%	9%	34%
Illness caused by food and/or water contaminated by harmful bacteria or viruses	5%	50%	28%	26%	5%	19%
Physical/bodily harm from severe storms and/or flooding	3%	24%	25%	18%	15%	34%
Diseases carried by insects (Ross-River, Barmah Forest virus, Buruli ulcer)	3%	39%	23%	40%	23%	17%
Physical/bodily harm from bushfires	3%	25%	18%	32%	29%	40%
None of these	52%					

Awareness of health conditions linked to climate change

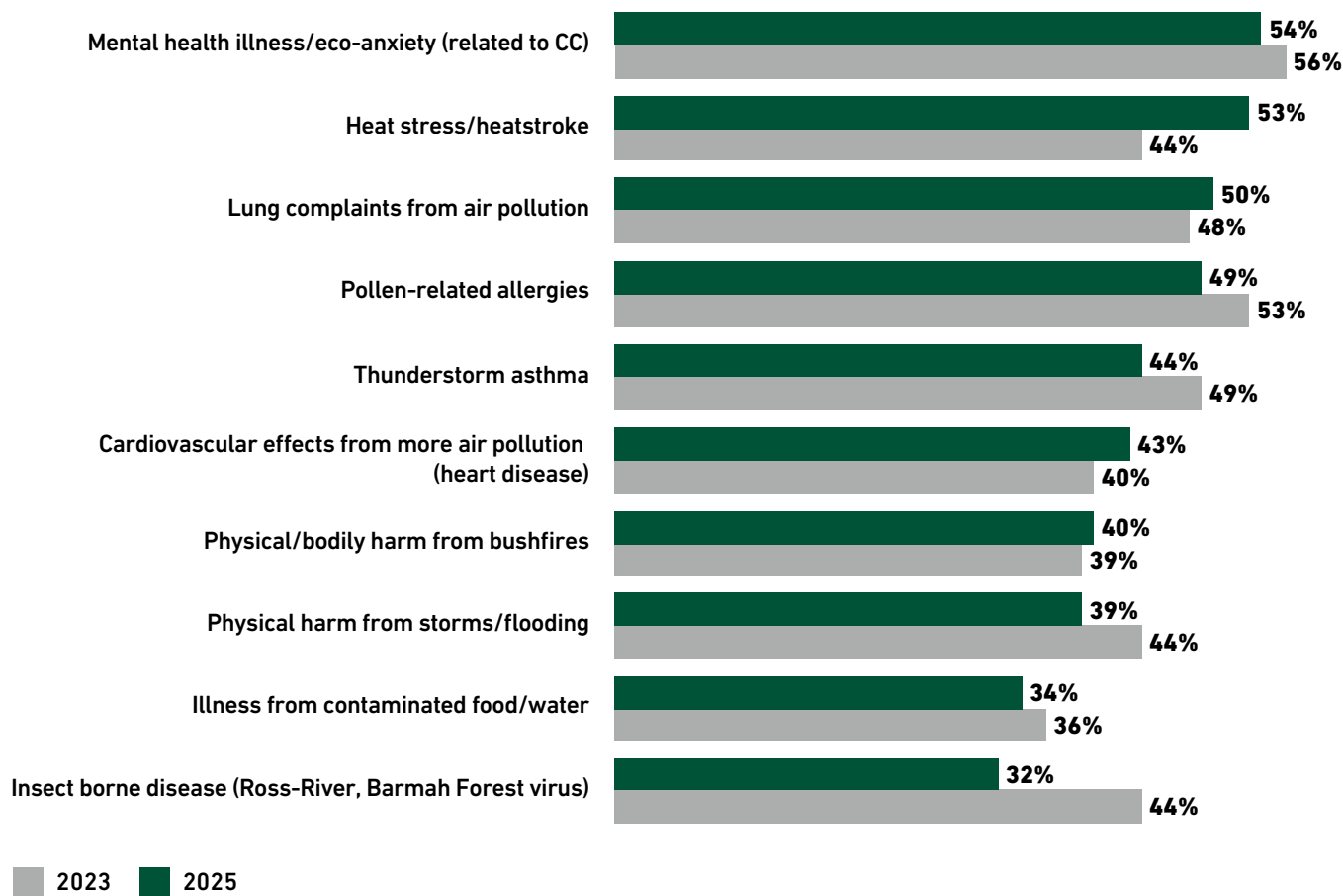
Ideally, Victorians should be well informed about the types of health conditions expected to become more common as climate impacts increase. Greater understanding supports personal preparedness and contributes to community resilience.

Although many Victorians have already experienced climate-related health impacts, public awareness of the types of health conditions likely to become more common remains limited. Awareness of heat stress/heatstroke and its link to climate change has increased from 45% in 2023 to 53% in 2025, but awareness of most other health conditions linked to climate has not increased.

Victorians continue to view mental health/eco-anxiety as the climate-related health issue most likely to increase over the next decade – the same result as in 2023.

Of the health conditions expected to become more prevalent, the level of public awareness for each condition is shown in Figure 7.

Figure 7: Awareness of likely future health conditions as climate impacts increase (2025 vs 2023)



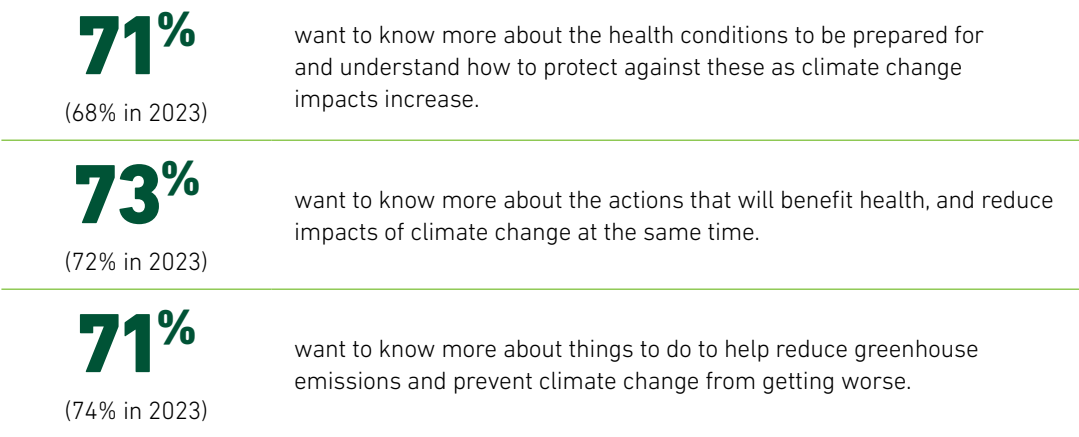
Note: The health conditions question was asked in the 2023 and 2025 surveys only.

High interest in climate and health

Most Victorians (71%) are engaged and interested in learning more about the health impacts of climate change (Figure 8). This aligns with health and the healthcare system being ranked the third most important issue for Victorians, after cost of living and housing.

Interest is highest among younger people (16–34 years), and woman more than men.

Figure 8: Interest in learning more about climate and health in 2025 (vs 2023)



Living sustainably and the circular economy

Victorians continue to show strong interest in living sustainably. Even with limited understanding of the term 'circular economy', some Victorians are already practicing circular behaviours such as buying second-hand, repairing items and using shared economy services and government recycling programs. These behaviours play a growing role in helping Victoria reduce waste, extend the life of materials and transition towards a circular economy.

Importance of living sustainably remains high

Most Victorians (69%) agree that it is important to live sustainably and minimise their environmental impact. This has remained consistent over the past three years (70% in 2023 and 68% in 2024) and across all demographic groups. No significant difference exists between those who are experiencing high bill stress and those who are not.

Almost 6 in 10 Victorians (58%) report trying to buy less to reduce their environmental impact, with women more likely to do so than men (62% compared with 54%).

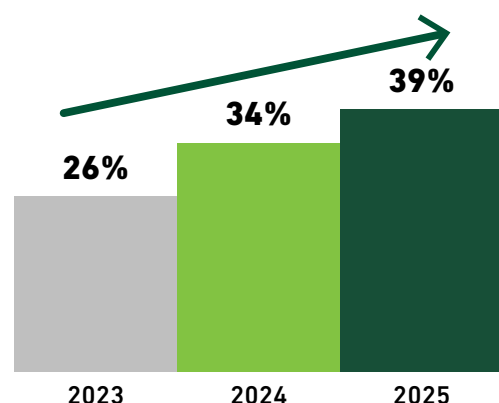
Growing familiarity and understanding of the term 'circular economy'

Victorians' familiarity and understanding of the term 'circular economy' continues to grow each year (see Figure 9):

- 26% in 2023
- 34% in 2024
- 39% in 2025.

Figure 9: Understanding of the circular economy from 2023 to 2025

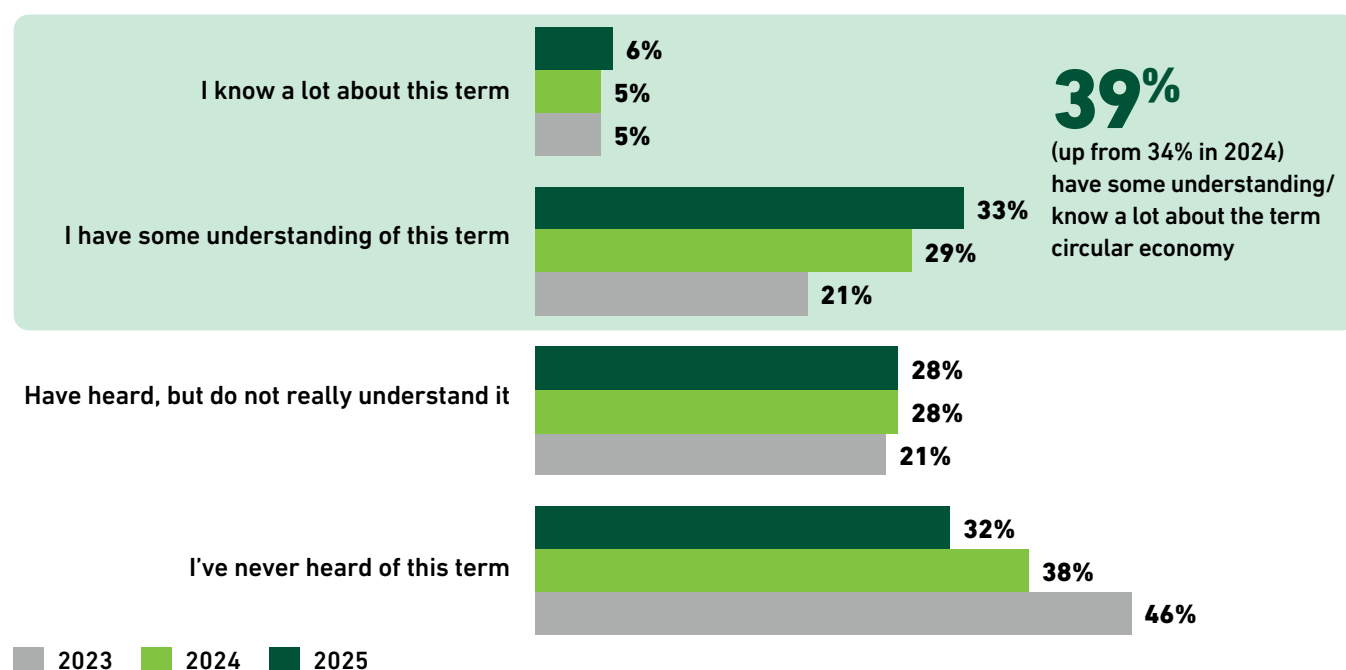
Has some understanding of circular economy, by year



These yearly increases indicate the concept is being used more in the community. However, only 6% of Victorians say they know 'a lot' about the circular economy, as shown in Figure 10.

Continued education and communication will be essential to help Victorians understand how the circular economy supports sustainable living and emissions reduction and how they can participate.

Figure 10: Victorians' awareness and understanding of the term circular economy in 2025



Demographic differences

Awareness and understanding of the term circular economy is higher among:

- men (45% compared with 34% of women)
- Melbourne residents (42% compared with 33% in regional Victoria)
- those with higher education levels (59% of postgraduates compared with 28% of those with no formal qualifications).

Those least likely to have heard the term are women and people aged 55+.

Circular behaviours in action

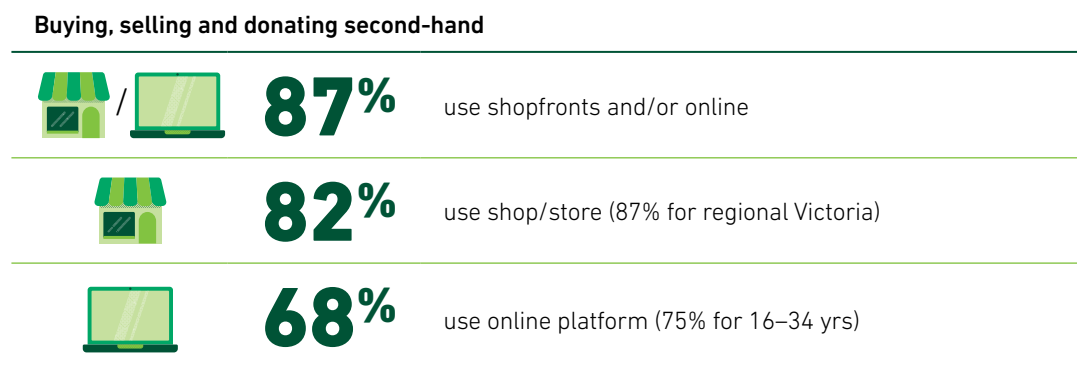
Even if they do not always recognise the term 'circular economy', Victorians are increasingly engaged in circular behaviours. Opportunities exist in repair, shared economy services and clothing circularity, with strong consumer support for practical interventions such as in-store drop-off points.

Buying, selling and donating second-hand

Most Victorians (87%) participate in buying, selling or donating second-hand items (Figure 11). Physical stores are still the most common way to participate (82%), while online platforms are also widely used (68%), particularly among younger Victorians aged 16–34 years (75%).

Physical stores are used slightly more for clothes, while online platforms are used more for non-clothing items. These trends remain consistent with 2024.

Figure 11: Buying, selling and donating second-hand in Victoria in 2025



Demographic differences

- **Regions:** Regional Victorians are slightly more likely than Melburnians to buy, sell or donate second-hand items (90% vs 86%).
- **Financial stress:** Victorians under high bill stress are more likely to buy, sell or donate second-hand items than those not experiencing bill stress (91% vs 83%).

Clothing as a key circular economy opportunity

Australia is the second largest consumer of textiles in the world with the average Australian buying 55 new clothing items each year. In 2023, 888 million items were sent to landfill.

High clothing consumption driven by low-cost, low durability 'fast' fashion, along with rapidly changing trends and low recycling rates, all contribute to textile waste. Extending the life of clothing by wearing items more often is one of the most effective ways to reduce the environmental footprint of fashion.

From ownership to access: reshaping the textile industry

Research from the University of Technology Sydney shows that shifting the fashion consumption model from 'ownership' to 'access' can drastically cut production, waste and emissions across the supply chain (Kelly, 2025). Renting clothes rather than buying can reduce a garment's carbon impact by up to 78%, depending on rental frequency. The research notes that industry consumption needs to be reduced by about 87% to reach sustainable targets.

Support for convenient clothing drop-off

To normalise reuse and recycling of unwanted clothes, and to make this practice more visible and accessible, the survey tested interest in in-store clothing collection points for unwanted clothes:

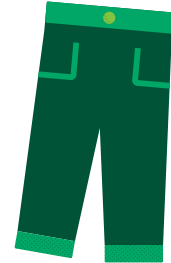
- 73% of Victorians say they would likely use such a service
- support is higher among women (79%) than men (67%).

This type of intervention could directly increase resource recovery and strengthen the circularity of Australia's fashion sector.

73% of Victorians would support a fashion brand that lets you drop off old or unwanted clothes for reuse/recycling. Four out of five women would use this service.



Case study: Circular fashion in practice



The global fashion company, H&M Group, reports that circular business models are growing up to 10 times faster than traditional retail with Gen Z driving demand (H&M, 2025). By 2030, resale and repair business models could make up up to 23% of the global fashion market.

H&M is trialling different circular business models including:

Resell

facilitating buying and selling second-hand to keep products in use for longer.

Use and care

educating customers on how to look after their clothes so they last longer.

Repair

offering in-store repair studios and repairing faulty returns for resale.

Collect

offering garment drop-off in-store so items can be reused or recycled.

Other Australian and international brands recognise the growing consumer demand for greater sustainability and are introducing similar initiatives. Seamless Australia, Australia's national clothing stewardship scheme, is working with major brands to transform how clothing is designed, used and recycled, and aims to achieve a circular clothing economy in Australia by 2030.

With consumer support (as seen in the State of Sustainability findings), business models centred on rental, repair and resale may soon become the norm across the fashion industry.

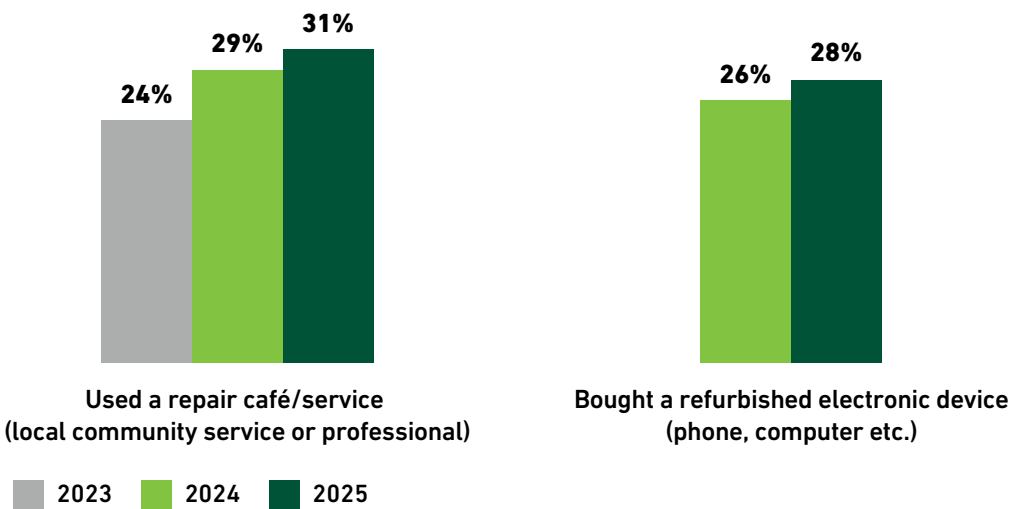
Repair, refurbishment and reuse

Buying refurbished items and repairing products helps extend the life of products and keep materials in circulation. Participation remains relatively low but is increasing each year (Figure 12).

- **28%** buy refurbished/repaired electronic devices, increasing to **42%** for 16–34-year-olds.
- **31%** use a repair café or repair service.

Access to a local repair café does not increase likelihood of using a repair service. This may be because the most commonly repaired items (mobile phones, computers and tablets) need specialist repair centres, rather than a generic local repair café. There was also no difference in use between those with high bill pressure and those without.

Figure 12: Uptake of repair cafés and buying refurbished electronic devices from 2023 to 2025



Note: The question about buying a repaired/refurbished electronic device was added to the survey in 2024.

Why are repairs important?

To aid in the transition to a circular economy, Victorian consumers need to use services that avoid waste-making and keep resources in use for longer, such as repair services, tool libraries, hire services and leasing and buyback schemes. Using these services aligns with circular economy principles and ensures recycling, reuse, repairing and regenerating practices are prioritised over linear models of consumption such as take-make-waste.

Repairing behaviours

Repairs extend the life of products and keep resources in circulation for longer. Repairing is a crucial behaviour in the shift towards a circular economy.

31%

of Victorians use repair services sometimes or often

of those who used a repair service:

43%

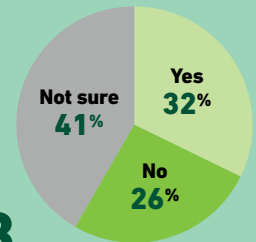
used independent repairers

27%

used repair cafes

23%

used repair services linked to manufacturer/brand



1 in 3

Victorians report access to repair cafes/community repairs in their local area

Most commonly repaired items



26%

Phones

If not repaired, people would have:

39%

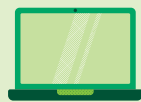
Taken to e-waste

31%

Kept/stored it

12%

Thrown it out



16%

Laptops/tablets

If not repaired, people would have:

44%

Taken to e-waste

20%

Kept/stored it

15%

Thrown it out

Less commonly repaired items



10%

Small appliances

If not repaired, people would have:

45%

Taken to e-waste

15%

Kept/stored it

17%

Thrown it out



9%

Clothes/shoes

If not repaired, people would have:

16%

Recycled it

11%

Kept/stored it

41%

Thrown it out



8%

Whitegoods
(Fridge/dishwasher)

If not repaired, people would have:

56%

Taken to e-waste

2%

Kept/stored it

20%

Thrown it out

Perceived ease/difficulty and cost of repairs

Phones and laptops/iPads

= perceived as **easy/very easy** to repair (**51–53%**)

= perceived as **cheaper** to repair than to buy new (**60%**)

Small appliances and white goods

= perceived as **difficult/very difficult** to repair (**32–41%**)

= perceived as **more expensive** (small appliances **40%**) and **cheaper** (white goods **53%**) to repair than to buy new

Of those who used repair services, cost was the main motivation



84%

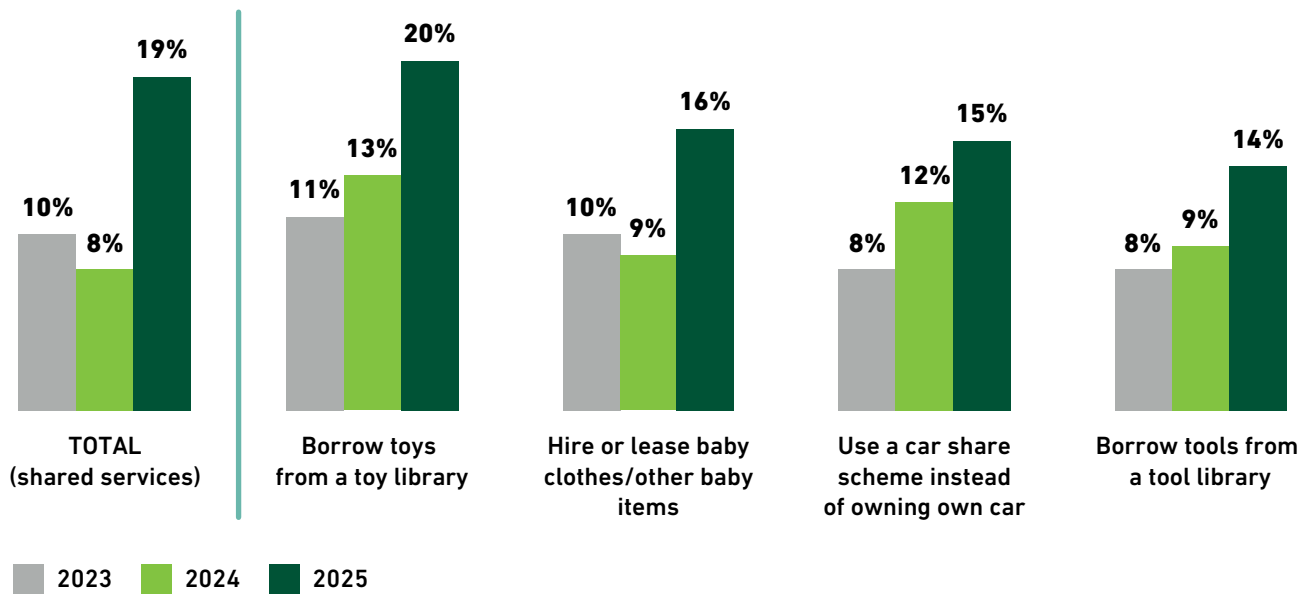
said the cost of repair was cheaper than buying new

Participation in the sharing economy

Participating in the sharing economy by borrowing or hiring products rather than buying new helps minimise waste and the need to manufacture new products, lowering resource consumption and reducing negative impacts on the environment.

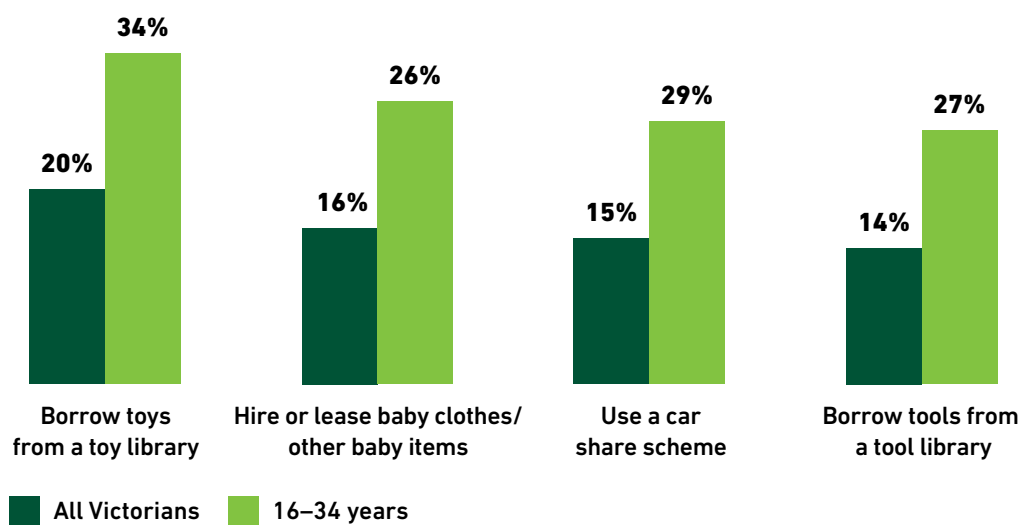
One in five Victorians (19%) used shared services such as tool libraries, toy libraries, car share schemes or hired baby items in 2025. Participation has increased steadily over the past three years, as shown in Figure 13.

Figure 13: Participation in the sharing economy by service in Victoria from 2023 to 2025



Shared services are used most by younger Victorians (16–34 years), who use them at significantly higher rates across all four categories.

Figure 14: Sharing economy service use by all Victorians and 16–34 years in 2025



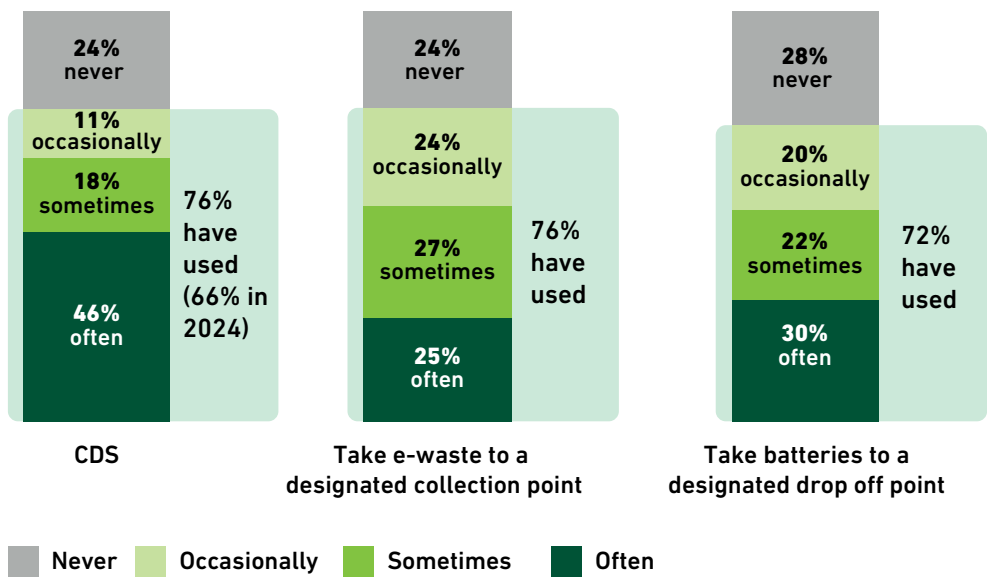
As our economy becomes more circular, these types of behaviours will hopefully become the norm. While the uptake of these behaviours is trending upward, it is still early in terms of achieving widescale social norms and majority use.

Government recycling programs are popular in Victoria

Victorians are highly engaged with government recycling programs (Figure 15):

- **76%** return containers for a 10c refund through Victoria's Container Deposit Scheme (CDS Vic), up from 66% in 2024.
- **84%** of regional residents use Victoria's Container Deposit Scheme (CDS Vic) compared with 73% in Melbourne.
- Use of CDS Vic is slightly higher among those under bill pressure (76% vs 67%).
- **76%** take e-waste to a designated collection point (81% for 55+ years).
- **72%** take batteries to a designated drop-off point (78% for 55+ years).

Figure 15: Victorians using government recycling programs in 2025

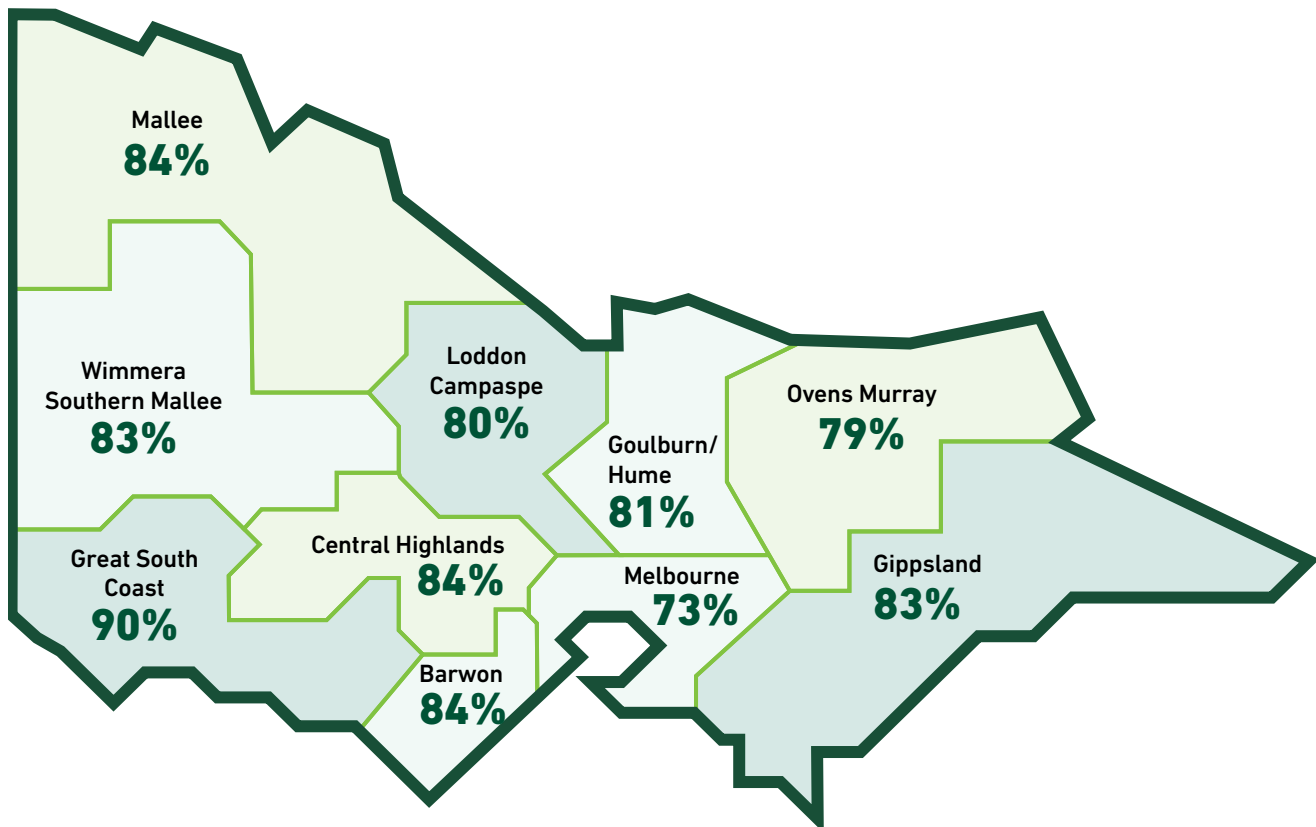


Regional differences in use of Victoria's Container Deposit Scheme

All regions recorded strong participation in Victoria's Container Deposit Scheme (CDS Vic) (~80%), as shown in Figure 16. The only statistically significant difference is the Great South Coast at 90%.

There is no correlation between use of Victoria's Container Deposit Scheme (CDS Vic) and access to kerbside glass recycling bin collection. Regions with both high and low coverage of kerbside glass recycling bin collection show similar levels of participation.

Figure 16: Victoria's Container Deposit Scheme (CDS Vic) use by region in Victoria in 2025



Buying products containing recycled materials

Recycling is an important part of a circular economy: extracting the materials from products so they can be used again to maximise the lifespan of these resources. However, key to the success of a recycling system is demand for recycled products. That is, the willingness of consumers to purchase products that contain recycled materials.

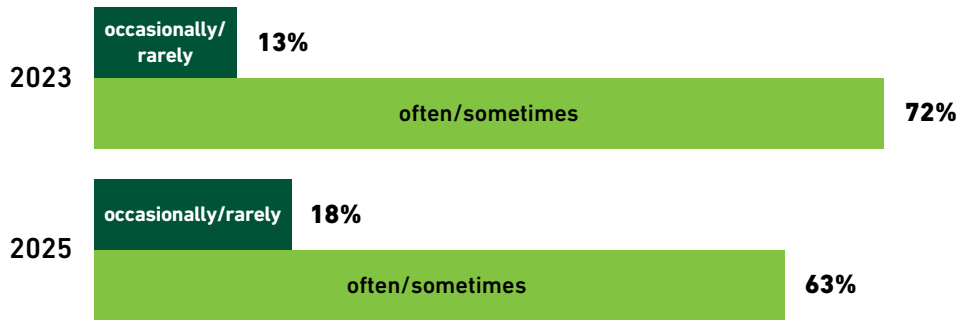
Common recycled products include paper products such as toilet paper, textbooks and office paper, and plastic products such as plastic bags and bin liners.

Purchasing levels

In 2025, 63% of Victorians bought products made with recycled content (13% 'often' and 49% 'sometimes') (Figure 17). This is an 11 percentage point decrease from 2023 (72%), possibly influenced by cost-of-living pressures – 24% of Victorians said that they did not buy recycled products due to the higher cost.

Figure 17: Victorians buying products made with recycled content in 2023 and 2025

% of Victorians who buy products that contain recycled content



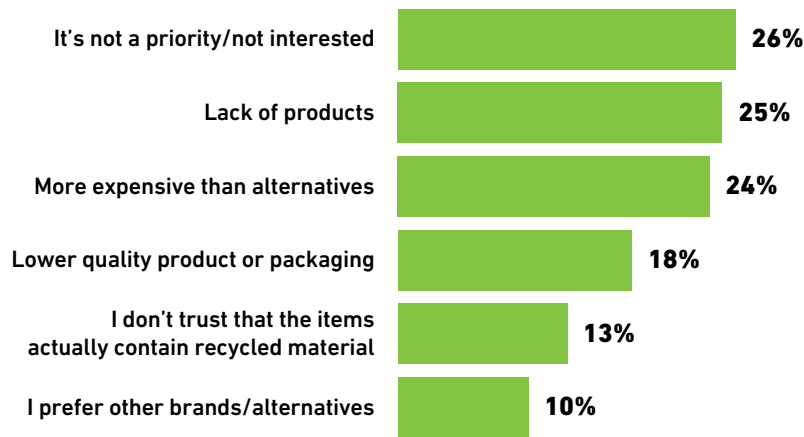
Note: Question not asked in 2024.

Barriers to buying recycled

As shown in Figure 18, the top reasons cited for not buying recycled products include:

- lack of interest (26%)
- lack of products (25%)
- more expensive than alternatives (24%).

Figure 18: Reasons for not buying products with recycled content in 2025



Reasons for not buying recycled products vary across age groups:

- **16–34 years:** higher cost and perceived lower quality
- **35–54 years:** higher cost
- **55+ years:** low availability/not enough products available.

Aligning attitudes and behaviours

Purchasing behaviours and sustainability attitudes are closely aligned. For people who believe it is important to live sustainably, 71% buy products containing recycled content. For those who believe it is not important to live sustainably, 53% said they were 'not interested' in buying products containing recycled materials.

Confidence in recycling systems

High confidence that kerbside recycling is turned into new materials

Most Victorians (70%) feel confident that materials put into their kerbside recycling bin are recycled into new materials (25% are very confident and 45% are somewhat confident) (Figure 19).

This aligns with other Sustainability Victoria research into recycling which shows a gradual increase in trust over the past three years, from 65% in 2023 to 74% in 2025 (Sustainability Victoria, 2021).

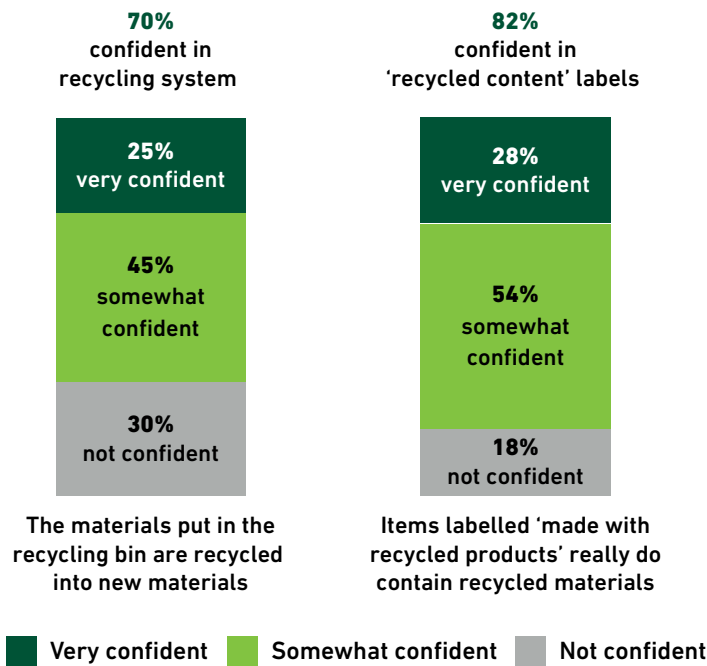
Almost one-third of Victorians (30%) do not feel confident that materials from kerbside recycling are recycled into new materials, indicating more work is needed to build trust in the recycling system across the board.

High confidence that products made with recycled content contain recycled content

A new question added in 2025 found that 82% of Victorians feel confident that products labelled as 'made with recycled materials' genuinely contain recycled content. Just over a quarter (28%) felt very confident, while 54% felt somewhat confident (Figure 20).

Younger Victorians (16–34 years) are more likely to feel confident than the over 55s (87% compared with 64%).

Figure 20: Confidence in recycling systems in 2025



Confidence in environmental claims

Low trust in brand 'environmentally friendly' claims

Victorians remain sceptical about brand-led environmental claims. More than two-thirds (69%) agree that it is difficult to tell which products are truly environmentally friendly (unchanged from 2024).

Fewer than half (43%) trust the environmental claims of a brand's own labelling, but 60% would trust environmental claims made by an independent group.

This highlights the importance of a trusted, independent voice when assessing a product's environmental credentials.

43%

trust the environmental claims of a brand's own labelling

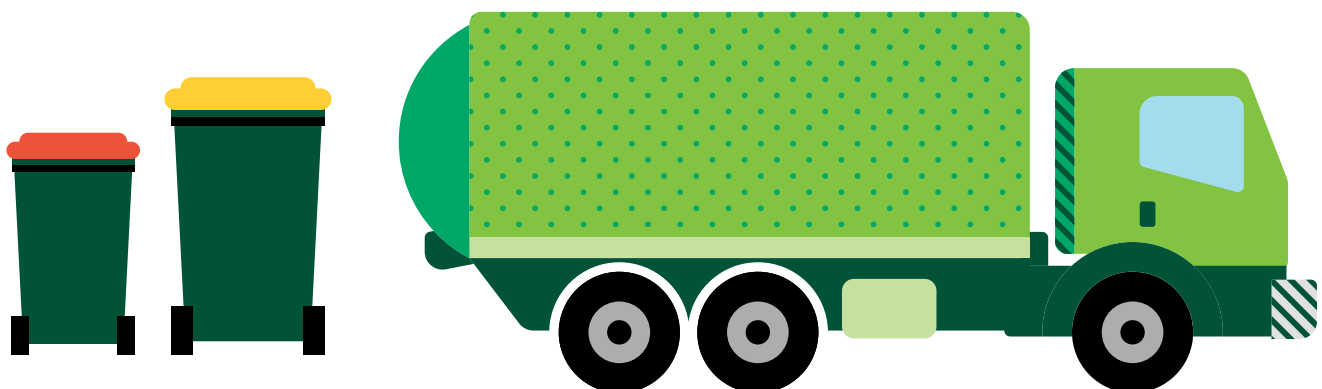
60%

would trust environmental claims made by an independent group

Justified scepticism? ACCC findings on greenwashing spark concern

In 2023, the Australian Competition and Consumer Commission (ACCC) reviewed the environmental claims of 247 businesses (ACCC, 2023). More than half (57%) were identified as 'concerning'.

The ACCC noted that while more consumers are making purchasing decisions on environmental grounds, some businesses rely on false or misleading claims. This harms consumers and businesses taking genuine steps to implement more sustainable practices.



Participation in proactive environmental behaviours

The survey also measured other proactive environmental behaviours such as volunteering for nature, citizen science and high impact climate-related actions (Figure 21). In 2025, younger Victorians (16–34 years), and those with a bachelor/postgraduate degree or above were consistently more likely to participate in these activities.

Figure 21: Participation in proactive environmental behaviours (2025 vs 2023)

2023	2025	Behaviour	16–34 years – have done	Victorians who haven't participated, but would like to
13%	18%	Volunteered for the environment (tree planting, wildlife rescue etc.)	27%	41% 45% for women
Not asked	10%	Taken part in a citizen science project (Backyard Bird Count, iNaturalist, Biosecurity Quest etc.)	16%	35%
9%	12%	Switched their bank or super fund to a more environmentally/climate friendly business	21%	25% 38% for 16–34 yrs
9%	11%	Contacted their local MP about an environmental issue	16%	25% 30% for 16–34 yrs
Not asked	22%	Looked into getting off gas and going all electric	30%	30%

Note: Question not asked in 2024.

Regional differences

The Great South Coast recorded significantly higher participation in volunteering for nature (29%), citizen science projects (19%) and looking into going all electric (46%). While the survey does not explain why, the region appears to have a high number of 'Caring for Landscapes' volunteer groups (DEECA, 2021) as well as a coastal care program. The region also scores highly for belief in the importance of living sustainably (78%).

Circular behaviours correlate with sustainability attitudes

Victorians who believe that it is important to live sustainably and those who try to buy less to minimise their environmental impact show higher uptake across all circular behaviours.

High bill stress correlates with buying second-hand clothes and refurbished electronic items, but overall, those with pro-environmental attitudes had the highest uptake across most circular behaviours.

This pattern indicates that attitudes meaningfully shape behaviour, and supports the importance of communication, education and practical interventions that make sustainable choices easier and more accessible.

Table 2: Correlation between sustainable attitudes and circular behaviours in Victoria in 2025

	All Victorians	Believe it's important to live sustainably to lower environmental impacts	Have been trying to buy less to minimise environmental impact	High bill stress
Reuse/buying less/using services rather than owning				
Buy/sell/donate second-hand items	87%	91%	92%	91%
Use a repair centre, local repair café or professional repair service	31%	34%	38%	31%
Buy repaired/refurbished electronic devices, rather than buying new ones	28%	31%	35%	37%
Borrow toys from a toy library	20%	25%	26%	13%
Hire or lease baby clothes, nappies kids' equipment	16%	20%	24%	22%
Use a car share scheme	15%	17%	20%	15%
Borrow tools from a tool library	14%	17%	21%	14%
Recycling, extending life				
Return containers or use Victoria's Container Deposit Scheme (CDS Vic)	76%	79%	80%	76%
Take e-waste (e.g. old mobile phones, computers, other electronics) to a designated collection point	76%	84%	85%	75%
Take batteries to a designated collection point	72%	79%	79%	65%
Choose products that contain recycled content	63%	71%	75%	68%
Other behaviours				
Volunteered for the environment	18%	22%	24%	19%
Switched bank(s) or superfunds to support more environmentally/climate friendly business	12%	14%	18%	16%
Contacted local MP about an environmental issue	11%	14%	15%	9%
Taken part in Aussie Backyard Bird Count, iNaturalist, Biosecurity Quest or any other citizen science project	10%	13%	15%	12%
Looked into going all electric or getting off gas in my home	22%	26%	29%	19%

Access to green spaces and urban greening

Victorians enjoy access to green spaces and see many health, environmental and social benefits. Support for urban greening and habitat restoration is high across the state, with clear community preferences for more natural spaces, shade, biodiversity and cooling in urban areas.

Access to green spaces across Victoria

Easy access near home for most Victorians

Nearly all Victorians (93%) report having easy access to green open spaces, parks or gardens within a 15-minute walk from home.

Access is consistently high across all demographic groups and socio-economic levels, as measured by the Index of Relative Socio-economic Advantage and Disadvantage (IRSAD). Scores range from 92% to 94% across the five IRSAD quintiles (Table 3).

93%

of Victorians have easy access to green open spaces, parks or gardens.

Table 3: Victorians with access to green space across IRSAD quintiles in 2025

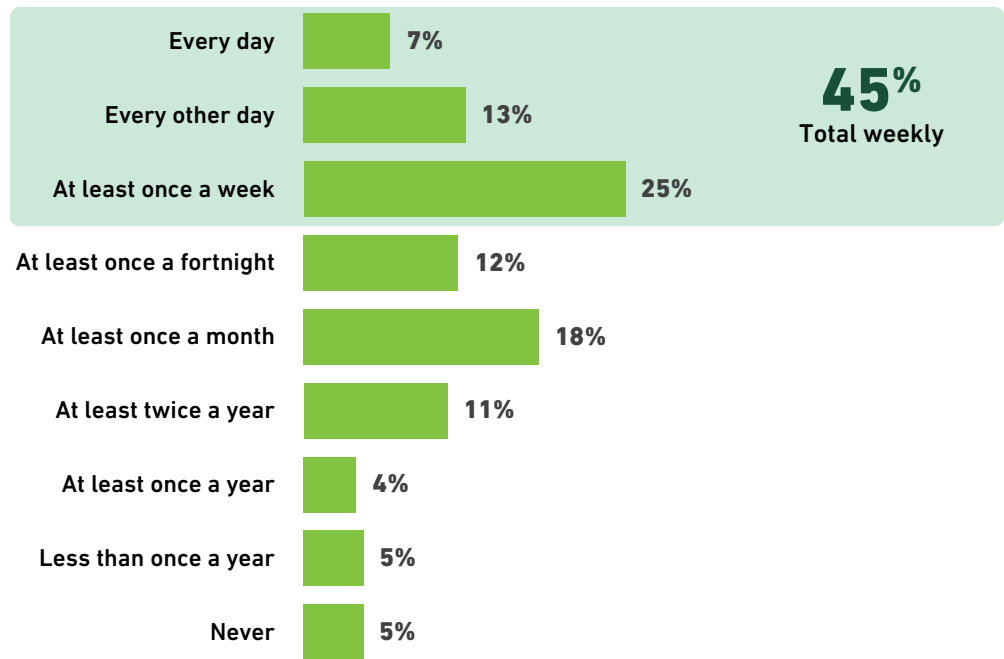
	1 More disadvantaged	2	3	4	5 More advantaged
Access to green space	92%	92%	94%	94%	94%
Sample size	n=635	n=545	n=411	n=454	n=437

Note: The IRSAD ranks areas according to their relative socio-economic advantage and disadvantage using Australian Bureau of Statistics census data (ABS, 2023).

Time spent in nature

Three-quarters of Victorians (75%) spend time in nature at least once a month and 45% do so at least weekly (Figure 22). Younger Victorians (16–34) spend the most time in nature, with 52% visiting at least weekly.

Figure 22: Frequency of time spent in nature in 2025



Perceived benefits of green spaces

Victorians recognise a broad range of benefits from urban green spaces (Table 4). Across the population, 'health and exercise' and 'mental health and relaxation' are the two most recognised benefits. Older Victorians (55+) are more likely to acknowledge the benefits, and women are more likely than men to highlight the mental health and social benefits.

Table 4: Perceived benefits of urban green spaces in 2025

Perceived benefits provided by urban green spaces	Percentage of Victorians	Victorians aged 55+ yrs
Health benefits, places to exercise	76%	81%
Mental health benefits – places to relax, unwind, be in nature	74%	79%
Improved air quality	66%	68%
Social gathering spaces	63%	68%
More beauty	60%	65%
Ecological habitat for animals/increasing biodiversity	57%	65%
Reducing heat, providing cool, shady places in summer	47%	57%
Reducing carbon from the air/reducing emissions	45%	53%
Improved water quality	24%	22%

High social licence for urban greening and habitat regeneration

Our economic activity relies on the unique ecosystem services provided by the natural environment. Productive soils, clean air and water, renewable materials, and many other resources are only available to us through a healthy natural environment.

The circular economy prioritises ecosystem restoration, biodiversity improvements and environmental resilience to safeguard that healthy natural environment. Urban greening and habitat regeneration are among the actions needed to benefit both people and the planet.

Victorians show strong support for restoring natural habitats and ecosystems and improving biodiversity in urban areas. Most view urban green spaces as essential infrastructure in our cities and towns.

- 88% agree it is important to create and maintain healthy urban ecosystems and thriving biodiversity in our cities and towns.
- 83% agree that urban green spaces are essential infrastructure (rising to 88% among those aged 55+).
- 77% agree it is necessary to regenerate and repair environmental damage and to restore ecosystems, habitats and wildlife (increasing to 82% among 16–34-year-olds).

This indicates a high level of social licence for urban greening and habitat regeneration projects.

What Victorians want more of

Victorians identified the types of green spaces they would like to see more of in their local areas, as shown in Figure 23 and Table 5.

Figure 23: Types of green spaces Victorians want more of in 2025

Shade and cooling	Spaces that support wildlife and insects	Food gardens	Functional green spaces
- Shade trees along suburban streets - Trees/urban forests for shade and cooling	- More natural open spaces - Habitats for urban wildlife - Gardens for insects, bees and birds - Native wildflowers and grass plantings - Ponds and wetlands	Edible gardens/food in public spaces	- Grasses/plants on roadside verges/nature strips - Pocket parks/small parks between buildings - Green walls/roof gardens on public buildings - Greenery around public transport hubs
Most popular among 55+ years		More popular among women	More popular among 16–34 years

Table 5: Types of green spaces Victorians want more of in 2025

Types of green spaces people want more of	Percentage of Victorians
More natural open spaces	51%
Shade trees along suburban streets	50%
Trees/urban forests for shade and cooling	45%
Habitats for native urban wildlife	45%
Gardens for insects/bees/birds	44%
Native wildflowers and grass plantings	44%
Grasses/plants on roadside verges/nature strips	36%
Ponds/wetlands	35%
Pocket parks/small parks between buildings	35%
Food/edible gardens in public spaces	32%
Green walls/roof gardens on public buildings/greenery around public transport hubs	27%

Demographic differences

- Women are more likely than men to want edible garden and community gardens (40% vs 23%).
- Young Victorians are keener on roof gardens/green walls/and greenery around public transport hubs.
- Older Victorians (55+) are more interested in street shade trees and habitats for native urban wildlife.
- There was no significant difference between Melbourne and regional Victoria, nor between regions.

Native plants preferred

When asked about plant preferences for urban green spaces, most Victorians (75%) feel that native Australian plants are better than introduced plants.

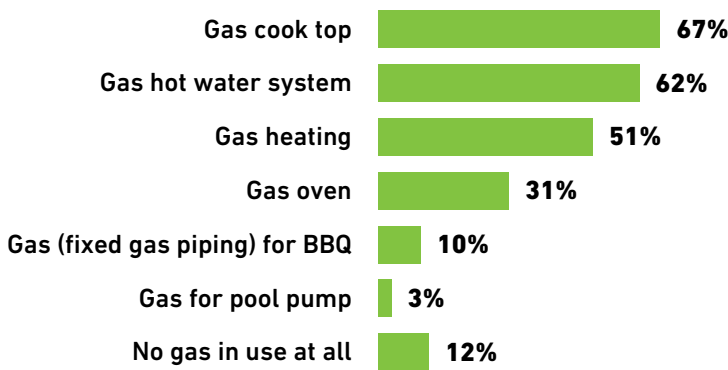
Gas and electricity use in the home

Switching households from gas to electric appliances powered by renewable energy is a vital step in Victoria’s goal of net-zero emissions by 2045. While Victorian households continue to rely heavily on gas, appliance usage, replacement decisions and emerging behaviours show early momentum towards electrification.

Prevalence of gas appliances

Victoria has the highest number of household gas appliances in Australia. In 2025, 88% of survey respondents used at least one gas appliance, with cooktops, hot water systems and heating remaining the most common (Figure 24). (Use of gas appliances includes both reticulated gas and bottled gas [LPG] appliances.)

Figure 24: Prevalence of gas appliances in Victoria in 2025



Gas appliance numbers differ between Melbourne and regional Victoria (Table 6), with more regional households likely to use no gas at all (18% vs 9%).

Table 6: Gas appliances in Victorian homes by location in 2025

	Victoria	Metro Melbourne	Regional Victoria
Gas cooktop	67%	70%	59%
Gas hot water system	62%	64%	55%
Gas heating	51%	54%	43%
Gas oven	31%	32%	28%
Gas (/piping) for BBQ	10%	10%	7%
Gas for pool pump	3%	4%	3%
Other	1%	1%	2%
No gas in use at all	12%	9%	18%
Don't know	1%	1%	1%

Demographic differences

- **Age:** Younger Victorians (16–34 years) are less likely to live in homes with gas cooktops, heating and hot water.
- **Home ownership:** Renters are more likely to have a gas oven, but less likely to have other gas appliances compared with homeowners.

Gas dependency across Victorian households

Using data on key gas appliances – heating, hot water and cooking – homes were classified on a five-point scale from ‘all gas’ to ‘no gas’ as shown in Table 7.

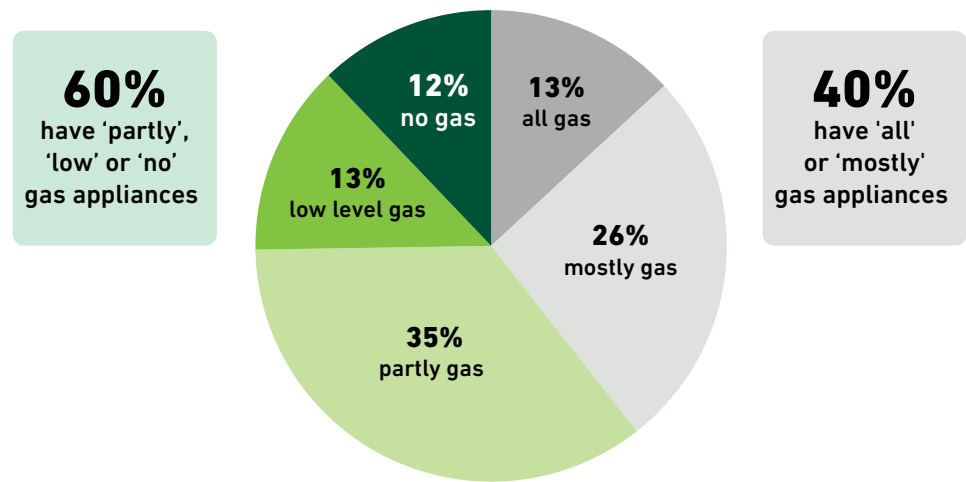
Table 7: Gas appliance ranking

Scale	Classification
All gas	All gas appliances: heating, hot water, cooktop and oven
Mostly gas	Heating and hot water
Partly gas	Heating or hot water (with or without gas cooking)
Low level gas	Only cooking
No gas	No gas appliances

Note: If respondents could not provide an answer for an appliance, their home was not classified.

The number of gas appliances in Victorian households has remained stable over the past three years with 40% of households having all or mostly gas appliances (Figure 25).

Figure 25: Victorian homes ranked by gas appliance use in 2025



Gas dependency varies by age. Older Victorians (55+) are more likely to live in homes with all or mostly gas appliances (47%) compared with 42% of 35–54-year-olds and 29% of 16–34-year-olds (Table 8).

Types of gas in use (mains vs bottled)

Of those using gas:

- 91% use mains gas
- 8% use bottled gas
- 2% were unsure.

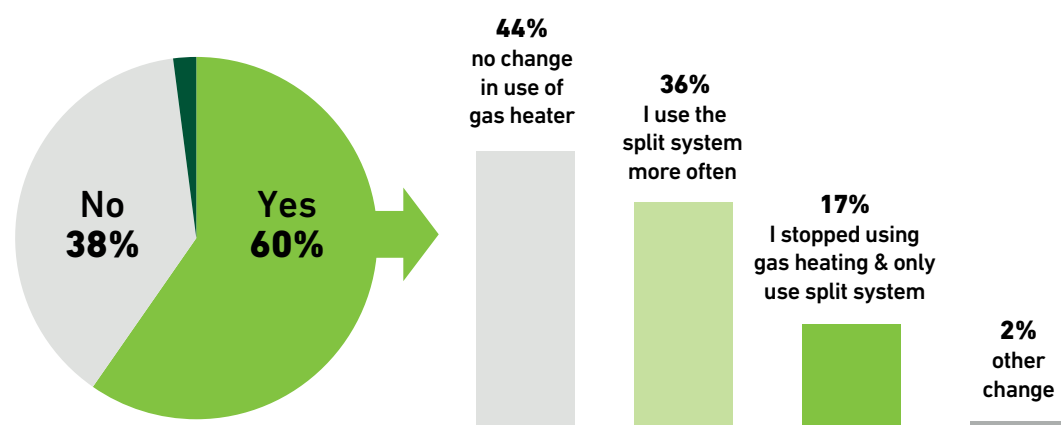
Bottled gas use is significantly higher in regional Victoria (18%), particularly in the Mallee (36%) and Gippsland (26%) due to limited gas pipeline infrastructure.

Changing usage patterns: split systems replace gas heating

While the number of gas appliances in the home remains unchanged, data shows a downward trend in domestic gas use in Victoria and the survey showed behavioural changes to support this data.

In 2025, 60% of homes with gas heating also had an electric split system in the living room. Of these, 54% used their electric system more often than gas heating (Figure 26).

Figure 26: Victorians with gas heating who also have a split system in the living room and how they use their heating (n=1,187) in 2025



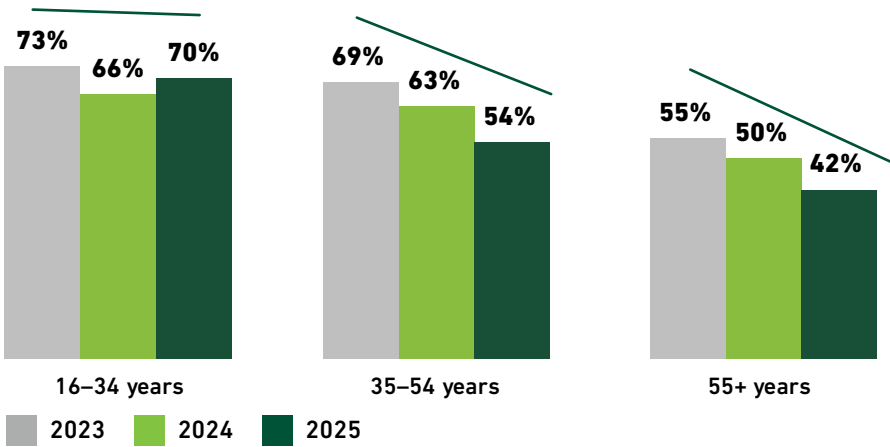
Attitudes towards switching from gas to electric

Just over half of Victorians (54%) consider it important to transition from fossil fuels such as gas to renewable energy sources like electricity. This is a slight decline from 60% in 2024 and 65% in 2023.

Support varies significantly between age groups with 70% of 16–34-year-olds viewing the transition as important, compared to 54% of 35–54-year-olds and 42% of 55+ year-olds.

The gap between younger and older Victorians has widened over two years. While support among younger age groups has remained steady, it has gradually declined among older Victorians (Figure 27).

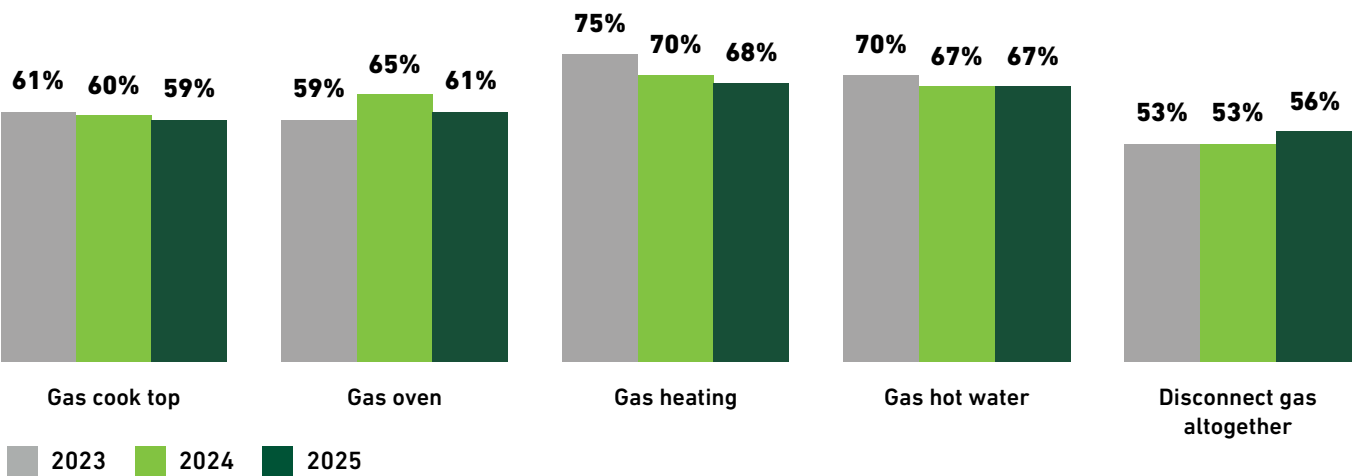
Figure 27: Victorians who believe it's important for households to shift away from fossil fuels like gas, by age group from 2023 to 2025



Willingness to switch from gas to electric appliances

Although some Victorians see it as less important to move from gas to electric, most respondents are willing to consider **switching at least one** of their appliances from gas to electric (Figure 28).

Figure 28: Victorians willing to switch a specific appliance from gas to electric from 2023 to 2025



Willingness to disconnect gas entirely

In 2025, there was a small increase in the number of Victorians willing to switch off gas altogether, from 53% in 2023 and 2024, to 56% in 2025. This shift occurred across all age groups (Table 9).

Table 9: Victorians willing to switch off gas altogether by age group from 2023 to 2025

	16–34 years	34–54 years	55+ years
2023	70% (31% yes +39% maybe)	50% (19% yes +31% maybe)	41% (9% yes +32% maybe)
2024	71% (30% yes +41% maybe)	49% (19% yes +30% maybe)	39% (11% yes +28% maybe)
2025	73% (35% yes +38% maybe)	55% (19% yes +36% maybe)	43% (13% yes +30% maybe)

Over three years, we see small positive shifts across each age group.

Older Victorians (55+) are the most gas dependent and the least likely to switch (Figure 29). Younger Victorians (16–34) are significantly more likely to switch and to consider moving away from gas altogether.

Figure 29: Willingness to switch from gas to electric by appliance and by age in Victoria in 2025

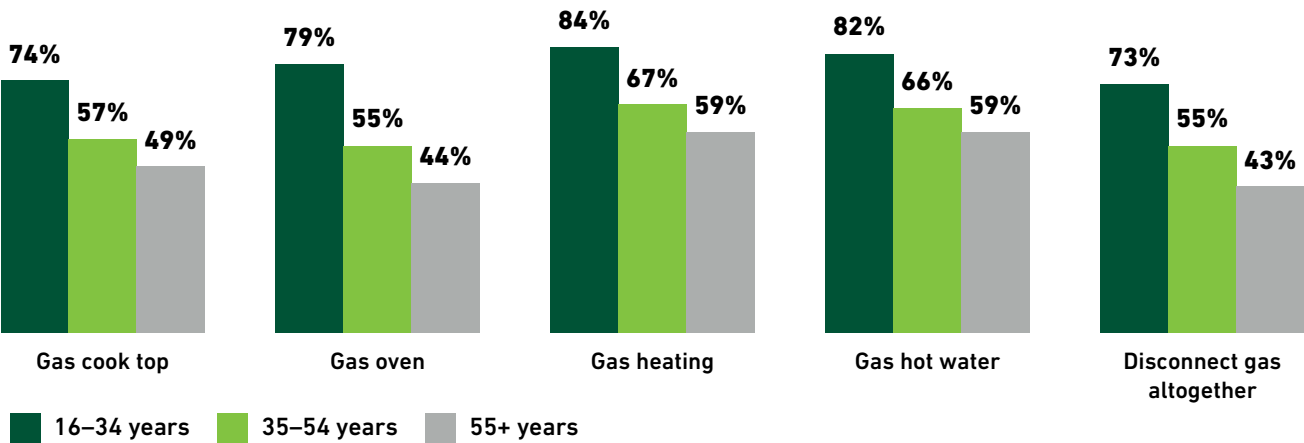


Table 10: Scale of gas appliances in the home by age in 2025

Age group	All/mostly gas	Partly gas	Low or no gas
16–34 yrs	29%	39%	32%
35–54 yrs	42%	36%	23%
55+ yrs	47%	31%	22%

47% of people aged 55+ have 'all or mostly' gas appliances.

Willingness to switch by gas dependency

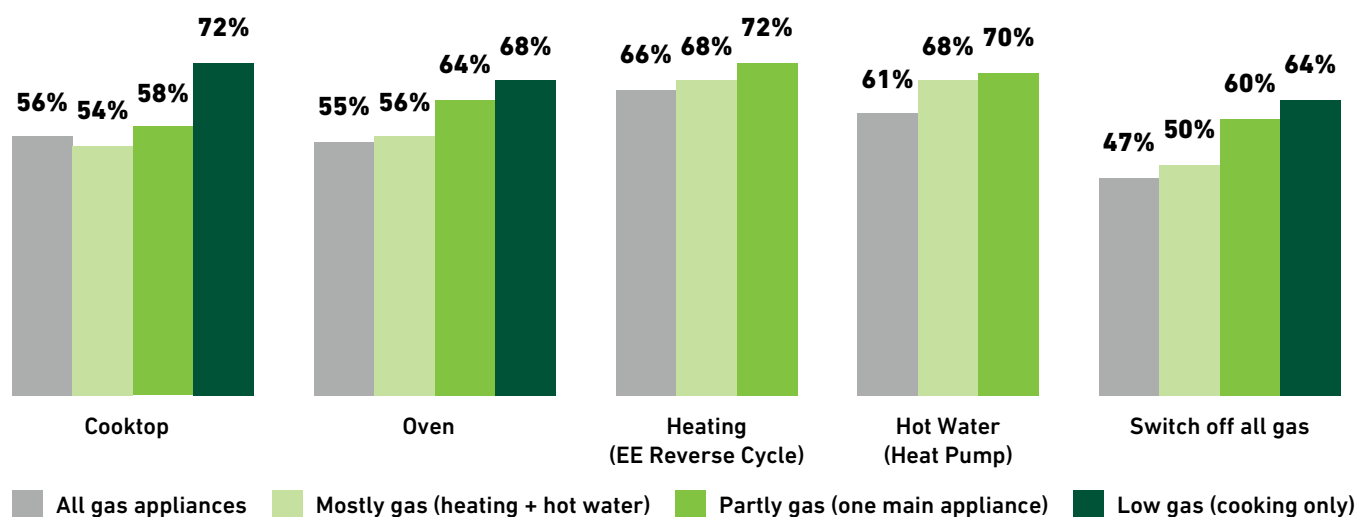
Willingness to switch from gas increases as the number of gas appliances decreases in the home (Figure 30):

- 64% of those living in 'low gas' homes are willing to disconnect
- 47% of those in 'all gas' homes are willing to disconnect.

Low-gas users are more willing to switch irrespective of the appliance type. Homes with only one gas appliance show willingness levels close to 70% compared with 55–60% for those with 'all gas' appliances.

This pattern may be linked to the increased cost of changing multiple appliances. If so, households with high gas dependency may need more financial or technical support to make the switch feasible.

Figure 30: Willingness to switch from gas by appliance type and level of gas dependency in 2025



Reasons for preferring gas

Respondents who prefer gas consistently cite the same reasons as in 2024:

- reliability concerns and worries about blackouts
- fears that electricity prices will go up and prices will not stay stable
- perception that gas is cheaper for hot water
- perception that gas works better and is more efficient for hot water.

Replacement behaviours: electric is gaining ground

Replacement behaviour data shows the strongest evidence of change.

Replacing gas appliances

Over the past two years, 24% of Victorians replaced their hot water system, up from 21% in 2024. Of these, more than double switched from gas to electric in 2025 (57%) compared with 2024 (25%).

In the same period, 17% of Victorians replaced their heating (up from 15% in 2024). Of these, the switch from gas to electric heating increased by 13 percentage points, from 52% in 2024 to 65% in 2025.

Table 11: Actual replacement behaviours for gas hot water and gas heating in 2025

Appliance replaced	Sample size	Switched to electric	Stayed with gas	Switched to something else
Gas hot water system	254	57%	39%	4%
Gas heating system	202	65%	34%	1%

Why choose electric?

Drivers for switching from gas to electric included:

- government rebates
- safety (no gas leak risks)
- lower running costs
- environmental concerns and compatibility with rooftop solar.

Replacing electric appliances

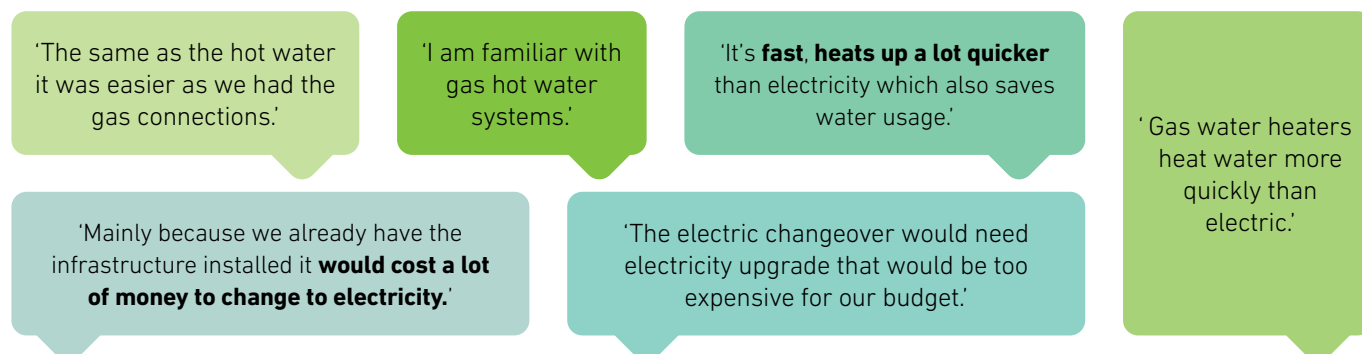
In 2025, most homes stayed with electric appliances (76% for hot water and 73% for heating), as shown in Table 12. However, a small proportion switched from electric to gas, which warrants ongoing monitoring.

Table 12: Actual replacement behaviours for electric hot water and heating in 2025

Appliance replaced	Sample size	Stayed with electric	Switched to gas	Switched to something else
Electric hot water system	125	76%	21%	3%
Electric heating system	80	73%	20%	7%

Why stick with gas?

For households that chose to stay with gas, the main reasons given were the cost of switching, familiarity, ease of change and the perception that gas performs better and more efficiently. The quotes below are from Victorians that recently replaced systems and chose to stick with gas.



Respondents were also asked what might encourage them to switch to electric (Figure 31).

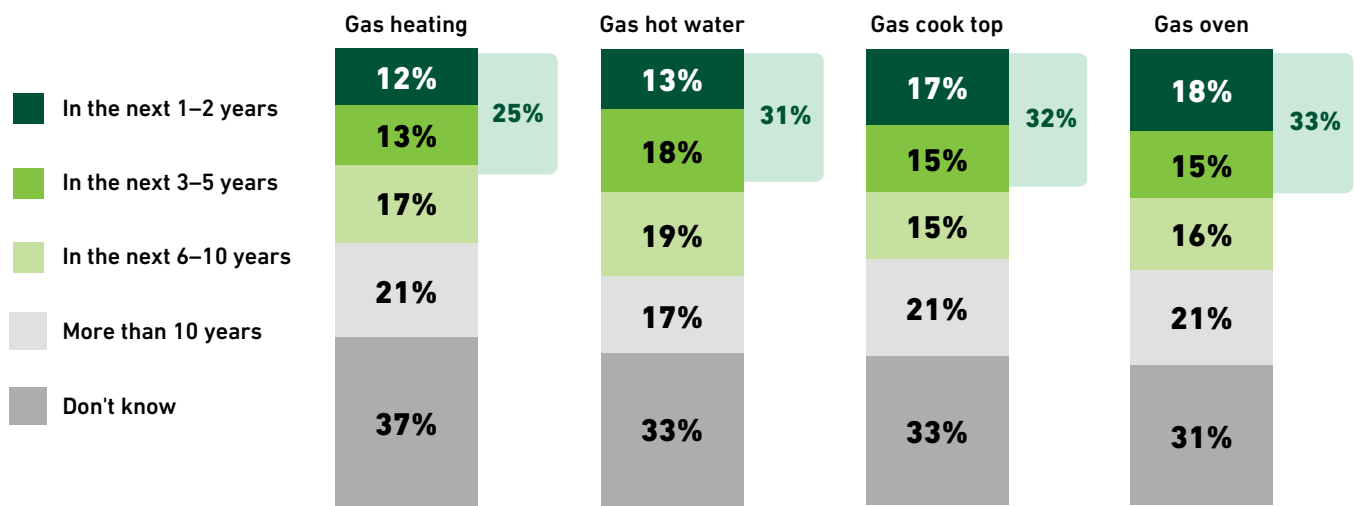
Figure 31: What might have helped you to choose electric instead of gas? – quotes from respondents in 2025

Factors of influence	Quotes from respondents		
Lower upfront costs and lower ongoing costs	Again, only if it was cost-effective. We do not have lots of surplus cash to invest into these types of expenses.	If it was a cheaper unit, easier to install and was like an instant gas heating system like we have now – efficient and cheap to run for only two of us.	For the unit to be more affordable and/or be subsidised so it does not cost an arm and a leg to replace it.
Financial incentives/heavily discounted set-up and connection fee	If free service and maintenance for 2 years at least. Rebate for purchasing the unit.	Government grants to help cover cost of new system and installation. Information on how much of a price difference in running it would be.	Having special government rebates for people to change from gas to electricity.
Reliability	If I knew I would get a continuous supply of instant hot water as I do now, I would be willing to consider a switch. It would also depend on the upfront costs.	Gas is always available to heat the hot water system compared with electric which very much depends on blackouts.	At least when the power goes out, one can still enjoy a hot shower.
Needs to be as efficient and effective as gas	Nothing – our gas system is wonderfully efficient ... there is absolutely nowhere we could install a huge electric hot water system – ... homes do not have huge spaces in their rear gardens for these things.	Availability of electric instantaneous hot water services that are competitively priced and as efficient and cost-effective as gas instantaneous hot water services.	Easy to install and was instant when required. (It would need to be) as efficient and cost-saving like we have with gas.
Recommendation from tradespeople	Whatever the plumber recommends.	The plumber supplying more information in regards to the choice.	The plumber had a new one at a good price.

Future replacement planning

Homeowners with gas appliances were asked when they plan to replace them. One-quarter (25%) plan to change gas heating within the next 1–5 years and around one-third expect to replace gas hot water or gas cooking appliances (Table 13).

Table 13: Expected timing for replacing gas appliances in 2025 (homeowners with gas only)



Those who expected to replace their appliances in the next 1–2 years were asked whether they had already decided on the replacement type or if they were actively researching options.

Although many were only just starting to think about replacements and researching options, a significant proportion (from a third to a half) had already planned for an electric replacement (Table 14).

This was particularly the case for ovens, with 51% stating they already planned to switch to electric.

Table 14: Planning for replacement of appliances in the next 1–2 years by appliance type in 2025

	GAS HEATING (n=37)	HOT WATER (n=49)	COOK TOP (n=79)	OVEN (n=26)
Gas	4%	8%	6%	1%
Electric	35%	38%	42%	51%
Thinking/researching options	54%	40%	41%	38%
Haven't thought about it	0%	14%	8%	11%
It'll depend on other factors (unspecified)	7%	1%	3%	0%

Deciding what to buy

Households draw on multiple sources of information when choosing replacement appliances (Table 15). The most common sources are online product reviews (46%), speaking to a tradesperson (45%), internet sites in general (42%) and current energy prices (41%).

Table 15: Sources of information when deciding on replacement appliances by total number and age in 2025

Sources of information	All Victorians	16–34 yrs	35–54 yrs	55+ yrs
Product reviews on the internet	46%	59%	53%	42%
Talk to the electrician/plumber/tradie	45%	34%	35%	51%
Internet sites in general	42%	31%	50%	39%
Current gas prices and electricity prices	41%	30%	42%	42%
Friends/family	36%	59%	46%	28%
Government websites	32%	50%	27%	33%
Product recommendations from retailers	27%	41%	26%	26%

Top influences on decisions

The biggest influences on decision-making are energy costs (71%) and tradesperson recommendations (60%). Different age groups were influenced by different things. For example, younger people (16–34) are more influenced by family and friends (79% vs 50%), while Victorians aged 35 years and up were more influenced by energy costs (71–72% vs 48%).

Table 16: Strongest influence when deciding on replacement appliances in 2025

Influence on decision	All Victorians	16–34 yrs	35–54 yrs	55+ yrs
Current gas prices and electricity prices	71%	48%	71%	72%
I'd talk to the electric/plumber/the tradie	60%	58%	63%	59%
Friends/family	53%	79%	50%	50%
Product reviews on the internet	45%	43%	41%	49%
Internet sites in general	36%	47%	43%	30%
Government websites	45%	40%	47%	44%
Product recommendations from retailers	36%	44%	43%	31%

Who makes the decisions?

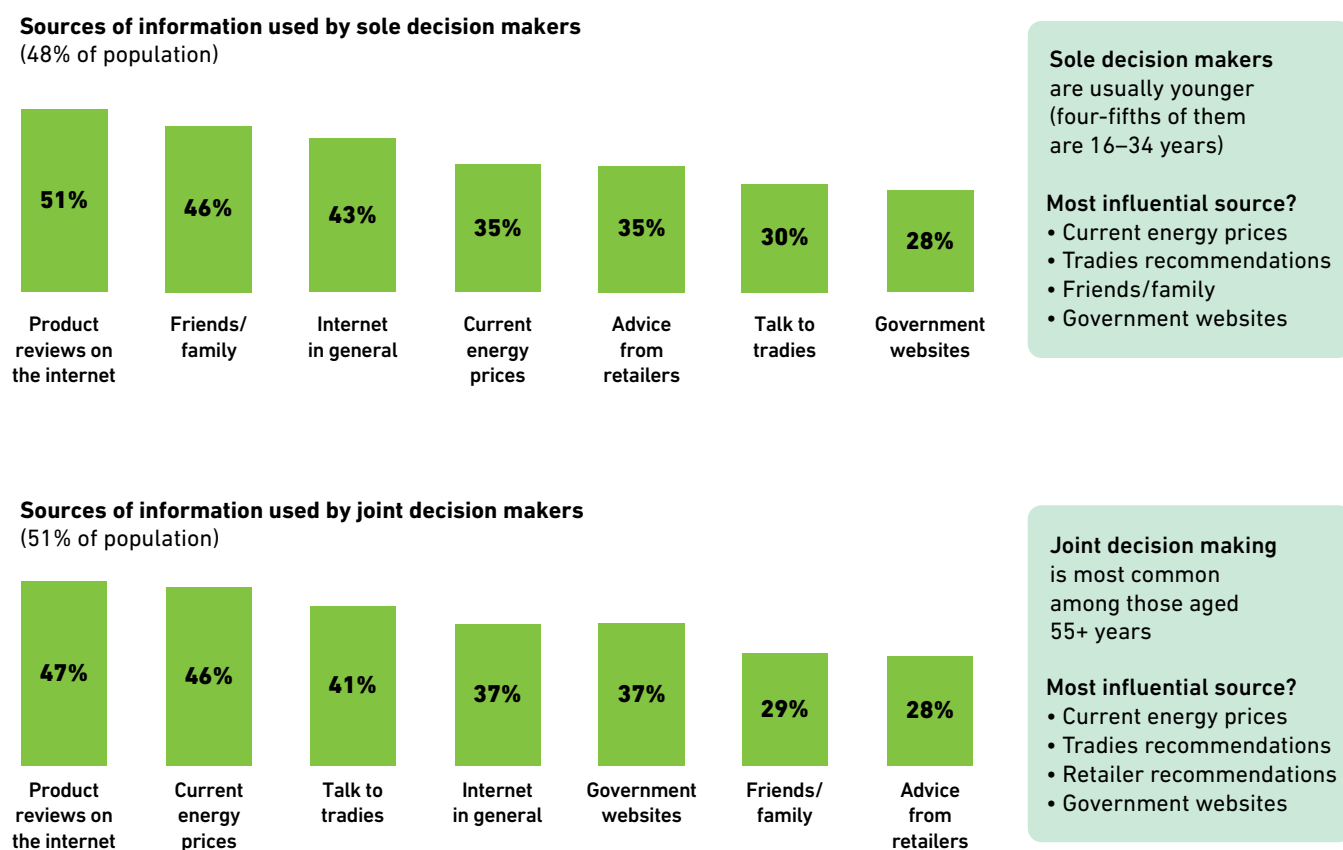
Decision-making can be a shared responsibility (51%) or a sole decision (48%).

Sole decision-makers are usually younger – 81% of 16–34-year-olds make the final decision by themselves.

Joint decision-making is most common among the 55+ age group.

The link between sources of information and their level of influence changes between sole and joint decision-makers (Figure 32). For example, sole decision-makers are more likely to consult with friends and family (46%) and assign them much higher influence (72%). This compares to only 29% of joint decision-makers consulting with friends and family with a much lower influence rating (36%).

Figure 32: Deciding on replacement appliances: sources of information and main influences for sole and joint decision-makers in 2025



Renewable energy

Victoria continues to make progress towards a cleaner energy system, with rooftop solar playing a central role in households. While overall support for renewable energy infrastructure remains strong, it has softened slightly over the past three years, particularly among older Victorians.

Household use of renewable energy is growing

In 2025, almost 4 in 10 Victorians (39%) used renewable energy at home. A third of Victorians (34%) have solar panels (up from 29% in 2024) and an additional 5% of households buy renewable energy from their retailer.

Note: 14% of respondents buy renewable energy from their energy retailer but 9% also have solar. To avoid double counting, this 9% is excluded from the count of 'renewable energy from retailer'.

14%

**buy renewable energy
(no change from 2024)**

9% of these also have solar panels

34%

**households with solar panels
(5% more than 2024)**

Interest in solar remains strong:

- 12% intend to get solar panels in the next couple of years
- 17% intend to get them at 'some point in the future'
- 31% have 'no intention' of installing solar panels – consistent with previous years.

Solar varies by dwelling type:

- 40% of stand-alone houses
- 25% of townhouses
- 13% of flats/apartments.

Homeowners are more likely to have solar than renters (44% vs 9%).

Solar on stand-alone houses increased five percentage points over the past three years, while uptake has remained relatively stable for other housing types (though the smaller sample size for these subgroups might only allow for detection of bigger changes).

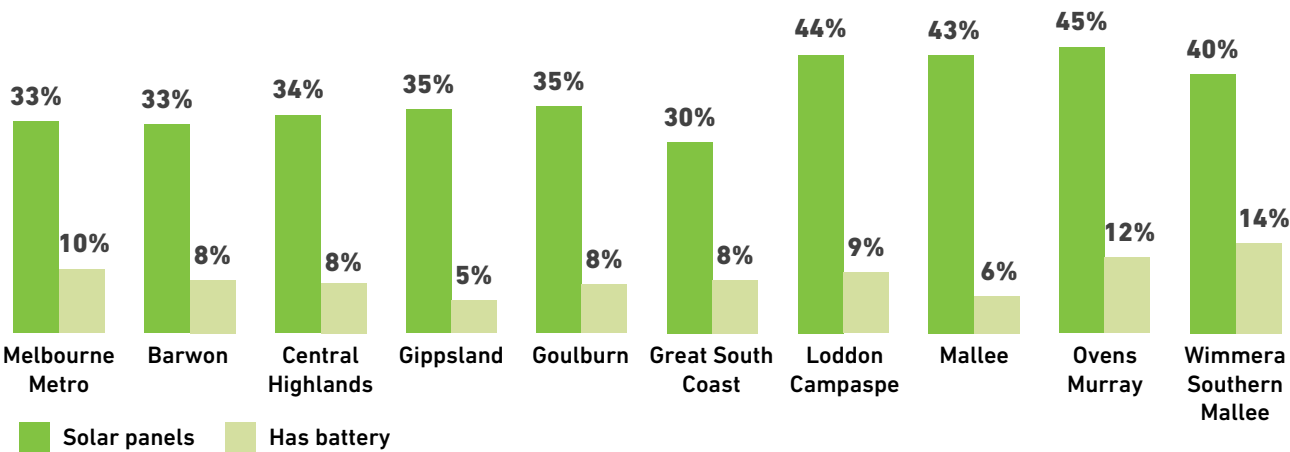
Battery storage

Of households with solar, 9% also have a battery (up from 7% in 2024). A further 20% plan to buy a battery within the next two years.

Regional variations

Across Victoria, solar uptake is highest in the Ovens Murray region (45%) which has led the state in solar adoption since 2023. Battery storage is also most common in Ovens Murray (12%) and Wimmera Southern Mallee (14%) (Figure 33).

Figure 33: Solar panel and battery uptake across Victorian regions in 2025



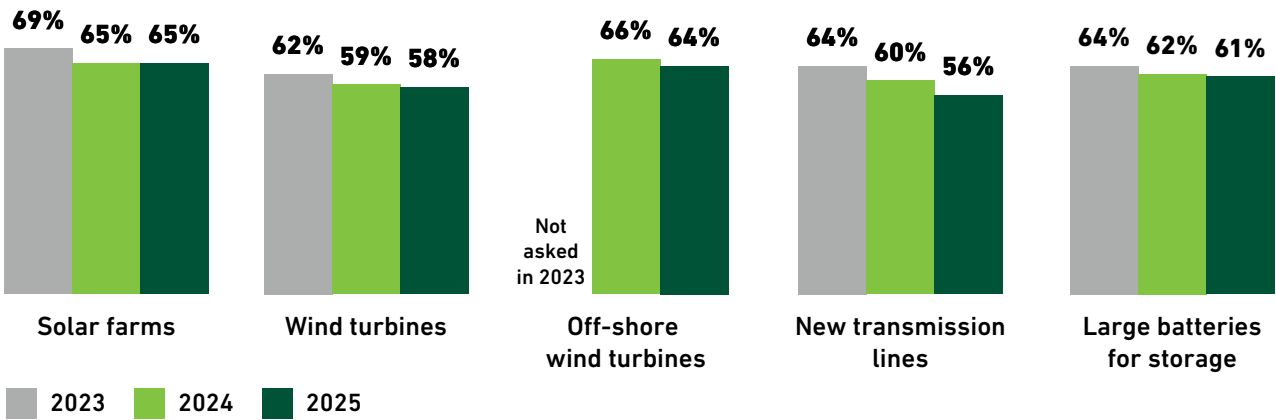
Social licence for renewable energy infrastructure

Victorians continue to show majority support for renewable energy infrastructure. However, we have seen some gradual decreases in the last couple of years, particularly among older Victorians (Table 17).

Table 17: Support for renewable energy infrastructure between 2023 and 2025

Type of renewable energy infrastructure		Current support	Statistically significant changes
	Solar farms	64%	Support decreased slightly between 2023 and 2024 but stabilised in 2025.
	Offshore wind turbines	64%	Only included in 2024 and 2025, no change.
	Large batteries	61%	No statistically significant change.
	Wind turbines	58%	No statistically significant change.
	New transition lines	56%	Slight but statistically significant decrease in support each year, from 64% in 2023 to 60% in 2024 and 56% in 2025.

Figure 34: Victorian support for renewable energy infrastructure in their local area from 2023 to 2025



Demographic differences

Victorians aged 16–34 consistently show the highest support across all infrastructure types, whereas the 55+ age group shows the lowest support. This difference may be attributed to higher prioritisation of climate change action by younger people and generally higher support for pro-environment actions as seen in this report and other studies.

Recent national CSIRO research into Australian attitudes towards renewable energy infrastructure reflects a similar pattern (McCrea, Walton, Scovell, Poruschi, & Gardner, 2024). CSIRO found that the older generation (aged 60+ years) were more concerned than younger people about potential property devaluations as a result of living near renewable energy infrastructure.

Table 18 summarises demographic differences in support for renewable energy infrastructure.

Table 18: Support for renewable energy infrastructure across demographic subgroups in 2025

Infrastructure	Victoria	Men	Women	16–34 yrs	35–54 yrs	55+ yrs	Melbourne	Region
Offshore wind turbines/ocean turbines	64%	68%	61%	74%	65%	54%	65%	61%
Solar farms in my local area	64%	64%	63%	76%	67%	50%	64%	63%
Large battery/batteries for energy storage	61%	63%	58%	71%	60%	51%	62%	57%
Wind turbines	58%	59%	57%	74%	58%	43%	58%	58%
New energy transmission lines	56%	60%	53%	71%	55%	43%	57%	55%

Reasons for lower support

In 2025, we added an open question to understand the reasons for lower support for renewable energy infrastructure.

The most common themes across all types of infrastructure include:

- negative visual impacts or aesthetic concerns
- loss of agricultural land or natural land
- environmental harms or negative impacts.

For specific types of infrastructure, respondents raised the following concerns:

- large batteries: safety concerns
- solar and wind farms: waste associated with non-recyclable infrastructure.

Social licence for new infrastructure

High-quality community engagement is essential for understanding the public's beliefs and concerns and is key to establishing and maintaining social licence for new infrastructure.

The 2025 Victorian Transmission Plan outlines an extensive place-based engagement approach that emphasises early, deep and ongoing engagement with communities throughout the planning process. The revised model is built around six objectives designed to give communities the knowledge, voice and opportunity to meaningfully participate in – and benefit from – shaping Victoria's renewable energy projects (VicGrid, 2025).

For further detail on the engagement framework and its application, refer to the full [Transmission Plan](#).

To explore the broader factors that shape social licence for renewable energy infrastructure, refer to the 2024 CSIRO report [Australian attitudes toward the energy transition – Part 2](#) (McCrea, Walton, Scovell, Poruschi, & Gardner, 2024).

Living in a renewable energy zone

The Victorian Government has identified several renewable energy zones across Victoria. These zones are considered the best places to host wind and solar projects and batteries for storage.

Our analysis found no difference in levels of support between those living in a renewable energy zone and those living outside.

This differs slightly from CSIRO's national findings, which observed slightly more support among people living near existing energy infrastructure. The difference may reflect the larger national sample size (6,000), compared with the State of Sustainability Survey sample size (2,500).

To find out more about renewable energy zones, visit the [VicGrid](#) website.

How government can help Victorians live more sustainably

The final question of the survey invited open responses on how government could support Victorians to live more sustainably.

The most common themes included:

- help with cost of sustainable options
- promote sustainability through different channels/more information
- make sustainable choices more affordable
- promote community gardens
- stronger building laws/regulations.

Illustrative comments are provided in Figure 35.

Figure 35: Common themes in response to how government could help Victorians live more sustainably in 2025

Give us better rates on our solar panels and help households afford batteries. **Age: 55+**

.....

Make installation of renewable energy cheaper and allowed for renters.

Age: 16–34

.....

Introduce financial incentives for doing so.

Age: 55+

Help with cost of sustainable options

Offer an app or online service that people can use to learn on their own time about these issues.

Age: 35–54

.....

Provide easily digestible information on how we can live more sustainably. **Age: 16–34**

.....

Publish and issue long leaflets with ideas and tips for energy saving around the home.

Age: 55+

Promote sustainability through different channels/more information

... make it easier and cheaper for people to live sustainably – like giving more support for solar panels, better public transport, help with energy-efficient homes (especially for renters), and backing local things like repair cafés and gardens. It should be affordable for everyone to make greener choices.

Age: 16–34

.....

Make environmentally friendly products cheaper.

Age: 35–54

Make sustainable choices more affordable

Facilitate access to community gardens/more open spaces.

Age: 35–54

.....

I think it would be excellent if there were more community vegetable gardens or more people growing their own fruit and veggies in their backyard or in pots, as it would help people save money, is great exercise, good for mental health and is a great way to meet new people. Encourage people to grow their own food ... share with the community on any small bits of land that are not being used.

Age: 35–54

Promote community gardens

Put less pressure on everyday people, and more on the big corporations doing the damage.

Age: 35–54

.....

Make supermarkets change their food packaging to be less plastic and provide plastic recycling points which actually recycle the materials.

Age: 55+

.....

Why should it be left to the people to make the change, the government should be forcing large corporations and companies to go more sustainable.

Age: 16–34

Stand up/ put pressure on big polluters not individuals

Enforce stronger green building codes.

Age: 16–34

.....

Build more streamline basic infrastructure with a long-term plan view [...] e.g. build houses with an east–west orientation which is 15% less efficient.

Age: 35–54

Stronger building laws/ regulations

Methodology

Gathering the data

A total of 2,531 Victorians aged 16 years and older completed the online State of Sustainability Survey between 8 May and 23 June 2025. Respondents were recruited through research panels managed by professional research organisations. The survey contained 78 questions (both closed and open-ended) and took an average of 25 minutes to complete.

Survey sample

The sample is representative of the Victorian population aged 16 years and older.

Minimum response numbers were set for each Victorian region to ensure sufficient sample sizes to achieve regional insights.

Interlocking quotas were applied to ensure representation among specific groups and cohorts (e.g. younger males aged 16 to 24).



Respondent characteristics

Table 19 summarises the demographic profile of survey respondents.

Table 19: State of Sustainability Survey 2025 respondent characteristics

AGE	N=	Location		Language	N=
16–24	371	Metro	1015	LOTE*	201
25–34	401	Regional	1516	English only	2330
35–44	388				
45–54	384	Regions		Housing	N=
55–64	364	Barwon	269	Homeowner	1600
65–74	377	Central Highlands	234	Renter	585
75+	246	Gippsland	244	Living at home	314
		Goulburn	187		
Sex	N=	Great South Coast	127	House type	N=
Male	1198	Loddon Campaspe	245	Flat/unit	329
Female	1326	Mallee	99	Townhouse	270
Other	7	Ovens Murray	153	Separate	1885
		Wimmera Southern Mallee	50		

*Languages other than English (LOTE): Speaks a language other than English at home

Other respondent variables included:

- education level
- employment status
- income
- children at home (under 12 years or over)
- life stage
- Index of Relative Socio-economic Advantage and Disadvantage (IRSAD) quintiles.

Weighting approach

To account for oversampling in regional Victoria, two weight sets were applied during analysis:

A 'total' weight that weighted the total sample using three factors: interlocked age and gender, location and education level. This weight is used throughout the report for reporting total figures, along with key demographic differences.

A 'region' weight that removes the location weight from the weighting framework and is only used when comparing regions of interest to each other.

More information

Since 2023, the State of Sustainability survey has helped us understand how Victorians think and behave when it comes to sustainable choices. This tracking helps guide better policies and programs and future investment to make sustainable living easier for everyone.

Due to the closure of Sustainability Victoria, this is the final in our series of State of Sustainability reports.

Topic

Victorian Government Policy and Programs

Climate action

Learn more about Victoria's climate action targets and strategy at www.climatechange.vic.gov.au



Sustainable living

[Sustainability Victoria](#) is supporting communities to establish repair hubs and cafes. Discover how [small acts in your home can make a big difference](#).



Energy efficient homes

[Solar Victoria](#) is helping Victorians save on energy bills, tackle climate change and build a cleaner, renewable future.

[Victorian Energy Upgrades for homes](#) provides discounts for energy efficient products.



Renewable energy transition

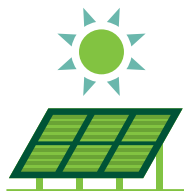
[VicGrid](#) is planning the electricity grid to deliver renewable energy across Victoria.

The [Victorian Gas Substitution Roadmap](#) is helping the state navigate to net-zero emissions while cutting energy bills and ensuring reliability.

The [State Electricity Commission](#) is a Victorian Government-owned renewable energy company working to deliver renewable, affordable, reliable energy for Victorians. Includes information on how to [switch from gas to electric](#).

From January 2027, all new homes and commercial buildings must be built all-electric, including commercial kitchens. This document details the changes and outlines how they will affect people differently depending on their circumstances, [New electrification and efficiency standards and regulations for Victorian buildings](#).

This document outlines how the government is securing gas supply for Victoria's industry sector: [Securing gas supply for Victoria](#).



Circular economy and recycling

Learn more about the ['circular economy'](#).

E-waste and battery safety:

Visit [Sustainability Victoria](#) for advice on how to recycle your e-waste.

[Energy Safe Victoria](#), the state's energy safety regulator, is working with the Victorian Government to improve [battery safety](#) through regulations and public awareness campaigns.

The [Victoria's Container Deposit Scheme \(CDS Vic\)](#) is a statewide initiative to reduce litter and boost recycling of drink containers across Victoria.

The [Victorian Government](#) is standardising household waste and recycling services across the state to make it easier for people to sort materials at home.

[Circular Economy Market Report](#)

[Recycling Victoria Data Hub](#)



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