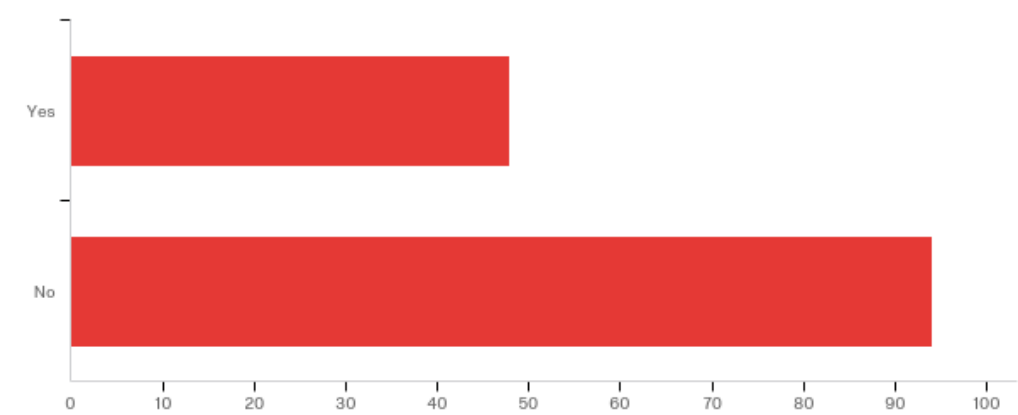
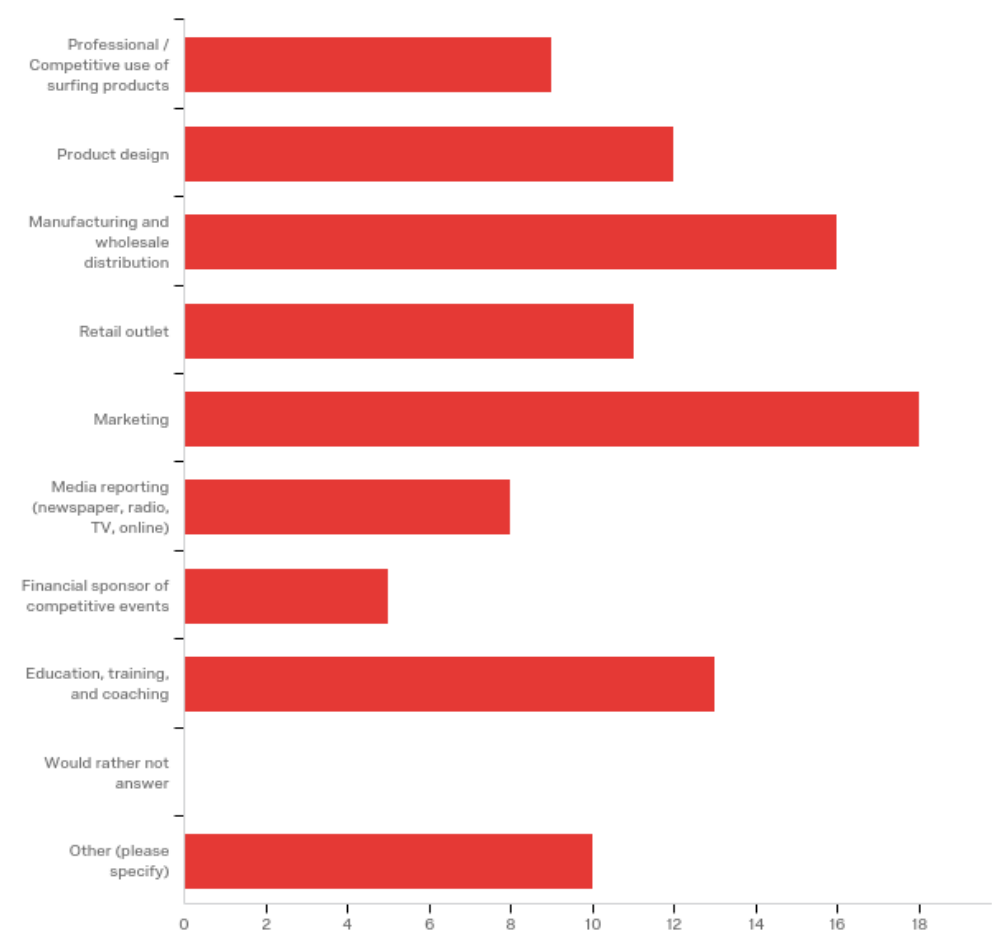


Q1 - Do you work in the surfing industry? If you answer YES, further clarification of roles is asked in Q2 If you answer NO, you will be redirected to Q4



#	Answer	%	Count
1	Yes	33.80%	48
2	No	66.20%	94
	Total	100%	142

Q2 - Please choose the specific role(s) within the surfing industry to which you contribute from the list below. Please tick all the roles in which you participate.



#	Answer	%	Count
1	Professional / Competitive use of surfing products	8.82%	9
2	Product design	11.76%	12
3	Manufacturing and wholesale distribution	15.69%	16
4	Retail outlet	10.78%	11
5	Marketing	17.65%	18
6	Media reporting (newspaper, radio, TV, online)	7.84%	8
7	Financial sponsor of competitive events	4.90%	5
8	Education, training, and coaching	12.75%	13
9	Would rather not answer	0.00%	0
10	Other (please specify)	9.80%	10
	Total	100%	102

Other (please specify)

Disabled Surfers Association of Australia Inc.

Accounts and Production Management

Volunteer President of Surfrider South Coast

Non-profit organisation

Events

Surf travel

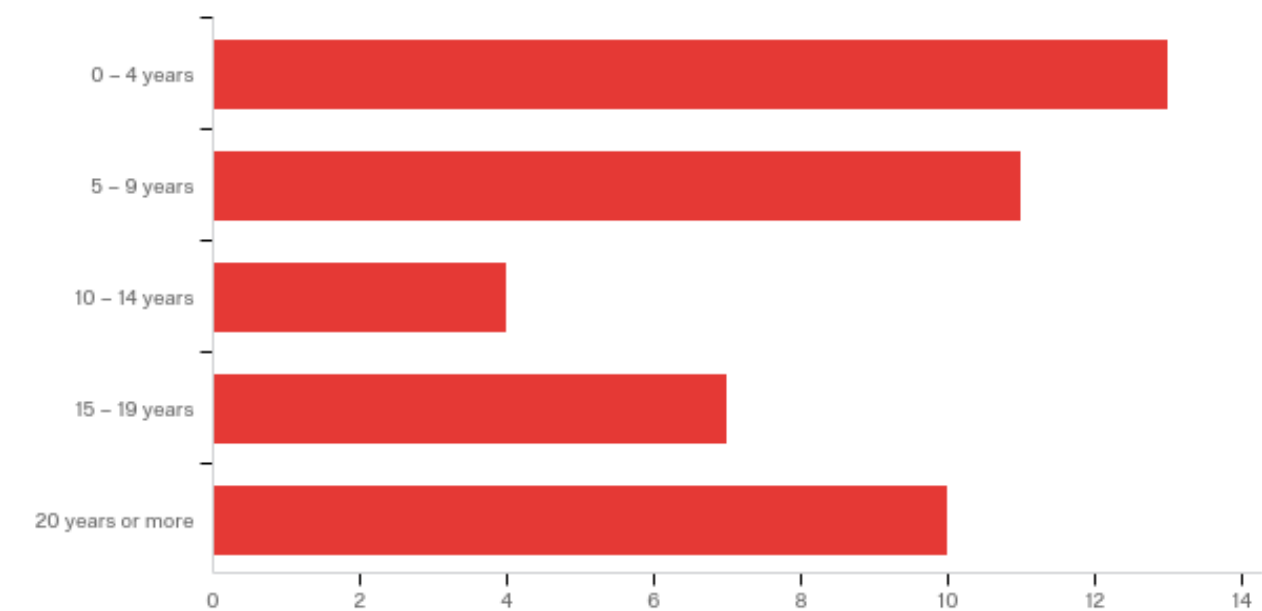
volunteer president of the surfrider south coast branch

Travel Agent for Surfers

Travel agent

Jyghh

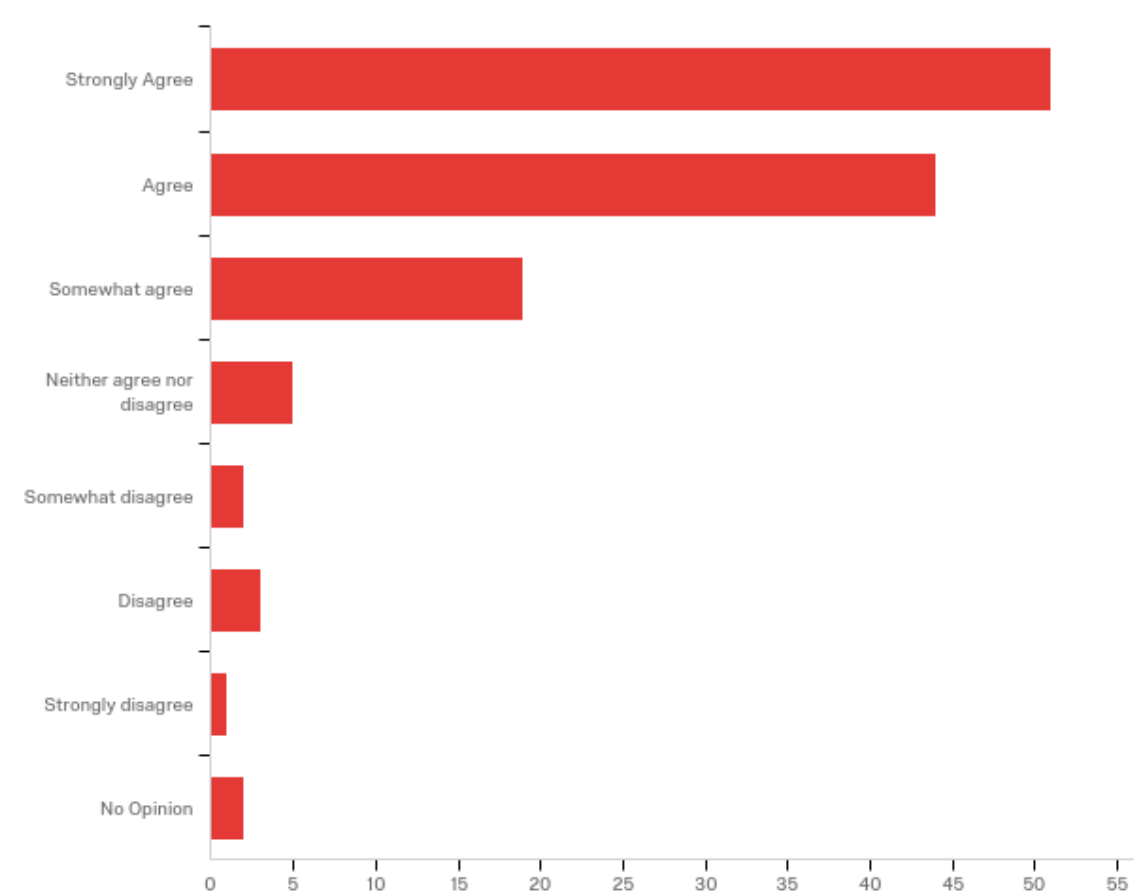
Q3 - How long have you worked in the surfing industry?



#	Answer	%	Count
1	0 – 4 years	28.89%	13
2	5 – 9 years	24.44%	11
3	10 – 14 years	8.89%	4
4	15 – 19 years	15.56%	7
5	20 years or more	22.22%	10
	Total	100%	45

Q4 - Please indicate how strongly you personally feel about the following statements by ticking the appropriate box. Proposed environmental solutions 01 of 05

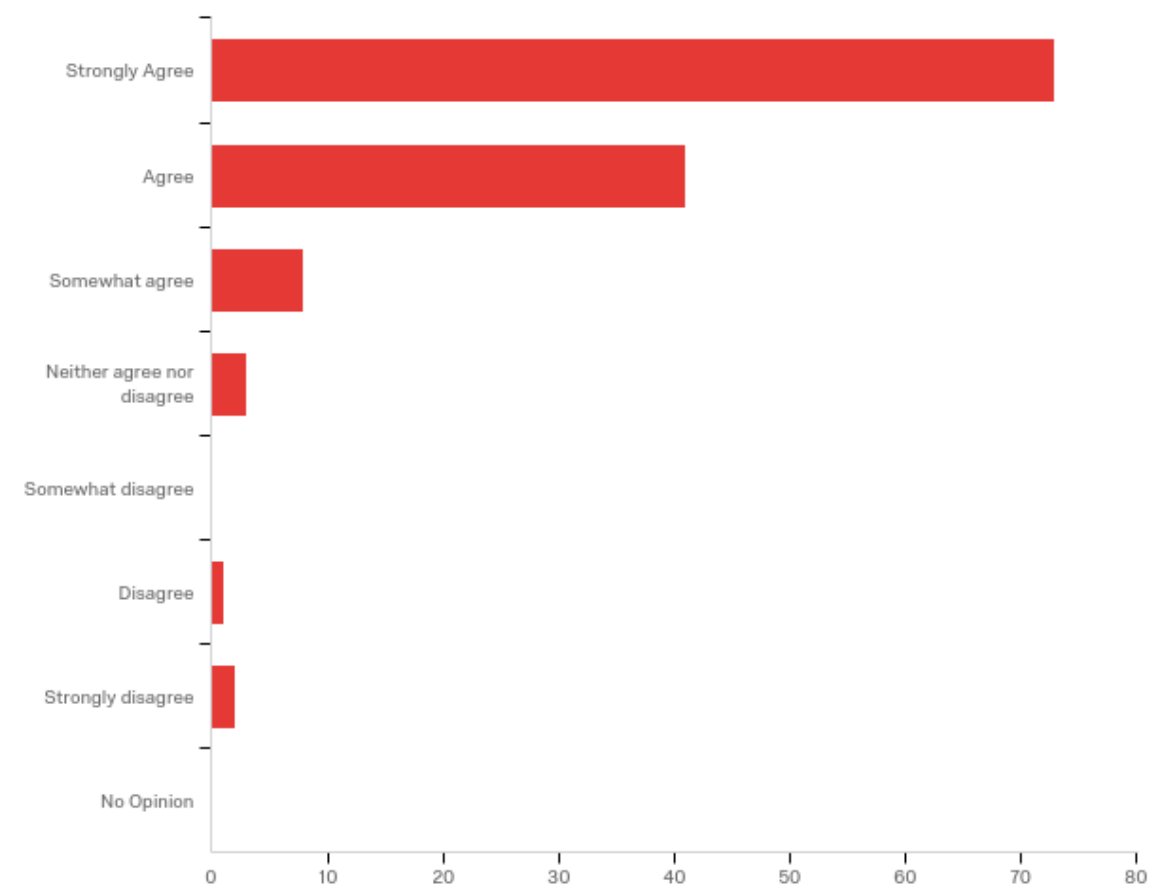
If there was a bigger/better range of environmentally friendly surfing equipment available (such as surfboards and wetsuits) it would make my decision easier to choose eco-friendly products.



#	Answer	%	Count
1	Strongly Agree	40.16%	51
2	Agree	34.65%	44
3	Somewhat agree	14.96%	19
4	Neither agree nor disagree	3.94%	5
5	Somewhat disagree	1.57%	2
6	Disagree	2.36%	3
7	Strongly disagree	0.79%	1
8	No Opinion	1.57%	2
	Total	100%	127

Q5 - Proposed environmental solutions 02 of 05

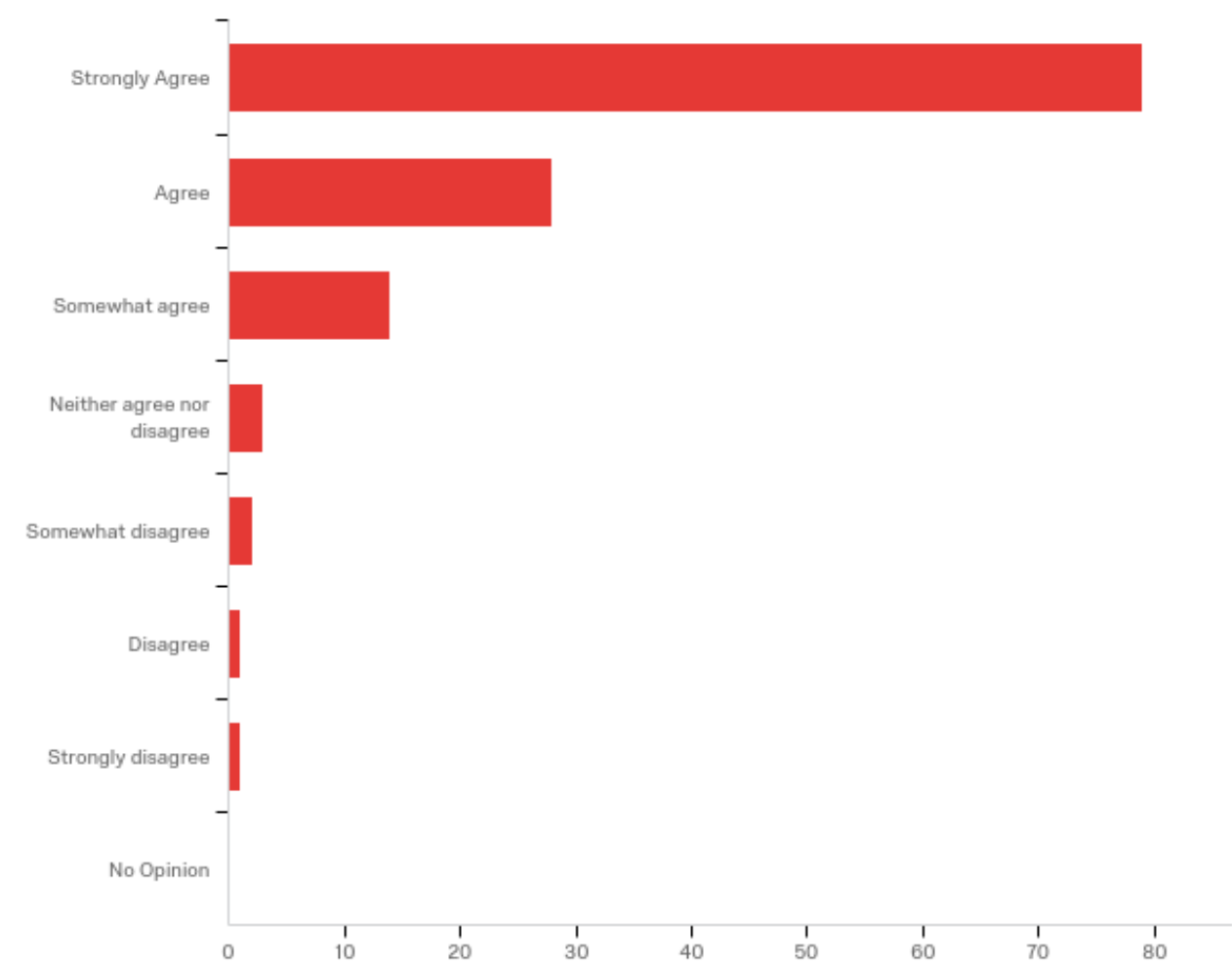
Producers of equipment in the surfing industry should play a bigger role in driving environmental initiatives – such as biodegradable packaging, return/repair schemes, and the use of plant-based materials (e.g. natural rubber in wetsuits) given the nature of surfing as an ocean-based activity.



#	Answer	%	Count
1	Strongly Agree	57.03%	73
2	Agree	32.03%	41
3	Somewhat agree	6.25%	8
4	Neither agree nor disagree	2.34%	3
5	Somewhat disagree	0.00%	0
6	Disagree	0.78%	1
7	Strongly disagree	1.56%	2
8	No Opinion	0.00%	0
	Total	100%	128

Q6 - Proposed environmental solutions 03 of 05

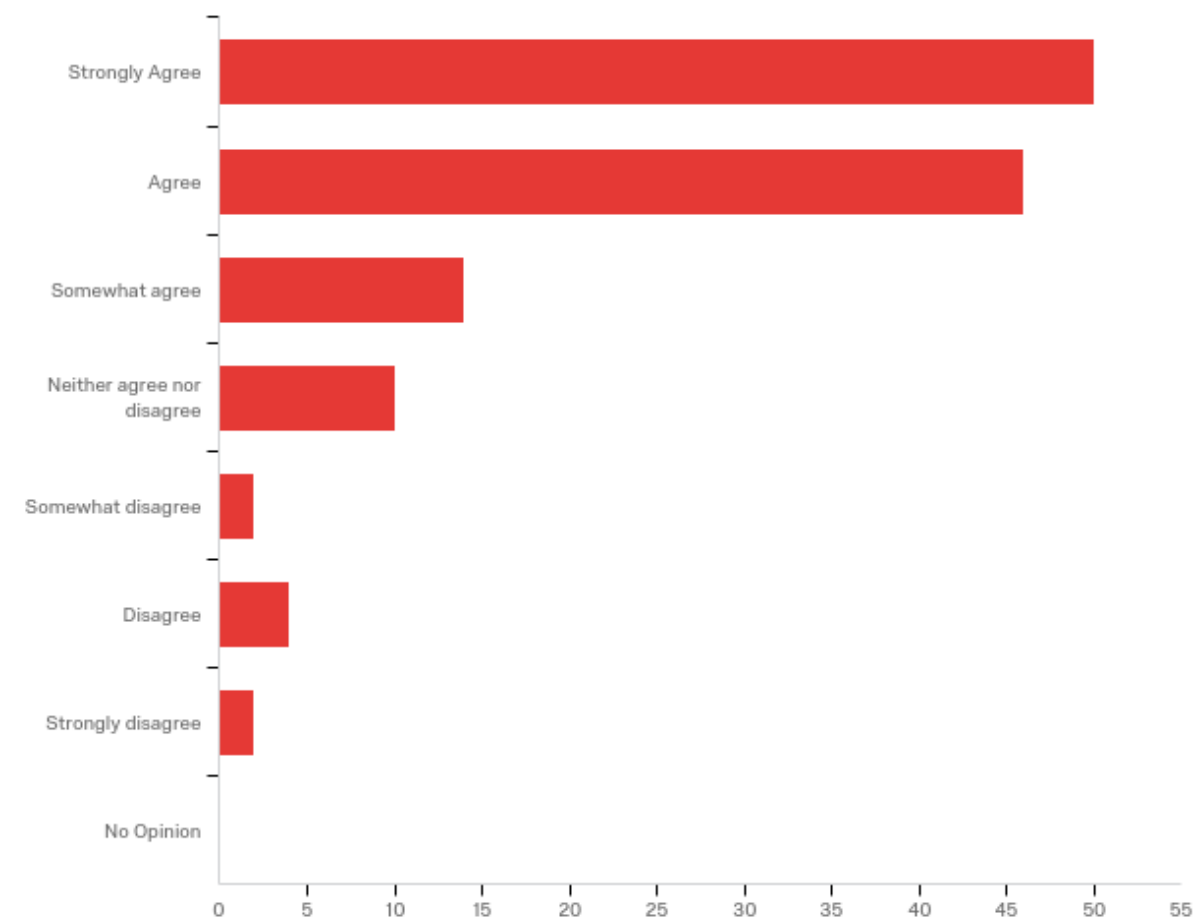
The Australian government should have incentives such as ‘eco business grants’ made available for manufacturers who are producing environmentally friendly surfing products.



#	Answer	%	Count
1	Strongly Agree	61.72%	79
2	Agree	21.88%	28
3	Somewhat agree	10.94%	14
4	Neither agree nor disagree	2.34%	3
5	Somewhat disagree	1.56%	2
6	Disagree	0.78%	1
7	Strongly disagree	0.78%	1
8	No Opinion	0.00%	0
	Total	100%	128

Q7 - Proposed environmental solutions 04 of 05

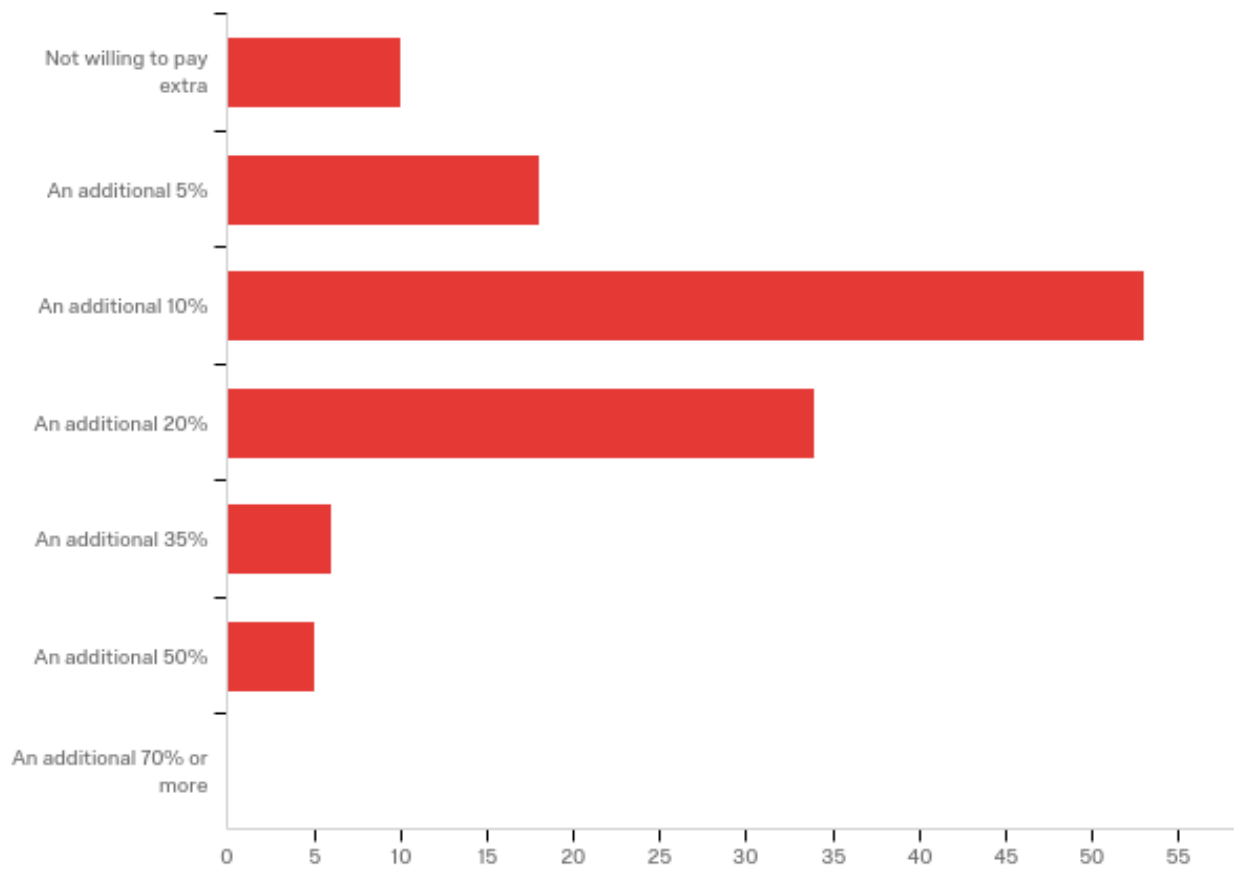
Consumer incentives from manufacturers, such as, receiving credit upon final return of an item, or the option to have a product repaired when returned, would help me choose environmentally friendly surfing products.



#	Answer	%	Count
1	Strongly Agree	39.06%	50
2	Agree	35.94%	46
3	Somewhat agree	10.94%	14
4	Neither agree nor disagree	7.81%	10
5	Somewhat disagree	1.56%	2
6	Disagree	3.13%	4
7	Strongly disagree	1.56%	2
8	No Opinion	0.00%	0
	Total	100%	128

Q8 - Proposed environmental solutions 05 of 05

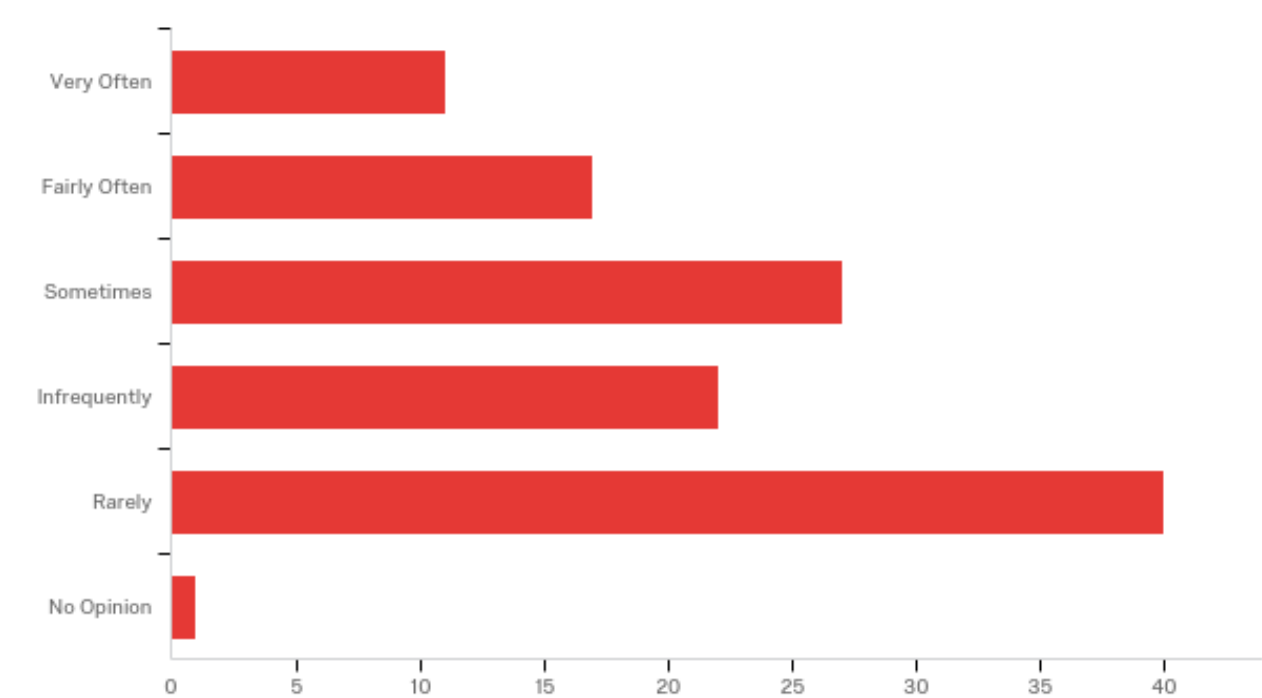
I would be willing to pay the following increase in price for environmentally friendly surfing equipment:



#	Answer	%	Count
1	Not willing to pay extra	7.94%	10
2	An additional 5%	14.29%	18
3	An additional 10%	42.06%	53
4	An additional 20%	26.98%	34
5	An additional 35%	4.76%	6
6	An additional 50%	3.97%	5
7	An additional 70% or more	0.00%	0
	Total	100%	126

Q9 - Consumer Preferences 01 of 06

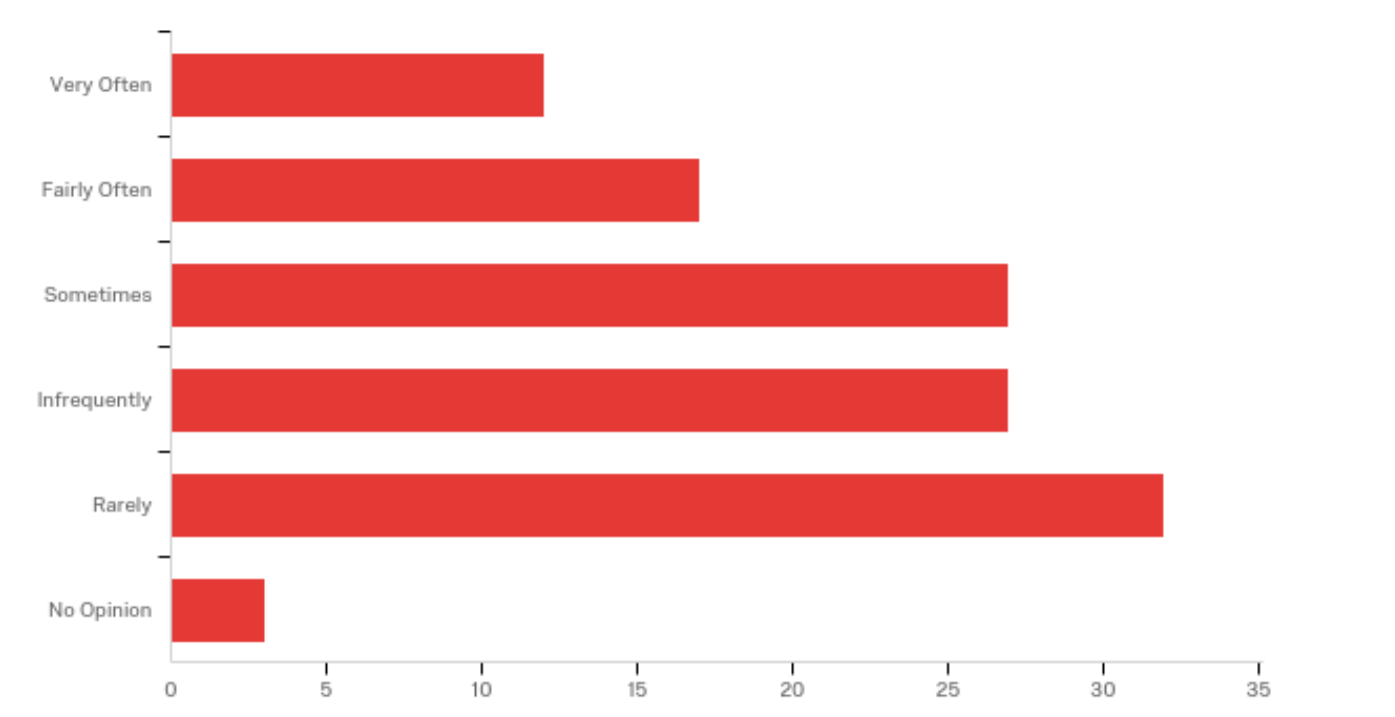
When choosing surf-craft equipment such as **surfboards** or **bodyboards**, I consider the environmental impact of its materials and production methods before making a choice.



#	Answer	%	Count
1	Very Often	9.32%	11
2	Fairly Often	14.41%	17
3	Sometimes	22.88%	27
4	Infrequently	18.64%	22
5	Rarely	33.90%	40
6	No Opinion	0.85%	1
	Total	100%	118

Q10 - Consumer Preferences 02 of 06

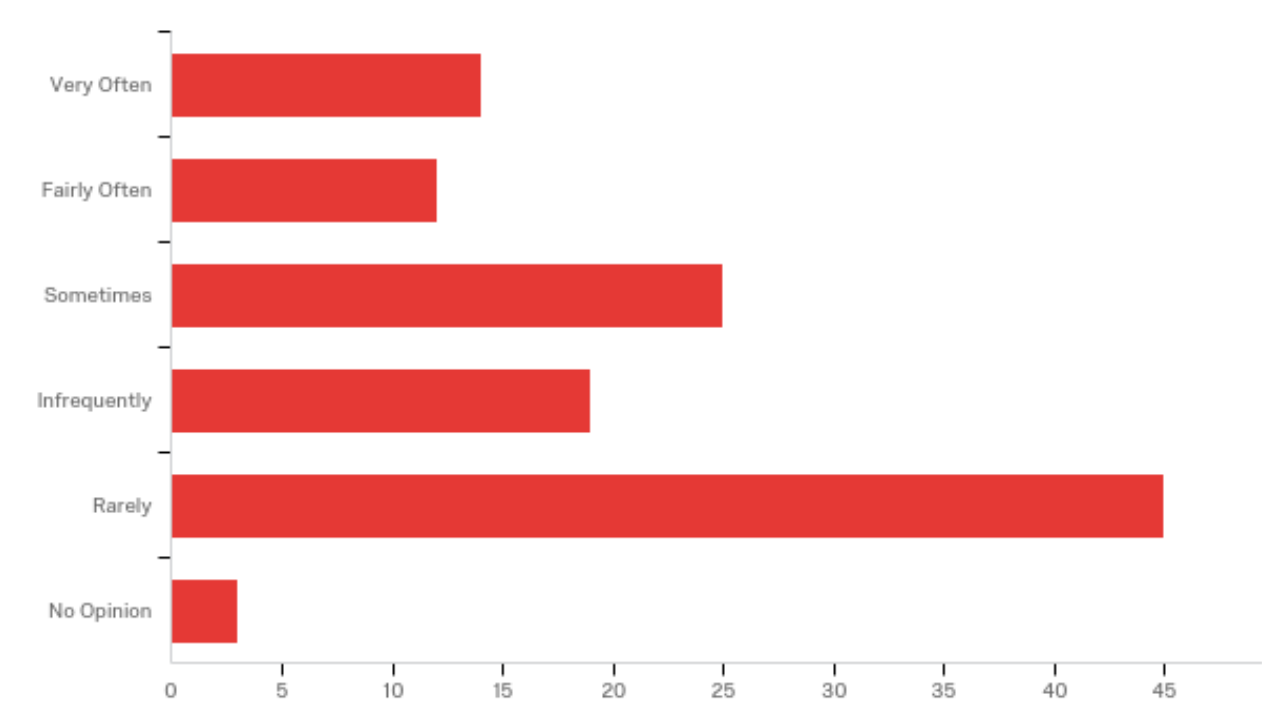
When choosing a **wetsuit**, I consider the environmental impact of its materials and production methods before making a choice.



#	Answer	%	Count
1	Very Often	10.17%	12
2	Fairly Often	14.41%	17
3	Sometimes	22.88%	27
4	Infrequently	22.88%	27
5	Rarely	27.12%	32
6	No Opinion	2.54%	3
	Total	100%	118

Q11 - Consumer Preferences 03 of 06

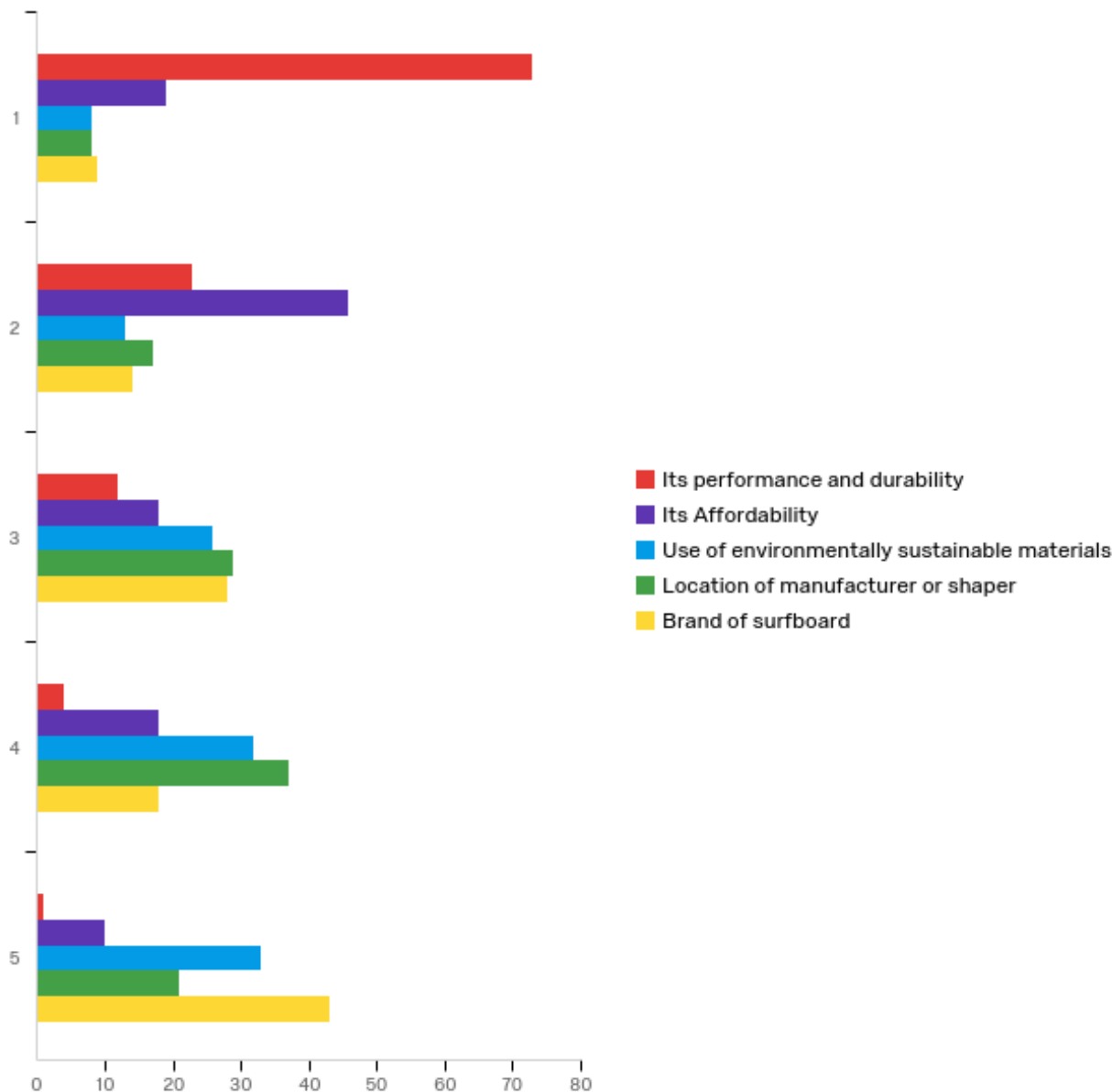
I think about the environmental impact of **surf wax** before choosing which type of wax to purchase.



#	Answer	%	Count
1	Very Often	11.86%	14
2	Fairly Often	10.17%	12
3	Sometimes	21.19%	25
4	Infrequently	16.10%	19
5	Rarely	38.14%	45
6	No Opinion	2.54%	3
	Total	100%	118

Q12 - Consumer Preferences 04 of 06

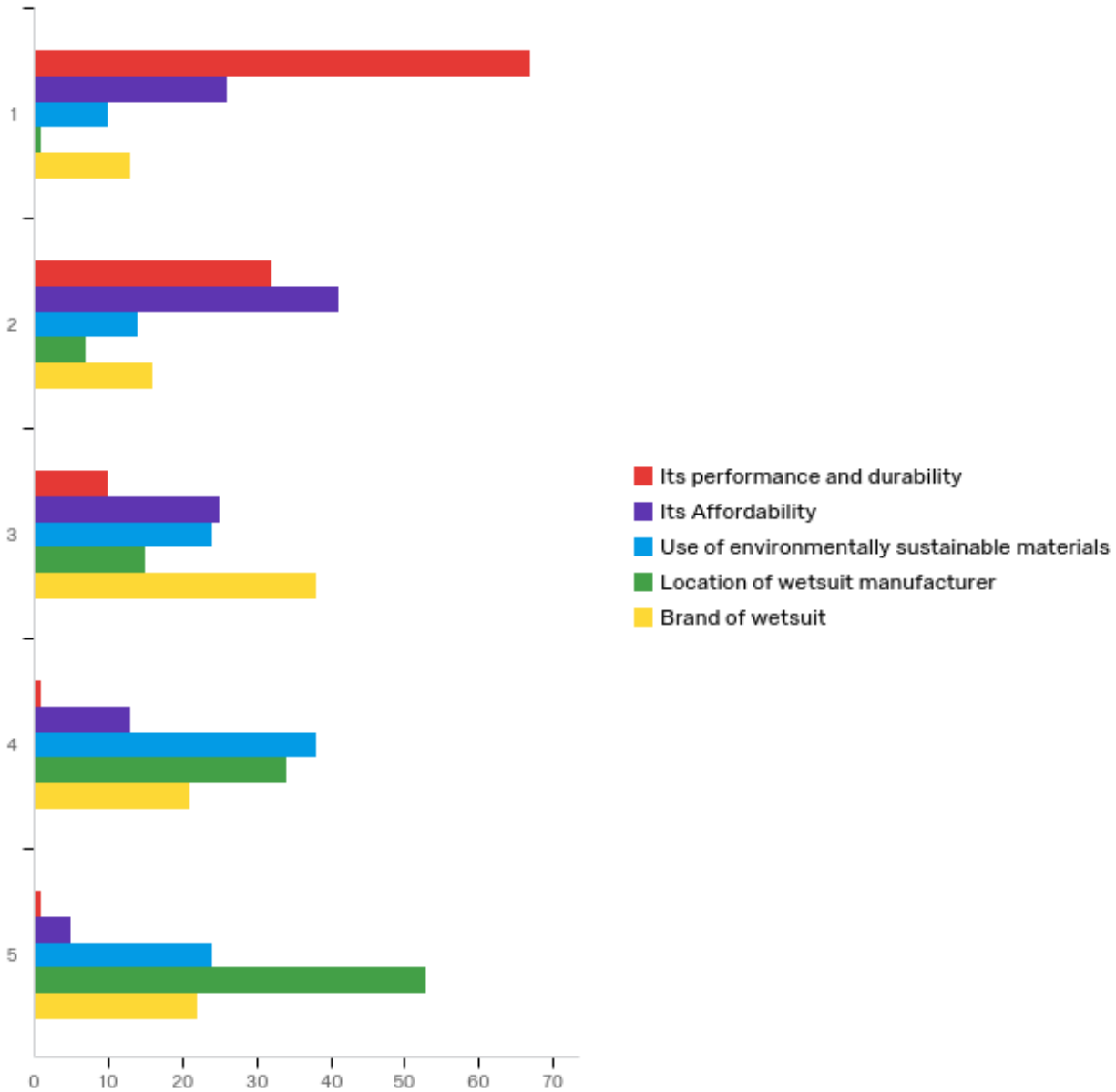
When choosing a surfboard, please consider the following characteristics of importance. Please rank from 1 to 5 (number 1 being the most important to you, and 5 being least important) by typing the relevant numbers in the corresponding boxes.



#	Question	1		2		3		4		5		Total
1	Its performance and durability	64.60%	73	20.35%	23	10.62%	12	3.54%	4	0.88%	1	113
2	Its Affordability	17.12%	19	41.44%	46	16.22%	18	16.22%	18	9.01%	10	111
3	Use of environmentally sustainable materials	7.14%	8	11.61%	13	23.21%	26	28.57%	32	29.46%	33	112
4	Location of manufacturer or shaper	7.14%	8	15.18%	17	25.89%	29	33.04%	37	18.75%	21	112
5	Brand of surfboard	8.04%	9	12.50%	14	25.00%	28	16.07%	18	38.39%	43	112

Q13 - Consumer Preferences 05 of 06

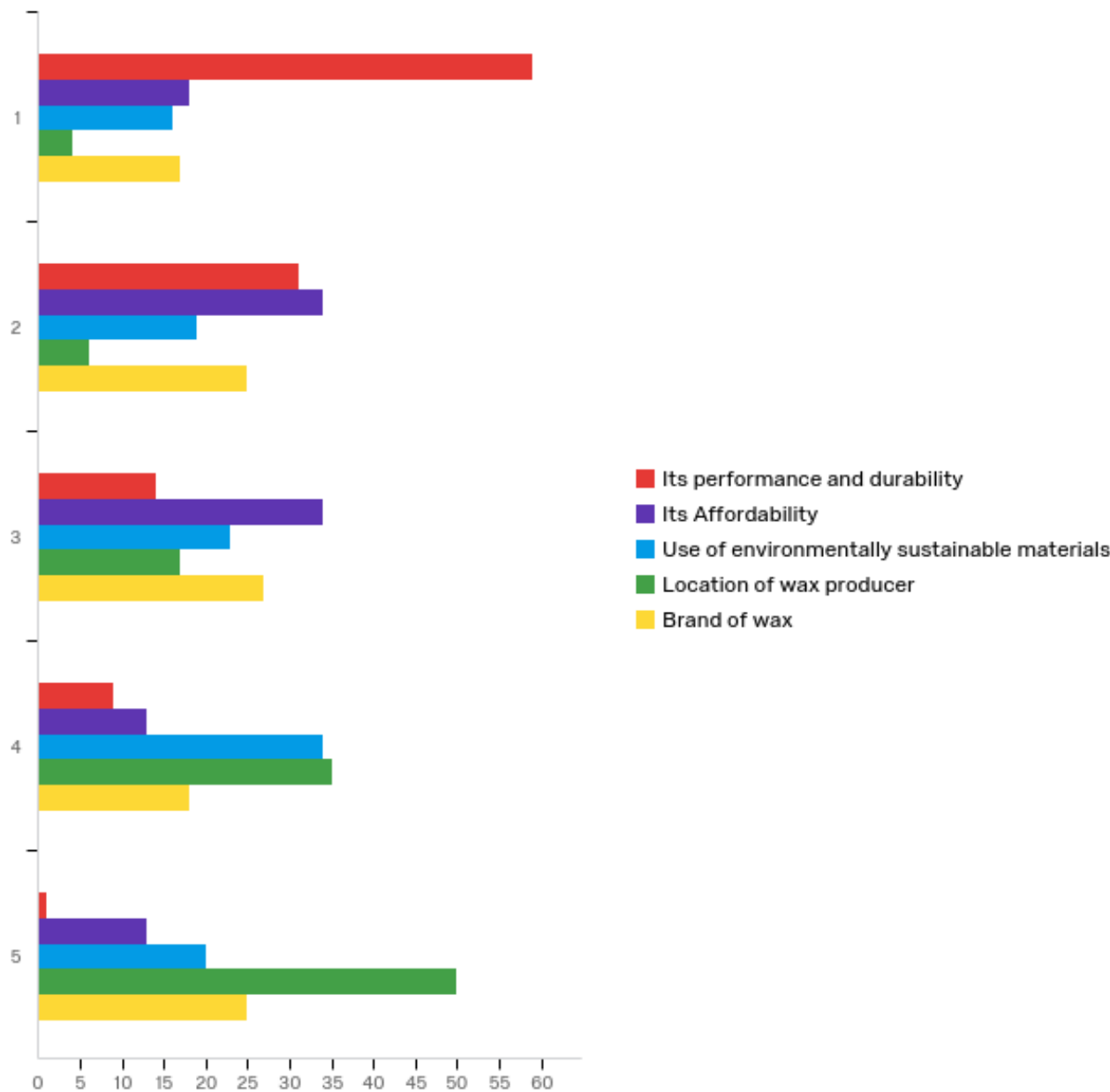
When choosing a wetsuit, please consider the following characteristics of importance. Please rank from 1 to 5 (number 1 being the most important to you, and 5 being least important) by typing the relevant numbers in the corresponding boxes.



#	Question	1		2		3		4		5		Total
1	Its performance and durability	60.36%	67	28.83%	32	9.01%	10	0.90%	1	0.90%	1	111
2	Its Affordability	23.64%	26	37.27%	41	22.73%	25	11.82%	13	4.55%	5	110
3	Use of environmentally sustainable materials	9.09%	10	12.73%	14	21.82%	24	34.55%	38	21.82%	24	110
4	Location of wetsuit manufacturer	0.91%	1	6.36%	7	13.64%	15	30.91%	34	48.18%	53	110
5	Brand of wetsuit	11.82%	13	14.55%	16	34.55%	38	19.09%	21	20.00%	22	110

Q14 - Consumer Preferences 06 of 06

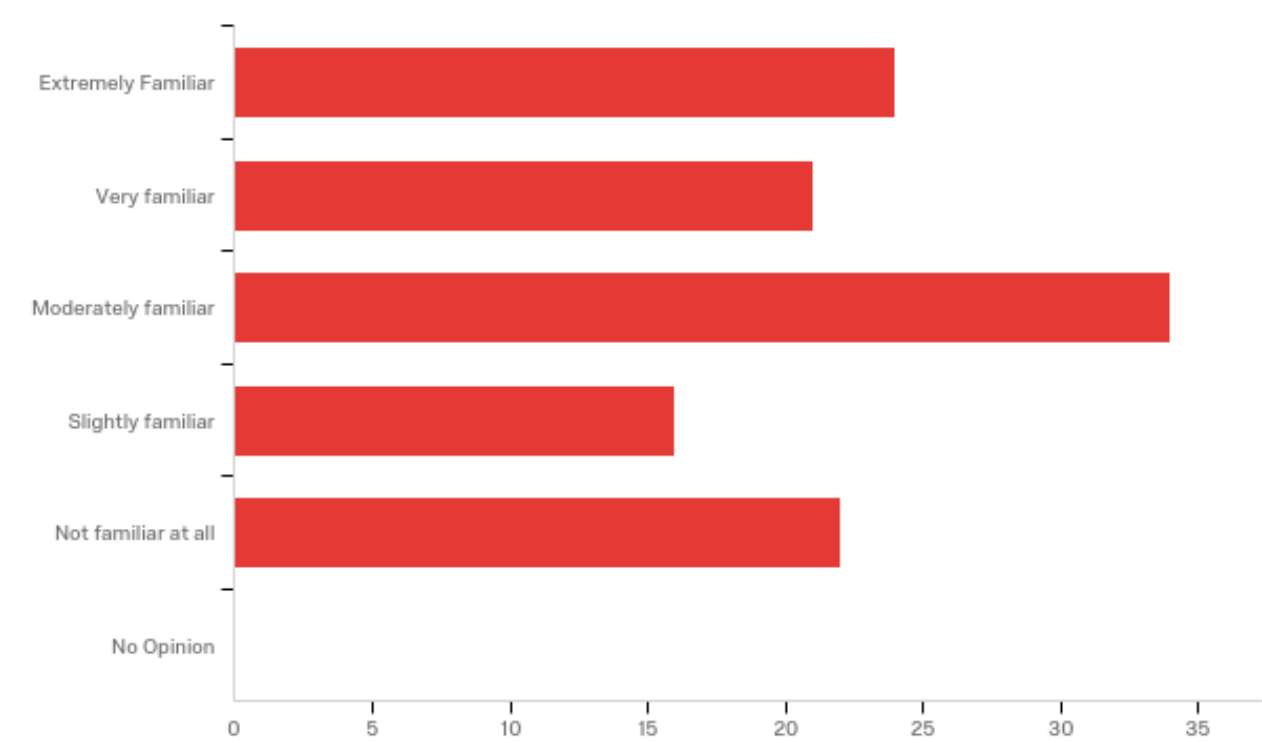
When choosing surf wax, please consider the following characteristics of importance. Please rank from 1 to 5 (number 1 being the most important to you, and 5 being least important)



#	Question	1		2		3		4		5		Total
1	Its performance and durability	51.75%	59	27.19%	31	12.28%	14	7.89%	9	0.88%	1	114
2	Its Affordability	16.07%	18	30.36%	34	30.36%	34	11.61%	13	11.61%	13	112
3	Use of environmentally sustainable materials	14.29%	16	16.96%	19	20.54%	23	30.36%	34	17.86%	20	112
4	Location of wax producer	3.57%	4	5.36%	6	15.18%	17	31.25%	35	44.64%	50	112
5	Brand of wax	15.18%	17	22.32%	25	24.11%	27	16.07%	18	22.32%	25	112

Q15 - Awareness of Environmental Impact 01 of 04

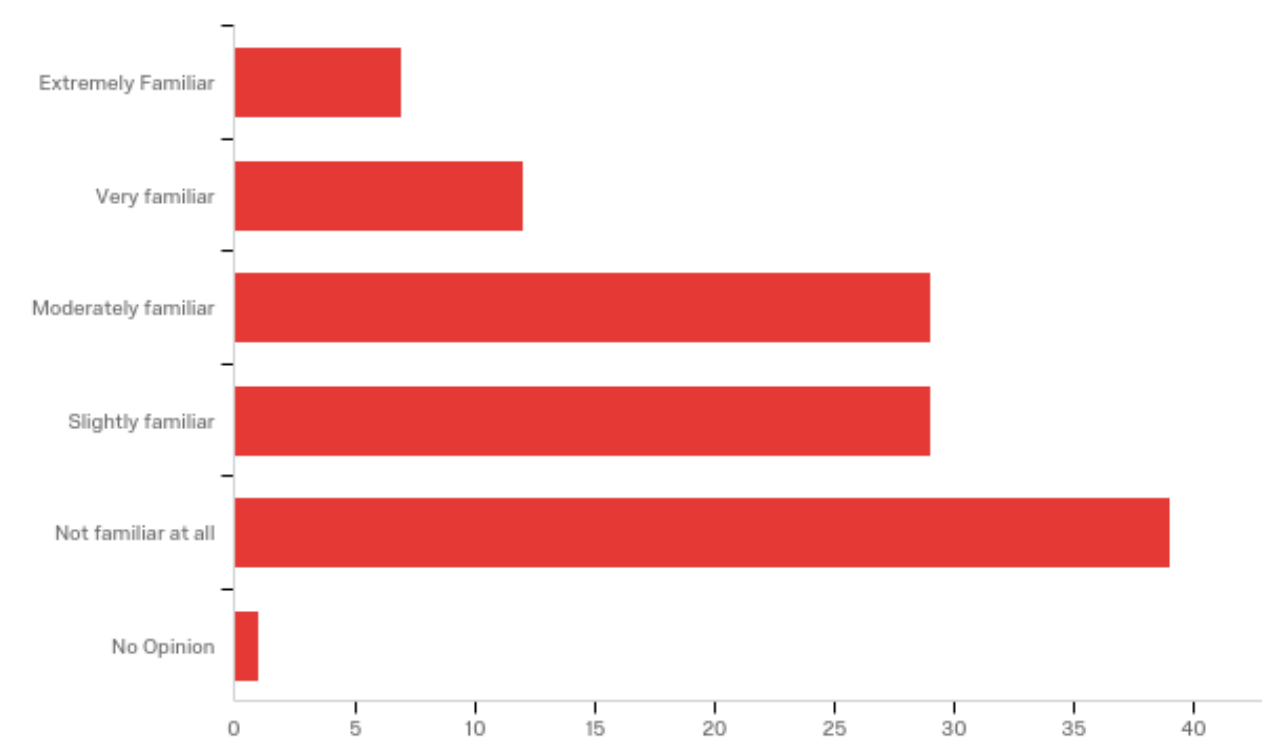
How familiar are you with the materials and manufacturing processes involved to produce a traditional **foam core and resin surfboard**?



#	Answer	%	Count
1	Extremely Familiar	20.51%	24
2	Very familiar	17.95%	21
3	Moderately familiar	29.06%	34
4	Slightly familiar	13.68%	16
5	Not familiar at all	18.80%	22
6	No Opinion	0.00%	0
	Total	100%	117

Q16 - Awareness of Environmental Impact 02 of 04

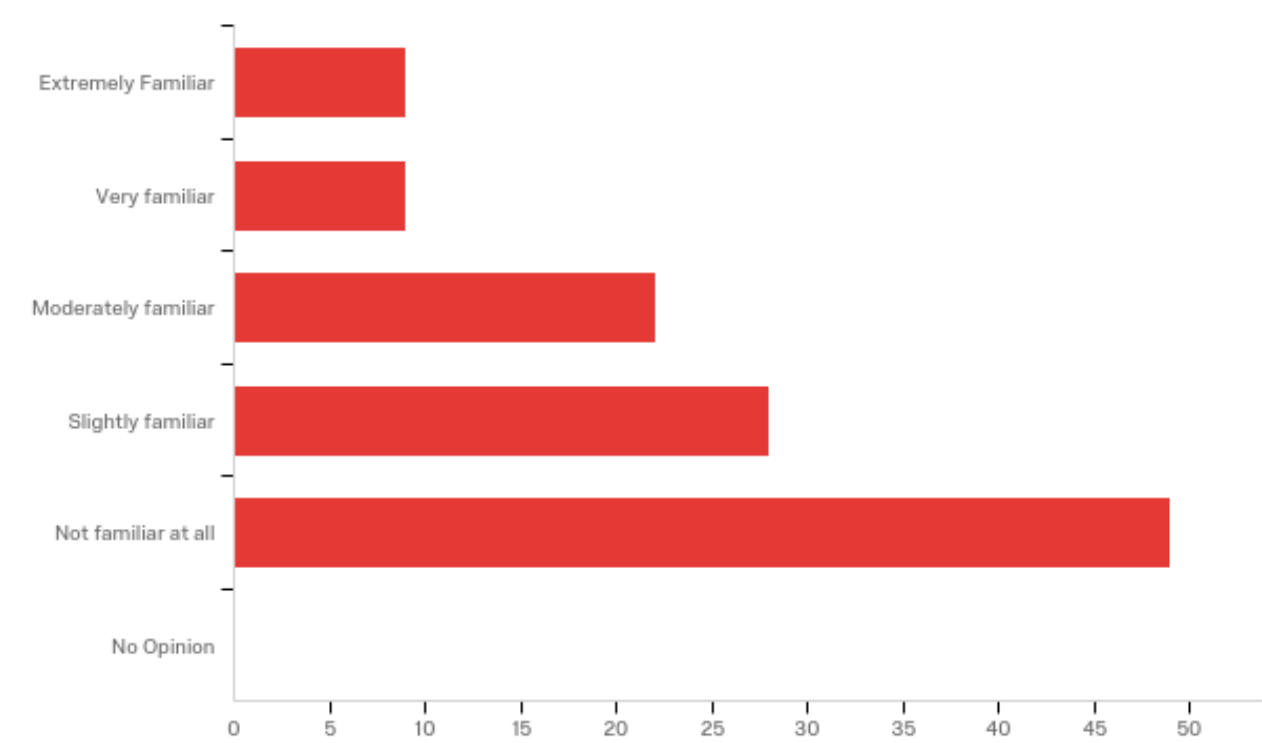
How familiar are you with the materials and manufacturing processes involved to produce a typical **neoprene wetsuit**?



#	Answer	%	Count
1	Extremely Familiar	5.98%	7
2	Very familiar	10.26%	12
3	Moderately familiar	24.79%	29
4	Slightly familiar	24.79%	29
5	Not familiar at all	33.33%	39
6	No Opinion	0.85%	1
	Total	100%	117

Q17 - Awareness of Environmental Impact 03 of 04

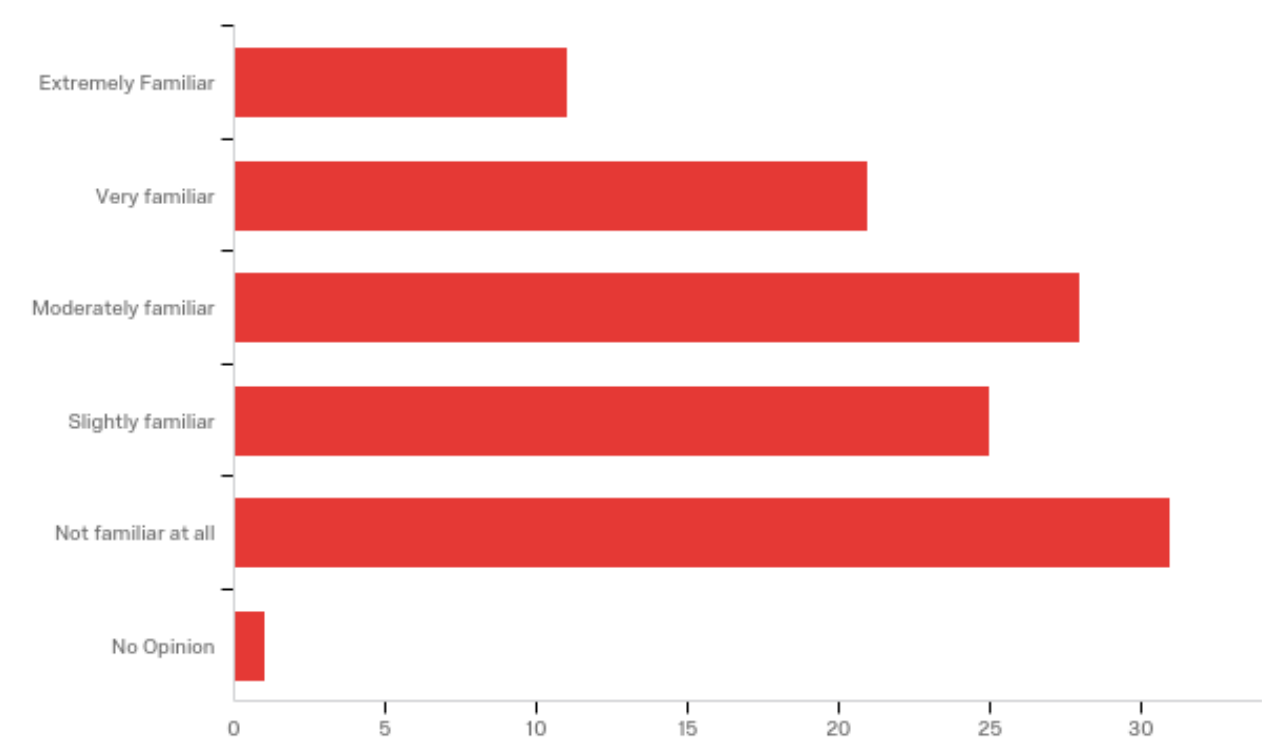
How familiar are you with the materials and manufacturing processes involved to produce a typical block of **surf wax**?



#	Answer	%	Count
1	Extremely Familiar	7.69%	9
2	Very familiar	7.69%	9
3	Moderately familiar	18.80%	22
4	Slightly familiar	23.93%	28
5	Not familiar at all	41.88%	49
6	No Opinion	0.00%	0
	Total	100%	117

Q18 - Awareness of Environmental Impact 04 of 04

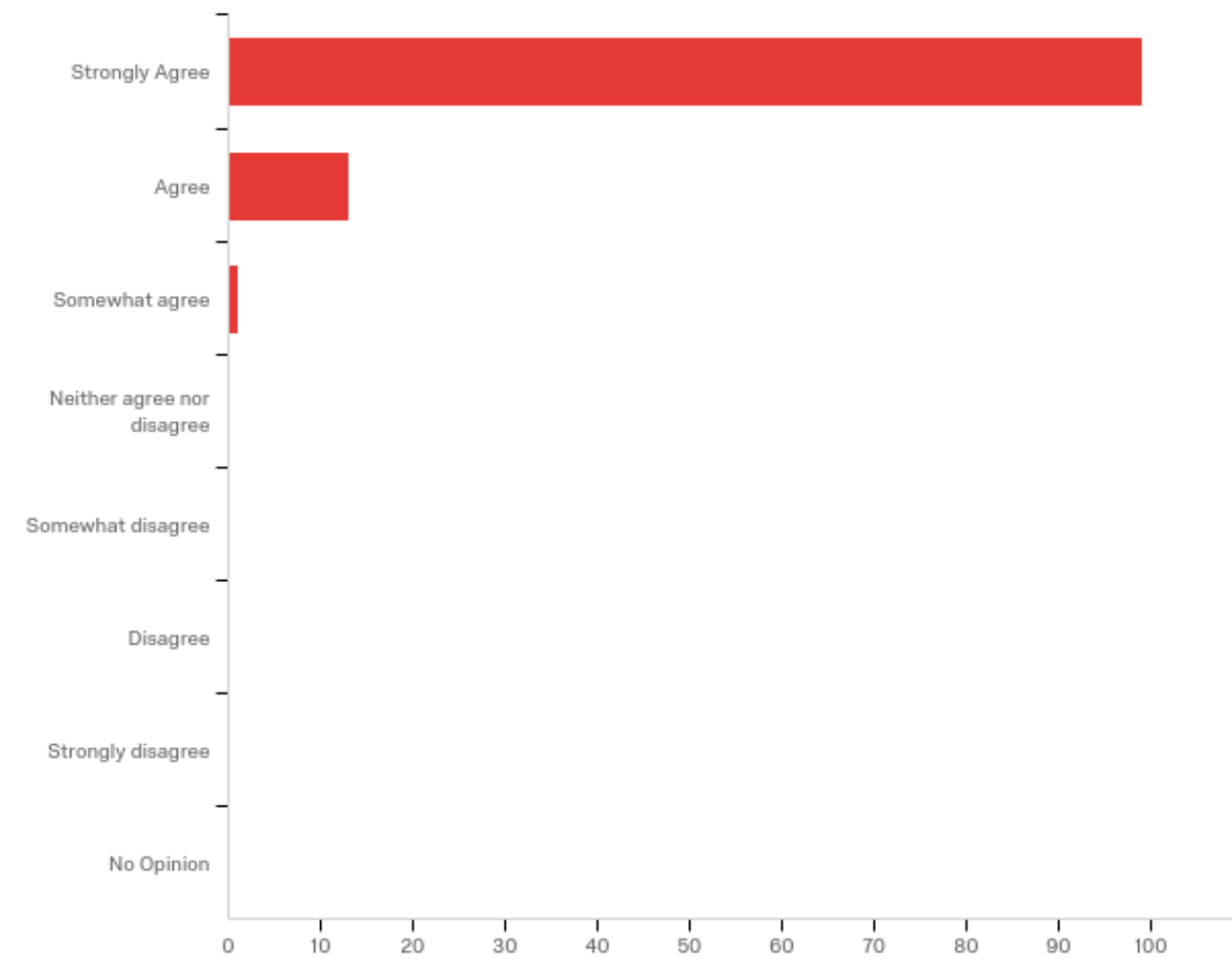
How familiar are you with the **product lifecycle** of surfing equipment, and the effects to the environment if an item is not suitably disposed or recycled?



#	Answer	%	Count
1	Extremely Familiar	9.40%	11
2	Very familiar	17.95%	21
3	Moderately familiar	23.93%	28
4	Slightly familiar	21.37%	25
5	Not familiar at all	26.50%	31
6	No Opinion	0.85%	1
	Total	100%	117

Q19 - Attitudes and Behaviours 01 of 08

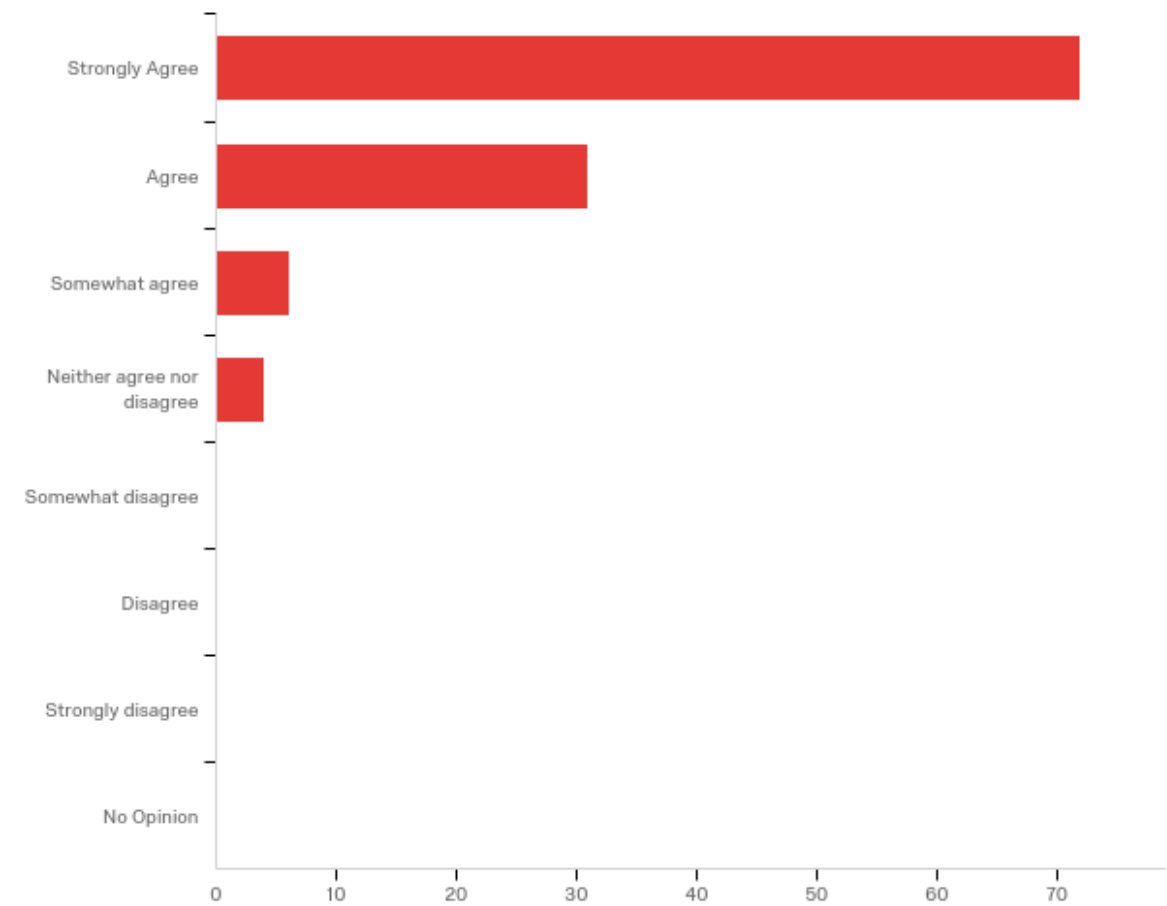
It is important to protect and replenish our natural environment (e.g. oceans and beaches) during our lifetime and for future generations.



#	Answer	%	Count
1	Strongly Agree	87.61%	99
2	Agree	11.50%	13
3	Somewhat agree	0.88%	1
4	Neither agree nor disagree	0.00%	0
5	Somewhat disagree	0.00%	0
6	Disagree	0.00%	0
7	Strongly disagree	0.00%	0
8	No Opinion	0.00%	0
	Total	100%	113

Q20 - Attitudes and Behaviours 02 of 08

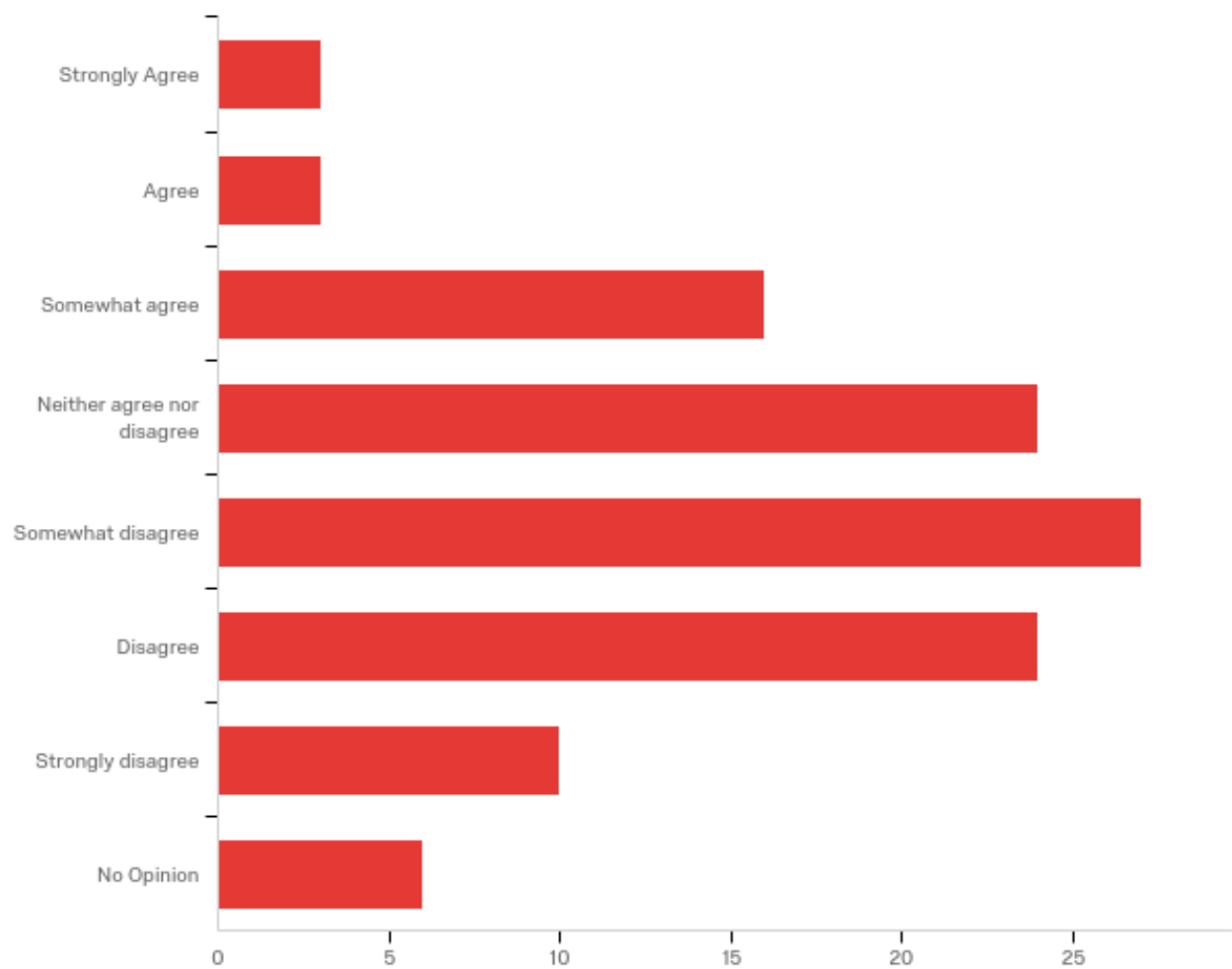
In light of Australia’s surf culture and levels of participation in surfing, I think Australia should be a world leader in finding solutions to environmentally friendly surfing equipment.



#	Answer	%	Count
1	Strongly Agree	63.72%	72
2	Agree	27.43%	31
3	Somewhat agree	5.31%	6
4	Neither agree nor disagree	3.54%	4
5	Somewhat disagree	0.00%	0
6	Disagree	0.00%	0
7	Strongly disagree	0.00%	0
8	No Opinion	0.00%	0
	Total	100%	113

Q21 - Attitudes and Behaviours 03 of 08

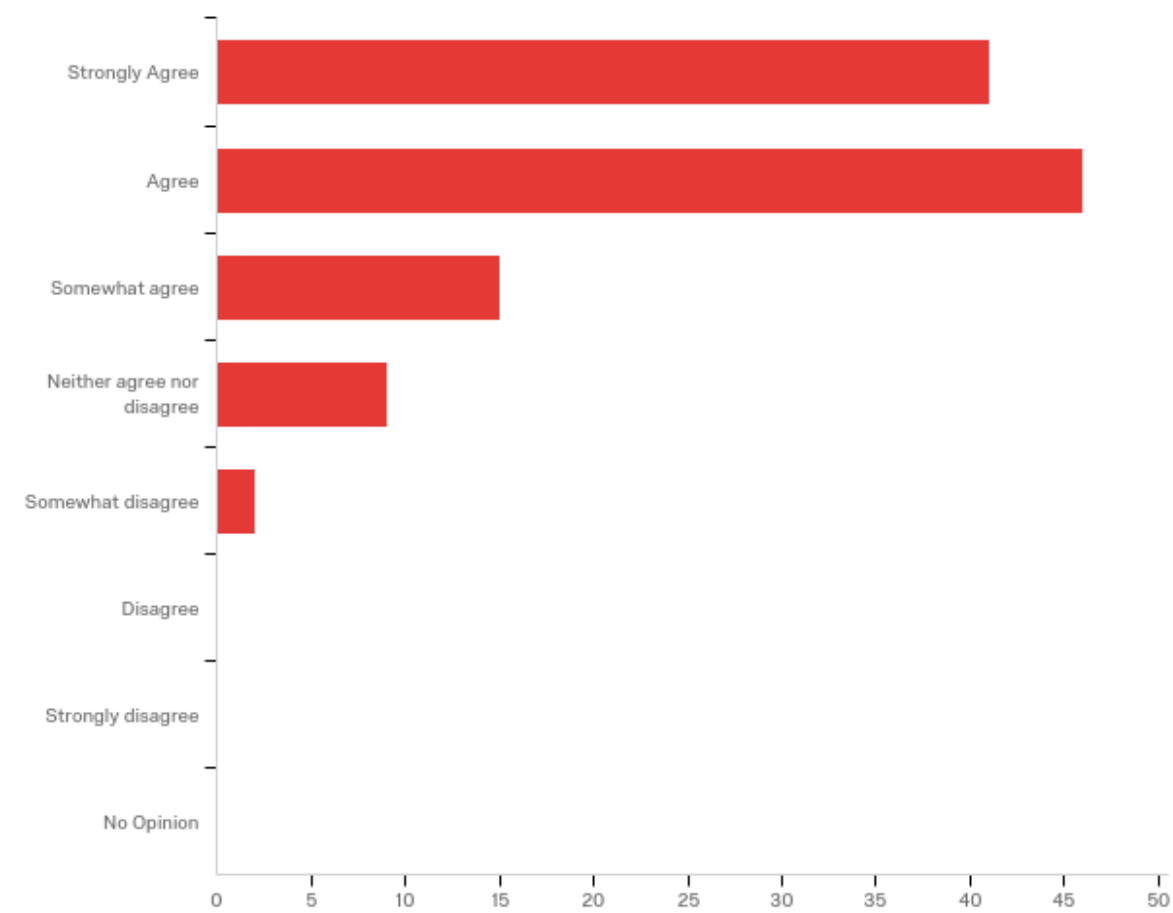
I think Australia is doing just fine as it is, with regards to the materials and manufacturing processes used to produce surfing equipment such as **surfboards**, **wetsuits** and **surf wax**.



#	Answer	%	Count
1	Strongly Agree	2.65%	3
2	Agree	2.65%	3
3	Somewhat agree	14.16%	16
4	Neither agree nor disagree	21.24%	24
5	Somewhat disagree	23.89%	27
6	Disagree	21.24%	24
7	Strongly disagree	8.85%	10
8	No Opinion	5.31%	6
	Total	100%	113

Q22 - Attitudes and Behaviours 04 of 08

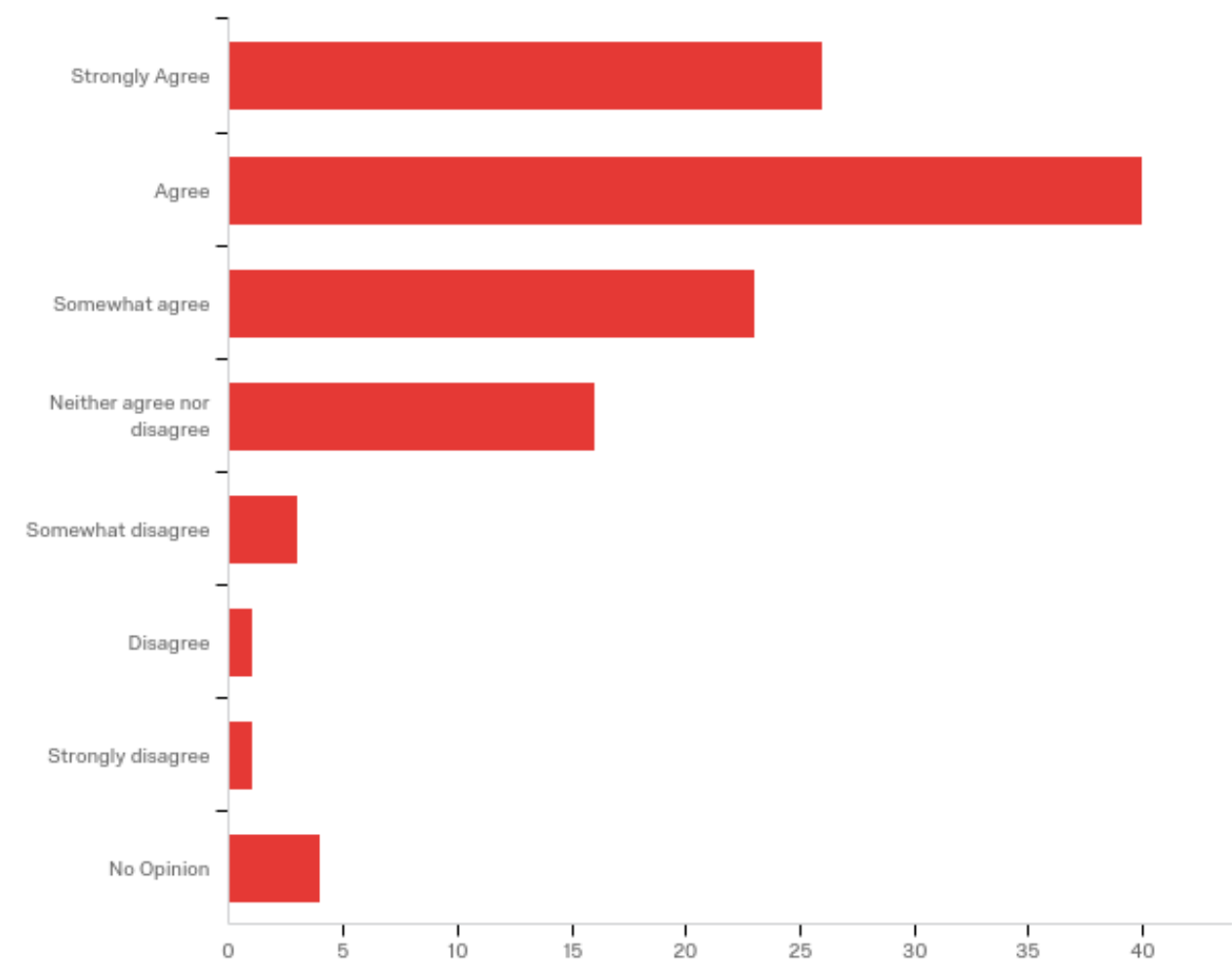
Collaborative efforts between key groups in the Australian surfing industry (such as the top surf brands, designers/shapers, and members of the local surfing community) would assist in achieving greater sustainability goals.



#	Answer	%	Count
1	Strongly Agree	36.28%	41
2	Agree	40.71%	46
3	Somewhat agree	13.27%	15
4	Neither agree nor disagree	7.96%	9
5	Somewhat disagree	1.77%	2
6	Disagree	0.00%	0
7	Strongly disagree	0.00%	0
8	No Opinion	0.00%	0
	Total	100%	113

Q23 - Attitudes and Behaviours 05 of 08

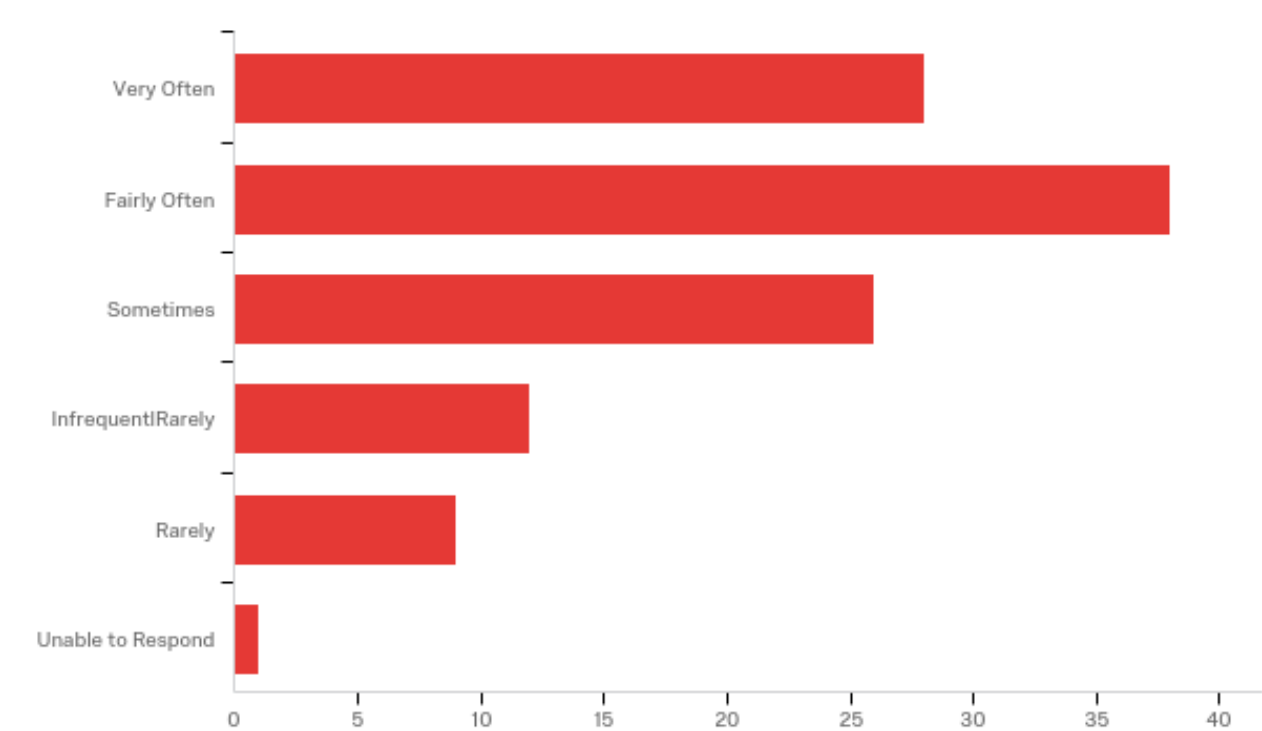
Economic benefits (such as new jobs and further investment in environmentally friendly surfing equipment) will flow from Australia taking action on progressive sustainable solutions.



#	Answer	%	Count
1	Strongly Agree	22.81%	26
2	Agree	35.09%	40
3	Somewhat agree	20.18%	23
4	Neither agree nor disagree	14.04%	16
5	Somewhat disagree	2.63%	3
6	Disagree	0.88%	1
7	Strongly disagree	0.88%	1
8	No Opinion	3.51%	4
	Total	100%	114

Q24 - Attitudes and Behaviours 06 of 08

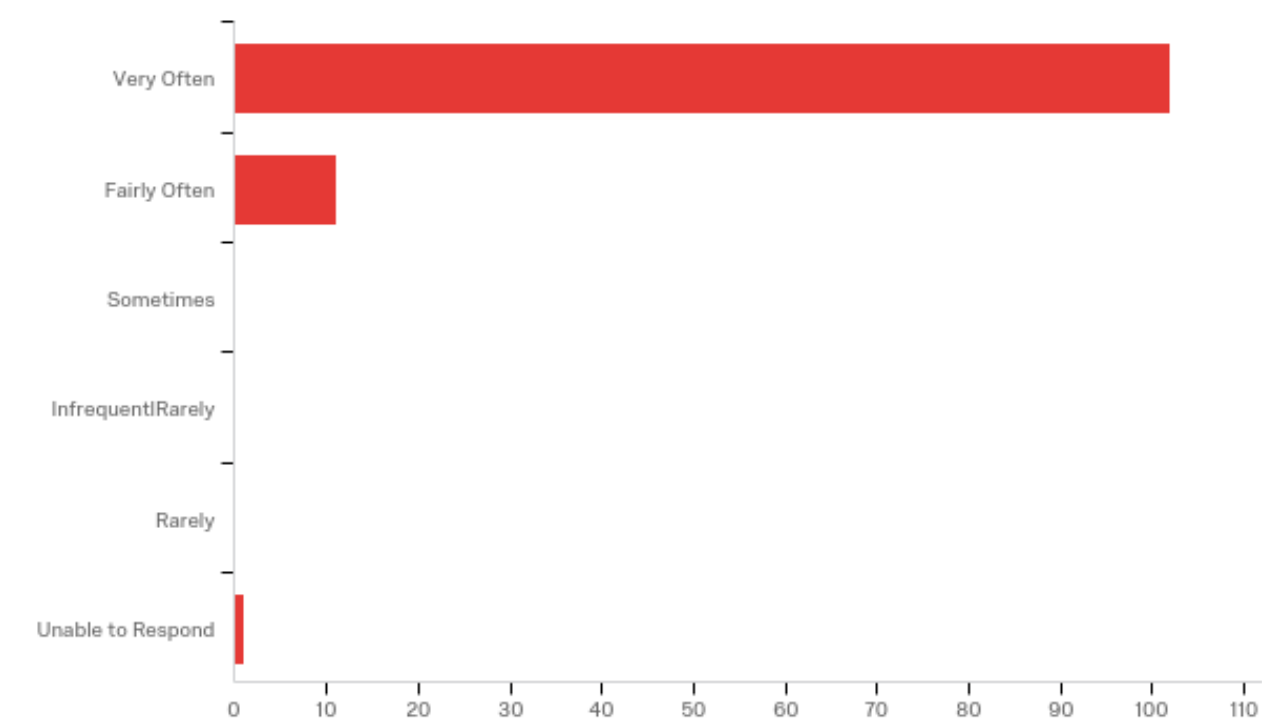
I am involved in my **local community** e.g. volunteering, supporting local businesses, attending local initiatives such as Ocean Care Day, acknowledging Earth Hour, or buying from local farmers markets.



#	Answer	%	Count
1	Very Often	24.56%	28
2	Fairly Often	33.33%	38
3	Sometimes	22.81%	26
4	Infrequent/Rarely	10.53%	12
5	Rarely	7.89%	9
6	Unable to Respond	0.88%	1
	Total	100%	114

Q25 - Attitudes and Behaviours 07 of 08

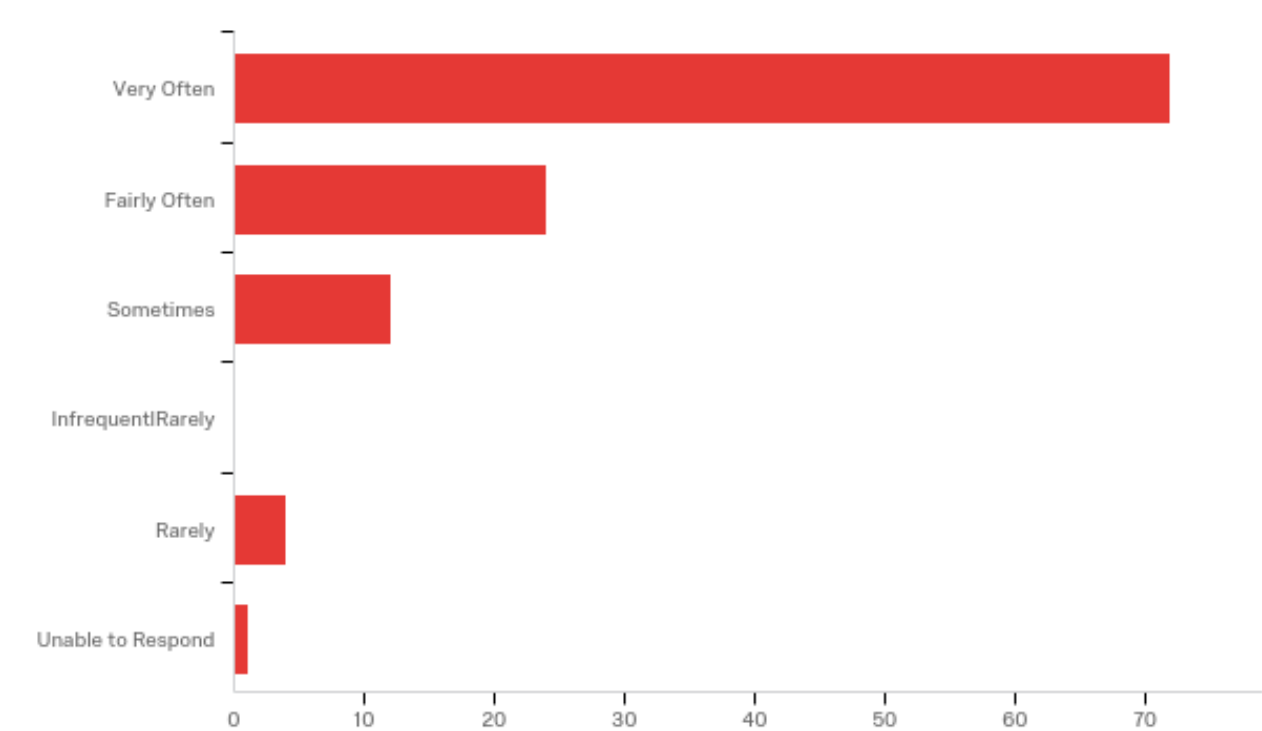
At home, I/we separate the household waste into **recycling bins** every week for collection.



#	Answer	%	Count
1	Very Often	89.47%	102
2	Fairly Often	9.65%	11
3	Sometimes	0.00%	0
4	InfrequentlRarely	0.00%	0
5	Rarely	0.00%	0
6	Unable to Respond	0.88%	1
	Total	100%	114

Q26 - Attitudes and Behaviours 08 of 08

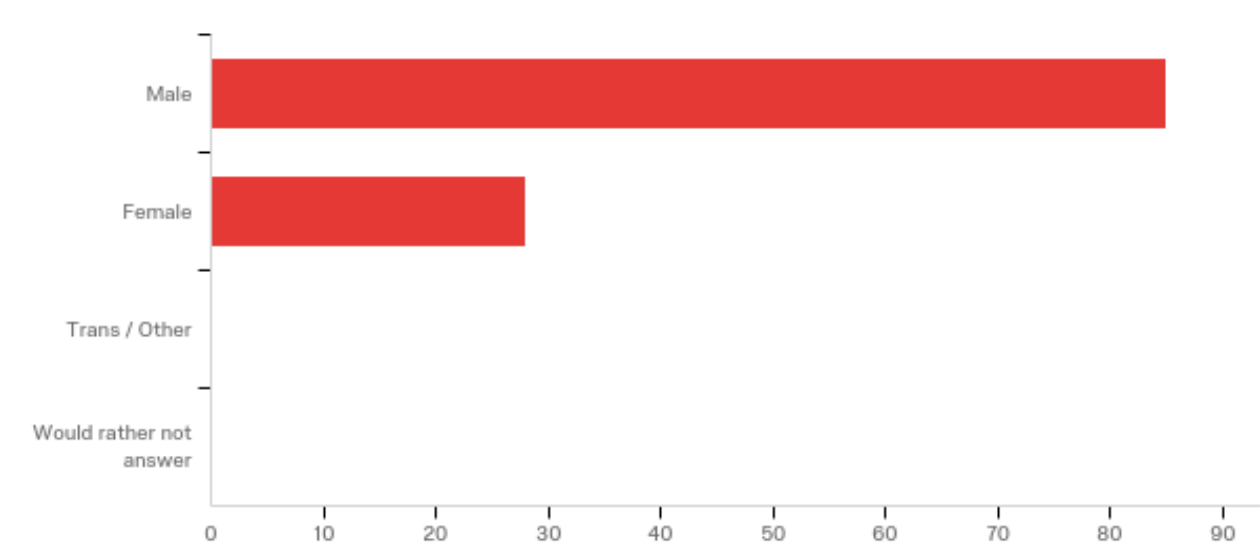
I own a **reusable beverage container** (e.g. Keep Cup or metal water bottle) and use it as my main means of hydration on the go.



#	Answer	%	Count
1	Very Often	63.72%	72
2	Fairly Often	21.24%	24
3	Sometimes	10.62%	12
4	Infrequent/Rarely	0.00%	0
5	Rarely	3.54%	4
6	Unable to Respond	0.88%	1
	Total	100%	113

Q27 - Determining Demographics of Survey Participants 01 of 09

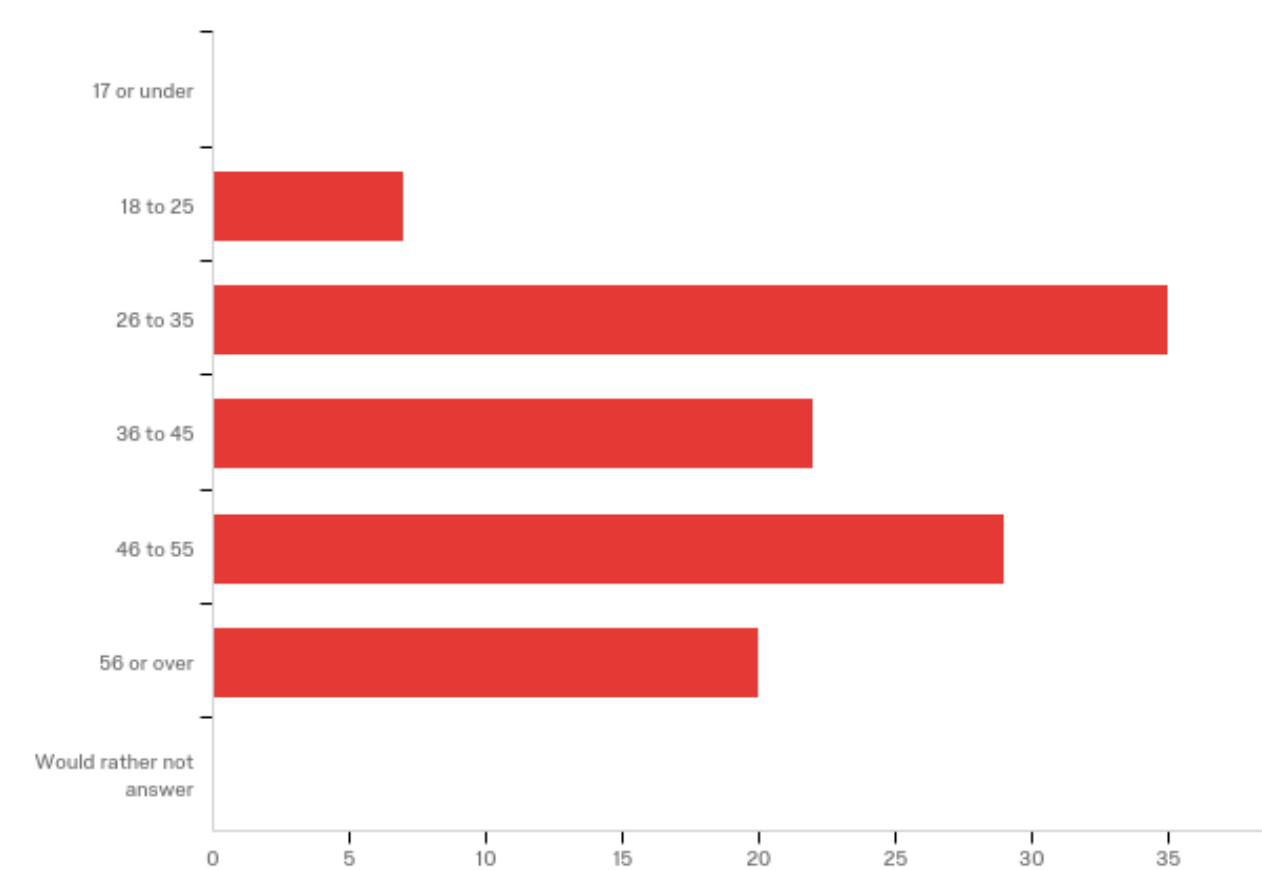
What is your gender?



#	Answer	%	Count
1	Male	75.22%	85
2	Female	24.78%	28
4	Trans / Other	0.00%	0
3	Would rather not answer	0.00%	0
	Total	100%	113

Q28 - Determining Demographics of Survey Participants 02 of 09

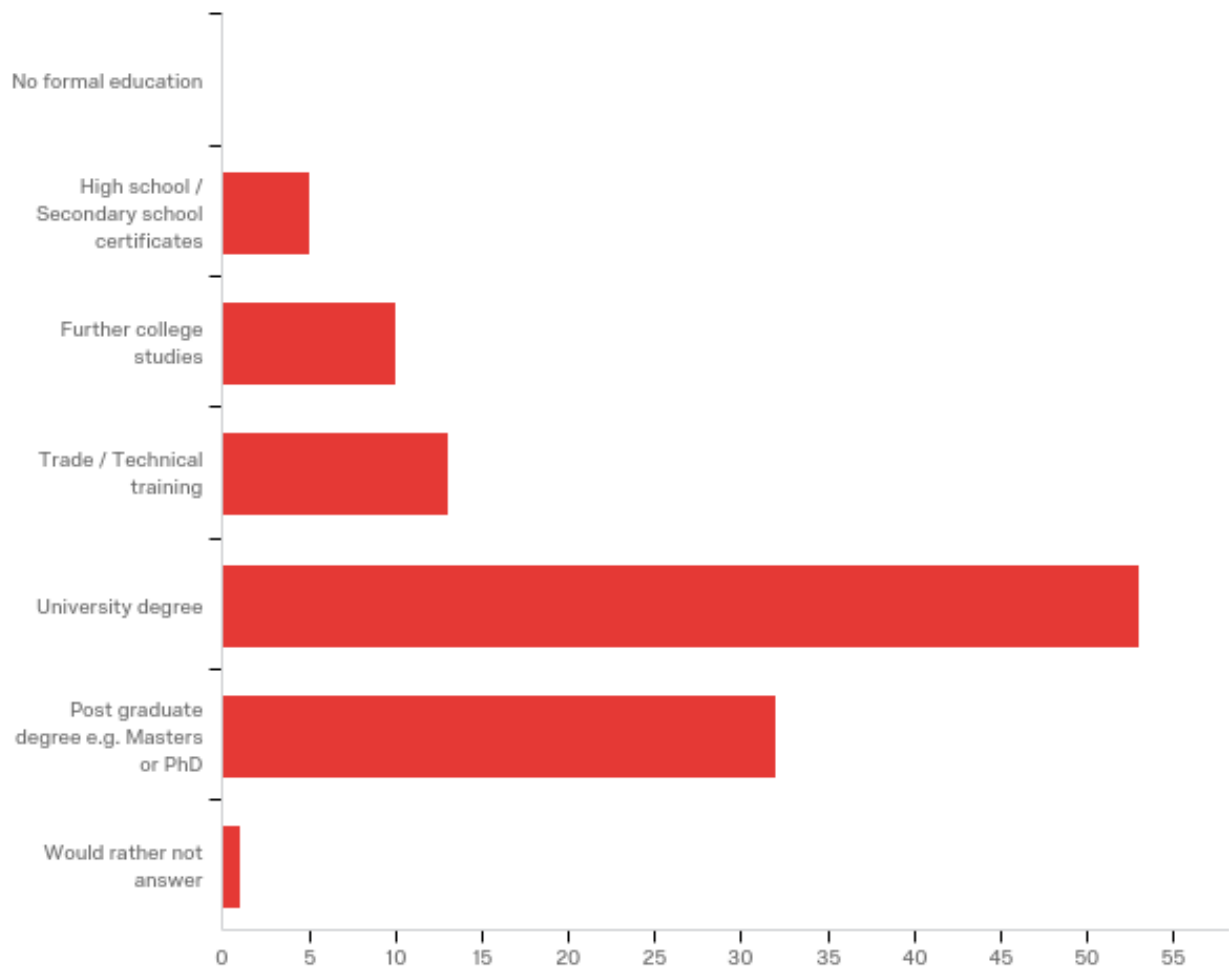
What is your age?



#	Answer	%	Count
1	17 or under	0.00%	0
2	18 to 25	6.19%	7
3	26 to 35	30.97%	35
4	36 to 45	19.47%	22
5	46 to 55	25.66%	29
6	56 or over	17.70%	20
7	Would rather not answer	0.00%	0
	Total	100%	113

Q29 - Determining Demographics of Survey Participants 03 of 09

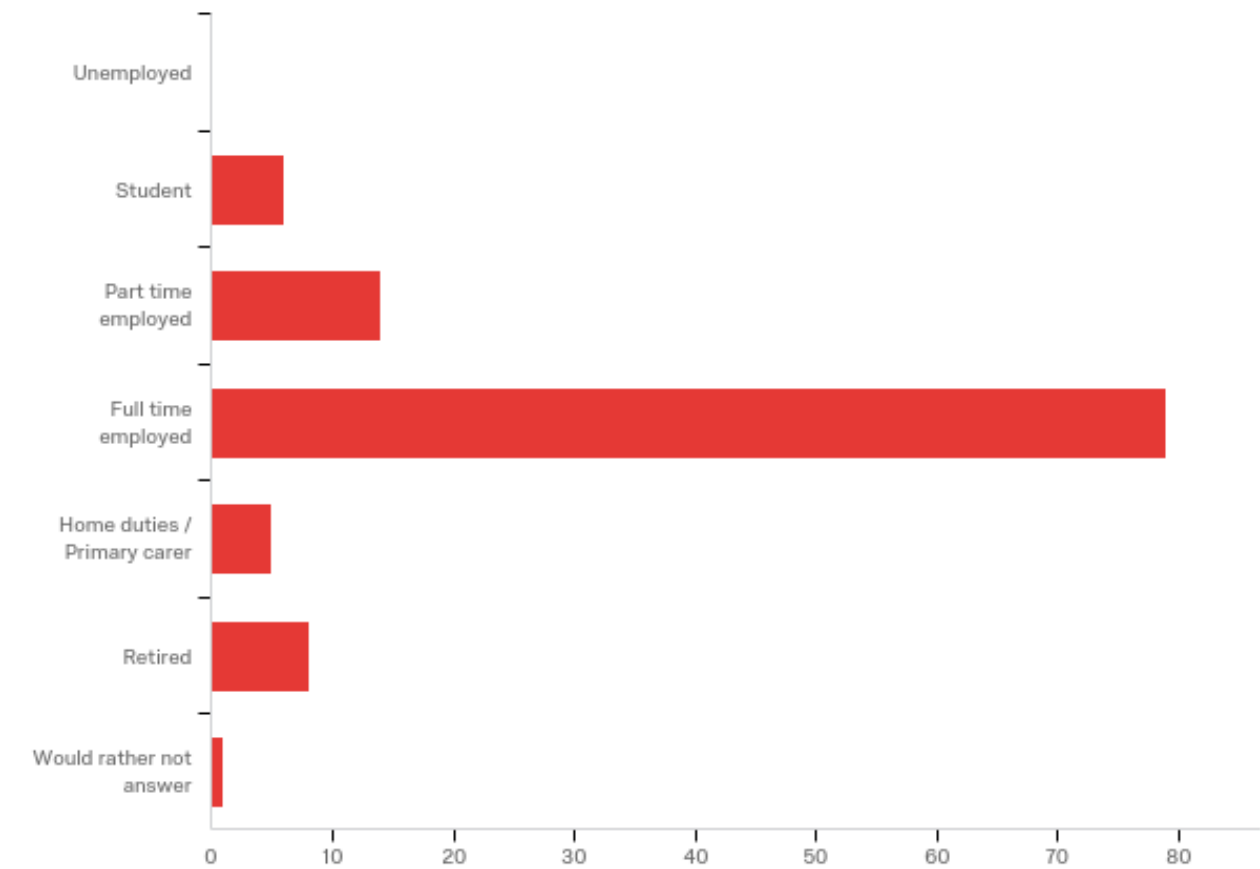
What is your highest level of education?



#	Answer	%	Count
1	No formal education	0.00%	0
2	High school / Secondary school certificates	4.39%	5
3	Further college studies	8.77%	10
4	Trade / Technical training	11.40%	13
5	University degree	46.49%	53
6	Post graduate degree e.g. Masters or PhD	28.07%	32
7	Would rather not answer	0.88%	1
	Total	100%	114

Q30 - Determining Demographics of Survey Participants 04 of 09

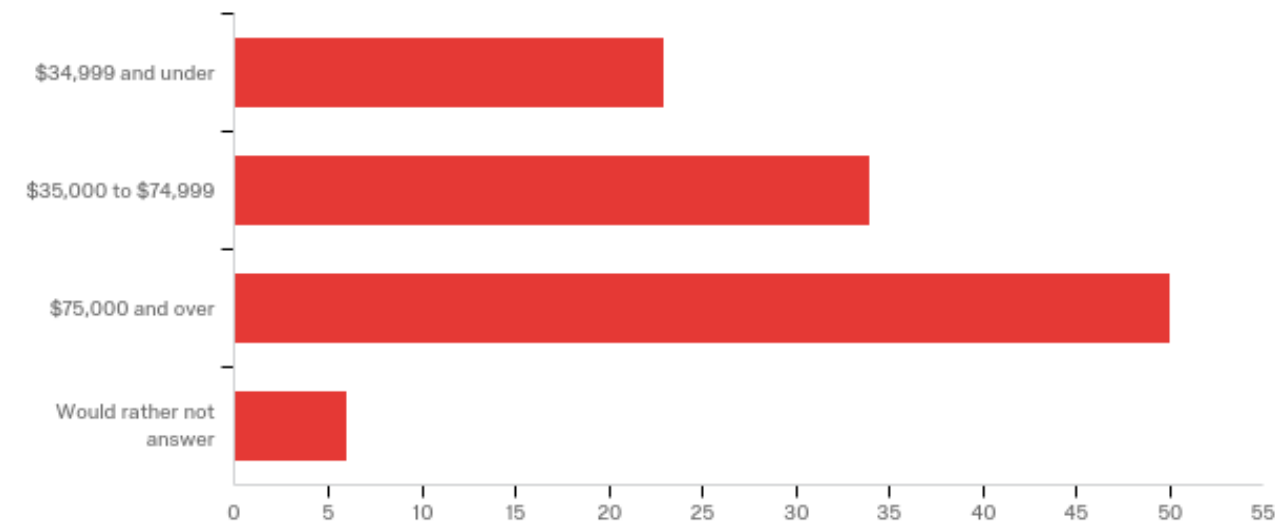
What is your employment status?



#	Answer	%	Count
1	Unemployed	0.00%	0
2	Student	5.31%	6
3	Part time employed	12.39%	14
4	Full time employed	69.91%	79
5	Home duties / Primary carer	4.42%	5
6	Retired	7.08%	8
7	Would rather not answer	0.88%	1
	Total	100%	113

Q31 - Determining Demographics of Survey Participants 05 of 09

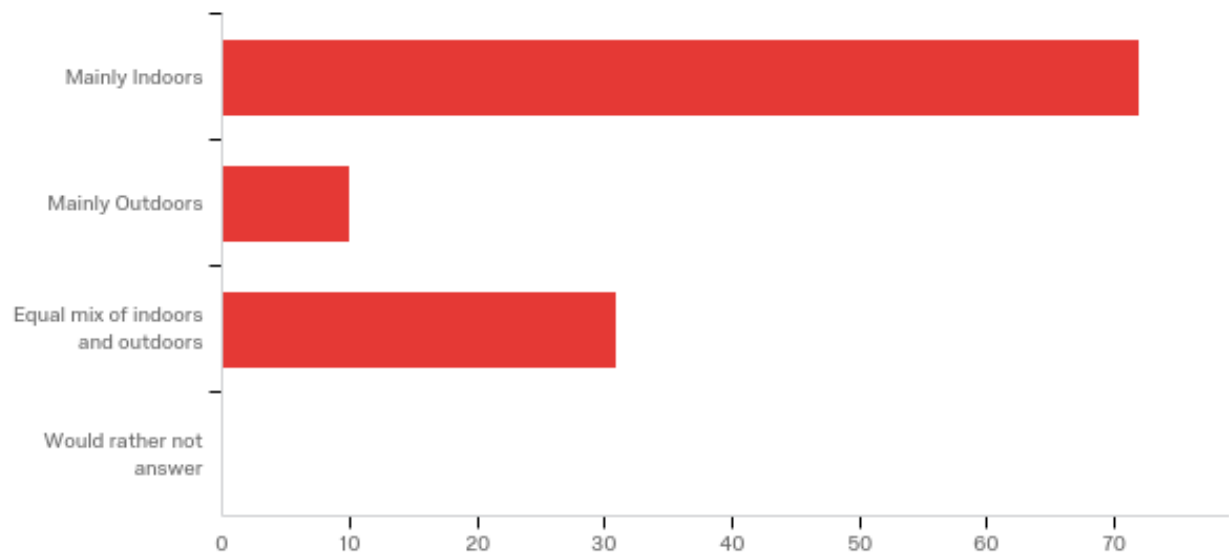
What is your current income earning bracket? (per year)



#	Answer	%	Count
1	\$34,999 and under	20.35%	23
2	\$35,000 to \$74,999	30.09%	34
3	\$75,000 and over	44.25%	50
4	Would rather not answer	5.31%	6
	Total	100%	113

Q32 - Determining Demographics of Survey Participants 06 of 09

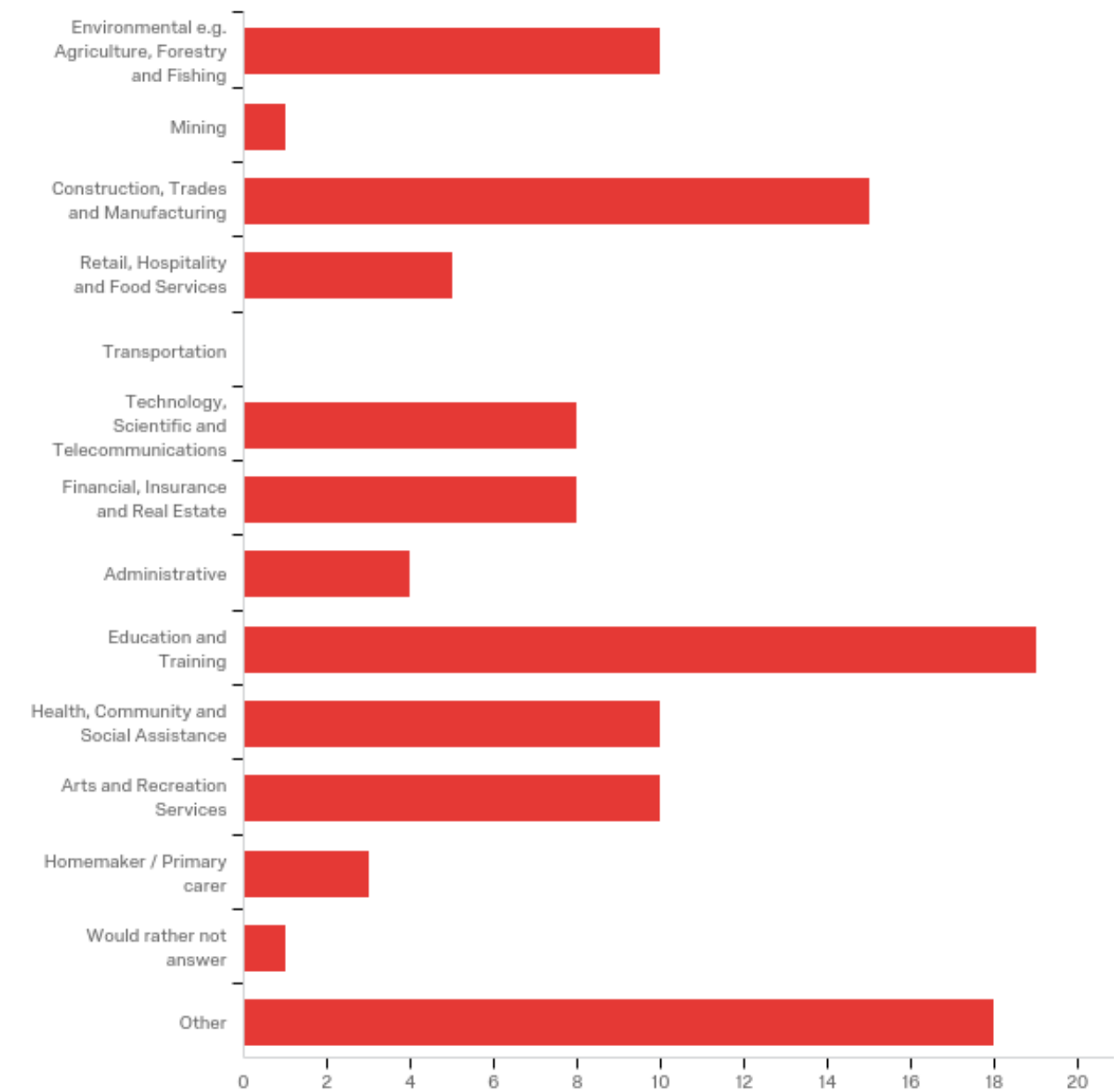
Where is your main field of work/study based?



#	Answer	%	Count
1	Mainly Indoors	63.72%	72
2	Mainly Outdoors	8.85%	10
3	Equal mix of indoors and outdoors	27.43%	31
4	Would rather not answer	0.00%	0
	Total	100%	113

Q33 - Determining Demographics of Survey Participants 07 of 09

What industry do you primarily work/study in?



#	Answer	%	Count
1	Environmental e.g. Agriculture, Forestry and Fishing	8.93%	10
2	Mining	0.89%	1
3	Construction, Trades and Manufacturing	13.39%	15
4	Retail, Hospitality and Food Services	4.46%	5
5	Transportation	0.00%	0

6	Technology, Scientific and Telecommunications	7.14%	8
7	Financial, Insurance and Real Estate	7.14%	8
8	Administrative	3.57%	4
9	Education and Training	16.96%	19
10	Health, Community and Social Assistance	8.93%	10
11	Arts and Recreation Services	8.93%	10
12	Homemaker / Primary carer	2.68%	3
13	Would rather not answer	0.89%	1
14	Other	16.07%	18
	Total	100%	112

Other (please specify)

Research

Retired - don't work

Tourism

making surf craft

surf shop and surf school

surfing events

NGO

MEDIA

Non-Profit: Marine Conservation

Travel

Travel Agent

Tourism

Media

Media

Criminal Justice

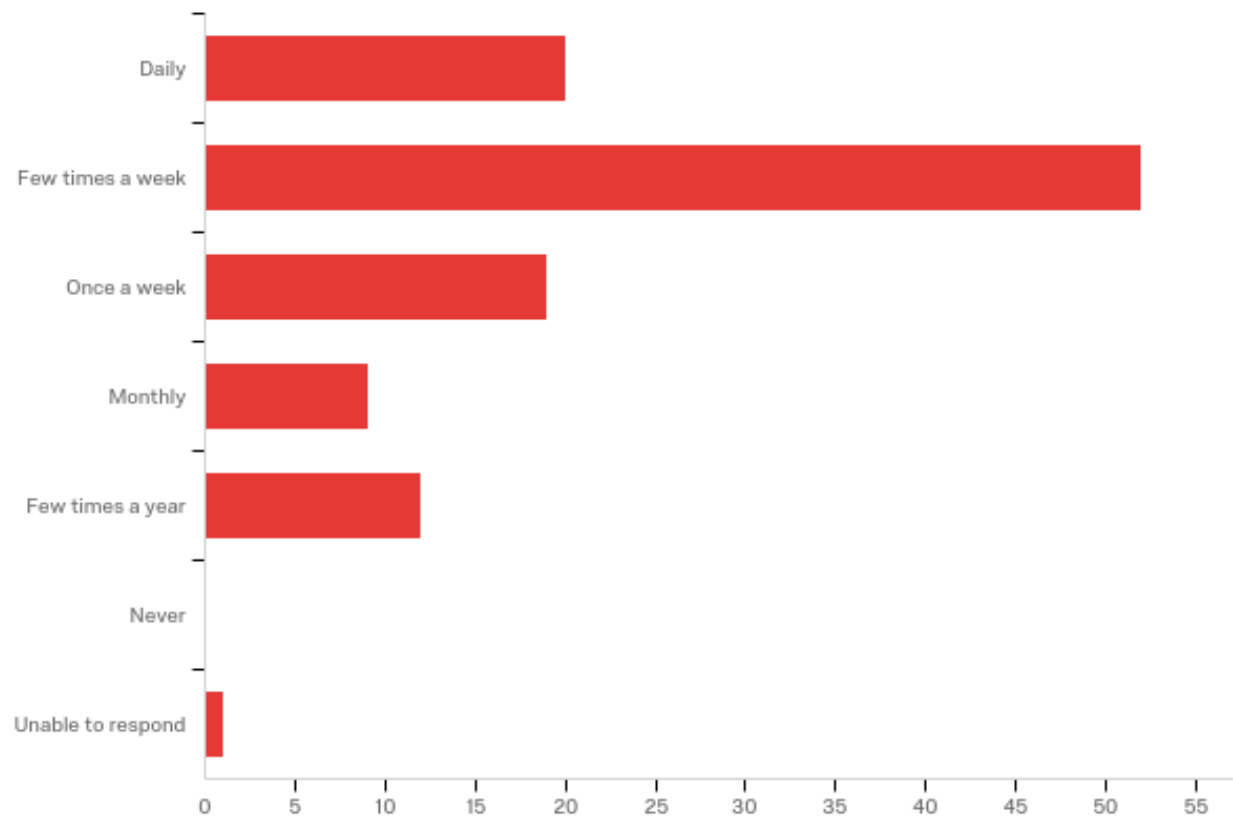
surf industry

Film and tv industry

Wholesale and Distribution

Q34 - Determining Demographics of Survey Participants 08 of 09

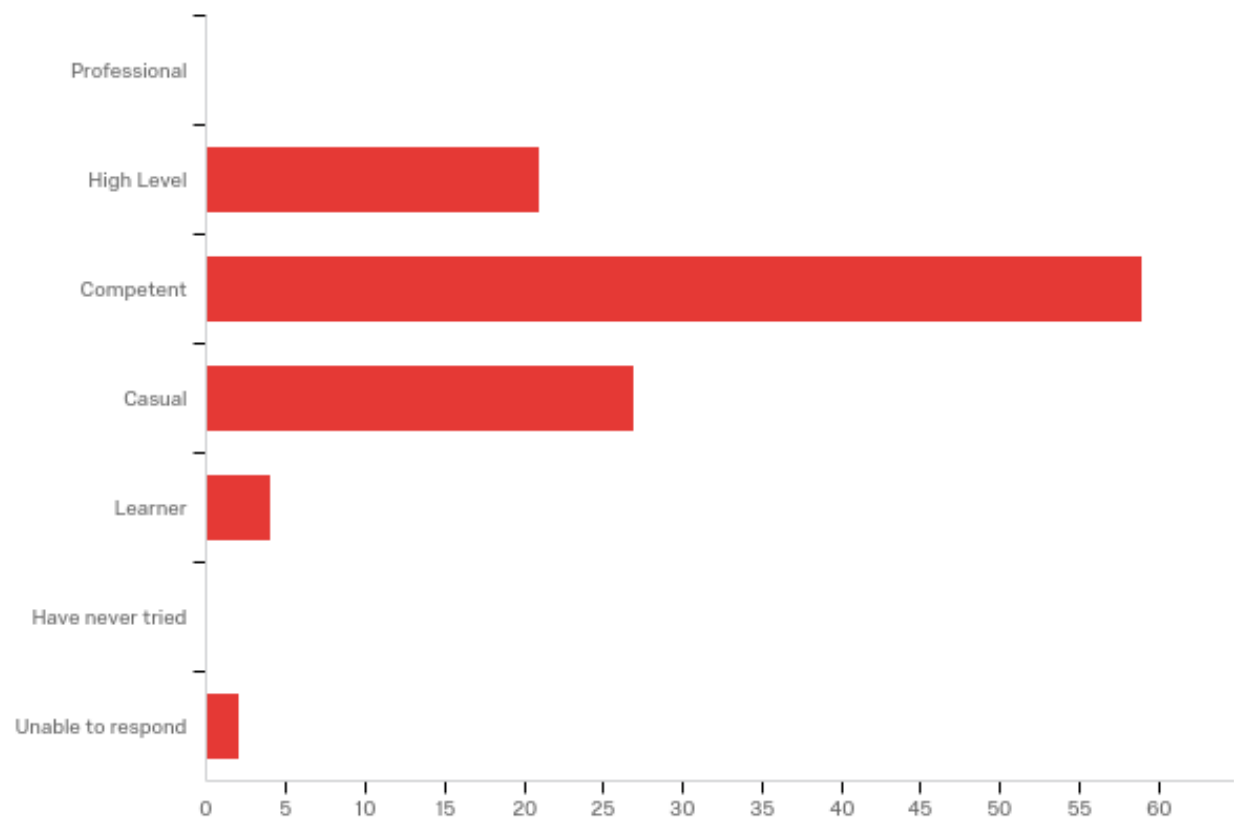
How often do you usually go surfing? (assuming there are waves)



#	Answer	%	Count
1	Daily	17.70%	20
2	Few times a week	46.02%	52
3	Once a week	16.81%	19
4	Monthly	7.96%	9
5	Few times a year	10.62%	12
6	Never	0.00%	0
7	Unable to respond	0.88%	1
	Total	100%	113

Q35 - Determining Demographics of Survey Participants 09 of 09

What standard of surfer best describes you from the following options?



#	Answer	%	Count
1	Professional	0.00%	0
2	High Level	18.58%	21
3	Competent	52.21%	59
4	Casual	23.89%	27
5	Learner	3.54%	4
6	Have never tried	0.00%	0
7	Unable to respond	1.77%	2
	Total	100%	113