## Table of Contents

List of acronyms	13
Executive Summary	
Chapter 1. Policies, Environmental Norms and Household	
Characteristics	21
1. Why household behaviour matters	22
2. The environmental policy context	24
3. The role of environmental attitudes and norms	29
4. Variation across economic and demographic characteristics	34
5. Conclusion	37
Notes	38
References	39
Annex 1.A1. Household Characteristics and Environmental Norms	
and Attitudes	40
Chapter 2. Residential Water Use	43
1. Introduction	44
2. Determinants of water consumption	46
3. Determinants of water saving behaviours and investments	48
4. Willingness-to-pay for improved water quality	51
5. Conclusions	55
Notes	57
References	57
Chapter 3. Residential Energy Use	59
1. Introduction	60
2. Main factors influencing energy consumption and energy-saving	
behaviour at home	62
3. Main determinants of investment in energy-saving	
equipments	68
4. The demand for renewable energy	75
5. Conclusions and policy implications	78
Notes	79
D - 1	70

Chapter 4. Waste Generation, Recycling and Prevention	81
1. Introduction	82
2. Waste generation	84
3. Waste recycling	87
4. Waste prevention	92 93
Notes	94
References	94
Chapter 5. Personal Transport Choices	97
1. Introduction	98
Literature review	100 100
4. Car ownership, choice and use	105
5. Public transport accessibility and use	107
6. The determinants of mode choice	110
7. Conclusions and policy implications	114
Notes	116
References	117
Chapter 6. Organic Food Consumption	119
1. Introduction	120
2. Main motivations to consume organic food	122
3. The role of labelling and certification	127
4. Main difference in attitudes and behaviour across households	130
<ul><li>5. Willingness-to-pay for organic foods</li></ul>	131 134
Notes	136
References	136
Chapter 7. Conclusions and Policy Implications	139
1. Introduction	140
2. General cross-cutting policy lessons	140
3. Area-specific conclusions and policy implications	147
4. Moving forward	151
References	152
Annex A. Methodology and Project Implementation	153
Annex B. OECD Questionnaire	157
Annex C. Research Teams Involved in the 2008 OECD Household	100
Survey Data Analysis	189 190
Times D. Rey Toney Issues Examined	TOU

## **Tables**

2.1. 2.2.	Examples of policy types	25 48 49
2.3.	(per household per year)	52
5.1.	Short-term and long-term effects of personal transport	99
	Summary of results of previous studies	101
	Mean number of cars per household and per household	
	member	106
A.1.	Summary of the sample by country, age and gender	155
Figure	S	
1.1.	Use of unit charging for "environmental" services	27
	Recognition and use of "information-based" measures	27
	Improving access to "environment-related" services	28
	Providing grants (percentage of households having invested	
	who received financial support)	29
1.5.	Respondents' degree of concern over selected environmental	
	issues	30
1.6.	Percentage of respondents who are "very concerned"	
	over a given environmental issue	31
1.7.	Environmental attitude by country	
	(percentage of respondents)	32
1.8.	Percentage of households who disagree with the statement	
	that each individual/household can contribute	
	to a better environment	33
1.9.	Percentage of respondents who are members of	
	(or contributors to) an environmental organisation	33
1.10.	Percentage of respondents ranking environmental concerns	0.5
4 44	in the top 3 out of 6 concerns	35
	Willingness-to-pay for different environmental "goods" Percentage of owner-occupiers and tenants having undertaken	36
1.12.	specific investments	37
1 Δ1 1	Impact of gender, education and place of residence	37
1.711.1.	on environmental attitudes	41
1 A1 2	Probability of being a member of (or contributor to)	-11
········	an environmental organisation	41
2.1	Water consumption per household member	46
	Price elasticities by country	47

2.3.	Share of households owning water-efficient equipment,	
	by country	50
2.4.	Share of households who have water efficient appliances,	
	by type of water fee	50
2.5.	Household satisfaction with quality of tap-water for drinking,	
	by country	52
2.6.	Median water bill and WTP for improved water quality	53
2.7.	Percentage of households drinking tap-water by country	54
2.8.	Effects of different factors on bottled water consumption	55
3.1.	Motivation to reduce energy consumption at home, OECD10	64
3.2.	Importance of selected factors on the motivation to reduce	
	energy consumption, by country	64
3.3.	Differences in energy saving behaviours, OECD10	65
3.4.	Energy saving behaviour: Influence of being metered	66
3.5.	Energy saving behaviour: Influence of variable electricity charge	
	according to time of use	67
3.6.	Investment in energy-saving equipment	69
	Investing in energy-saving equipment: Impact of metering	70
3.8.	Proportion of households who recognise appliance energy labels	
	and who have installed energy efficiency rated appliances	
	in the last 10 years, by country	70
3.9.	Proportion of households taking into account energy costs	
	when purchasing or renting their current primary residence	71
3.10.	Proportion of households benefiting from government support	
	when installing energy efficient equipment, by country	72
3.11.	1 0	
	support who have installed thermal insulation or renewable	
	energy in the past 10 years by income bracket	73
3.12.	Percentage of households having installed energy-saving	
	equipment according to home ownership status	74
3.13.	Households installing energy-efficiency-rate appliances	
	in the last 10 years by the importance of environmental benefits	
	in encouraging households to reduce energy consumption $\ldots \ldots$	75
	Taking special measures to buy green energy	76
	Willingness-to-pay for renewable energy	77
	Household generation of mixed waste for disposal	85
	Relationship between waste generation and waste policies	85
4.3.	Percentage of households reporting that they disposed	
	of hazardous household waste properly	87
4.4.	Relationship between environmental attitude and percentage	
	of households reporting that they disposed of hazardous	
	household waste properly	87

	Average number of materials recycled per household	88
4.6.	Recycling service availability and rates	89
4.7.	Recycling rates and convenience of service	90
4.8.	Percentage of households choosing to use less waste-intensive	
	products	92
5.1.	Mode choice by travel purpose (full sample)	103
5.2.	Mode choice for commuting by country	104
	Mode choice for shopping by country	104
5.4.	Stated reasons for not owning a car	106
5.5.	Number of kilometres driven per week by respondents	
	in car-owning households	107
5.6.	Distance (in minutes) to most convenient public transport	
	stop	108
5.7.	Convenience of access (minutes) to public transport	
	and weekly vehicle kilometres driven	109
5.8.	Influence of improvements in public transport	
	on increasing use	110
5.9.	Cycling infrastructure and frequency of use	110
5.10.	Effects of fuel prices, transport accessibility and environmental	
	attitudes on car ownership and use	111
5.11.	Age (predicted probabilities of commuting by public transport) $\ldots$	112
5.12.	Effect of environmental norms on mode choice	
	(relative to car travel)	113
6.1.	Percentage of households who reported consuming organic food,	
	by category, for selected countries	123
6.2.	Motivations to consume more organic food products	123
6.3.	The importance of price in encouraging respondents	
	to consume more organic food, by country	124
6.4.	Public versus private motivation to consume organic food,	
	OECD10	125
6.5.	Comparing "public" and "private" motivation to consume	
	organic food in Sweden and Korea	125
6.6.	Proportion of households ranking health higher	
	than the environment in their motivation to consume organic	
	food, by country	126
	Actual organic food label recognition and use, by country $\ldots$	128
6.8.	Ease of identification of organic food labels when buying	
	products, by country	129
6.9.	Trust in certification and labelling in encouraging respondents	
	to consume more organic food, by country	129
6.10.	Comparing motivations to start consuming and to consume	
	more organic food	132

## TABLE OF CONTENTS

6.11.	The importance of "better availability" and "lower price"	
	in the motivation to start consuming and to consume	
	more organic food, by groups	132
6.12.	Willingness-to-pay (percentage price increase)	
	for organic food, OECD10	133
6.13.	Percentage of respondents not willing to pay any price premium	
	for organic food by country	134