GoZero Waste Survey (as exported by the survey instrument Tencent Survey ) in Chinese and a translated version in English (starting page 7 in this document).

**Original Chinese Version (page 1 - 6):**

零活与可持续生活方式调研问卷

零活群友您好！我是一名硕士生，也是北京群友，正在研究可持续生活方式。邀请您参与以下匿名问卷，大约10分钟，选择题为主，答案无对错。有效作答后有5元红包答谢，限填一次，感谢您参与，您的意见非常宝贵！

请先阅读研究同意书。问卷信息将保密，仅用于研究，更多关于调研项目和目标等请见 https://shimo.im/docs/KlkKVKPej2sMbBqd/ 《问卷参与研究同意书》，可复制链接后用石墨文档 App 或小程序打开[段落说明]

关于红包领取：一定要在填写结束页”点击抽奖”，发放者确认收到有效问卷后，腾讯问卷平台将通过微信 “服务通知” 给您红包消息，点开消息，“领取红包” 即可。[段落说明]

1. 您是零活实验室社群中的成员吗？[单选题](您在零活的微信群，或者关注公众号、参与过活动都填是)

是

不是

===分页===

一. 您的基本信息 (简单的几道选择，感谢您的参与！）[段落说明]

2.目前所在城市[单选题](列表是根据零活已有的城市小分队，如果列表中没有您的城市请在其他中填写。不在城市居住的请选择乡村~)

北京

上海

广州

深圳

武汉

长沙

南京

重庆

成都

福州

天津

青岛

济南

大连

沈阳

西安

苏州

杭州

嘉兴

金华

洛阳

郑州

不在城市里，在乡村

+其他\_\_\_\_

3.性别[单选题]

男

女

其他/不想回答

4.年龄段[单选题]

18岁以下

18-29

30-39

40-49

50岁及以上

5.目前的职业状态[单选题]

学生

全职工作

兼职/自由职业者

家庭主理

退休

待业

其他\_\_\_\_\_\_

6.您的专业或工作和可持续、环保领域相关吗？[单选题](比如环保社会组织，生态农业，新能源，环境科学，环境工程，环保创业等等)

相关

不相关

7.目前的家庭状态[单选题]

未婚

已婚

已婚并有孩子

+其他\_\_\_\_

8.教育经历[单选题](请选择最高的学业经历，在读可以选目前的学历)

高中及以下

大学专科或本科

研究生及以上

不想回答

9.收入区间[单选题]

月薪 2000及以下

月薪2000-5000

月薪5000-1万

月薪1万-5万

月薪5万-10万

月薪10万以上

不想回答

10.信仰/宗教[单选题](可选择不回答)

党员

基督教 （含天主教）

佛教

道教

伊斯兰教

无宗教派别但信神灵，比如自然神论、万物有灵等

无信仰或宗教

+其他\_\_\_\_

===分页===

二、参与零活实验室与可持续生活 （都是选择题，快完成一半啦，感谢您！）[段落说明]

11.您是通过什么方式加入零活实验室社群的？[单选题](请选择直接原因或最符合的)

看到公众号推文/搜到微信公众号

别人邀请入群

参与零活实验室的线下活动

通过其他环保组织的活动

参与零活实验室的线上活动

认识创始人或听了创始人分享

+其他\_\_\_\_

12.您什么时候加入零活社群的？[下拉题](如果记不大清楚，选个相近的就行)

2017

2018

2019

2020

2021

2022

13.为什么加入零活实验室？[多选题](请选读完选项并选最符合的，可多选)

对可持续生活方式/环保/零废弃/极简感兴趣

想交朋友、寻找有意义的社群

别人邀请就加入了

没有特别的原因，就是好奇、尝新

想处理闲置物品/获取二手物品

+其他\_\_\_\_

14.为什么关注可持续生活方式？[多选题](请选读完选项并选最符合的，不超过四项，感谢)

经济角度，省钱地生活

对断舍离、极简感兴趣

与自己的生活习惯/观念很一致

意识到垃圾、环境问题，想做点什么

从素食/堆肥/酵素/生态农业相关圈子里来的

对二手物品/物尽其用感兴趣

想更健康，调整自己的状态

成长环境影响

我其实不太关注可持续生活

+其他\_\_\_\_

15.有什么经历或事情触发您对可持续生活的关注和践行吗？[单行文本题](简短回答即可~ 没有就写无，也可以选择不回答)

16.您在零活群的活跃度？[单选题](以任意在的一个群为准都可)

几乎每天看群消息，主动发内容或者维护群聊

经常看群消息并在群里互动

偶尔看群消息或互动

基本不看，潜水

+其他\_\_\_\_

17.零活社群对您的可持续生活方式有什么影响？[多选题](请选择最符合的，可多选)

没有很大影响

增强可持续、环保的理念

促成我的可持续行为改变

学到可持续生活小技巧和信息

提供社群归属和伙伴支持

实现交换代替购买、处理闲置

看到可持续生活的多样性，拓宽眼界

群消息不太有助于可持续生活

+其他\_\_\_\_

18.零活实验室的哪些板块对您影响最大？[多选题](请选择所有符合的，没参与的不用选)

城市小分队群

全国群

线下旧物新生、工作坊、见面交流等

线上读书会、讲座等

零活公众号文章

零活365写作计划

+其他\_\_\_\_

19.您是否邀请别人加入零活群或活动？[单选题]

没有

邀请过但别人不感兴趣

邀请过一两位

邀请过三位及以上

+其他\_\_\_\_

20.您经常与周围人谈论或分享可持续生活相关的内容吗？[量表题](各种形式的影响、传播都算)

1~5

===分页===

三、可持续生活方式：理解和行动 （马上还有最后一页就答完啦，谢谢您！）[段落说明]

21.您怎么理解 “可持续生活”？什么是可持续生活？[多行文本题](每个人理解不同，没有标答；写几个关键词，一句话，几句话，一段话都可以)

22.您认为自己在可持续生活践行的哪个阶段？[量表题](可持续生活方式指衣食住行各方面减少废弃、环境影响的行为。从1 最低 到 5最高~)

1~5

23.下面可持续生活方式中，您做的有哪些，做到什么程度？[矩阵量表题](可持续生活方式指衣食住行各方面减少废弃、环境影响的行为。1代表没做到，逐渐递增，5代表基本做到了)

1~5

不用一次性塑料（自带水杯、餐具、购物袋、吸管等）

尽量少消费，有需要才买

二手物品代替购买新物品

利用废物、适当处理闲置，而不是直接扔掉

垃圾分类、回收

绿色出行（公交、自行车、走路等）

不点外卖，尽量减少包装食品的购买

节水节电节粮，尽量不浪费

素食/尽量减少吃肉类

选择环境友好的产品（比如天然植物日化用品，节能家电，本地食物，再生材料产品等）

24.除了个人生活方式外，您还参与过以下哪些活动吗？[多选题](符合的都选择~)

环保组织的活动

在社区/学校/公司 做环保宣传教育、发起活动等

反映环境问题、为政策提建议、签请愿书等

为环保项目捐款

做环保志愿者、自然教育等

环保为主题的公众集会

目前还没有

+其他\_\_\_\_

25.您在可持续生活方式践行中遇到最大的困难或挑战是什么？[多选题](请选最突出的， 不超过四个，感谢。可持续生活方式指衣食住行各方面减少废弃、环境影响的行为)

家人或周围人不理解、不支持

自己时间和精力不够

不知道方法或者信息

感觉无力、沮丧

觉得自己做得不够好，心虚或纠结

缺乏外在条件支持（比如想自带杯但商家不同意等）

兴起消费

自己经济条件、居住条件限制

不方便

+其他\_\_\_\_

四：可持续生活方式与环保 （最后一页，差3题结束， 您太棒了！谢谢~）[段落说明]

26.以下关于可持续生活观点的表述，请按自己的认同度选择[矩阵量表题](1代表非常不认同，3代表不清楚/中立， 5代表非常认同；可持续生活方式指衣食住行各方面减少废弃、环境影响的行为) 1~5

a.现代社会的生活方式对环境造成了很大压力和负面影响

b这种负面影响在破坏我珍惜的事物（大自然，生物，后代，生存环境等等）

c我有责任通过个人生活方式为环境和社会的可持续发展做贡献

d我践行可持续生活方式能够减小对环境的破坏，为环境、社会问题做贡献

e我会考虑生活中各样行为的后果和环境影响，且这个意识影响我的行为

f践行可持续生活方式是一种公众参与环保的方式，是公民对环境问题的表态

g我愿意为了环境可持续的目标而改变生活方式/生活标准

h可持续生活方式是我个人身份和价值观认同中很重要的一部分

27.您认为个人生活方式对实现环境可持续发展有效吗？[单选题](请选择最符合您想法的)

有效，但也必须参与公共领域的行动，比如环保志愿者、社区可持续项目等

有效，但政策和科技变革更有效

很有效，如果每个人都可持续生活就可以实现改变

个人行动几乎没有效果

+其他\_\_\_\_

28.您觉得可持续生活方式转变需要什么支持？[多行文本题](各方面的，物质、非物质、零活社群内外都可以~ 几个词几句话都可以)

**Translated English Version (translated by the author) :**

GoZero Waste and Sustainable Lifestyle Survey

Hi, GoZero Waste members！I am a master’s student and a member in the Beijing group who is studying sustainable lifestyle. I invite you to participate in the anonymous survey below, which takes about 10 minutes and mainly consists of multiple choice questions. There is no right or wrong answer. A $5 red package reward will be given to responsers with valid responses and everyone can take the survey only once. I value your answers and appreciate your participation!

Please read the consent form first https://shimo.im/docs/KlkKVKPej2sMbBqd/. The survey data will be kept confidential and only for research purpose. For more information about my research please refer to the consent form.

About receiving the reward: make sure you click ”点击抽奖” on the last page. After the survey distributor confirms receiving a valid response, Tencent Survey platform will give you the red package through WeChat “service notification”. Click the message and claim the reward.

1.Are you a member in GoZero Waste community？(Member can be a follower of GoZero Waste WeChat account, a member in GoZero Waste WeChat groups, or GoZero Waste events participant) [Multiple choice]

Yes

No (takes to the end of the survey)

===Page Break===

1. Basic Information (several easy multiple choice, thanks for your participation!)

**2.City you are in** [Multiple choice]

Beijing

Shanghai

Guangzhou

Shenzhen

Wuhan

Changsha

Nanjing

Chongqing

Chengdu

Fuzhou

Tianjin

Qingdao

Jinan

Dalian

Shenyang

Xi'an

Suzhou

Hangzhou

Jiaxing

Jinhua

Luoyang

Zhengzhou

In rural areas

Other\_

**3.Gender** [Multiple choice]

Male

Female

Other/ prefer not to say

**4.Age group** [Multiple choice]

18 and under

18-29

30-39

40-49

50 and above

1. **Work status** [Multiple choice]

Student

Full-time job

Part-time or self-employed

Homemakers

Retired

Unemployed

Other\_\_\_\_\_\_

1. **Is your job or major related to environment/sustainability?** [Multiple choice](such as environmental non profit, renewable energy, environmental science, agriculture, environmental protection)

Yes

No

**7.Marital status** [Multiple choice]

Not married

Married

Married with kids

Other\_\_\_\_\_\_

1. **Education level** [Multiple choice] (please choose the highest level you attained or are attaining)

High school and below

Bachelor degrees

Graduate and above

Prefer not to say

**9.Income level** (monthly income in RMB)[Multiple choice]

2000 and below

2000-5000

5000-10000

10000-50000

50000-100000

100000 and above

Prefer not to say

**10.Faith/religion** [Multiple choice](can choose not to answer)

Communist Party member

Christianity

Buddhism

Taoism

Muslim

Spiritual but not religious

No religion

Other\_\_\_\_

===Page break===

1. Involvement with GoZero Waste and sustainable lifestyles (all multiple choice, you are half way done! Thank you!)

11.How did you join GoZero Wast? [Multiple choice] (Please select most direct reason)

Through the WeChat account

Others invited

Participated in in-person events

Participated in online events

Through other environmental organizations’ events

Know the founder

Other\_\_\_\_

1. **When did you join GoZero Waste**？[Drop-down menu] (if you cannot remember, choose the closest)

2017

2018

2019

2020

2021

2022

**13.Why did you join GoZero Waste**？[Multiple choice](Can choose multiple ones that apply)

Interest in sustainable lifestyles/zero-waste/simplicity

Seek meaningful community, friendship

Others invited

No particular reason, just curious

Giveaway and get second-hand items

Other\_\_\_\_

**14.Why are you interested in sustainable lifestyles?** [Multiple choice](Can choose multiple ones, no more than four) Coded into binary variables

Aware of environment problems and want to do something

Minimalism, simplicity

Consistent with my personal life habits and beliefs

Second-hand items and make best use of things

Health and well-being

Economic, save money

Vegetarianism/compost/ecological agriculture

Family upbringing

Other\_\_\_\_

Actually I don't really care

1. Are there experiences or events that start your interest in sustainable lifestyle and practices? [Text response] (can choose not to reply)

16.How active are you in the group? [Multiple choice]

Check group messages almost everyday,actively post or maintain the group

Frequently check group messages and interact in the group

Sometimes check group messages or interact in the group

Rarely check group messages

Other\_\_\_\_

17.What impacts do GoZero Waste have on your sustainable lifestyle? [Multiple choice](can choose multiple that apply)

Not really any impact

Enhance awareness of sustainability and environmental protection

Prompt my sustainable behavior change

Get sustainable living tips and information

Provide sense of belonging and group support

Provide platform for secondhand item exchange

See the diversity of sustainable lifestyle and broaden my vision

Group messages are not really conducive to sustainable living

Other\_\_\_\_

18.What parts of GoZero Waste impact you the most? [Multiple choice](choose all that apply)

City group chat

National group chat

In-person events

Online events

Public account articles

365 blogging

Other\_\_\_\_

19.Have you invited others to join GoZero Waste group or events?[Multiple choice]

No

Invited but others not interested

Invited one or two

Invited three and more

Other\_\_\_\_

**20.Do you often talk about** sustainable lifestyles with people around or share about sustainable lifestyles? [Likert-scale] 1 represents least often, 5 represents most often

1~5

===Page break===

1. Understanding and practices of sustainable lifestyle (Second to last page, thank you!)

21.What your understanding of “sustainable lifestyles”? What is sustainable lifestyle to you?[Text response] (there is no right or wrong answer)

1. **Which stage in sustainable lifestyle change do you think you are in? [L**ikert-scale] (1 represents the lowest, 5 represents the highest)

1~5

1. **How well are you practicing the sustainable lifestyle behaviors below** ? [Likert-scale matrice ]

(1 represents not doing, degree of practice increase with the number, with 5 represents achieving it)

1~5

Refuse single use plastics (BYO)

Minimize consumption, buy only when needed

Second-hand over buying new

Reuse and giveaway

Waste classification and recycle

Green transportation

Reduce takeaway,minimize food packaging waste

Economic use of resources

Vegetarian, reduce meat consumption

Eco-friendly products

**24.Beside individual lifestyle, have you participated in public environmental actions below? [Multiple choice]** (choose tall that apply)

Environmental organizations’ events

Environmental awareness and education activities at my community, school, or workplace

Reporting environmental problems, policy advocacy, petitions

Donation for environmental projects

Environmental volunteer and environmental education

Public gatherings or activism for the environment

So far no

Other\_\_\_\_

1. What are the biggest challenges or barriers you meet in sustainable lifestyle practice? [Multiple choice](Please choose the most salient ones, no more than 4)

Lack of time and energy

Constraints of economic and living conditions

Lack of external conditions' support

Feel guilty or frustrated about not doing well enough

People around don't support

Inconvenient

Lack of information or methods

Impulsive consumption

Feel powerless

Other\_\_\_\_

IV. Sustainable lifestyles and Environmental Sustainability (this is the last page, only 3 questions left, you are great! Thanks for your participation)

**26.Please select how much you agree with the following statements about sustainable lifestyle [Likert-scale Matrice]** (1 represents strongly disagree, 3 represents neutral, 5 represents strongly agree) 1~5

a. Lifestyle in modern society has caused great pressure and negative impact on the environment

b The negative impact put things I value under threat (such as nature, biosphere, future generations etc)

c. I am responsible for contributing to environmental and social sustainable development through personal lifestyles

d I can reduce environmental impact and contribute to sustainable development through personal practice of sustainable lifestyle

e I consider the environmental impacts of every behavior in life and this awareness influences my behaviors

f Practicing sustainable lifestyle is a way of civic participation in environmental sustainability and a statement of my stance to environmental problems

g I am willing to change my lifestyle and living standard for sustainability goals

h Sustainable lifestyle is a very important part of my self-identity and value

27.Do you think individual lifestyle change is effective for achieving sustainability? [Multiple choice] (please choose the one that comes closest to your view)

Effective, but actions in public sphere are also necessary

Effective, but policy and technology change are more effective

Very effective, if everyone changes lifestyles sustainability can be achieved

Individual change is hardly effective

Other\_\_\_\_

1. What support do you think are needed for sustainable lifestyle change? [Text response](Support can be different aspects, material, non-material, inside GoZero Waste community and outside the community)