



Main Report for:

## **NCCARF-ACCARNSI**

### **Community Attitudes to Climate Change**

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## Background

- This survey of community attitudes and understanding of Climate Change and Adaptation was completed by ACCARNSI Australian Climate Change Adaptation Research Network for Settlements and Infrastructure, one of eight Networks established by NCCARF National Adaptation Research Facility funded by the Australian Government Department of Climate Change.
- The survey of 3,000 persons across 6 major Australian cities was undertaken in December 2009 by Sweeney Research and managed by Professor Bill Randolph, Convenor of ACCARNSI Node 3 Built Environment and Director of the City Futures Research Centre at UNSW.
- The survey data is held for more detailed analysis by ACCARNSI Node 3 Built Environment and City Futures Research Centre, Faculty of Built Environment, UNSW.
- This report presents the findings of the quantitative research study.

***"The warnings about global warming have been extremely clear for a long time. We are facing a global climate crisis. It is deepening. We are entering a period of consequences."***

*Al Gore*



# Research Objectives

The overall aim of the study is to...

- Gain a broad understanding of community attitudes towards climate change and how the impacts of climate change will be felt by communities



The specific objectives that needed to be met are as follows...

## Awareness and understanding

- How does the community currently understand/perceive climate change?
- What does the community understand to be the future impacts of climate change?
- When do they expect to start experiencing the effects of climate change?

## Attitudes

- What can individuals do (if anything) to adapt to the impacts of climate change?
- Who is mainly responsible for the cause of climate change?
- Who is mainly responsible for addressing climate change?
- What are their attitudes towards environmental policies?



## Individual action

- What can people do to address climate personally and in their communities?
- What motivators and barriers exist for people in responding to climate change?

## Government efforts

- What are their thoughts on Government initiatives and environmental policies?
- How appealing are Government assistance schemes?
- What are their views on selected Government proposals (e.g., carbon trading schemes)?
- What is currently being done by the Government on climate change? Are these sufficient?

## Methodology – Quantitative Research

- The quantitative research consisted of a total of 3,000 CATI and Internet surveys with Australians aged 18 years and above.
- Specific quotas were placed on gender, age and location (with a focus on the metro areas only).
- The sample was sourced externally from an online research panel. The structure of the sample is provided opposite and on the next slide.
- Each survey took approximately 20 minutes to complete.
- Fieldwork was completed over a two-week period in November 2009.
- Base sizes and descriptions for each question are noted on each slide. Where relevant, “Don’t knows/NAs” have been excluded and the respective sample sizes noted on the slides.
- Significant differences (at the .05 significance level) are reported, where results significantly above/below the average are indicated as follow...
  - Significantly higher results: 
  - Significantly lower results: 
- Small sample sizes (n<30) have not been tested for statistical significance.

Respondent Sample Structure			
		# Respondents	% of Total
<b>Total</b>		<b>3,000</b>	<b>100%</b>
<b>Gender</b>	Male	1,460	49%
	Female	1,540	51%
<b>Age</b>	18-24 years	392	13%
	25-34 years	602	20%
	35-44 years	628	21%
	45-54 years	611	20%
	55-64 years	585	20%
	65+ years	182	6%
<b>City</b>	Sydney	500	17%
	Melbourne	501	17%
	Brisbane	497	17%
	Canberra	502	17%
	Perth	500	17%
	Adelaide	500	17%

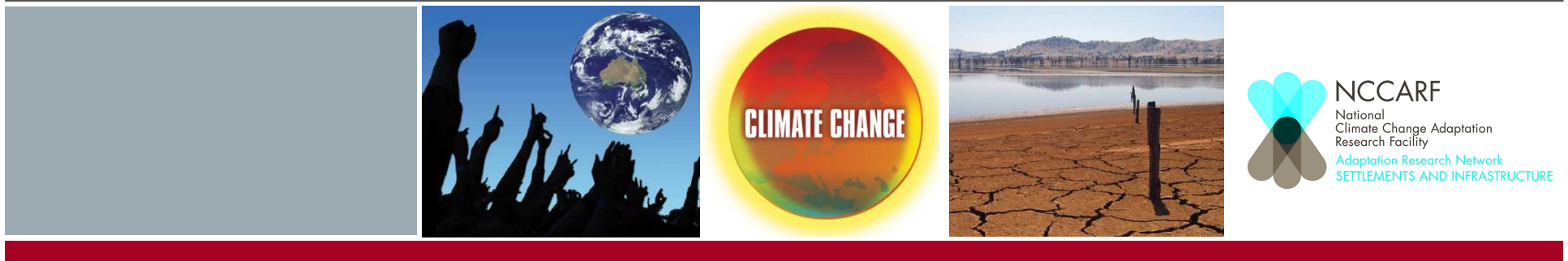
## Detailed Sample Profile

Respondent Sample Profile		
	# Respondents	% of Total
<b>Total</b>	<b>3,000</b>	<b>100%</b>
<b>Household status</b>		
Single/couple with no kids	794	26%
Family with kids	946	32%
Family with no kids	1,190	40%
Refused	70	2%
<b>Highest level of education</b>		
Year 12 or below	1,063	35%
TAFE/technical college	715	24%
Undergraduate degree	583	19%
Postgraduate cert/dip/degree	615	21%
Refused	24	1%
<b>Ethnic origin</b>		
Australian	2,020	67%
New Zealand	99	3%
Other	881	29%
<b>Employment status</b>		
Working full time	1,303	43%
Working part time	617	21%
NIW	1,080	36%

Respondent Sample Profile		
	# Respondents	% of Total
<b>Total</b>	<b>3,000</b>	<b>100%</b>
<b>Household income</b>		
Up to \$49,999	781	26%
\$50,000 - \$89,999	887	30%
Over \$90,000	864	29%
Refused/DK	468	16%
<b>Type of dwelling</b>		
Own home	1,905	63%
Rent home	963	32%
Other	132	4%
<b>Type of dwelling</b>		
Free standing house	2,200	73%
Townhouse/duplex/villa etc	414	14%
Apartment	369	12%
Other	17	*
<b>Time lived at current home</b>		
Less than 2 years	753	25%
2 to 10 years	1,217	41%
Over 10 years	1,016	34%
Don't know	14	*

\* **Note:** Indicates sample size of less than 0.5%

## KEY INSIGHTS



## Section 1. Understanding of Climate Change

## Key Insights (I)

### Scope to increase communication and education on climate change

- There is room for improvement to educate the community about climate change and ways to adapt to the global phenomenon. Currently, six in ten claim to know a great deal/fair amount about climate change.
- Less than half feel well informed about ways to respond to climate change (45%), the causes of climate change (44%), and the impact of climate change (39%).
- The general public wants more information about climate change. Two thirds feel that the Government has not provided adequate information on the topic – and as such, have mentioned this as one of the reasons for their lack of personal action (and possibly understanding) on the need for behavioural change. Whether this be true is arguable – the foci should be to increase awareness of existing publications, or increase the levels of information provided.
- The television (45%) is the main source of information on the topic and can be leveraged to increase knowledge. However, there is a bigger role for the Internet (e.g., promoting websites via popular media sources, such as the TV or magazines), particularly among the younger age groups where smaller proportions think that there is sufficient information available.

### Educate individuals/households on what can be done

- Information should focus on what can/needs to be done, as opposed to convincing the public that climate change is actually happening – that it is not a myth or exaggerated by the media, which the majority is aware of. For example, the dominant perception within the community is that climate change has already begun (78%).
- Many understand that climate change is attributable to human activities (particularly owing to burning of fossils fuels, industrialisation, and agriculture) as opposed to natural causes – but what can be done on their end?
- However, most still feel that the Government should be mainly responsible for addressing climate change. Only 9% think that households/individuals hold the main responsibility. This perception requires changing – that it is just as important that the responsibility lies in households/individuals' hands as it is in the hands of the Government or other groups/organisations.





## Key Insights (II)

Majority believe that climate change is a current/imminent issue that will personally impact them

- From an attitudinal perspective, the general public appears to be receptive in tackling climate change. For instance, over seven in ten believe that Australia should be proactive towards greenhouse emissions, regardless of what other countries do.
- Over seven in ten feel that their personal action to fight climate change begins now. Some 38% agree that that lifestyle changes should start today and 35% agree that if individuals respond now, they can make a difference in ensuring little cost or disruption in the future.
- The majority agree that climate change is a current/imminent issue – only one in ten think that climate change is not really happening and that it is a problem for the future only. Three quarters expect climate change to have some/big impact on them within their lifetime.
- Despite this, levels of concern towards climate change are mediocre with 52% saying they are worried about climate change (rating 5-7).
- Reservations in actually responding towards climate change are evident – which can act as a potential barrier for personal contribution. Some 41% would make a change only if there are no costs for them and 44% believe that their efforts to change would only make a difference if others do the same.

Males and the older population require the most convincing

- Analysis by socio-demographic variables reveals some notable differences in attitudes towards climate change by gender and age. Particularly, males and the oldest demographic (55+) require the most convincing.
- As a case in point, males and the over 55s are significantly more likely to be sceptical in their response towards climate change. For example...
  - Some 10% of males believe that their response to climate change is minimal as the earth's ability to self-regulate will solve climate change (cf. 5% of females).
  - While 43% of females believe that people should change their current lifestyles to reduce climate change, a lower proportion (32%) of males share this view.
  - Compared to other age groups, over 55s are more sceptical in making a change. A higher proportion think that no matter what they do, climate change is an unstoppable process (43% cf. 21% of 18-34s).

## Key Insights (III)

Majority are keen to do something but information and incentives are important

- In general, eight in ten claim to have already done something to reduce their carbon footprint.
- A similar proportion (81%) have intentions of doing something in the future, however lack of information on what can be done is also identified as a major barrier for change – an aspect of which can be altered/improved through heightened communication and education.
- Financial costs also play a role for change, which may be overstated as respondents recover from the economic crisis. Nonetheless, their response is exemplified in their reaction towards water and energy saving incentives. While the majority (87%) say they would install water and energy saving devices if they are provided for free, this proportion drops significantly to 59% if the Government partly subsidises the devices.
- While a small proportion are still willing to consider installing these devices without an incentive, the majority will not – which brings to surface the significance of incentives in encouraging behavioural change.

Renewable energy as the way to go

- Nearly half could not make an intelligent decision between carbon tax and carbon trading schemes owing to lack of knowledge in the area. Among those who could, a polarised result is reported – where two in ten people mention a preference for carbon tax or carbon credit trading scheme respectively.
- When asked how money raised from carbon tax should be used by the Government, investments in renewable and efficient energy infrastructure appears to be the way to go – a high 80% agreeing so. This compares with the next most agreed form of investment, where 61% believe that the money should be used to improve Government services to households and businesses.
- Similar patterns are found when assessing various environmental policies, where 83% would support the Government if they invested in renewable energy resources.
- Compensating firms affected by carbon tax or those most affected by the levy is regarded as the least popular initiative.

Key Insights



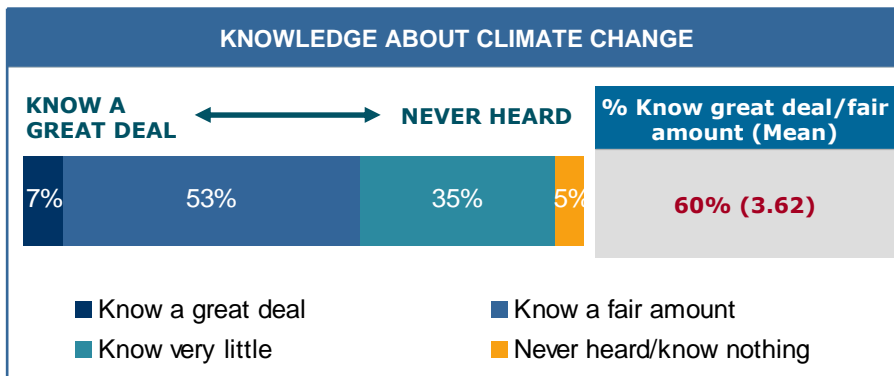
# THE DETAILED REPORT



## Section 1. Understanding of Climate Change

# Understanding of Climate Change

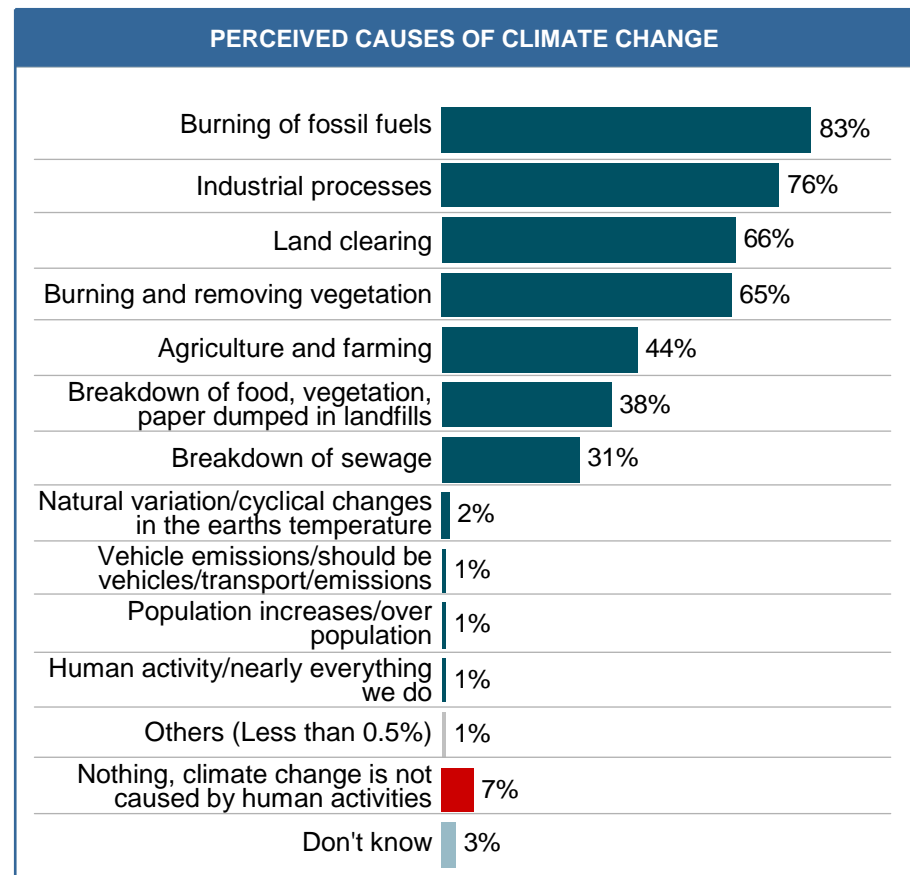
- Six in ten believe that they know about climate change a great deal/fair amount, with males being significantly more likely than females to draw this conclusion.
- The general community understands that climate change is attributable to human activities (as opposed to natural causes). While there are a range of perceived causes for climate change, dominant ones include the burning of fossils fuels (83%), industrial processes (76%), land clearing (66%), and the burning and removing of vegetation (65%).



**BY DEMOGRAPHICS**

	(n=)	% Know a great deal	% Know great deal/fair amount
<b>Total</b>	<b>(3,000)</b>	<b>7</b>	<b>60</b>
Male	(1,460)	10	65
Female	(1,540)	5	56
18-34 years	(994)	10	62
35-44 years	(628)	6	59
45-54 years	(611)	6	60
55+ years	(767)	7	60

**Note:** Mean ratings are based on a 5-point scale, where 1 = Never heard of it before and 5 = Know a great deal about it



Base: Aware of climate change (n=2,980)

Base: All (n=3,000)

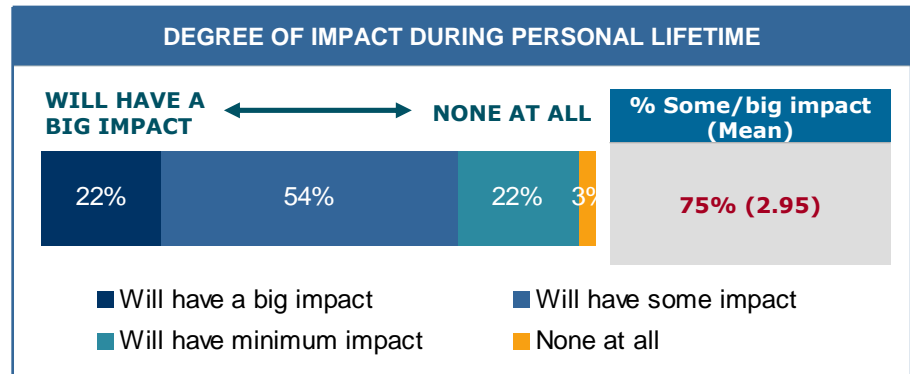
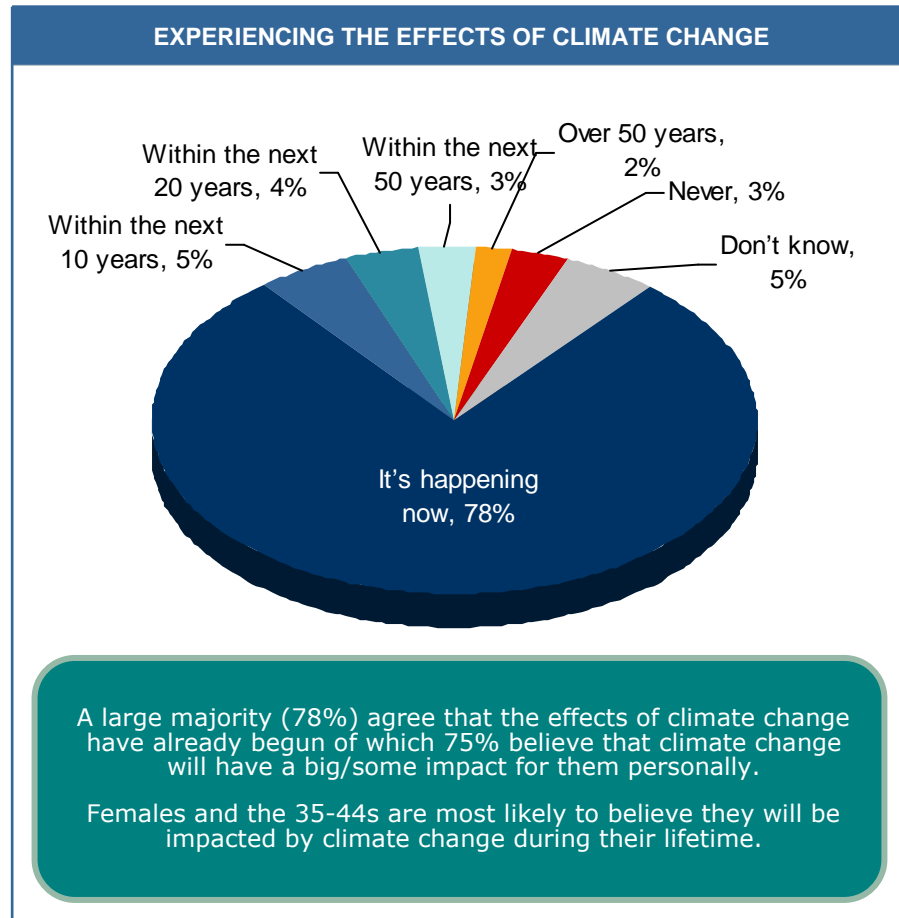
Q1. How much do you think you know about climate change?

Q2. Which of the following do you think causes climate change?

# Effects of Climate Change

- After prompting for respondents' understanding of climate change, a general definition of climate change was provided...

*Climate change is a change in the climate over time, which is caused by an increase in greenhouse gases as a result of human activities. This in return makes the earth warmer overall, which leads to rising sea levels and more extreme weather conditions such as heat waves, floods, high wind and bushfires*



### BY DEMOGRAPHICS

	(n=)	% Some/big impact
<b>Total</b>	<b>(2,760)</b>	<b>75</b>
Male	(1,310)	<b>70</b>
Female	(1,450)	<b>81</b>
18-34s	(948)	77
35-44s	(587)	<b>80</b>
45-54s	(542)	75
55+s	(683)	<b>69</b>

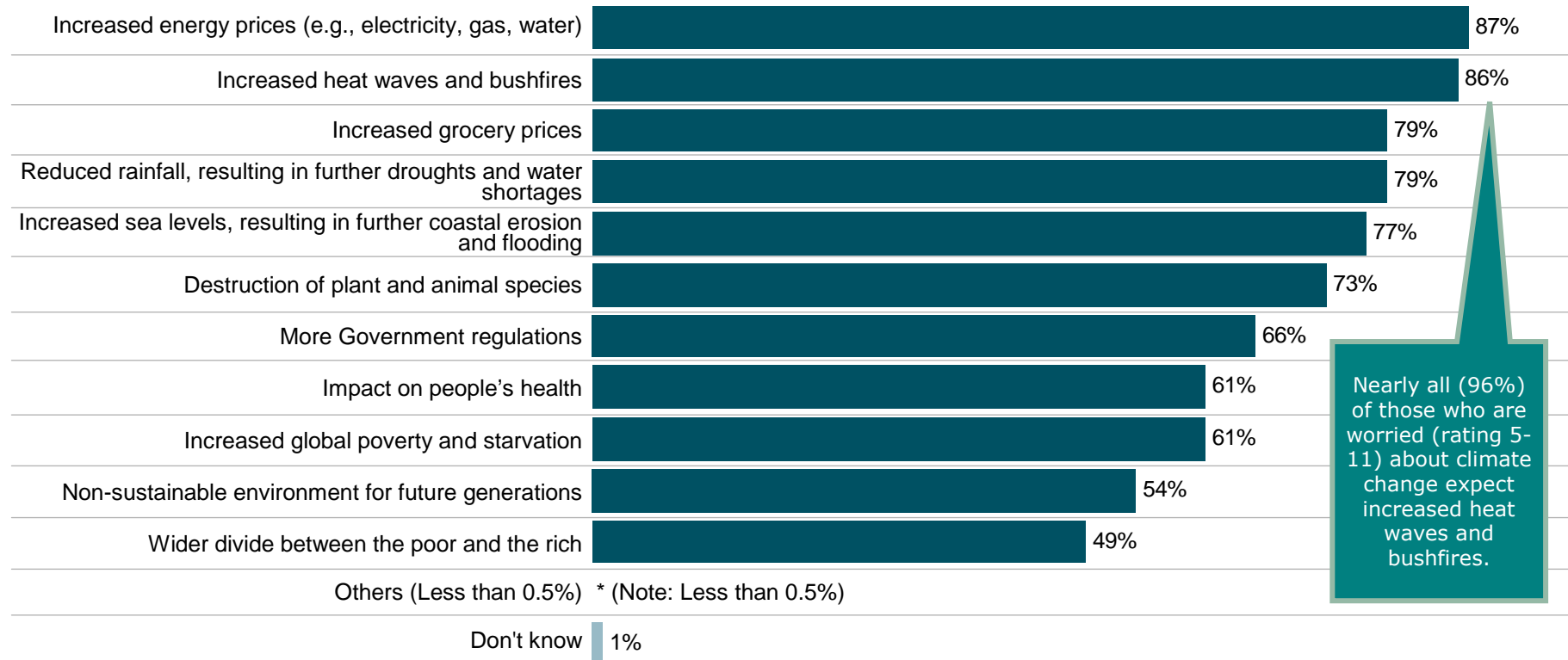
Base: Believe have/will experience climate change (n=2,760)

**Note:** Mean ratings are based on a 4-point scale, where 1 = None at all and 4 = Will have a big impact

Base: All (n=3,000)  
 Q3. When do you think you will start experiencing the effects of climate change?  
 Q4. To what degree do you think climate change will have an impact for you personally during your lifetime?

# Consequences of Climate Change

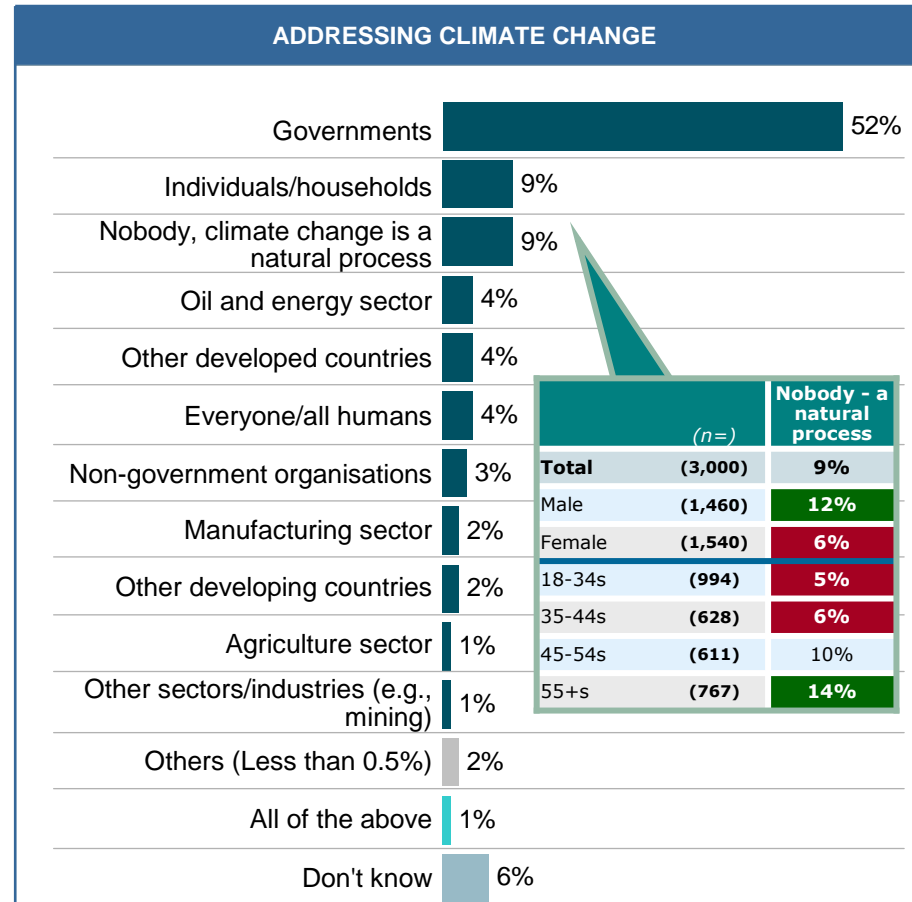
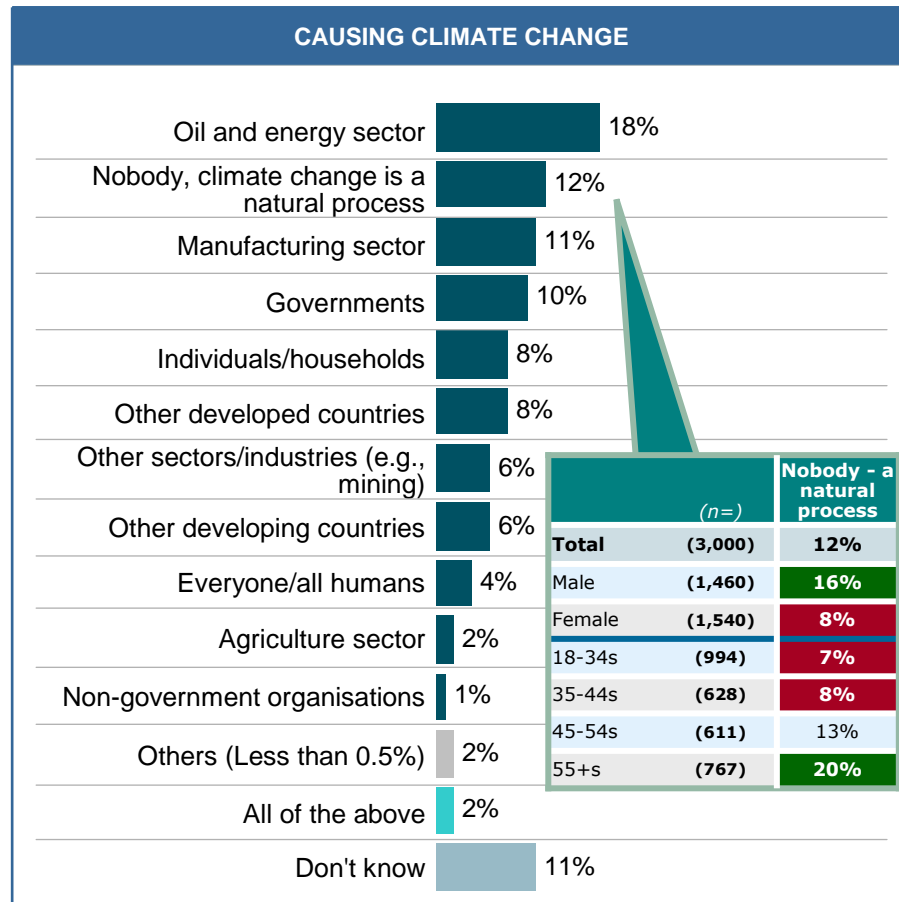
- Respondents were asked what will/has happened during their lifetime as a consequence of climate change. Most expect climate change to affect their hip pocket – almost nine in ten predict rises in the cost of energy, while eight in ten see their grocery bills growing.
- The side effects of a warmer climate are also widely mentioned, including heatwaves and bushfires (86%), droughts and water shortages (79%) and increased sea levels and flooding (77%).



Base: Believe have/will experience climate change during lifetime (n=2,691)  
 Q5. Which of the following do you think will happen during your lifetime as a result of climate change?

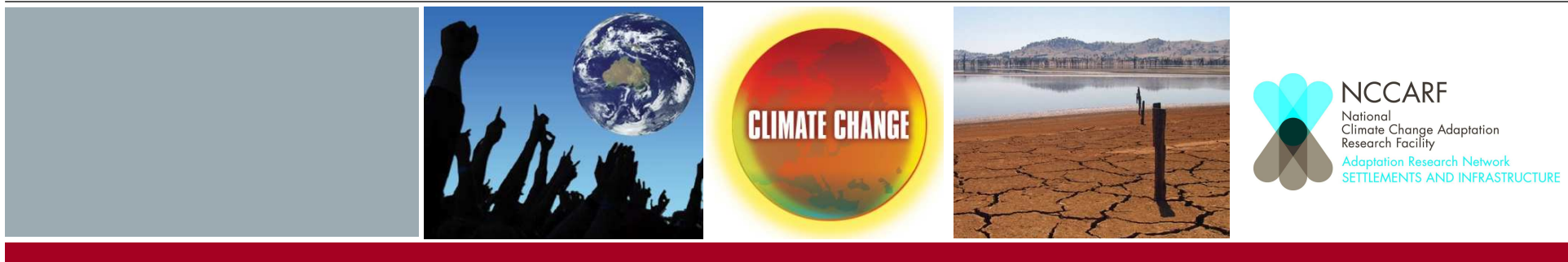
# Main Responsibility for Climate Change

- There is no single cause of climate change identified by the majority, however the oil and energy and manufacturing sectors, as well as the Government are more likely to be blamed than any other groups/individuals. Some 12% believe that climate change is attributable to natural causes.
- About half believe that the Government is mainly responsible for addressing climate change, with 9% thinking that individuals/households are mainly responsible. A further one in ten suggests that nobody is responsible for climate change, believing it is a natural process.
- The 55+s are significantly more likely to think that climate change is the result of natural causes, and that nobody can do anything.
- Clearly, there is scope to educate the general public about their individual responsibilities – that the duty lies in their hands just as much as it lies in that of the Government (where the Government is most commonly mentioned b 55% as being mainly responsible for causing/addressing the issue).



Base: All (n=3,000)  
 Q6. Who do you think is **mainly** responsible for the **cause** of climate change?  
 Q7. Who do you think is **mainly** responsible for **addressing** climate change?

# THE DETAILED REPORT

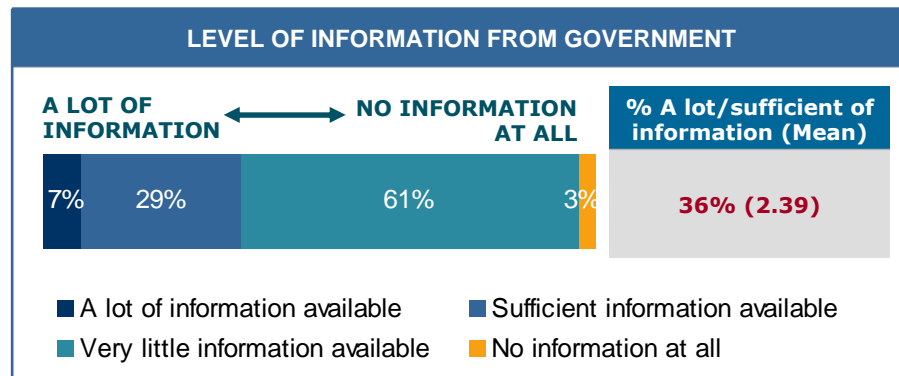


## Section 2. Information on Climate Change



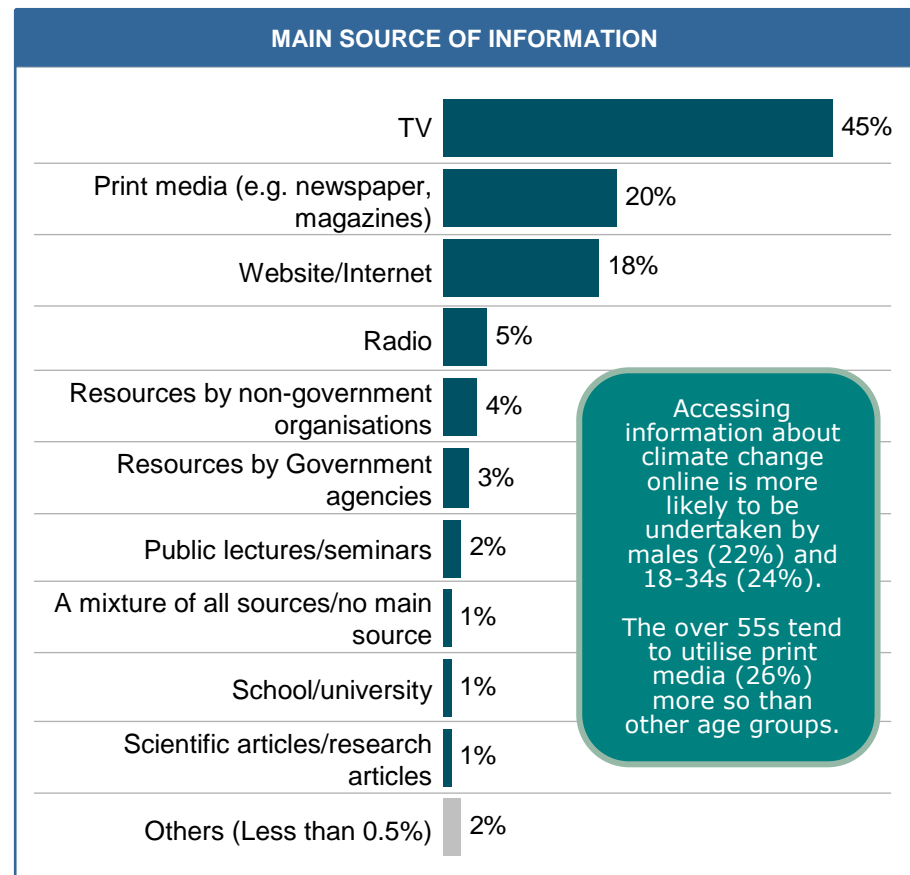
# Information on Climate Change

- Over one third feel that the Government has provided adequate information on climate change, with older participants tending to share this view. For example, significant differences are noted between age groups – 42% of 55+s cf. 32% of 18-34s feel that there is a lot/sufficient information available.
- The television (45%) is the primary source of information on the topic, with print media (20%) and the Internet (18%) playing a role to a some degree. While information may be available online, audiences may not be aware of these online sources. There is a bigger role for the Internet as a source for information for certain audience groups, such as younger age cohorts who have lower awareness of the types/levels of information available than older respondents. One way to boost online traffic could involve promoting websites on climate change via other media sources (e.g., TV, print, radio).



### BY DEMOGRAPHICS

	(n=)	% A lot/sufficient of information
<b>Total</b>	<b>(3,000)</b>	<b>36</b>
Male	(1,460)	36
Female	(1,540)	35
18-34 years	(994)	<b>32</b>
35-44 years	(628)	33
45-54 years	(611)	36
55+ years	(767)	<b>42</b>



**Note:** Mean ratings are based on a 4-point scale, where 1 = No information at all and 4 = A lot of information available

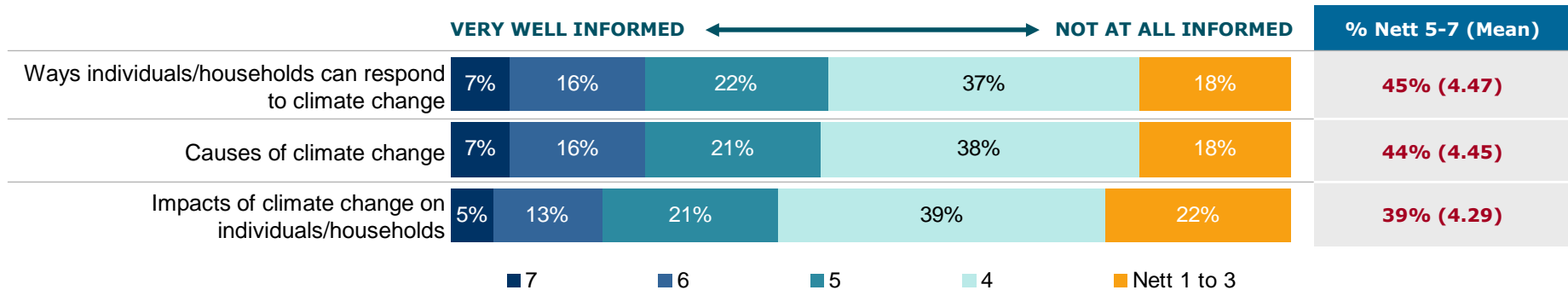
Base: All (n=3,000)

Q8. What is your **main** source of information on climate change?

Q9. Which best describes the levels of information from the Government on climate change, including ways on how you can respond to the issue?

## Level of Information on Various Aspects

- Awareness of the information available about different facets of climate change is moderate, where older participants are more informed across the board than younger age cohorts. Around four in ten feel educated about ways to respond to climate change (45%), the causes of climate change (44%), and the impact of climate change (39%).
- While there may be hosts of information available in the public arena, people may not be aware of these resources (owing to a variety of reasons, such as lack of urgency, need, or interest to understand the topic). Clearly, there is a need to raise awareness on the levels of information available, such as by promoting the different sources available, or educating the general community about the importance of individual/household responsibility (as opposed to Government responsibility) in combating climate change.



BY DEMOGRAPHICS				
	(n=)	% Nett 5-7		
		Ways to respond to climate change	Causes of climate change	Impacts of climate change
<b>Total</b>	<b>(3,000)</b>	<b>45</b>	<b>44</b>	<b>39</b>
Male	(1,460)	44	46	42
Female	(1,540)	45	41	37
18-34 years	(994)	43	44	38
35-44 years	(628)	42	<b>39</b>	35
45-54 years	(611)	45	43	41
55+ years	(767)	<b>49</b>	47	<b>43</b>

**Note:** Mean ratings are based on a 7-point scale, where 1 = Not at all informed and 7 = Very well informed

Base: All (n=3,000)

Q10. On a scale of 1 to 7, how well informed do you think you are about the following?

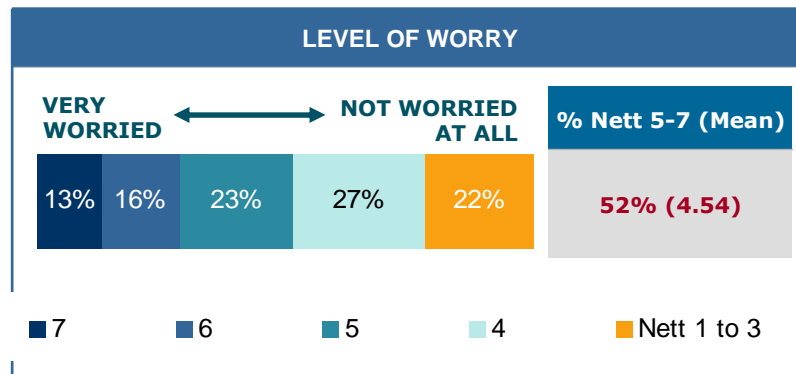
# THE DETAILED REPORT



## Section 3. General Attitudes Towards Climate Change

# Response Towards Climate Change

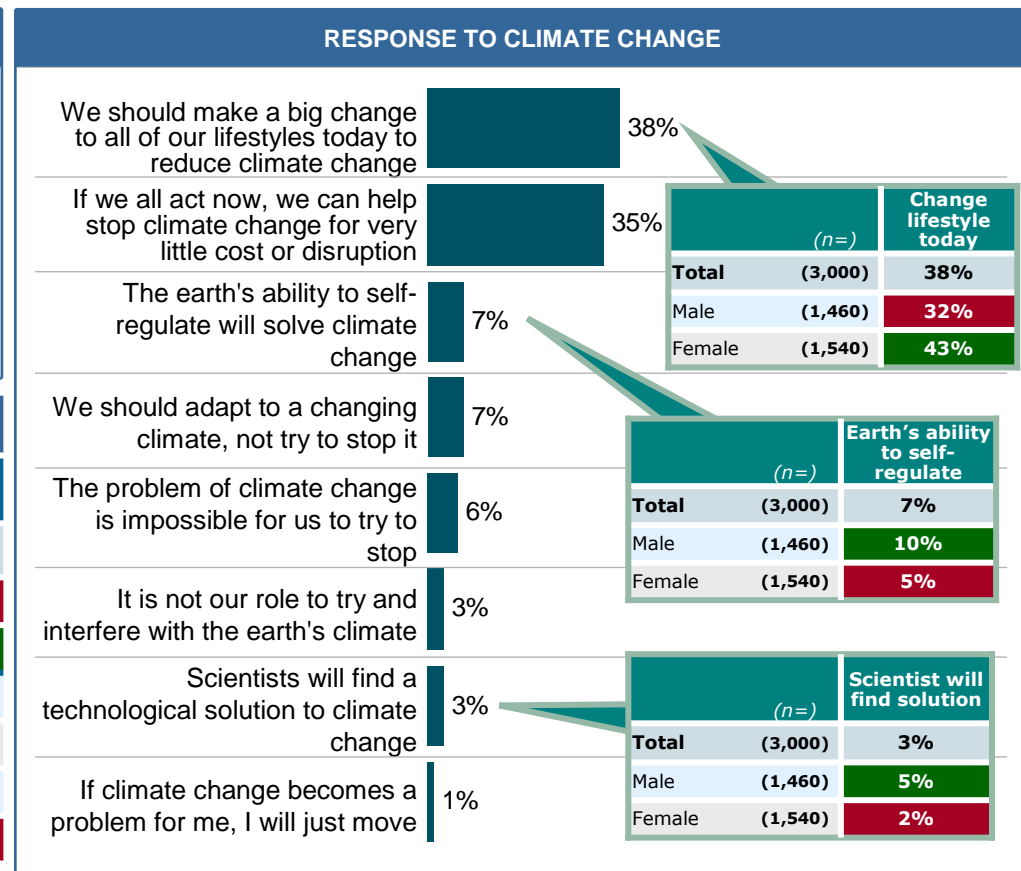
- In assessing the perceived seriousness of the issue, respondents were asked about their level of concern about climate change.
- Overall, around half are worried about climate change (52% rating 5-7) – with females displaying greater levels of concern (57%) than males (46%). The over 55s (48%) appear to be least concerned with the issue.
- On a positive note, most are optimistic that the impact of climate change can be minimised. Over seven in ten feel that their response to climate change should begin now, with some 38% agreeing that people should make a big change to their lifestyles today and 35% agree that if individuals respond now, they can make difference to stop climate change for very little cost or disruption.
- Several significant gender differences are observed across the range of statements (see below).



### BY DEMOGRAPHICS

	(n=)	% Nett 5-7
<b>Total</b>	<b>(3,000)</b>	<b>52</b>
Male	(1,500)	<b>46</b>
Female	(1,500)	<b>57</b>
18-34 years	(994)	52
35-44 years	(628)	55
45-54 years	(611)	53
55+ years	(767)	<b>48</b>

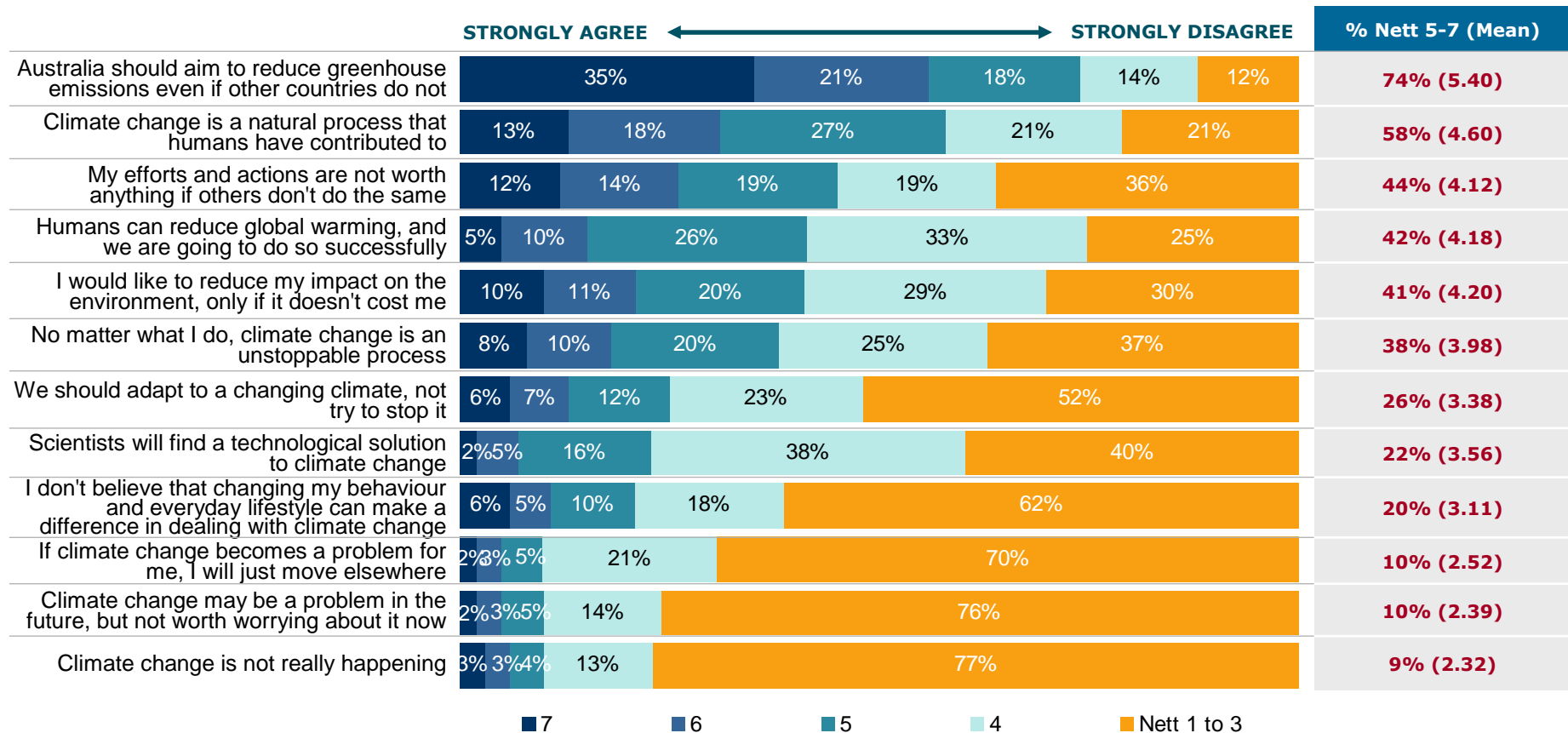
**Note:** Mean ratings are based on a 7-point scale, where 1 = Not worried at all and 7 = Very worried



Base: All (n=3,000)  
 Q11. On a 1 to 7 point scale, how worried are you about climate change?  
 Q13. Which of the following **best** describes your views in response to climate change?

# Attitudes on Climate Change

- Respondents were invited to give their opinions to several statements relating to the issue of climate change.
- In general, consistent with results reported before, the general public agrees that climate change is a current/imminent issue with only one in ten thinking that climate change is not really happening and that it is a problem for the future only.
- The community appears to be receptive in tackling climate change. For example, 74% of respondents claim that Australia should be proactive towards greenhouse emissions, regardless of what other countries do.
- At the same time, respondents have reservations in combating the issue – 41% would make a change only if it doesn't cost them and 44% thinking it would be worthwhile changing only if others do the same.
- The sense of buoyancy towards a positive change is mediocre with 42% agreeing that humans will be successful in reducing global warming.



**Note:** Mean ratings are based on a 7-point scale, where 1 = Strongly disagree and 7 = Strongly agree

Base: All (n=3,000)

Q12. On a 1 to 7 point scale, to what extent do you agree or disagree with the following statements about climate change?

## Attitudes on Climate Change – In Detail

% Nett 5-7	Total (3,000) %	Gender		Age				Knowledge of climate change		Future contribution	
		Male (1,460) %	Fe- male (1,540) %	18-34 (994) %	35-44 (628) %	45-54 (611) %	55+ (767) %	Know lots/ fairly (1,807) %	Know little/ none (1,193) %	Do some- thing (2,428) %	Do no- thing (572) %
Australia should aim to reduce greenhouse emissions even if other countries do not	<b>74</b>	<b>66</b>	<b>81</b>	75	<b>79</b>	73	<b>69</b>	<b>77</b>	<b>70</b>	<b>81</b>	<b>45</b>
Climate change is a natural process that humans have contributed to	<b>58</b>	57	58	<b>53</b>	59	60	61	59	56	58	55
My efforts and actions are not worth anything if others don't do the same	<b>44</b>	47	42	42	41	43	<b>51</b>	46	42	43	<b>52</b>
Humans can reduce global warming, and we are going to do so successfully	<b>42</b>	40	43	39	42	42	44	<b>45</b>	<b>37</b>	<b>47</b>	<b>20</b>
I would like to reduce my impact on the environment but only if it doesn't cost me any money	<b>41</b>	41	41	<b>45</b>	38	41	39	39	44	40	<b>47</b>
No matter what I do, climate change is an unstoppable process	<b>38</b>	40	36	35	38	37	<b>43</b>	39	37	<b>33</b>	<b>58</b>
We should adapt to a changing climate, not try to stop it	<b>26</b>	<b>29</b>	<b>22</b>	<b>21</b>	<b>22</b>	27	<b>33</b>	27	24	<b>21</b>	<b>47</b>
Scientists will find a technological solution to climate change	<b>22</b>	24	20	23	21	20	23	24	20	23	20
I don't believe that changing my behaviour and everyday lifestyle can make a difference in dealing with climate change	<b>20</b>	<b>26</b>	<b>15</b>	19	18	21	<b>25</b>	22	<b>17</b>	<b>15</b>	<b>42</b>
Climate change is not really happening	<b>10</b>	<b>13</b>	<b>7</b>	11	8	10	11	11	9	<b>7</b>	<b>24</b>
Climate change may be a problem in the future, but its not worth worrying about it now	<b>10</b>	<b>12</b>	<b>8</b>	12	<b>7</b>	8	11	10	9	<b>8</b>	<b>19</b>
If climate change becomes a problem for me, I will just move elsewhere	<b>9</b>	<b>11</b>	<b>7</b>	<b>13</b>	9	7	<b>6</b>	10	8	9	<b>12</b>

Base: All (n=3,000)

Q12. On a 1 to 7 point scale, to what extent do you agree or disagree with the following statements about climate change?

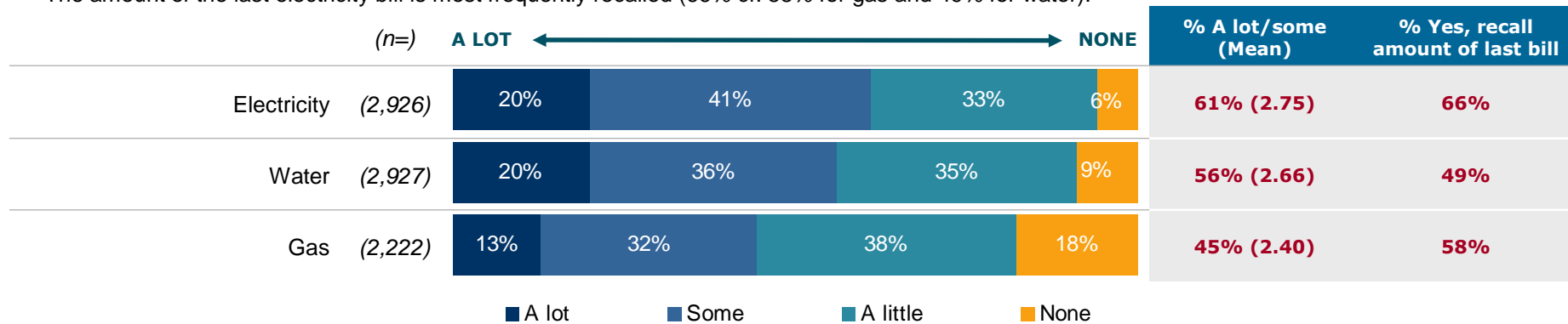
# THE DETAILED REPORT



## Section 4. Water, Electricity, and Gas Consumption

# Consumption of Utilities at Home

- As shown in the figure below, electricity is seen to be the most likely utility where households believe they can save the most (61%) (perhaps influenced by the higher prices for electricity as compared to water or gas). This is followed by water (56%) and gas (45%).
- A trend is seen where those who believe that climate change will have minimum/no impact for them personally, those who have not done anything to adapt to climate change previously, and those who have no intentions of doing anything in the future are significantly less likely to feel they can save a lot/some across all utilities. To no surprise, opposite trends are seen in terms of how much can be saved among those who are concerned or have/would like to personally contribute (i.e., they are probably more proactive and willing to change).
- The amount of the last electricity bill is most frequently recalled (66% cf. 58% for gas and 49% for water).



IN DETAIL													
% A lot/some	(n=)	Total %	Family status			Home ownership		Perceived impact		Past contribution		Future contribution	
			Single /couple %	Family no kids %	Family with kids %	Own home %	Rent home %	Big/some %	Min/none %	Done something %	Done nothing %	Do something %	Do nothing %
Electricity	(2,926)	61	57	59	66	59	64	67	49	63	49	66	38
Water	(2,927)	56	52	54	61	54	59	61	45	58	45	60	36
Gas	(2,222)	45	42	44	47	42	50	49	34	47	37	48	30

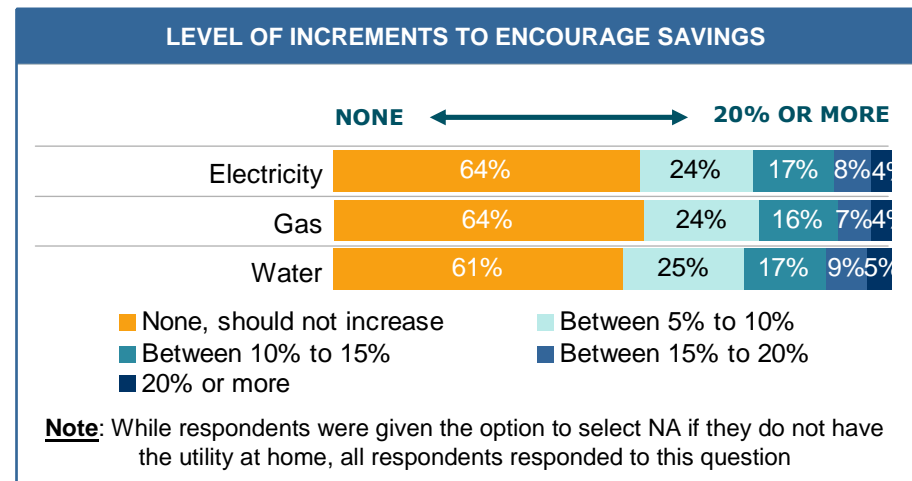
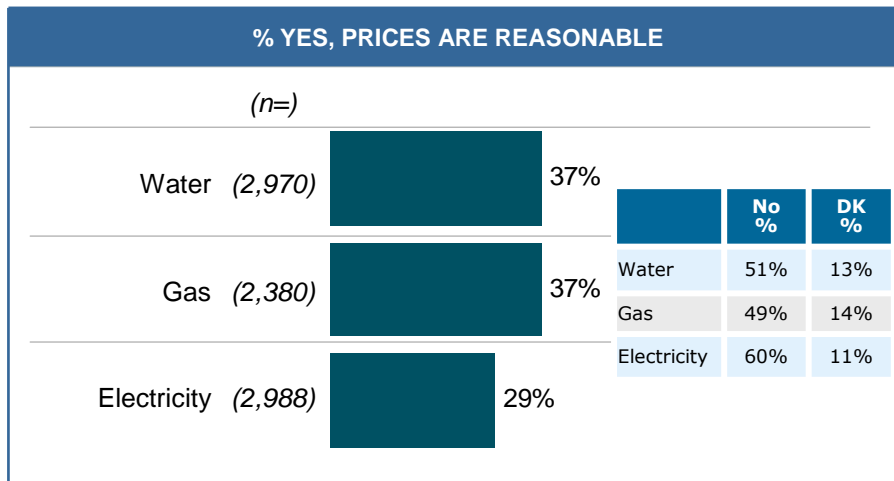
**Note:** Mean ratings are based on a 4-point scale, where 1 = None and 4 = A lot

Base: All (excludes DKs and those who do not have the utility at home)  
 Q14. In your opinion, how much do you think you or your household could do to save on water, electricity, and gas at home?  
 Q18. At the top of your mind, can you roughly recall the amount of your last bill for...?



# Utility Prices

- Close to four in ten believe that prices for water and gas are reasonable, while around 30% agree that electricity prices are reasonable.
- Notably, higher income earners tend to agree that utility prices are within acceptable range. Similarly, home owners are more likely to consider all utility prices to be reasonable than renters. One explanation for this is that home owners are higher income earners, and as such may not be as concerned about utility prices than renters/lower income earners.
- On the whole, given that the majority do not believe that current utility prices are reasonable, it is not surprising that many also believe that utility prices should not be increased to curb consumption behaviour – a pattern consistent across all utilities.
- Among those who believe that utility prices should be increased, an increment of between 5% to 10% is considered to be acceptable by the majority.



**IN DETAIL**

% Yes, prices are reasonable	(n=)	Total %	Family status			Home ownership		Household income			Future contribution	
			Single /couple %	Family no kids %	Family with kids %	Own home %	Rent home %	<\$49k %	\$50k-\$89k %	\$90k+ %	Do something %	Do nothing %
Water	(2,970)	<b>37</b>	34	38	39	39	35	<b>33</b>	39	<b>46</b>	38	<b>29</b>
Gas	(2,380)	<b>37</b>	35	39	37	<b>40</b>	<b>32</b>	<b>31</b>	40	<b>46</b>	38	<b>31</b>
Electricity	(2,988)	<b>29</b>	28	32	28	<b>32</b>	<b>25</b>	26	30	<b>37</b>	30	<b>23</b>

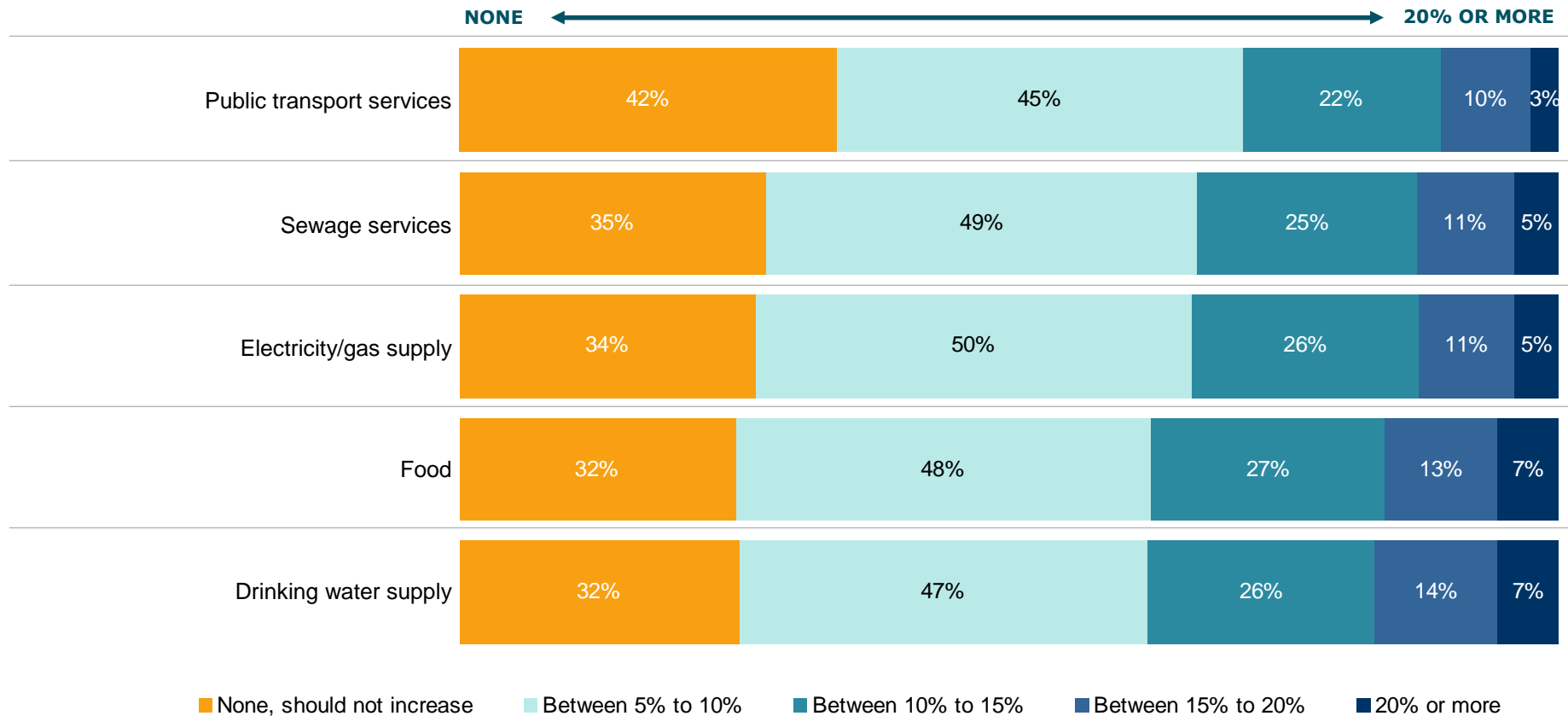
Base: All (excludes those who do not have the utility at home)

Q15. Do you feel that the current pricing of water, electricity, and gas is reasonable?

Q16. If any, by how much do you think the prices of water, electricity, and gas should be increased to encourage people to use less?

# Price Willing To Pay to Safeguard Against Disruptions

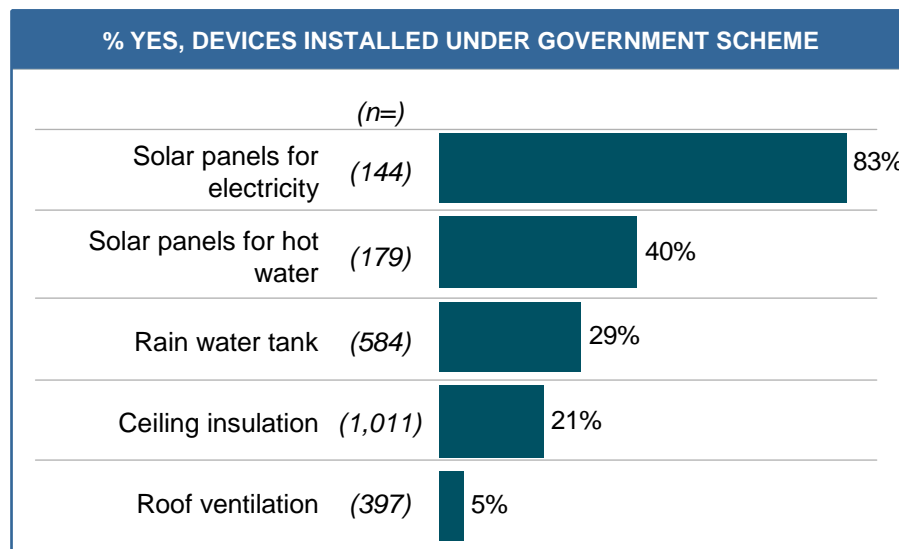
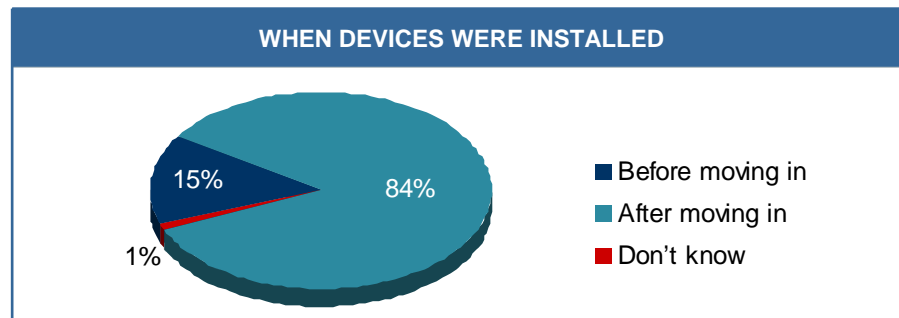
- In order to understand the general public's readiness to take action to adapt to climate change, respondents were asked about their willingness to pay a price in ensuring no disruptions to basic services in the future.
- Majority are willing to pay an additional cost to secure the future of basic services. However, at least three in ten respondents believe that prices should not be increased and are not willing to pay anything.
- Households are least willing to pay more for public transport services (42% are not willing to pay anything for this service).
- If a growth in prices is definite, majority are most likely willing to pay between 5% to 10% more – with close to half saying they would be prepared to pay this additional cost across all utilities.



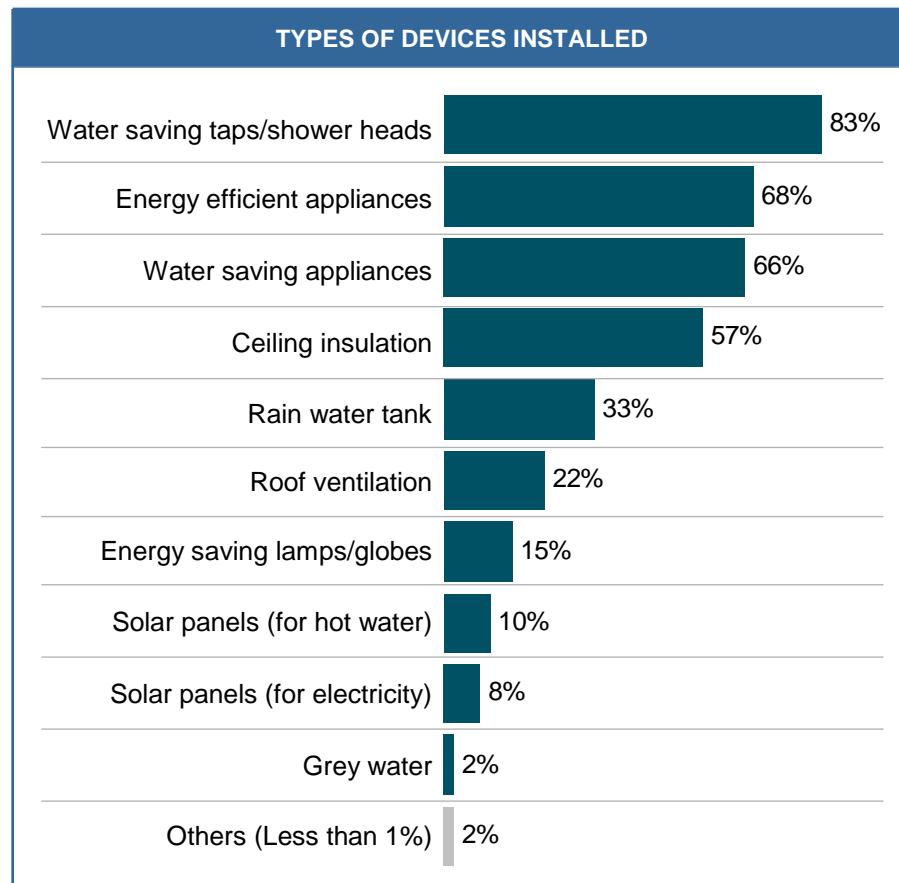
Base: All (n=3,000)  
 Q17. It is expected that climate change will cause disruptions to basic services. Assuming climate change “does” occur, how much would you or your household be willing to pay **realistically** to ensure that the following services are available with no disruptions in the future?

# Installation of Energy and Water Saving Devices at Home

- Seven in ten of those interviewed have energy and/or water saving devices at home (data not shown). Of these, majority (84%) installed them after moving into their home.
- Water saving taps/shower heads (83%), energy efficient (68%) and water saving appliances (66%), and ceiling insulation (57%) are the most popular.
- As shown in the table on the next page, renters are less likely to install devices than home owners (with the exception of energy saving lamp/globes, where 26% of renters have installed them cf. 11% of home owners). This result is likely to be influenced by the cost of installing these devices, which may be more affordable to home owners/higher income earners.



Base: Installed devices after moving into home (n=1,771)



Base: Installed devices after moving into home (n=1,771)

Base: Have devices installed at home (n=2,096)  
 Q25b. Were these devices installed before or after you moved into your home?  
 Q26. Which devices did you have installed?  
 Q27. Were these devices installed under a Government assistance scheme?

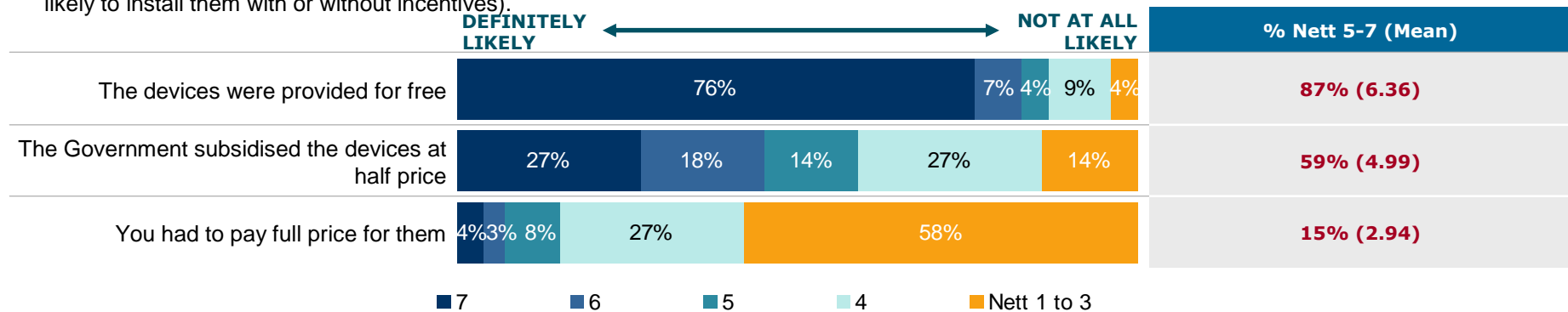
## Types of Devices Installed – In Detail

% Mentioned	Total (1,771) %	Family status			Home ownership		Type of dwelling			Household income		
		Single /couple (372) %	Famil y no kids (783) %	Famil y with kids (578) %	Own home (1,295) %	Rent home (409) %	Free standi ng (1,403) %	Semi- D/vill a etc (213) %	Apart ment (155) %	<\$49 k (433) %	\$50k- \$89k (528) %	\$90k + (534) %
Water saving taps or shower heads	83	<b>78</b>	85	85	85	<b>77</b>	85	<b>77</b>	<b>74</b>	82	83	84
Energy efficient appliances (e.g., fridge etc)	68	64	69	69	69	65	68	70	69	64	68	70
Water saving appliances (e.g., washing machine etc)	66	<b>58</b>	68	68	69	<b>58</b>	68	62	<b>49</b>	<b>59</b>	65	<b>71</b>
Ceiling insulation	57	<b>42</b>	<b>66</b>	55	<b>67</b>	<b>29</b>	<b>62</b>	51	<b>19</b>	54	57	59
Rain water tank	33	29	34	33	<b>39</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>8</b>	31	29	37
Roof ventilation	22	<b>15</b>	<b>28</b>	21	<b>27</b>	<b>10</b>	<b>25</b>	<b>16</b>	<b>8</b>	21	21	24
Energy saving lamps/globes/low wattage	15	17	13	17	<b>11</b>	<b>26</b>	14	19	<b>22</b>	18	15	14
Solar panels (for hot water only)	10	8	11	11	12	<b>4</b>	12	<b>4</b>	<b>3</b>	9	9	11
Solar panels (for electricity generation)	8	6	9	8	<b>11</b>	<b>1</b>	9	7	-	7	9	8
Grey water	2	1	3	1	2	2	2	2	-	3	2	1

Base: Installed devices after moving into home (n=1,771)  
 Q26. Which devices did you have installed?

# Incentives to Install Water and Energy Saving Devices at Home

- As foreshadowed, the perks of a free water and energy saving devices is most attractive for people, where 87% are likely to install water and energy saving devices if they are provided at no cost.
- A significant drop in likelihood levels is seen if the Government offers a partial subsidy, where six in ten people are likely to install these devices at home. Some 15% will consider installing these devices without an incentive.
- Consistent across all situations, families with children are most inclined to install these devices (possibly influenced by the higher expenses of raising a family vs. those with no children). Home owners are more likely to install these devices than renters (although high proportions of renters are also likely to install them with or without incentives).



IN DETAIL											
	% Nett 5-7	Family status			Home ownership		Household income			Future contribution	
		Total (3,000) %	Single/couple (794) %	Family no kids (1,190) %	Family with kids (946) %	Own home (1,905) %	Rent home (963) %	<\$49k (781) %	\$50k-\$89k (887) %	\$90k+ (864) %	Do something (2,428) %
The devices were provided for free	87	84	88	90	89	83	83	89	90	90	74
The Government subsidised the devices at half price	59	54	59	63	62	53	47	62	67	64	36
You had to pay full price for them	15	14	16	14	16	13	13	16	16	17	8

**Note:** Mean ratings are based on a 7-point scale, where 1 = Not at all likely and 7 = Definitely likely

Base: All (n=3,000)

Q28. On a scale of 1 to 7, **realistically**, how likely are you to install new water and energy saving devices if...?

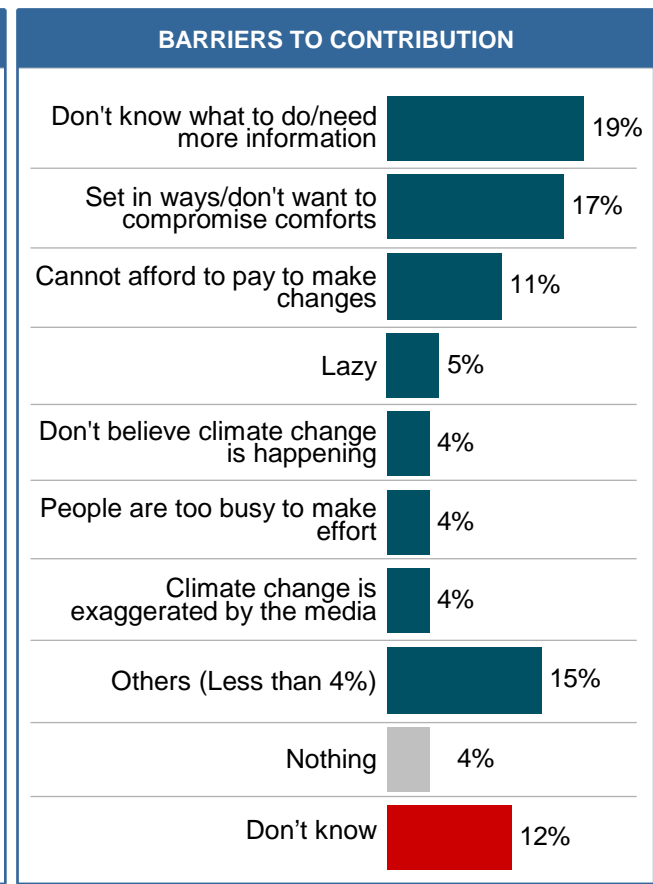
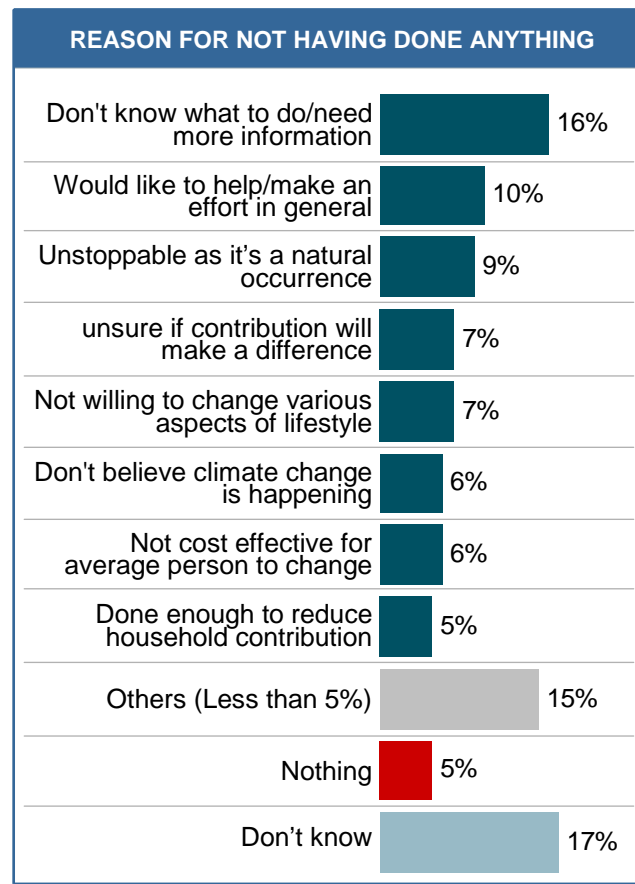
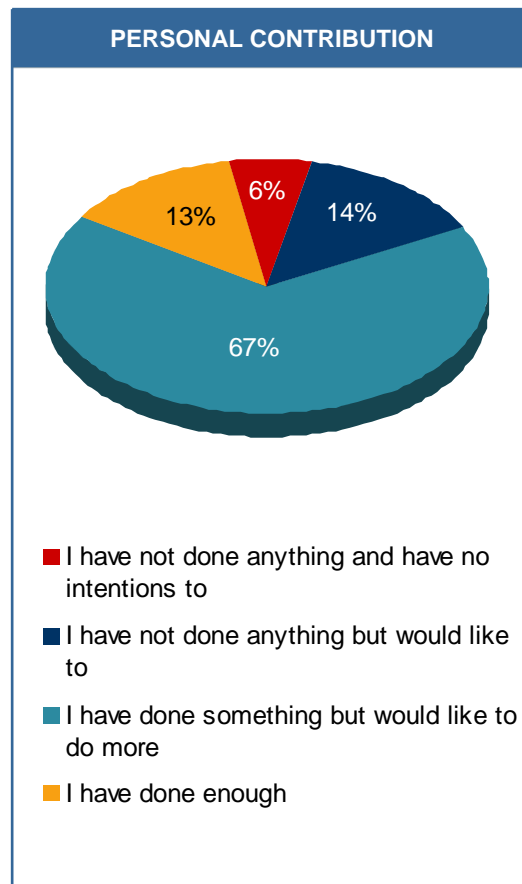
## THE DETAILED REPORT



## Section 5. Motivators and Barriers in Adapting to Climate Change

# Personal Action and Barriers to Contribution

- Eight in ten claim to have done something previously – of which 67% would like to do more in future while 13% say that they have done enough.
- Of those who have not done anything, 14% would like to do more while a small proportion (6%) have no intentions of taking personal measures.
- Among the 20% who do not intend to contribute in the future, the lack of guidance on what to do and misconstrued understanding of climate change, or the value of their efforts appear to be primary drivers – which arguably, can be resolved through increased communication and education.
- When asked to identify barriers to why people find it difficult to take personal action, limited understanding on what can be done (19%) and not being willing to compromise current lifestyles/comforts (17%) top the list. Financial barriers also feature to some degree (11%).



Base: Have not done anything (n=578)

Base: Have not done anything (n=578)

Base: All (n=3,000)

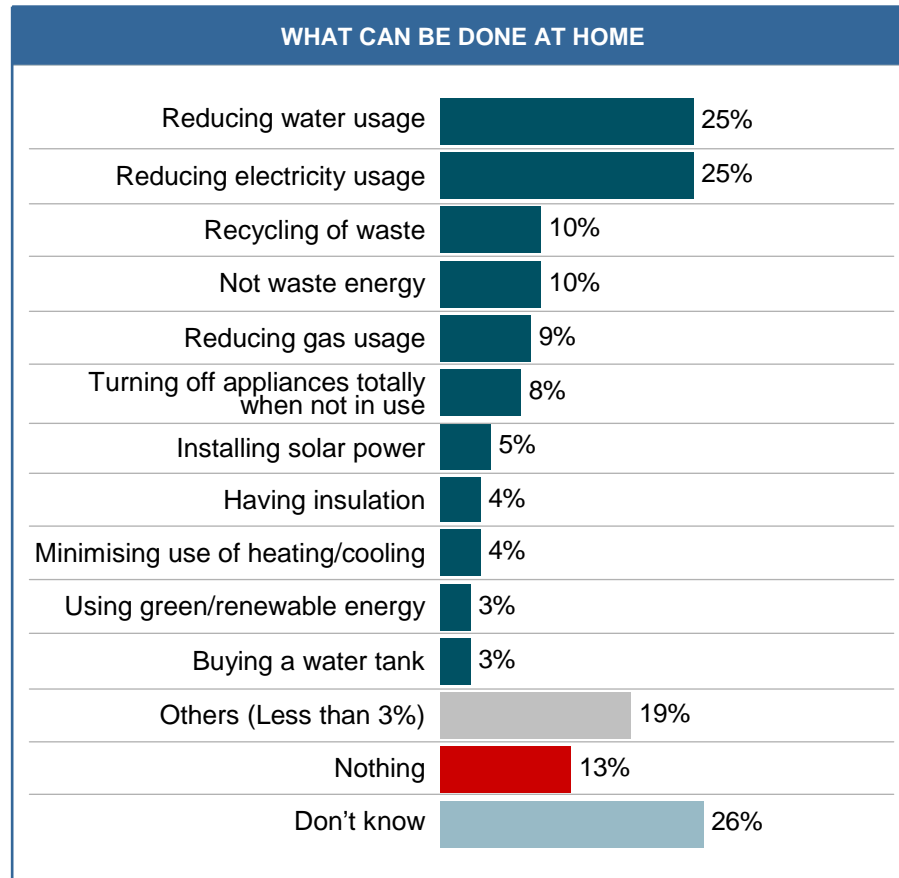
Q19a. Which **best** describes what you are doing now to reduce your personal contribution to climate change?

Q19b. Why is that?

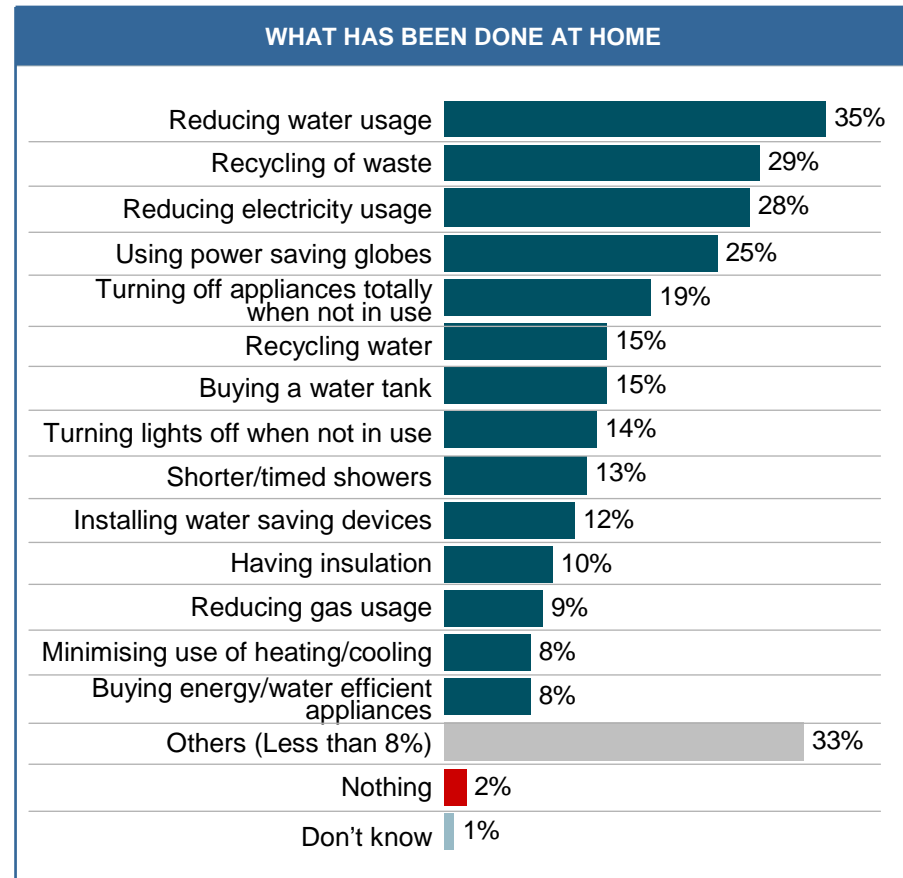
Q20. Please complete the following sentence: "People find it difficult to take steps to reduce their personal contribution to climate change because..."

## Personal Contribution At Home

- Reducing water usage and electricity consumption, and recycling waste are the most popular suggestions offered for the home – which is consistent among those who have not made a personal contribution and those who have.
- Using energy saving globes, turning appliances off when not in use, and other water-related innovations/adjustments (e.g., recycling water, buying a water tank, timed showers etc) are other popular suggestions offered.
- Not surprisingly, those who have already reduced their carbon footprint are able to identify more actions to cope with the impacts of climate change.



Base: Would like to do something (n=405)



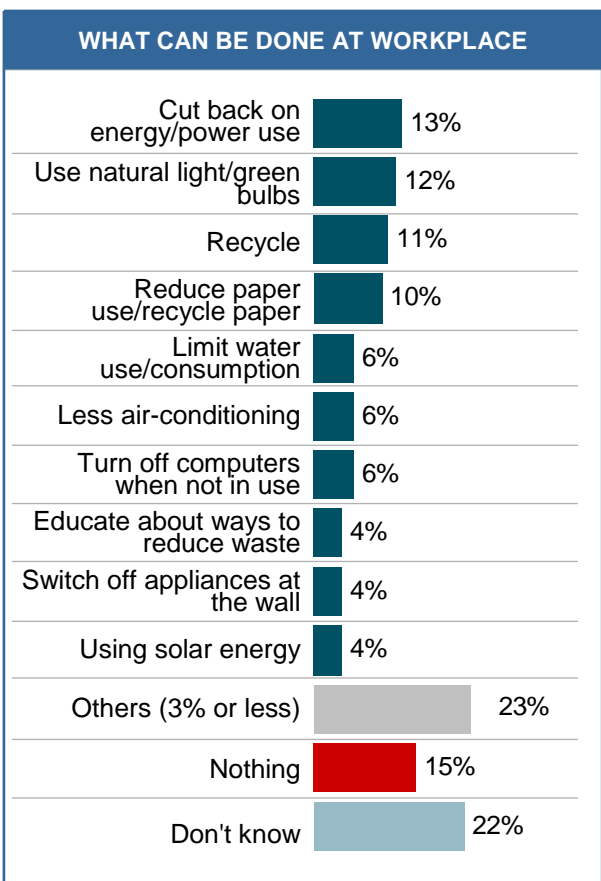
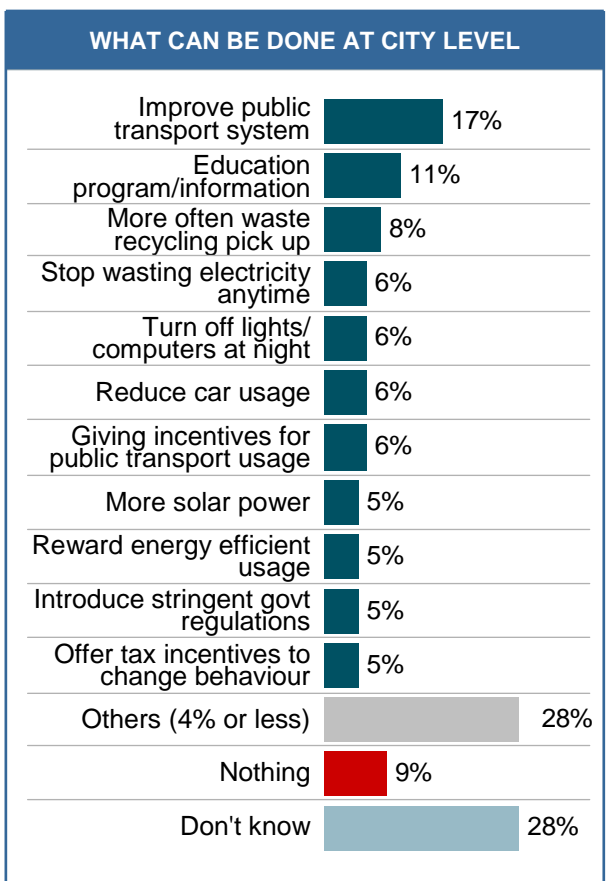
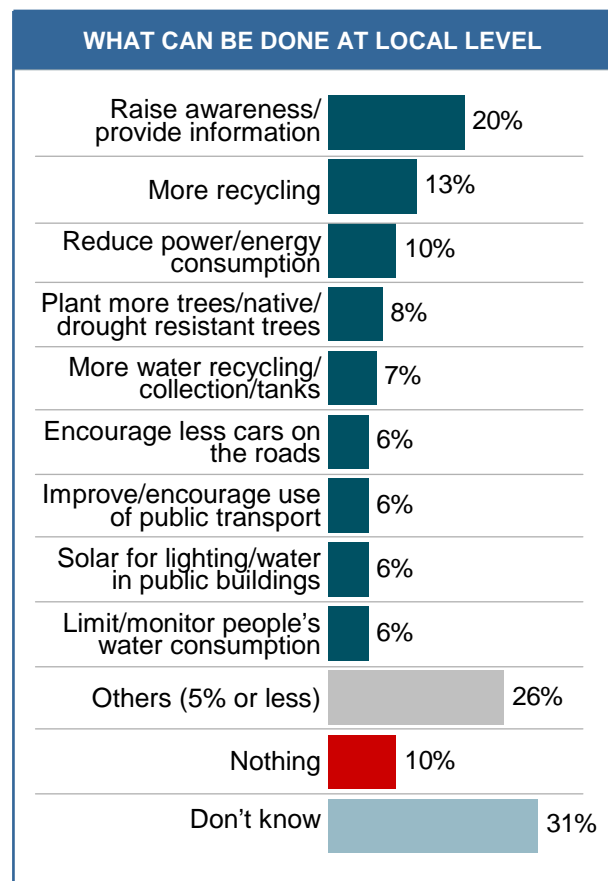
Base: Have done something (n=2,422)

Base: Done something (n=2,422) or would like to do something (n=405)  
 Q21a. What do you think you can do **at home** to cope with the impacts of climate change?  
 Q21b. What have you done **at home** to cope with the impacts of climate change?



# Personal Contribution By Local Community, At City Level, and At Work

- In general, the general community needs more information on climate change and actions that can be taken to tackle this global phenomenon.
- At the local community level, educational programs to raise awareness and that promotes community activities is the most common suggestion made. Greater push for recycling and reduced energy consumption are also mentioned by one in ten people.
- Within the city, an improved public transport system and providing incentives to use public transport are most common recommendations. Raising awareness through educational programs are also specified.
- In the workplace, the need to reduce electricity usage, including lighting, air-conditioning, and computers, as well as recycling are highlighted the most – all of which can be pushed at the workplace through improved communication and by increasing awareness of each individual’s carbon footprint.



Base: Working, or seeking work (n=2,075)

Base: All (n=3,000)  
 Q22. What do you think can be done within your **local community** to cope with the impacts of climate change?  
 Q23. What do you think can be done at the **city level** to cope with the impacts of climate change?  
 Q24. What do you think can be done at your **workplace** to cope with the impacts of climate change?

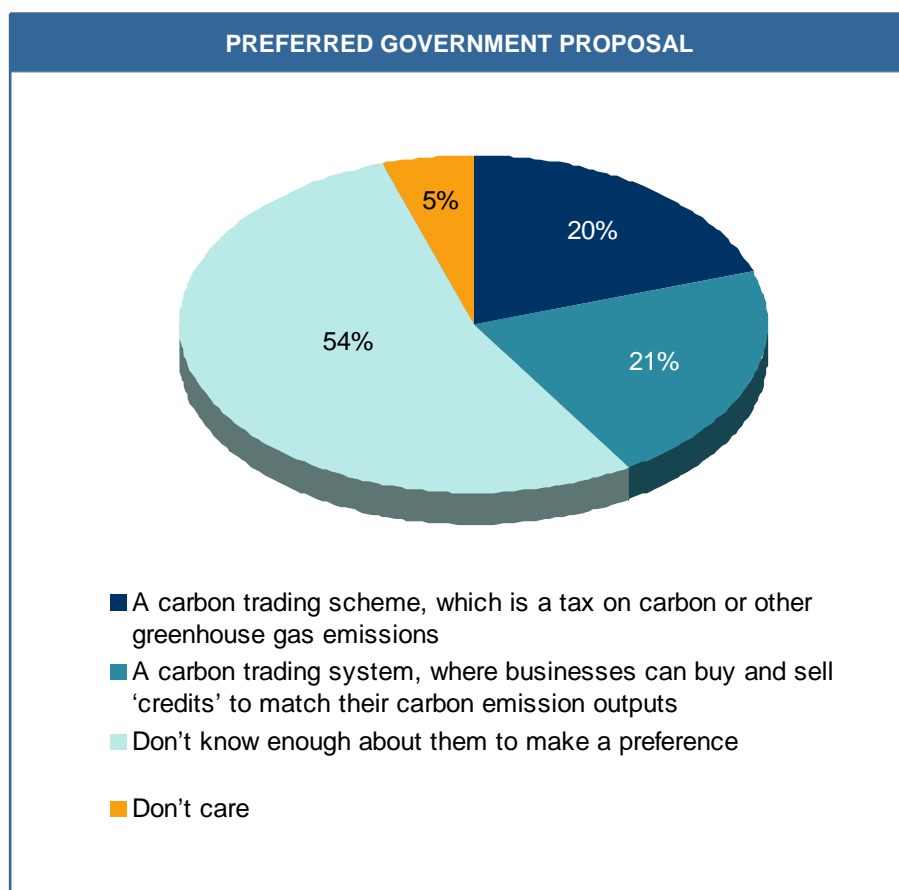
## THE DETAILED REPORT



### Section 6. Attitudes Towards Government Initiatives

# Preference Over Government Proposals

- Nearly half of the general public do not know enough about carbon tax and carbon trading schemes to make an intelligent decision between the two.
- Among those who claim to know, a polarised result is seen – where preference for a carbon tax or carbon credit trading scheme hovers around 20%.
- Females (62%) and the 18-34s (54%) are significantly more likely to not know enough/not care.
- Not surprisingly, those well-informed of climate change and those who intend to take personal measures to cope with climate change in the future are more likely to have a say on a preferred proposal.



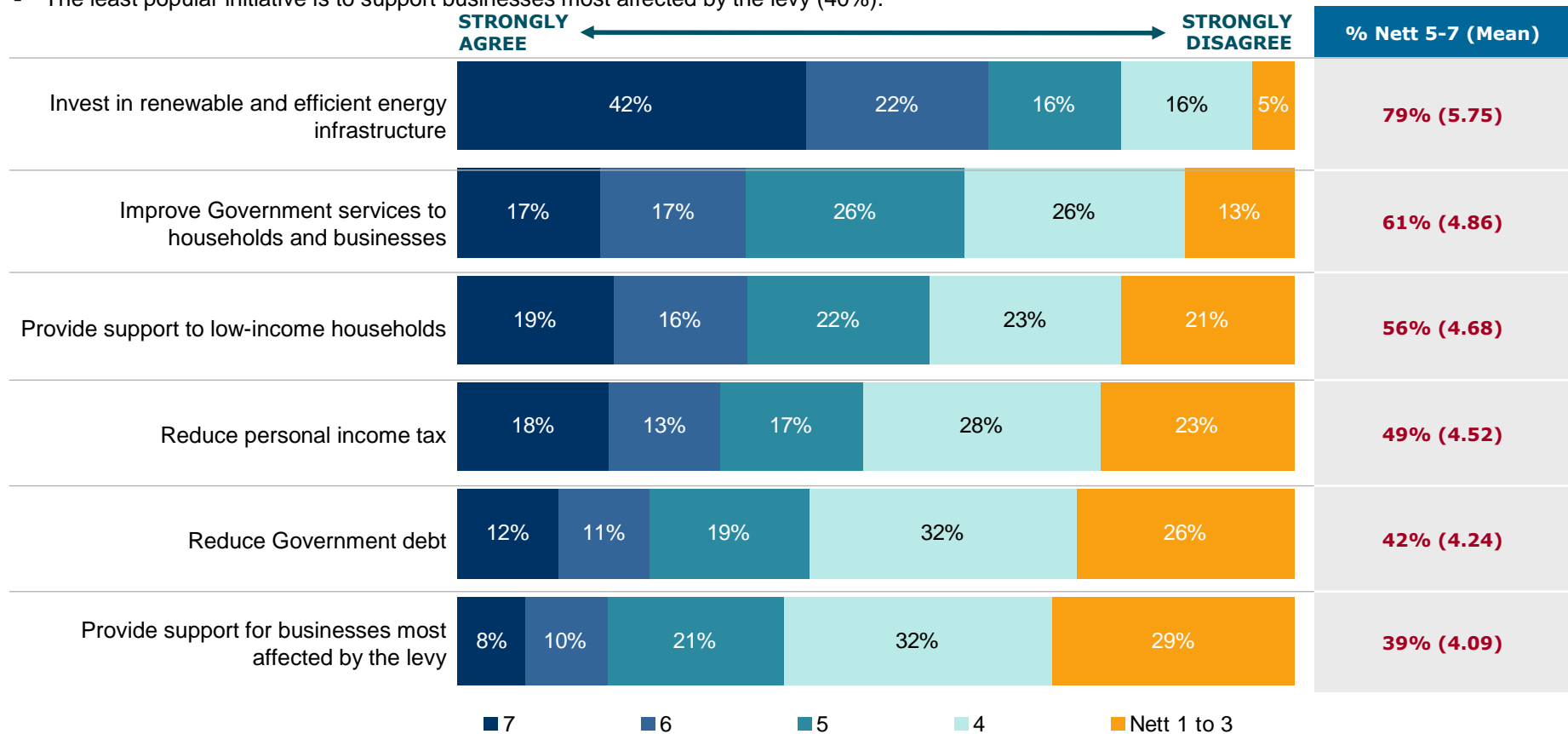
**BY DEMOGRAPHICS**

	(n=)	% Carbon tax	% Carbon credit trading	% Don't care/don't know
<b>Total</b>	<b>(3,000)</b>	<b>20</b>	<b>21</b>	<b>59</b>
Male	(1,460)	22	23	<b>55</b>
Female	(1,540)	19	19	<b>62</b>
18-34s	(994)	<b>23</b>	23	<b>54</b>
35-44s	(628)	17	20	63
45-54s	(611)	20	19	60
55+s	(767)	20	20	60
Know lots/ fair amount about climate change	(1,807)	<b>27</b>	<b>26</b>	<b>47</b>
Know little/none about climate change	(1,193)	<b>10</b>	<b>14</b>	<b>76</b>
Intentions of future contribution	(2,428)	<b>23</b>	22	<b>55</b>
No intentions of future contribution	(572)	<b>9</b>	<b>17</b>	<b>74</b>

Base: All (n=3,000)  
 Q29. If given the choice, which Federal Government proposal would you prefer...?

# Attitudes on Tax on Carbon Emissions

- Clearly, investing money raised from an emissions trading scheme into renewable and efficient energy infrastructure is the most popular method thought to combat climate change, with a high 80% agreeing so.
- Interestingly, this sentiment is strongest among the over 55s (85%) while the 18-34s are least likely to agree so (74%). In fact, older respondents are significantly more likely to agree with most initiatives than younger participants – a finding that is interesting considering that knowledge of climate change is fairly similar across the age groups, as reported previously.
- Females, particularly those with a sound knowledge about climate change and those who plan to take personal action in the future are significantly more likely to agree with investing in renewable energy (see table on the next page).
- The least popular initiative is to support businesses most affected by the levy (40%).



**Note:** Mean ratings are based on a 7-point scale, where 1 = Strongly disagree and 7 = Strongly agree

Base: All (n=3,000)

Q30. As a result of carbon trading, the Federal Government will, in effect, be introducing a tax on carbon emissions. On a 1 to 7 point scale, to what extent do you agree or disagree with the following ways of using the money raised from carbon tax?

## Attitudes on Tax on Carbon Emissions – In Detail

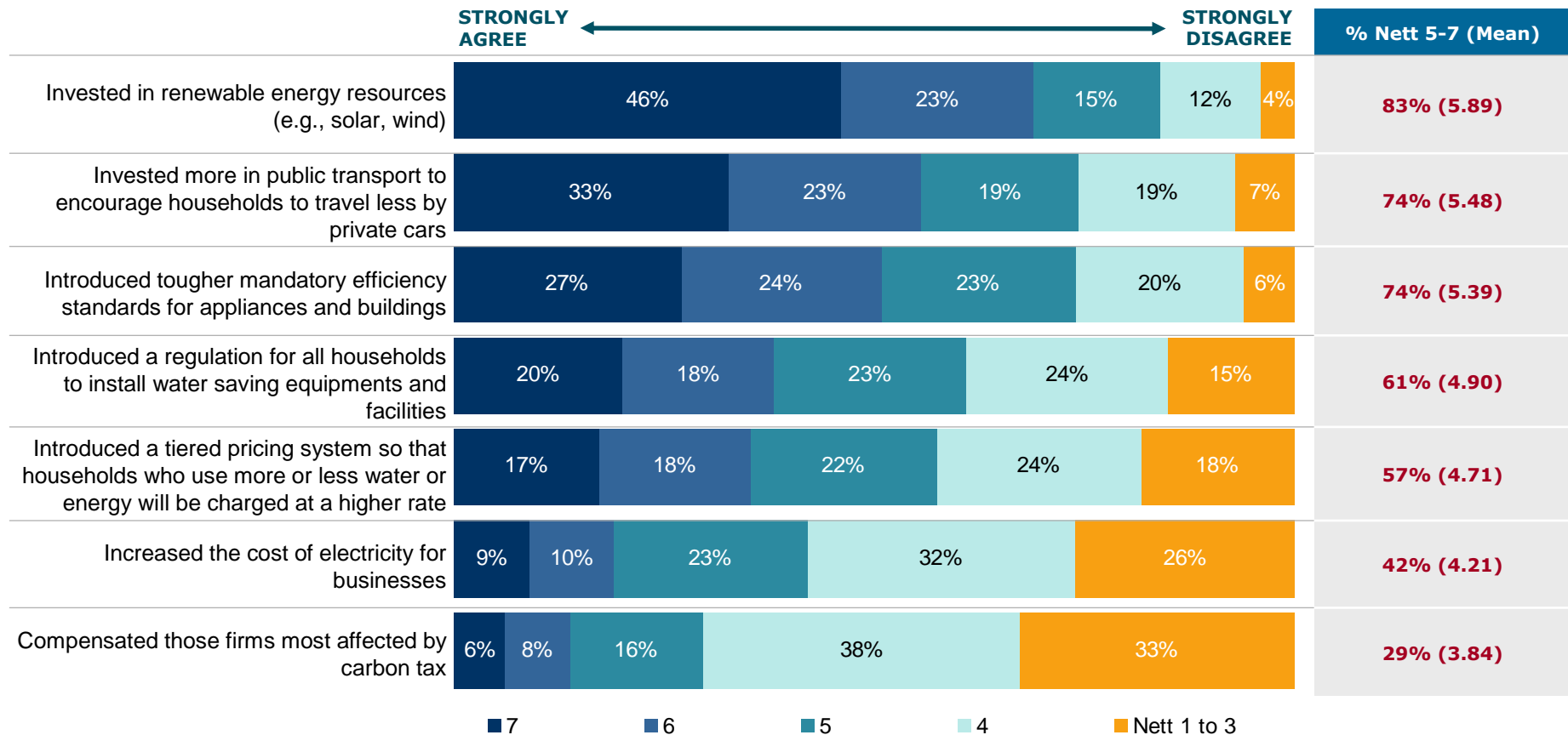
% Nett 5-7	Total (3,000) %	Gender		Age				Knowledge of climate change		Future contribution	
		Male (1,460) %	Fe- male (1,540) %	18-34 (994) %	35-44 (628) %	45-54 (611) %	55+ (767) %	Know lots/ fairly (1,807) %	Know little/ none (1,193) %	Do some- thing (2,428) %	Do no- thing (572) %
Invest in renewable and efficient energy infrastructure	<b>79</b>	77	<b>82</b>	<b>74</b>	79	82	<b>85</b>	<b>85</b>	<b>71</b>	<b>83</b>	<b>65</b>
Improve Government services to households and businesses	<b>61</b>	<b>57</b>	<b>64</b>	<b>56</b>	59	61	<b>68</b>	63	58	62	<b>55</b>
Provide support to low-income households	<b>56</b>	54	59	<b>52</b>	52	56	<b>65</b>	57	55	58	<b>50</b>
Reduce personal income tax	<b>49</b>	46	52	50	51	47	47	48	50	49	51
Reduce Government debt	<b>42</b>	41	43	40	39	43	46	43	39	42	40
Provide support for businesses most affected by the levy	<b>39</b>	37	42	37	35	39	<b>47</b>	41	36	40	36

Base: All (n=3,000)

Q30. As a result of carbon trading, the Federal Government will, in effect, be introducing a tax on carbon emissions. On a 1 to 7 point scale, to what extent do you agree or disagree with the following ways of using the money raised from carbon tax?

# Attitudes on Environmental Policies

- When assessing the Government's environmental policies, eight in ten favour investments into renewable energies such as wind or solar (83%) – which is consistent with findings reported earlier about money from emissions tax being devoted to renewable and efficient energy infrastructure.
- Three quarters are positive towards investment into the public transport system and tougher efficiency standards for buildings and appliances.
- Compensating firms affected by carbon tax is by far the least popular initiative (29%) – which again, is consistent with results reported before.
- As can be seen in the following table, females are more inclined to agree with most environmental policies than males. A similar pattern is seen among those who are well-informed about climate change and those with future intentions for personal action.
- Interestingly, the over 55s are significantly more responsive towards compensating businesses affected by carbon tax than any other age groups.



**Note:** Mean ratings are based on a 7-point scale, where 1 = Strongly disagree and 7 = Strongly agree

Base: All (n=3,000)

Q31. On a 1 to 7 point scale, to what extent do you agree or disagree with the following environmental policies? That is if the Government...?

## Attitudes on Environmental Policies – In Detail

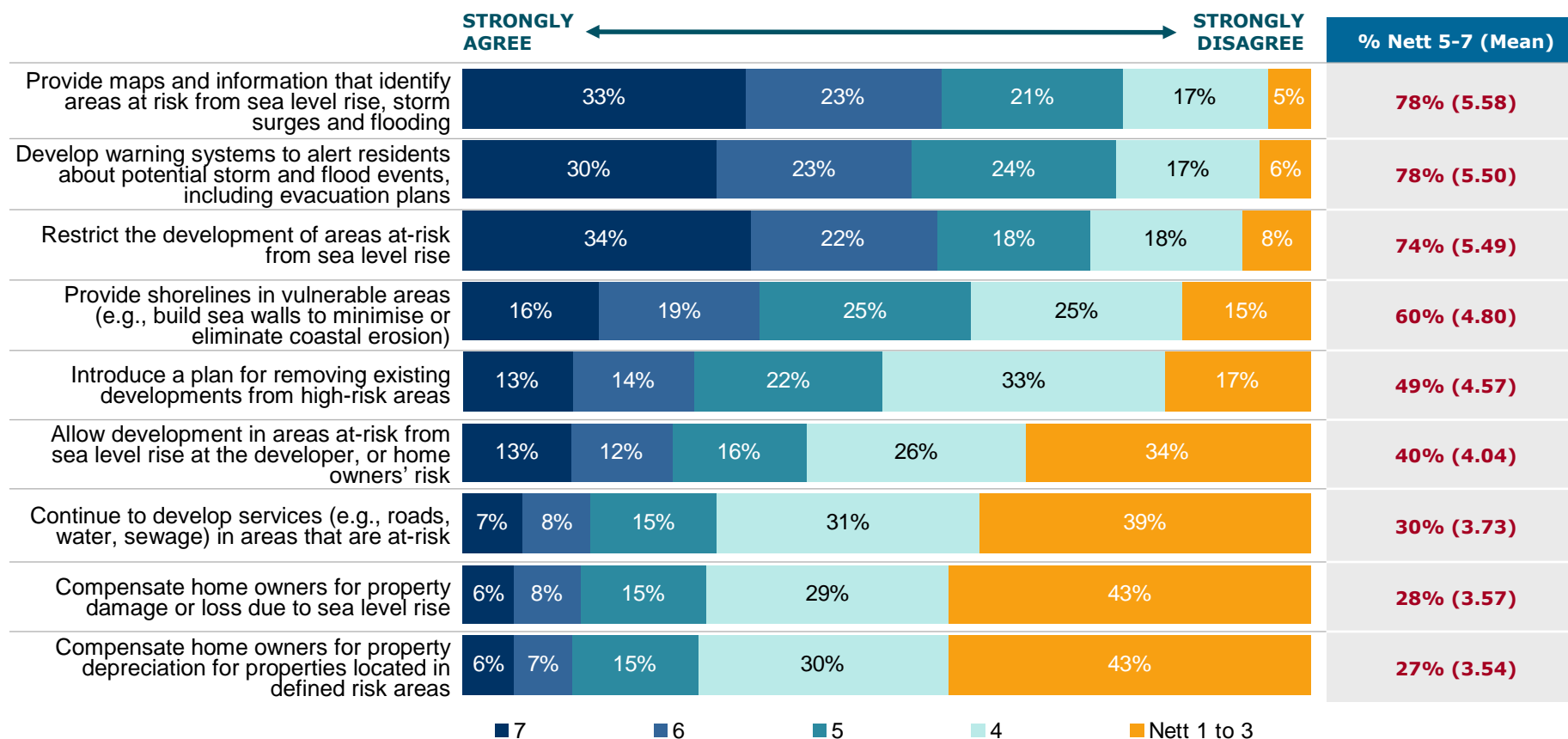
% Nett 5-7	Total (3,000) %	Gender		Age				Knowledge of climate change		Future contribution	
		Male (1,460) %	Female (1,540) %	18-34 (994) %	35-44 (628) %	45-54 (611) %	55+ (767) %	Know lots/ fairly (1,807) %	Know little/ none (1,193) %	Do some- thing (2,428) %	Do no- thing (572) %
Invested in renewable energy resources (e.g., solar, wind)	<b>83</b>	<b>80</b>	<b>86</b>	<b>78</b>	86	85	<b>87</b>	<b>88</b>	<b>77</b>	<b>87</b>	<b>68</b>
Invested more in public transport to encourage households to travel less by private cars	<b>74</b>	72	<b>77</b>	<b>69</b>	75	75	<b>80</b>	<b>81</b>	<b>64</b>	<b>77</b>	<b>62</b>
Introduced tougher mandatory efficiency standards for appliances and buildings	<b>74</b>	<b>71</b>	<b>77</b>	<b>68</b>	75	75	<b>79</b>	<b>81</b>	<b>64</b>	<b>78</b>	<b>56</b>
Introduced a regulation for all households to install water saving equipments and facilities	<b>61</b>	58	<b>64</b>	63	61	61	60	<b>66</b>	<b>54</b>	<b>67</b>	<b>37</b>
Introduced a tiered pricing system so that households who use more or less water or energy will be charged at a higher rate	<b>57</b>	57	58	54	58	60	59	<b>64</b>	<b>47</b>	<b>61</b>	<b>41</b>
Increased the cost of electricity for businesses	<b>42</b>	<b>38</b>	45	<b>46</b>	43	39	38	<b>48</b>	<b>33</b>	<b>46</b>	<b>26</b>
Compensated those firms most affected by carbon tax	<b>29</b>	29	29	28	27	28	<b>34</b>	31	27	30	27

Base: All (n=3,000)

Q31. On a 1 to 7 point scale, to what extent do you agree or disagree with the following environmental policies? That is if the Government...?

# Attitudes on Coastal-Related Government Initiatives

- In dealing with the fact that a large proportion of Australians live close to the coast and that the effects of climate change are expected, the majority of the general public believe that the Government should provide more information and forewarning to prepare the advent of an event.
- Around 80% are in favour of information/maps of at-risk coastal areas and the development of warning systems.
- A large majority also agree that development in at-risk areas from sea level rise should be restricted (74%).
- Few agree with compensatory methods, including compensating home owners for property damage/loss (27%) and for property depreciation (28%).
- As shown in the following table, females are more favourable towards most Government initiatives, and so are those who have a good grip on the topic and those with future intentions of taking personal measures.



**Note:** Mean ratings are based on a 7-point scale, where 1 = Strongly disagree and 7 = Strongly agree

Base: All (n=3,000)

Q32. With 80 percent of Australians living close to the coast, the impacts of climate change (e.g., rising sea levels, increased storminess) are expected to result in increased coastal erosions, loss of beaches, flooding and damage to infrastructure and properties. In dealing with this issue, to what extent do you agree or disagree with the following Government initiatives? That the Government should...?



## Attitudes on Coastal-Related Government Initiatives – In Detail

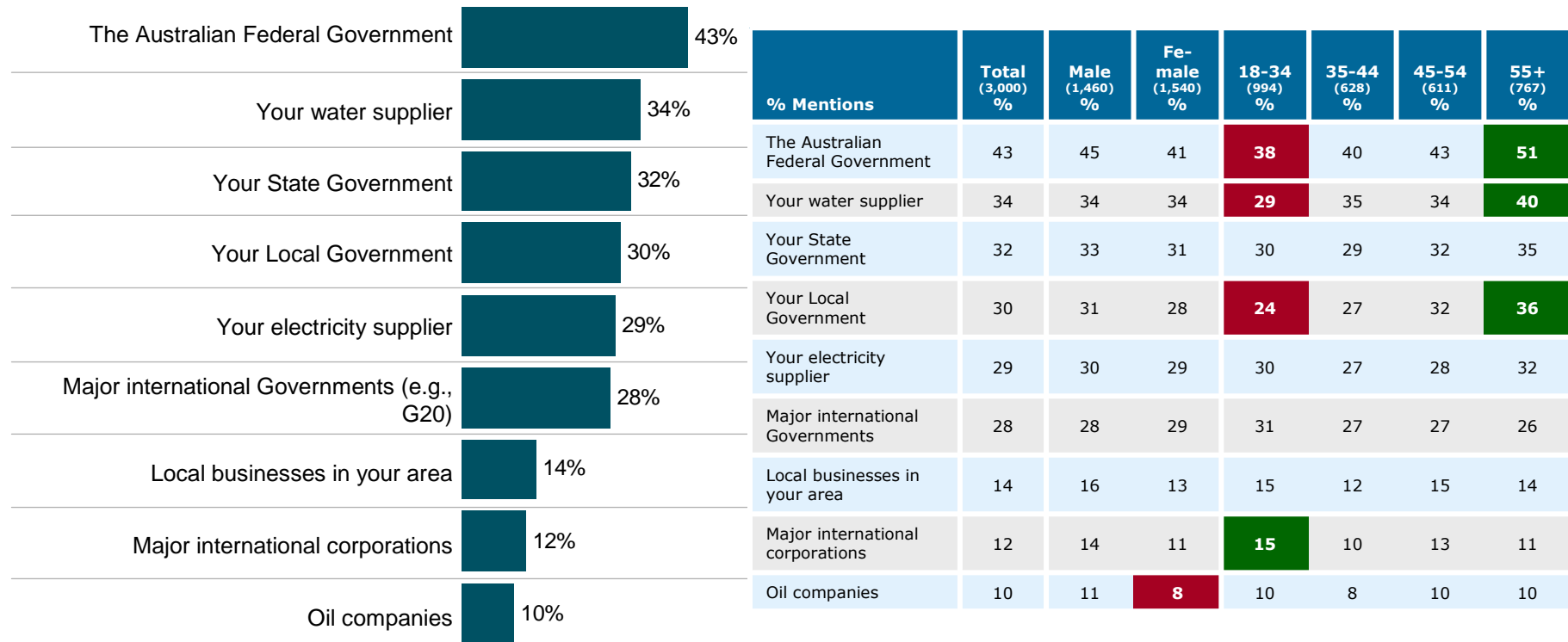
% Nett 5-7	Total (3,000) %	Gender		Age				Knowledge of climate change		Future contribution	
		Male (1,460) %	Female (1,540) %	18-34 (994) %	35-44 (628) %	45-54 (611) %	55+ (767) %	Know lots/ fairly (1,807) %	Know little/ none (1,193) %	Do some- thing (2,428) %	Do no- thing (572) %
Provide maps and information that identify areas at risk from sea level rise, storm surges and flooding	<b>78</b>	<b>73</b>	<b>82</b>	<b>71</b>	77	80	<b>85</b>	<b>82</b>	<b>71</b>	<b>81</b>	<b>65</b>
Develop warning systems to alert residents about potential storm and flood events, including evacuation plans	<b>78</b>	<b>71</b>	<b>84</b>	<b>72</b>	77	79	<b>84</b>	<b>81</b>	<b>72</b>	<b>81</b>	<b>65</b>
Restrict the development of areas at-risk from sea level rise	<b>74</b>	<b>68</b>	<b>80</b>	<b>65</b>	72	<b>80</b>	<b>82</b>	<b>78</b>	<b>68</b>	<b>77</b>	<b>60</b>
Provide shorelines in vulnerable areas (e.g., build sea walls to minimise or eliminate coastal erosion)	<b>60</b>	<b>53</b>	<b>66</b>	59	59	60	62	60	59	<b>63</b>	<b>48</b>
Introduce a plan for removing existing developments from high-risk areas	<b>49</b>	48	50	48	48	49	52	<b>53</b>	<b>43</b>	<b>52</b>	<b>37</b>
Allow development in areas at-risk from sea level rise under the condition that this is done at the developer, or home owners risk	<b>40</b>	42	38	<b>44</b>	39	42	<b>34</b>	<b>44</b>	<b>35</b>	41	38
Continue to develop services (e.g., roads, water, sewage) in areas that are at-risk	<b>30</b>	29	30	<b>34</b>	32	27	<b>24</b>	30	29	30	28
Compensate home owners for property damage or loss due to sea level rise	<b>28</b>	<b>24</b>	<b>32</b>	<b>34</b>	27	25	25	29	27	30	<b>20</b>
Compensate home owners for property depreciation for properties located in defined risk areas	<b>27</b>	<b>24</b>	<b>30</b>	<b>33</b>	25	<b>23</b>	24	28	25	28	<b>22</b>

Base: All (n=3,000)

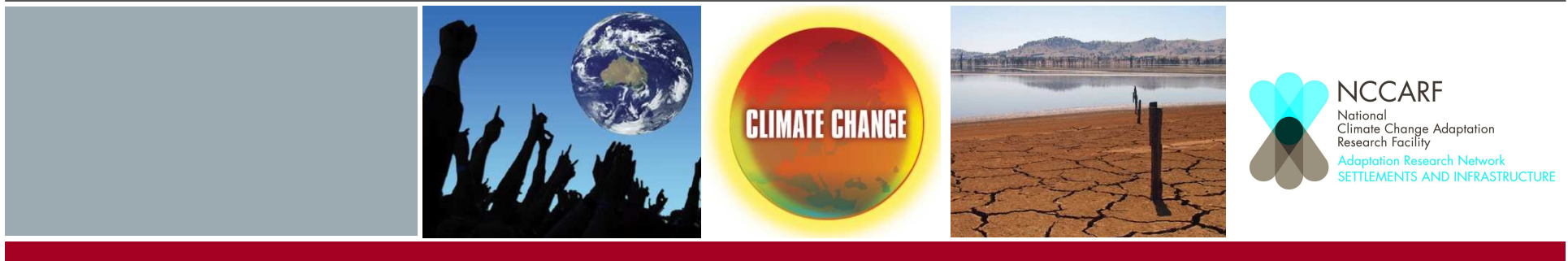
Q32. With 80 percent of Australians living close to the coast, the impacts of climate change (e.g., rising sea levels, increased storminess) are expected to result in increased coastal erosions, loss of beaches, flooding and damage to infrastructure and properties. In dealing with this issue, to what extent do you agree or disagree with the following Government initiatives? That the Government should...?

# Seriousness of Climate Change

- Respondents were prompted on whether several Governmental bodies and businesses are taking climate change seriously enough.
- On the whole, the majority feels that the listed bodies and groups are not doing enough to cope with climate change.
- Positively, the Australian Federal Government tops the list with 43% believing so – a view which is shared most strongly among the over 55s (51%) but weakest among the 18-34s (38%). Nonetheless, over half still believe that the Government is not taking climate change seriously enough.
- Groups with greatest room for improvement in terms of public perceptions in dealing with climate change include oil companies (10%), major international corporations (12%), and local businesses (14%).



Base: All (n=3,000)  
 Q33. Do you think climate change is being taken seriously enough by...?



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