Victorian's Perceptions of Climate Change

SV's social research on climate change attitudes and behaviours

Key Findings

Dianna McDonald
SV Social Research Lead

EIANZ Victorian climate change forum
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Introduction

Aim

- Gain baseline <u>quantitative</u> data on Victorians' attitudes, beliefs and behaviours in relation to climate change.

Use

- Inform program development including behaviour change initiatives
- Guide policy
- Provide a baseline that future attitude /behaviour changes can be measures against

Independent expertise

- Conducted by independent research organisation, Wallis Research Group
- External Reference Group guided the research
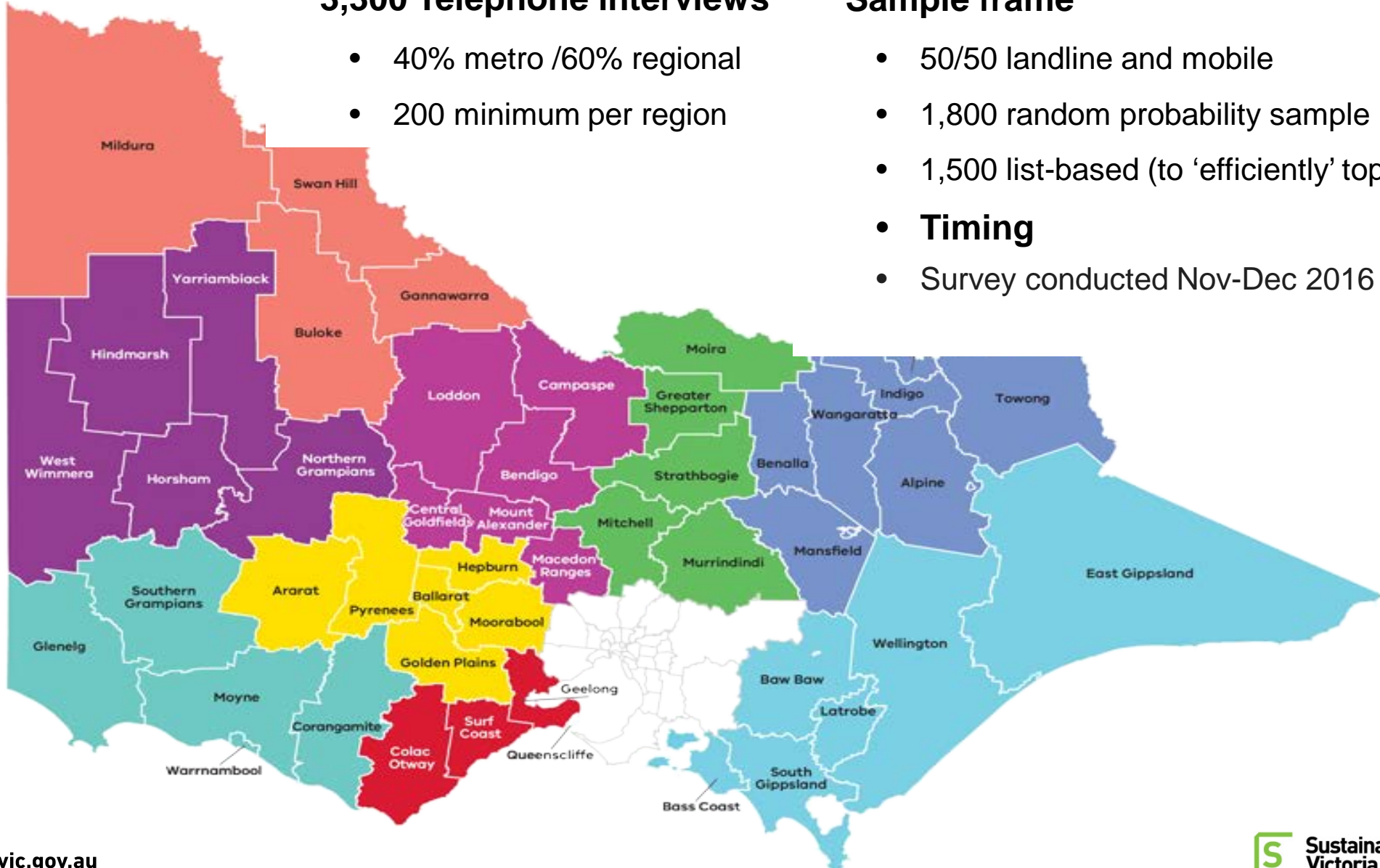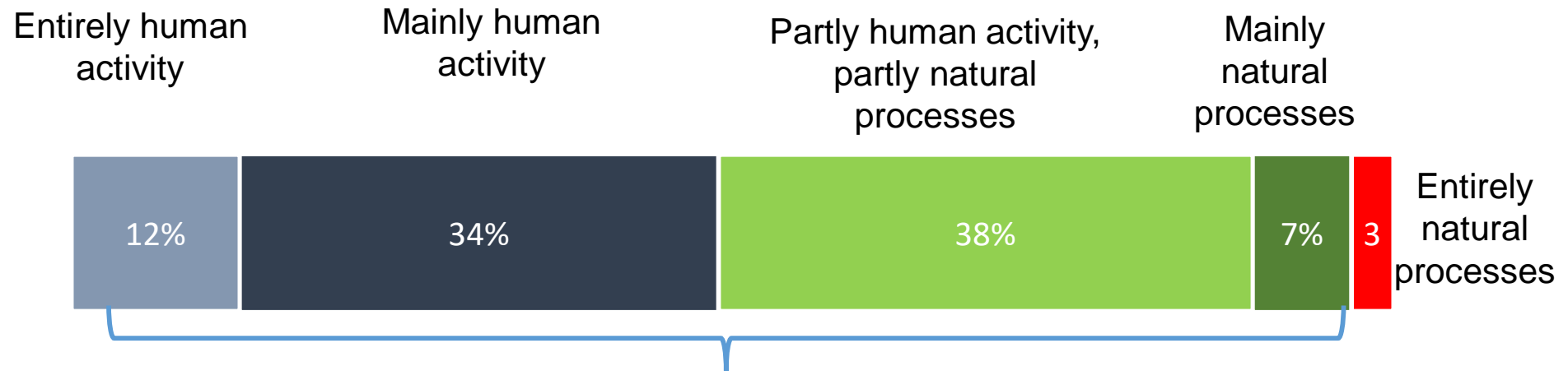- Expert' review of key questions

Sample

3,300 Telephone interviews

- 40% metro /60% regional

- 200 minimum per region

Sample frame

- 50/50 landline and mobile

- 1,800 random probability sample ('gold' standard)

- 1,500 list-based (to 'efficiently' top up regions)
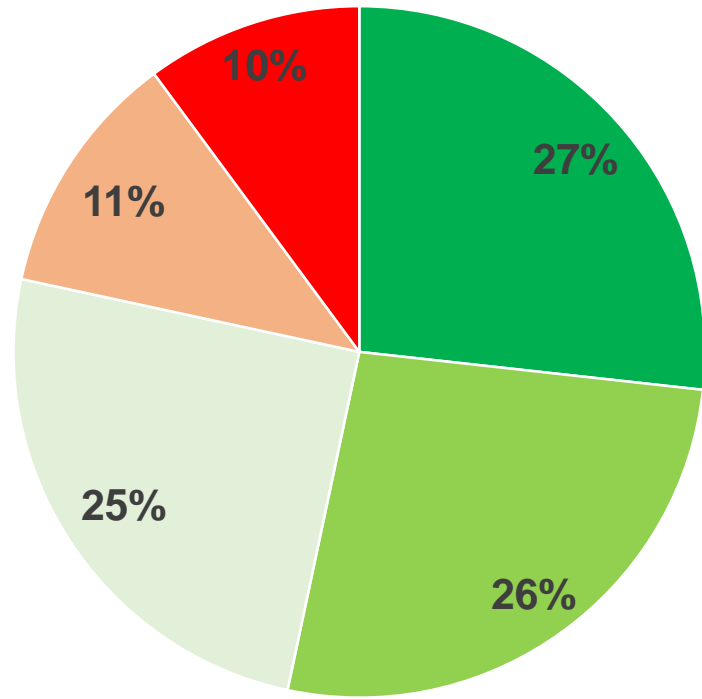
- **Timing**

- Survey conducted Nov-Dec 2016

Regional Development Victoria classification (Regional Partnerships)

Opinions and concern about climate change – causation

Entirely human activity	Mainly human activity	Partly human activity, partly natural processes	Mainly natural processes	
12%	34%	38%	7%	3

Entirely natural processes

- **91%** believe in <u>some level</u> of human causation in climate change
- **4%** of Victorians say *"there is no such thing as climate change"*
- **3%** say it is *"entirely due to natural processes"* (2% d/k)

Scepticism %	
Victoria	**7%**
Australia (IPSOS)	**7% (11% in 2011, Reser)**
UK	**5%**
Germany	**9%**
USA (diff question)	**12%**

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Opinions and concern about climate change – concern

Four in five (78%) Victorians are concerned about climate change

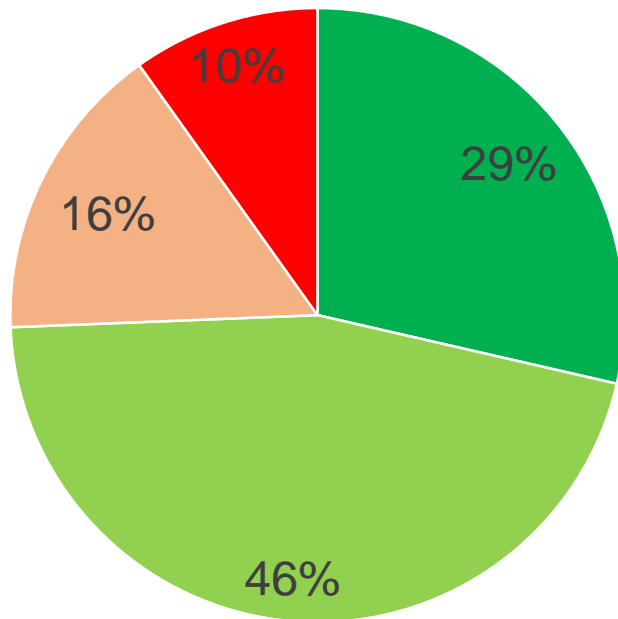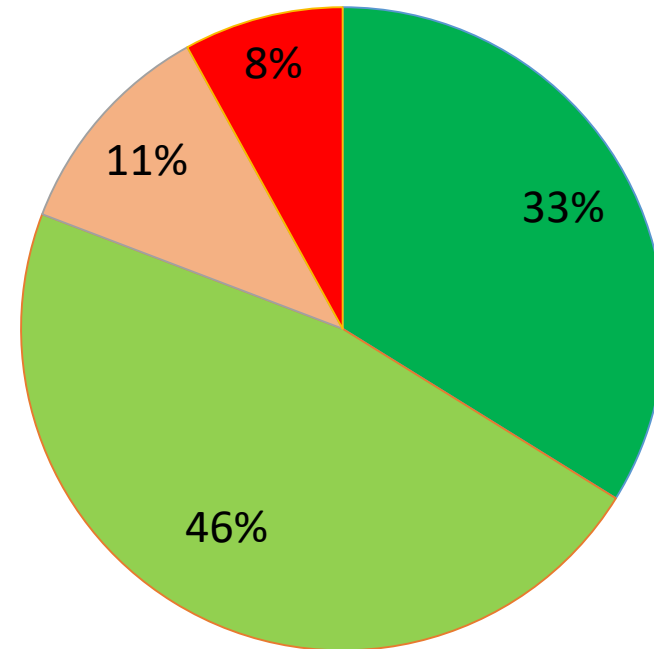| What are they concerned about?	
The impact upon future generations	76%
The state of the planet	48%
Potential impacts on quality of life	29%
Potential impacts on health	28%

48% think that others are concerned.

Legend:
- Very concerned
- Quite concerned
- Slightly concerned
- Not very concerned
- Not at all concerned

Pie chart values: 27%, 26%, 25%, 11%, 10%

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Propensity to act on climate change is high

Engagement/ interest in topic: **75%**

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested

29%
46%
16%
10%

Willingness to act on climate change: **79%**

- Very willing
- Somewhat willing
- Not very willing
- Not at all willing

33%
46%
11%
8%

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Propensity to act on climate change is high

Attitudes show a positive predisposition to act on climate change and high self efficacy

78%

AGREE:

Climate change is an issue that needs urgent action now.

82%

AGREE:

There are meaningful things I can do to reduce the impact of climate change.
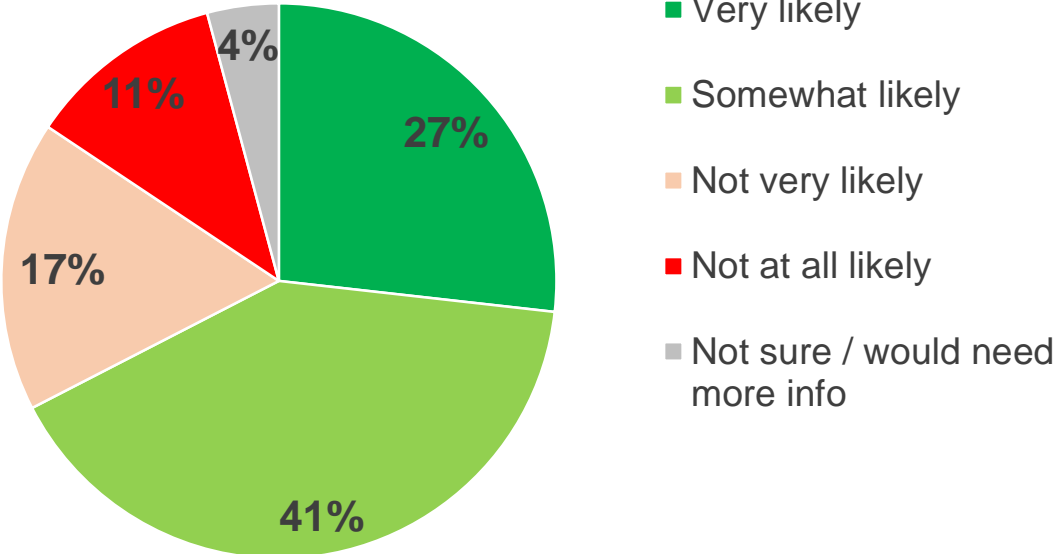
71%

AGREE:

I would feel positive about being part of a community-wide movement to help tackle climate change

✓ TAKE2 Program?

Propensity to act on climate change is high – TAKE2

Awareness of TAKE2 relatively low however results indicate potential for a good level of support for the program

Likely to take the pledge: 68%

- Very likely — 27%
- Somewhat likely — 41%
- Not very likely — 17%
- Not at all likely — 11%
- Not sure / would need more info — 4%

Barriers to TAKE 2:

I'm already doing enough

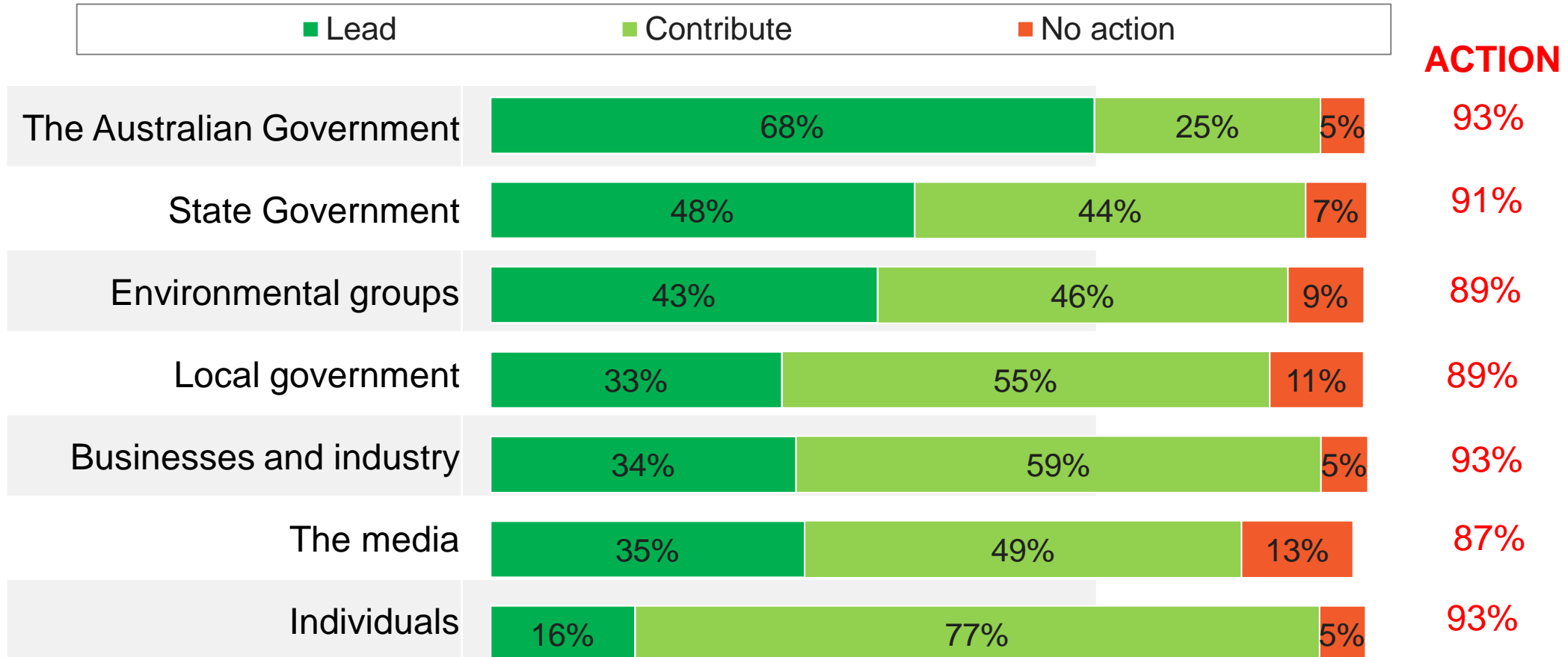**We should concentrate on industry or groups, not individuals**

It won't make a significant difference

I'm too busy /no time

Don't trust the government /it's a scam/climate change is naturally occurring

Leadership

Consumer insights

- Concern about climate change translates into purchasing behaviour

- Climate change action is seen as a market differentiator for goods and services

84%
AGREE:
Many actions I can take to help tackle climate change will also help reduce my energy bills.
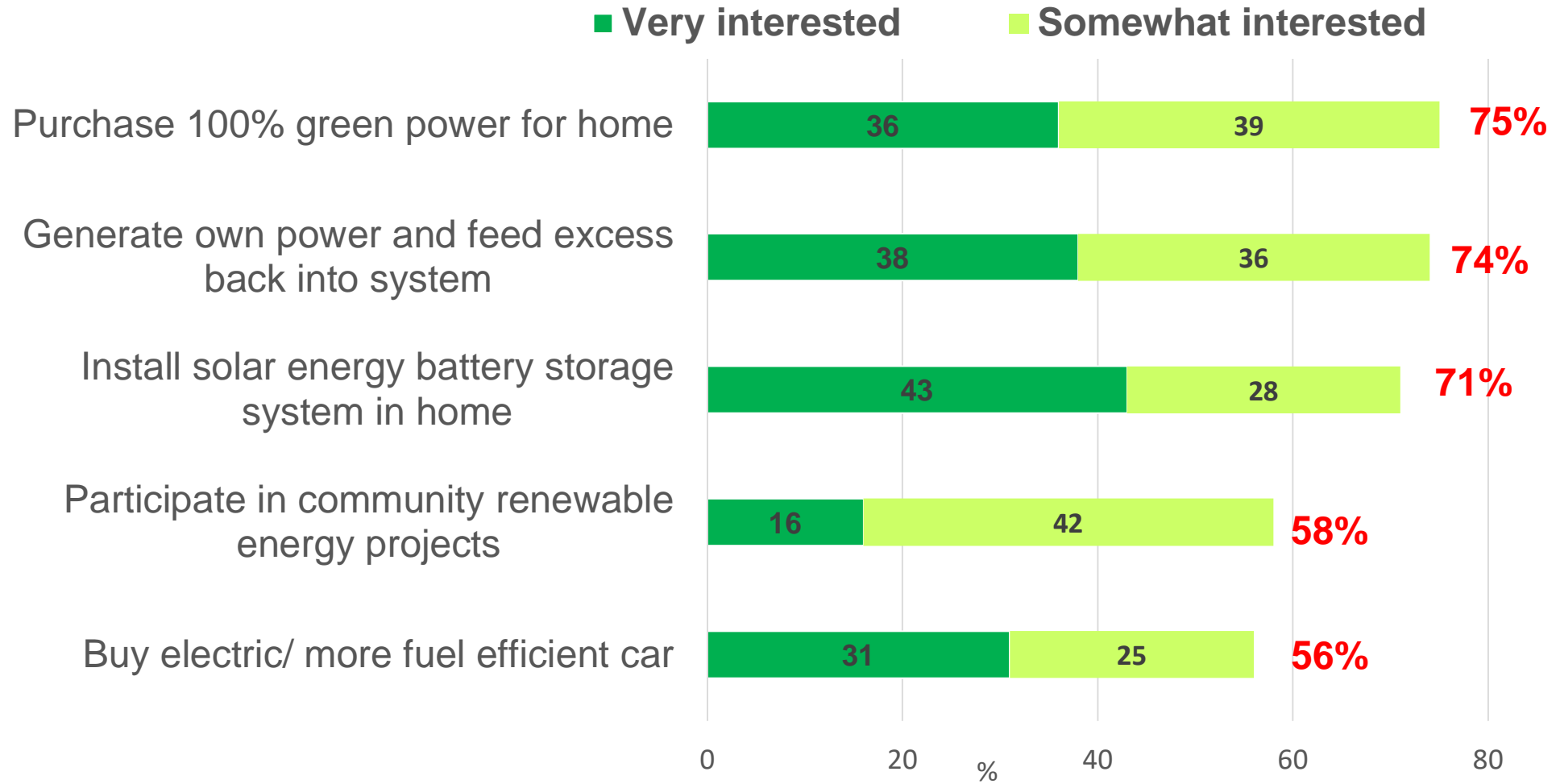
51%
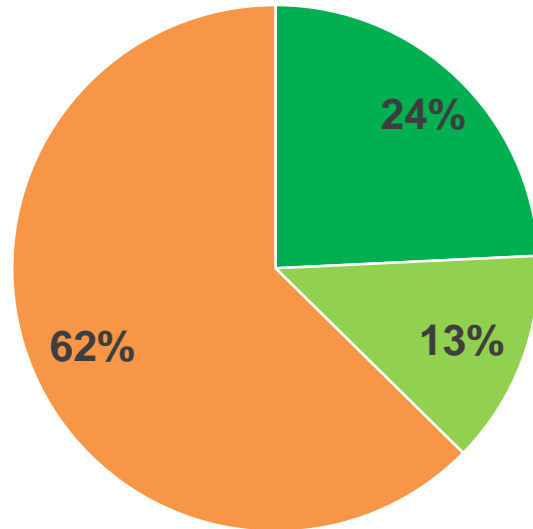### ALWAYS:
Buy household appliances with a high energy rating

73%
AGREE:
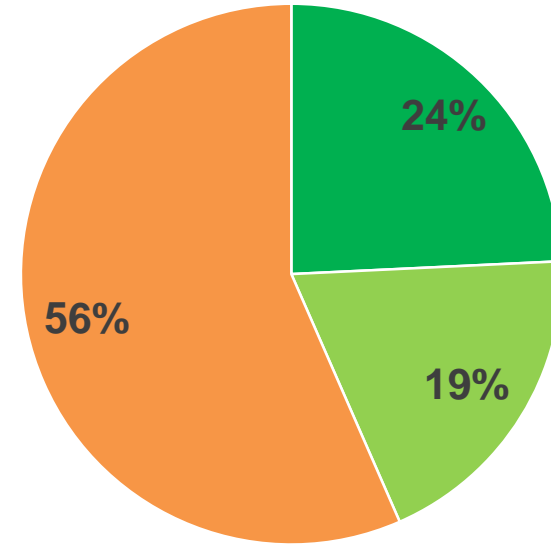They prefer to buy goods and services from businesses that show they care about climate change.

Leadership – Government targets

Target: Net zero emissions by 2050

24%

13%

62%

✔ **78% support**

Targets: 25% from renewable energy sources by 2020 and 40% by 2025

24%

19%

56%

✔ **84% support**

Legend:
- Aware of target(s)
- Have heard something about it
- Not aware

79% would be proud to live in a State that was leading the way on climate change action.

Reports and further research

- Full analytical report – awaiting Ministerial approval for general release

- Regional reports (10)

- Themed reports
    - for business
    - for policy-makers

- Segmentation

- Follow-up qualitative research – motivators and barriers to advanced actions

- Promotion of findings (SV and others)

- Workshop results with interested parties