

Who Cares

about the Environment in 2012?



Segment Findings

A survey of NSW people's environmental knowledge, attitudes and behaviours

Published by:

Office of Environment and Heritage, Department of Premier and Cabinet
59 Goulburn Street, Sydney NSW 2000
PO Box A290, Sydney South NSW 1232

Phone: (02) 9995 5000 (switchboard)

Phone: 131 555 (environment information and publications requests)

Phone: 1300 361 967 (national parks, climate change and energy efficiency information, and publications requests)

Fax: (02) 9995 5999

TTY: (02) 9211 4723

Email: info@environment.nsw.gov.au

Website: www.environment.nsw.gov.au

ISBN 978 1 74359 078 2

OEH 2013/0306

June 2013

Images:

Discovery Ranger. Jo Caldwell ©OEH

GyMEA Lily, Dharug National Park. S Cottrell ©OEH

Cycling, Royal National Park. D Finnegan ©OEH

© 2013 State of NSW and Office of Environment and Heritage

With the exception of photographs, the Office of Environment and Heritage, Department of Premier and Cabinet and State of NSW are pleased to allow this material to be reproduced in whole or in part for educational and non-commercial use, provided the meaning is unchanged and its source, publisher and authorship are acknowledged. Specific permission is required for the reproduction of photographs.

Table of Contents

About this document.....	1
Gender.....	2
Age.....	5
Education	11
Employment.....	16
Dwelling type	19
People with children vs no children.....	20
Language spoken at home.....	23
Region	25
Settlement type	29
Concern about environmental problems	30
Household income	36

About this document

This document presents a recompilation of 'Segment Highlights' covered in the main *Who Cares about the Environment in 2012?* report.

While the main report presents Segment Highlights ordered on a question by question basis, this document presents the same information re-ordered by demographic, geographic or attitudinal dimension:

- gender
- age
- education
- employment
- dwelling type
- people with children vs. no children
- languages spoken at home
- region
- settlement type
- concern about environmental problems
- household income.

Within each dimension, statistically significant differences are listed on a question by question basis using the same question order as that found in the main report. Where there are no statistically significant differences within that dimension for a particular question, the question is not listed.

It is important to note that differences described here refer to a group being more (or less) likely than other groups to express a particular view or adopt a particular behaviour. However it does not necessarily mean this view is the most commonly held by that group. For example, women (22%) are more likely than men (15%) to believe that air quality has deteriorated (but the most common female view (47%) is that there is little or no change).

Gender

Sample size: Male n=978; Female n=1,028

Men show greater knowledge of environmental issues (as measured by the knowledge questions included in the survey). They are also more likely to have a view about the environmental regulations that apply to various sectors being too strict or too lax – while for six out of nine sectors surveyed, women are more likely to be unsure about this.

Yet, women are more likely to be concerned about environmental problems, and to believe that what they do makes a difference to environmental outcomes.

They are also more likely to engage in environmentally friendly behaviours – more women ‘often’ do nine of the 10 ‘everyday’ behaviours surveyed. There is not, however, the same systematic behavioural difference between men and women when it comes to ‘occasional’ environmental behaviours.

Question 3(a): In general, are you concerned about environmental problems? Question 3(bi): Would you say you are concerned a great deal, a fair amount, or a little?

As found in both 2009 and 2006, women (75%) are more likely than men (67%) to be concerned about environmental problems.

Question 11: Please tell me whether you think each of the following statements is true or false. (Five statements presented in random order)

As found in both 2009 and 2006, men exhibit a higher level of knowledge than women:

- On average, men answer more knowledge questions correctly (2.7 vs. 2.4 for women).
- Men are more likely than women to be correct about **bushfires** (78% vs. 70% for women); the **greenhouse effect** (60% vs. 49%), and **causes of pollution in waterways** (50% vs. 39%).

Question 10: I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order).

Air: Women (22%) are more likely than men (15%) to believe **air quality** has become worse. Men are more likely to see no change in **preparing for rising sea levels** (60% vs. women 50%), while women are more likely to have no view on this (22% vs. 14% for men).

Biodiversity: Men (38%) are more likely than women (31%) to believe there has been no change in **reducing clearing of native vegetation**.

Other: Women (58%) are more likely than men (46%) to see improvement on protecting and **conserving Aboriginal cultural heritage**, as found in 2009. Men (47%) are more likely than women (38%) to believe there has been no change in **prosecuting environmental offenders**, while women are more likely to be unsure on this issue (22% vs. 16%).

Question 17: The NSW government is responsible for enforcing rules which are intended to protect or improve the environment. I'll now read out a number of different groups in NSW and I'd like you to tell me if you feel that the environmental regulations that apply to these groups are much too strict, a bit too strict, about right, a bit too lax, or much too lax. (Nine sectors covered in random order)

Men (26%) are more likely than women (20%) to think that regulation is too strict for recreational and commercial **fishing**, but too lax for **mining** (men 54% vs. women 43%).

Men are also more likely than women to believe regulations are about right for **manufacturing** (38% vs. 30%), **forestry** (43% vs. 37%), and **retailing** (50% vs. 43%).

For six of the nine sectors surveyed, women are more unsure about environmental regulations:

- **farming** and agriculture (23% vs. 15%)
- **manufacturing** (23% vs. 16%)
- **mining** (22% vs. 12%)
- **forestry** (24% vs. 16%)
- **property development** and construction (18% vs. 10%)
- recreational and commercial **fishing** (18% vs. 10%).

Question 64: There are various competing needs for the use of land in NSW. Sometimes decisions need to be made to either protect areas for natural habitats, or to use the land for other needs. Overall, do you think there is... too much emphasis on protecting natural habitats; not enough emphasis on protecting natural habitats, or, do you think the balance is about right in NSW?

Women (49%) are more likely than men (41%) to think there is not enough emphasis on protecting natural habitats, while more men (12%) than women (7%) feel there is too much.

Question 65: And now thinking about population growth and development, and protecting and conserving historic buildings, places and items in NSW. Overall, do you think there is ... too much emphasis on protecting and conserving these historic things; not enough emphasis on protecting and conserving these historic things; or do you think the balance is about right in NSW?

Men (15%) are more likely than women (8%) to think there is **too much emphasis** on protecting and conserving historic things.

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

Consistent with 2009 and 2006, on average women undertake more activities *often* (6.1) than men (5.2).

Women are also more likely to *often* undertake each individual behaviour apart from composting:

- **choose household products** that are better for the environment (women 57%, men 42%); while men are more likely to never do this (men 17%, women 9%)
- **re-use something** (women 62%, men 51%); 9% of men never do so, compared with 5% of women
- **reduce water consumption** (women 72%, men 56%), but men are more likely to do this only *occasionally or never* (men 21%, women 12%)
- **reduce energy consumption** (women 84%, men 77%)
- **take steps to reduce fuel use and vehicle air pollution** (women 52%, men 45%) with men more likely to do this only *occasionally or never* (men 34%, women 22%)
- **avoid plastic bags** (women 52%, men 40%) with men more likely to do so only *occasionally or never* (men 37%, women 25%)
- **reduce food thrown out** (women 66%, men 58%) with men more likely to do so only *occasionally or never* (men 23%, women 14%)
- **buy fewer unneeded items** (women 39%, men 31%) with men more likely to do so only *occasionally or never* (men 45%, women 34%)

- **avoid putting oil/fat/turps/paints or chemicals down sinks or toilets** (women 83%, men 76%).

Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response).

Overall there is no difference in the average number of activities undertaken by men and women, but there are differences on some individual items.

Men (74%) are more likely than women (66%) to have **bought an energy-efficient appliance**, and to have **disposed of chemicals at a council drop-off centre or event** (men 46% compared with 39% for women).

On the other hand, women are more likely to have **tried to encourage someone to change an activity or practice** that was harmful to the environment (52% vs. 46% for men).

*Question 60: Thinking about **any** of the things you may do connected with the environment, for example, recycling, reducing water consumption, choosing environmentally friendly products and so on. Where would you put yourself on a scale from 0 to 10, where 10 means you **strongly** believe what you **personally** do makes a difference to the environment, and 0 means you believe what you **personally** do makes **no** difference at all?*

Women (57%) are more likely than men (48%) to rate themselves highly on efficacy (that is, give themselves a score of 7 or more out of 10).

Question 61: In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)

In the past 12 months, men are more likely than women to have been to a **beach or waterway** (90% vs. 85%) and **bushland** or other natural area (83% vs. 76%).

They are also more likely to have visited **bushland** or other natural area 'many times' (36% vs. 29%).

Question 62: (For those who visited or spent time at any location): When you visited any of these places in the past 12 months, did you take part in any organised nature education activity, such as a guided walk, talk, wildlife show or eco-tour?

Men are more likely to have not participated in an organised nature education activity (80% compared to women 73%).

Age

Sample size: 15-24 n=296; 25-34 n=293; 35-44 n=373; 45-54 n=371; 55-64 n=297; 65+ n=376

As far as age is concerned, the *degree* of concern about environmental problems; the level of environmental knowledge; and engagement with environmental behaviours tends to rise through the age spectrum up to the age of 55 to 64, but either levels off or drops at age 65 years and over.

Somewhat paradoxically, while the youngest group aged 15 to 24 are more likely than others to have the environment/environmental issues top of mind as a priority for the NSW Government ten years from now, they are among the lowest in terms of degree of concern, knowledge and behaviour. Their life stage may, however, partly dictate their lower engagement in environmental activities. They also stand out as being the most positive in their assessment of improvement on environmental issues. For 11 of the 18 issues surveyed, they are more likely than others to believe things have improved over the past three years.

Question 1(b): *Now thinking ahead about ten years, what do you think will be the **two** most important issues for attention by the **State** government ten years from now? (Unprompted)*

Consistent with 2009, mentions of the **environment/environmental issues** as a future priority are more prevalent among young people aged 15 to 24 (22% compared with 14% community-wide).

Question 2(a): *What would you say is the single most important **environmental** issue in NSW today? **Question 2(b):** And what would you say is the second most important environmental issue in NSW today? (Unprompted)*

Young people aged 15 to 24 are more likely to mention **waste** (24% vs. 14% community-wide)

Those aged 35 to 44 are more likely to mention **energy/fuel** (18% vs. 12%).

Question 21: *What would you say is the single most important thing that the NSW Government could do to protect and look after the environment over the next few years? (Unprompted)*

Young people aged 15 to 24 years are more likely to mention **education/community engagement** as an initiative to protect the environment (19% vs. 9% community-wide).

People aged 45 to 54 years place more emphasis on **water quality/water pollution** issues (5% vs. 3%).

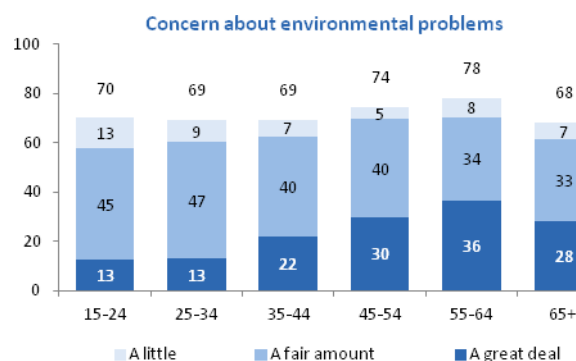
Those aged 65 years and over are more likely to focus on **mining** (15% vs. 9%) or **water supply, conservation and management/drought** (6% vs. 3%) – yet they are also less able to think of any important initiative (16% vs. 10% community-wide).

Question 3(a): *In general, are you concerned about environmental problems? **Question 3(bi):** Would you say you are concerned a great deal, a fair amount, or a little?*

In terms of overall concern, people aged 55 to 64 are more likely to be concerned than others (78% compared with 71% community-wide).

There is variation in the *degree* of concern across age groups:

- the youngest group, 15 to 24, are more likely to be **a little** concerned (13% vs. 8% community-wide)
- those aged 25 to 34 are more likely to be concerned **a fair amount** (47% vs. 40%)



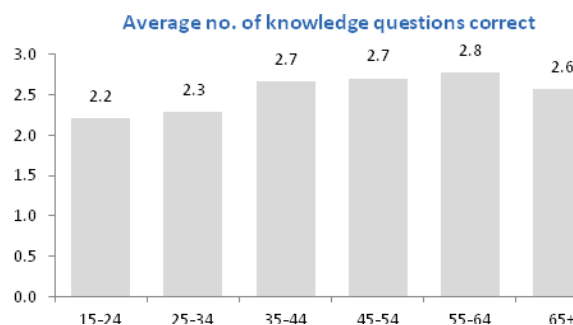
- those aged 45 to 54 (30%) and 55 to 64 (36%) are more likely to be concerned a **great deal** (compared with 23% community-wide).

Question Q3(bii): (If not concerned) For what particular reasons would you say you are **not** concerned about environmental problems? (Unprompted)

Young people aged 15 to 24 are less likely to say they are not concerned because **the problem is not as bad as they say** (7% compared with 21% community-wide).

Question 11: Please tell me whether you think each of the following statements is true or false. (Five statements presented in random order)

The number of correct answers increases with age up to age 64, with those aged 15 to 24 (2.2) and 25 to 34 (2.3) significantly below the average of 2.5, rising to 2.7 for those 45 to 54 and 2.8 for those 55 to 64, both significantly above the average.



In relation to specific questions:

- younger people aged 15 to 24 are more likely to give the *incorrect* answer for four of the five questions: about **bushfires** (41% vs. 25%); **mammals** (48% vs. 37%); **causes of pollution in waterways** (61% vs. 47%), and the **greenhouse effect** (47% vs. 39%)
- those aged 25 to 34 are more likely to be *incorrect* about **bushfires** (32% vs. 25%) and the **greenhouse effect** (51% vs. 39%)
- people aged 35 to 44 are more likely to answer correctly about **bushfires** (79% vs. 74%) and **causes of pollution in waterways** (53% vs. 45%)
- those aged 45 to 54 are more likely to be correct about **bushfires** (84% vs. 74%), and this is also true for 55 to 64 year olds (82% vs. 74%)
- people aged 65+ are more likely to be unsure about **recycling** (15% vs. 5%), the **greenhouse effect** (17% vs. 7%), and **bushfires** (4% vs. 2%).

Question 10: I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order)

Young people aged 15 to 24 are more likely to feel that the situation has improved for **cleanliness of beaches and the ocean** (59% compared with 49% community-wide), and also for **ensuring there is enough water flowing in rivers** (53% vs. 42%).

Air: Similar to 2009, young people aged 15 to 24 tend to have a more positive view than others, and in 2012 are more likely to feel that the situation has improved for **reducing greenhouse gas emissions** (59% compared with 43% community-wide); **using alternatives to motor vehicles** (57% vs. 38%), and **preparing for rising sea levels** (26% vs. 16%). At the opposite end of the age spectrum, also similar to 2009, people over 65 are less likely to believe things have become better for several issues: **reducing greenhouse gas emissions** (31% compared with 43% community-wide); **using alternatives to motor vehicles** (25% vs. 38%); **preparing for rising sea levels** (9% vs. 16%), and **reducing electricity use** (44% vs. 52%).

Waste: Young people aged 15 to 24 are more likely to feel things have become better for **reducing litter** (52% compared with 42% community-wide).

Biodiversity: As found in 2009, young people aged 15 to 24 are more likely to feel that the situation has improved for protecting and **conserving endangered plants and animals** (65% compared with 46% community-wide). Conversely, people aged 35 to 44 are less likely to believe things have improved for protecting and **conserving endangered plants and animals** (38% vs. 46%), and more likely to perceive no change in **reducing clearing of native vegetation** (42% vs. 34%). Consistent with 2009, people over 65 are more likely to see deterioration in **reducing clearing of native vegetation** (28% vs. 21%).

Other: Young people aged 15 to 24 are more likely to feel that the situation has improved for each issue: protecting and **conserving Aboriginal cultural heritage** (68% compared with 52% community-wide); **prosecuting environmental offenders** (36% vs. 25%); **coastal planning and conservation** (52% vs. 39%, as found in 2009); and **community participation** (57% vs. 45%).

People aged 25 to 34 are less likely to see improvement in protecting and **conserving Aboriginal cultural heritage** (44% vs. 52%), and 55 to 64 year olds are less likely to see improvement in **prosecuting environmental offenders** (15% vs. 25%).

As found in 2009, those aged 65+ are more likely to believe things have deteriorated in **prosecuting environmental offenders** (23% vs. 15%).

Question 17: The NSW government is responsible for enforcing rules which are intended to protect or improve the environment. I'll now read out a number of different groups in NSW and I'd like you to tell me if you feel that the environmental regulations that apply to these groups are much too strict, a bit too strict, about right, a bit too lax, or much too lax. (Nine sectors covered in random order)

Younger people 15 to 24 are more likely to think that regulations are about right for **farming** and agriculture (52% vs. 42%); **mining** (34% vs. 24%), and **property development** and construction (37% vs. 27%).

Compared with the community at large, people aged 55 to 64 are more likely to think that regulations for **mining** are too lax (59% vs. 49%) and also for **property development** and construction (56% vs. 46%).

While people over 65 are more likely to believe that regulations for recreational and commercial **fishing** are too strict (32% vs. 23%), and less likely to think regulation of farming and **agriculture** is about right (32% vs. 42%), they are more likely to be unsure about regulations for:

- **farming** and agriculture (25% vs. 19%)
- **manufacturing** (27% vs. 20%)
- **forestry** (26% vs. 20%)
- **property development** (19% vs. 14%)
- **tourism** (27% vs. 20%).

Question 64: There are various competing needs for the use of land in NSW. Sometimes decisions need to be made to either protect areas for natural habitats, or to use the land for other needs. Overall, do you think there is... too much emphasis on protecting natural habitats; not enough emphasis on protecting natural habitats, or, do you think the balance is about right in NSW?

People aged 55 to 64 (14%) are more likely to think there is **too much emphasis** on protecting natural habitats, while young people 15 to 24 (3%) are less likely (both compared with a community-wide 9%).

Question 65: And now thinking about population growth and development, and protecting and conserving historic buildings, places and items in NSW. Overall, do you think there is ... too much emphasis on protecting and conserving these historic things; not enough emphasis on protecting and conserving these historic things; or do you think the balance is about right in NSW?

People aged 45+ are more likely to think there is **too little emphasis** on this issue (42% vs. 35% community-wide), while younger people under 35 are more likely to think the balance is **about right** (61% vs. 51%).

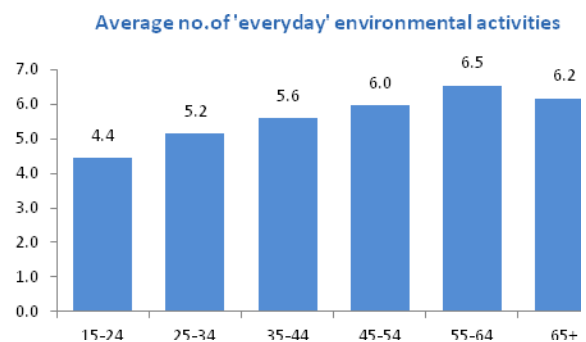
In between, 35 to 44 year olds are more likely to think there is **too much emphasis** on protecting and conserving **historic things** (17% vs. 12%).

*Question 63: In supporting and funding action to look after the environment, at what level do you think the **State** Government should focus **most** effort? Should it be at ... the local level, the regional level, the state level, the national level, the international level?*

People aged 65+ years are more likely to think that NSW Government support and funding should be focused at a **state** level (45% vs. 34% community-wide). Young people aged 15 to 24 are more likely to believe it should be at an **international** level (15% vs. 7%).

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

As found in 2009 and 2006, the number of activities *often* undertaken rises progressively with age up to the 55 to 64 year age group:



Those aged 65+ are more likely to *often*: **reduce water consumption** (75% vs. 64% community-wide); **reduce energy consumption** (88% vs. 81%); **compost/use a worm farm** (47% vs. 38%); and **reduce food thrown out** (72% vs. 62%).

People aged 55 to 64 are more likely to *often*: **choose household products** that are better for the environment (61% vs. 50% community-wide); **re-use something** (66% vs. 57%); **reduce water consumption** (77% vs. 64%); **reduce energy consumption** (87% vs. 81%); **compost/use a worm farm** (51% vs. 38%); **avoid plastic bags** (55% vs. 46%); **reduce food thrown out** (74% vs. 62%); and **buy fewer unneeded items** (45% vs. 35%).

Those aged 45 to 54 are more likely to *often*: **choose household products** that are better for the environment (56% vs. 50% community-wide); and **reduce water consumption** (71% vs. 64%).

People aged 25 to 34 are more likely to *sometimes*: **reduce water consumption** (27% compared with 19% community-wide); and **avoid putting oil/fat/turps/paints or chemicals down sinks or toilets** (10% vs. 6%). They are also more likely to only *occasionally* **reduce food thrown out** (13% vs. 9%).

The youngest group, 15 to 24 year olds, are more likely to have never **composted/used a worm farm** (56% vs. 44% community-wide). They are also more likely to have *sometimes*, or *only occasionally*: **reduced water consumption** (40% vs. 27%); **reduced energy consumption** (32% vs. 17%); **reduced food thrown out** (41% vs. 27%); and **avoid putting oil/fat/turps/paints or chemicals down sinks or toilets** (16% vs. 8%). In **choosing household products that are better for the environment**, they are more likely to do so either *sometimes*, just *occasionally* or *never* (68% vs. 49%).

Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)

People aged 65+ are more likely to have **participated in a local development or environmental issue** (32% compared with 24% community-wide).

Those aged 55 to 64 are more likely to have **participated in a local development or environmental issue** (33% vs. 24%), and **disposed of chemicals at a council drop-off centre or event** (54% vs. 43%).

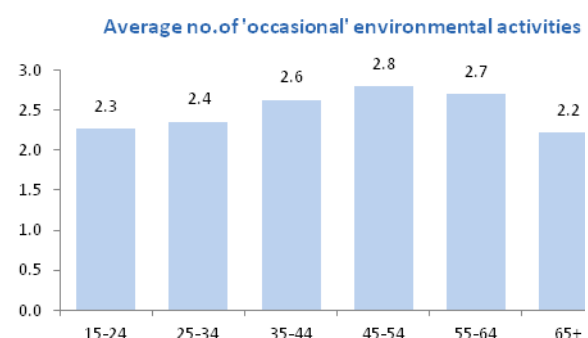
Those aged 45 to 54 are more likely to have: **bought an energy-efficient appliance** (76% vs. 70%); **tried to encourage someone to change an activity or practice** that was harmful to the environment (56% vs. 49%); and **disposed of chemicals at a council drop-off centre or event** (52% vs. 43%).

People aged 35 to 44 are more likely to have **bought an energy-efficient appliance** (75% vs. 70%).

Those aged 25 to 34 were more likely to have **tried to encourage someone to change an activity or practice** that was harmful to the environment (56% vs. 49%), but less likely to have **participated in a local development or environmental issue** (15% vs. 24%).

Those aged 15 to 24 were less likely to have participated in a local development or environmental issue (15% vs. 24%) or used a chemicals drop-off centre or event (26% vs. 43%).

The average number of occasional activities undertaken rises progressively with age from 15 to 24 (2.3), up to 45 to 54 (2.8) and 55 to 64 (2.7), though it drops again among those aged 65+ (2.2).



Question 60: Thinking about **any** of the things you may do connected with the environment, for example, recycling, reducing water consumption, choosing environmentally friendly products and so on. Where would you put yourself on a scale from 0 to 10, where 10 means you **strongly** believe what you **personally** do makes a difference to the environment, and 0 means you believe what you **personally** do makes **no** difference at all?

People aged 55 to 64 are more likely to rate themselves highly on efficacy (66% vs. 53% community-wide), while 25 to 34 year olds are less likely to do so (44%).

Question 61: In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)

Young people aged 15 to 24 are more likely to have been to a **beach or waterway** (92% vs. 87% community wide), or a **zoo or wildlife park** (52% vs. 44%, particularly *once or twice* 36% vs. 26%). People aged 25 to 34 are also more likely to have been to a **zoo or wildlife park** (53% vs. 44%).

People aged 15-24 and 25-34 are more likely to have been in bushland *once or twice* (both 25% vs 19%.)

Those aged 35 to 44 are more likely to have been to all four locations: **beach or waterway** (93% vs. 87%); **bushland** or other natural area (89% vs. 79%); **zoo or wildlife park** (60% vs. 44%); or a suburban or town **park or botanic gardens** (94% vs. 85%). They are more likely to have been to each location *many times*: **beach or waterway** (50% vs. 44%); **bushland** or other natural area (39% vs. 32%); **zoo or wildlife park** (8% vs. 5%); or a suburban or town **park or botanic gardens** (46% vs. 36%).

People aged 55 to 64 are more likely to have *not* visited a **zoo or wildlife park** in the past 12 months (67% vs. 56%).

People aged 65 and over are more likely to have *not* visited any of the four locations: **beach or waterway** (28% vs. 13%); **bushland** or other natural area (34% vs. 21%); **zoo or wildlife park** (74% vs. 56%); or a suburban or town **park or botanic gardens** (25% vs. 15%).

Education

Sample size: Not completed secondary n=256; Completed secondary school n=417; A trade or technical qualification n=502; A University or C.A.E. diploma, degree or higher degree n=827

Similar to age, broadly there is a progression across education segments in relation to degree of concern about environmental problems, knowledge and behaviour.

However, this needs to be qualified, because 15 to 19-year olds constitute a significant proportion of those who have not completed secondary schooling. Consequently *age* has an important bearing on attitudes, knowledge and behaviour in this lowest education group. Arguably, the key discriminator in relation to education is the divide between those who are university educated, and those who are not.

In many respects, knowledge, attitudes and behaviour among those with university qualifications emulate those of people with a high concern about environmental problems – though they are not as pronounced. The university educated are:

- more likely than others to have the environment/environmental issues top of mind as a priority for the NSW Government, both now and in ten years
- a little less positive, at one level or another, in their assessment of environmental improvement over the past three years (on 10 of the 18 issues surveyed)
- a little more critical in relation to environmental regulations – because they are more likely than others to think that regulations are too lax for four of the nine sectors surveyed.

Question 1(a): *What would you say are the two most important issues for attention by the State Government at present? (Unprompted)*

Mentions of the **environment/environmental issues** are higher among University graduates (9% compared with 6% community-wide).

Question 1(b): *Now thinking ahead about ten years, what do you think will be the **two** most important issues for attention by the **State** government ten years from now? (Unprompted)*

Mentions of the **environment/environmental issues** are also higher among university graduates (16% compared with 14%).

*Question 2(a): What would you say is the single most important **environmental** issue in NSW today? Question 2(b): And what would you say is the second most important environmental issue in NSW today? (Unprompted)*

The university educated are more likely to nominate **energy/fuel** (17% vs. 12%) and **mining** (20% vs. 17%) as issues.

People who have completed secondary school, but with no further qualification, are less able to think of any important environmental issue (21% vs. 15%).

Question 21: *What would you say is the single most important thing that the NSW Government could do to protect and look after the environment over the next few years? (Unprompted)*

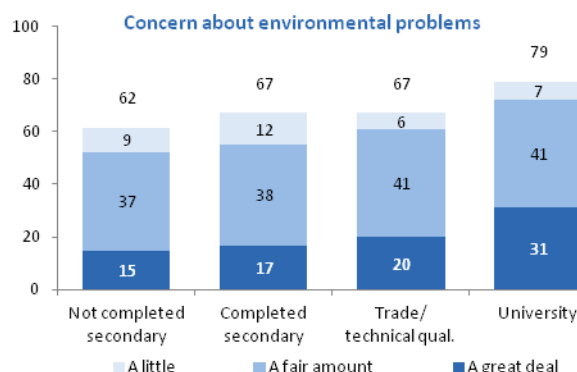
*Those with a trade or technical qualification are more likely to raise **mining** as an issue (13% vs. 9%). Those who have completed secondary, but have no further qualifications, are less able to think of any important initiative (18% vs. 10%).*

Question 3(a): In general, are you concerned about environmental problems? **Question 3(bi):** Would you say you are concerned a great deal, a fair amount, or a little?

Consistent with 2009, university graduates are more likely to be concerned (79% compared with 71% community-wide), and in particular, concerned **a great deal** (31% vs. 23%).

Those who have completed secondary education but have no further qualifications are more likely than others to be concerned **a little** (12% vs. 8%).

More people who have not completed secondary education are unconcerned about environmental problems (38% vs. 28%).

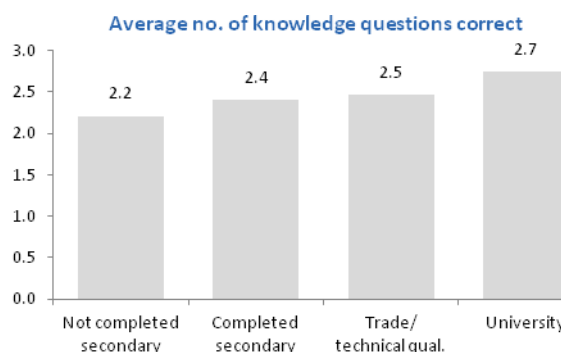


Question 11: Please tell me whether you think each of the following statements is true or false. (Five statements presented in random order)

University graduates give more correct answers (2.7 compared with 2.5 across the community), while those who have not completed a secondary education give fewer (2.2 vs. 2.5).

Specifically:

- the university educated are more likely to be correct about **bushfires** (79% vs. 74%), **causes of pollution in waterways** (50% vs. 45%), and the **greenhouse effect** (60% vs. 54%)
- those who have not completed secondary education are more likely to give the *incorrect* answer for **bushfires** (40% vs. 25%) and **causes of pollution in waterways** (61% vs. 47%)
- those with a trade or technical qualification are more likely to be *incorrect* about **recycling** (63% vs. 58%).



Question 10: I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order)

Water: Those with a university degree are more likely to think there has been no change in the **cleanliness of beaches and the ocean** (36% vs. 31%), and less likely to think it has improved (44% vs. 49%). People who have not completed secondary education are more likely to feel that the situation has improved for ensuring there is enough **water flowing in rivers** (52% vs. 42%).

Air: As found in 2009, those with a university degree are less positive than others in their assessment of two issues. They are:

- less likely to think **reducing greenhouse emissions** has improved (39% vs. 43%), and more likely to see deterioration (17% vs. 13%)
- more likely to think things have deteriorated in **using alternatives to motor vehicles** (26% vs. 22%).

In contrast, people who have not completed secondary school are more likely to think things have improved on these same issues (**reduce greenhouse emissions** 52% vs. 43%, and **using alternatives to motor vehicles**, 47% vs. 38%).

Waste: Those with a university degree are less likely to feel things have become better for **reducing litter** (36% compared with 42% community-wide), and more likely to think there has been no change (45% vs. 38%).

Biodiversity: People with a university degree are less likely to believe things have improved on all issues: protecting and **conserving endangered plants and animals** (36% vs. 46%), **reducing clearing of native vegetation** (24% vs. 30%), and **conserving the marine environment** (42% vs. 49%). In contrast, people who have not completed secondary school are more likely than others to think things have become better on each issue: protecting and **conserving endangered plants and animals** (64% vs. 46%), **reducing clearing of native vegetation** (39% vs. 30%), and **conserving the marine environment** (59% vs. 49%).

Other: People with a university degree are less likely to believe things have improved on three issues: protecting and **conserving Aboriginal cultural heritage** (45% compared with 52% community-wide), **prosecuting environmental offenders** (18% vs. 25%), and **coastal planning and conservation** (33% vs. 39%).

Conversely, people who have not completed secondary school are more likely than others to think things have become better on these same issues: protecting and **conserving Aboriginal cultural heritage** (66% compared with 52%), **prosecuting environmental offenders** (34% vs. 25%), and **coastal planning and conservation** (48% vs. 39%).

Question 17: The NSW government is responsible for enforcing rules which are intended to protect or improve the environment. I'll now read out a number of different groups in NSW and I'd like you to tell me if you feel that the environmental regulations that apply to these groups are much too strict, a bit too strict, about right, a bit too lax, or much too lax. (Nine sectors covered in random order)

University educated people are more likely to believe that regulations are too lax for:

- **mining** (58% vs. 49%)
- **retailing** (30% vs. 26% as found in 2009)
- **property development** and construction (56% vs. 46%), as found in 2009
- recreational and commercial **fishing** (25% vs. 22%), also found in 2009.

More of this group is unsure about regulation for **farming** and agriculture (23% vs. 19%), and fewer say it is too strict (16% vs. 21%).

More people with technical/trade education see regulations as too strict for **farming** and agriculture (27% vs. 21%), and recreational and commercial **fishing** (30% vs. 23%).

Those who have not completed a secondary education are more likely to think regulations are about right for **mining** (36% vs. 24%) and less likely to think they are too lax for **property development** and construction (33% vs. 46%).

Question 64: There are various competing needs for the use of land in NSW. Sometimes decisions need to be made to either protect areas for natural habitats, or to use the land for other needs. Overall, do you think there is... too much emphasis on protecting natural habitats; not enough emphasis on protecting natural habitats, or, do you think the balance is about right in NSW?

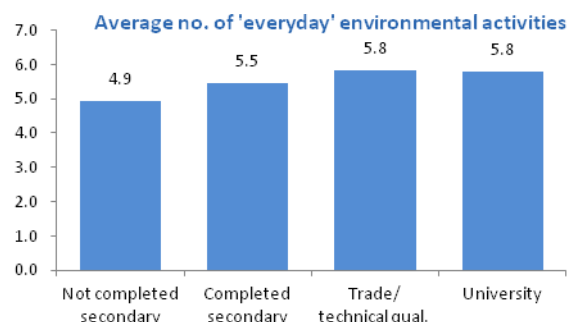
Those with a trade or technical qualification are more likely to think there is **too much emphasis** (12% vs. 9%).

*Question 63: In supporting and funding action to look after the environment, at what level do you think the **State** Government should focus **most** effort? Should it be at ... the local level, the regional level, the state level, the national level, the international level?*

University graduates are more likely to suggest a **regional** focus (16% vs. 12%).

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

The number of environmentally friendly activities tends to rise with level of education: not completed secondary 4.9; completed secondary 5.5; trade or technical qualification 5.8; and university 5.8.



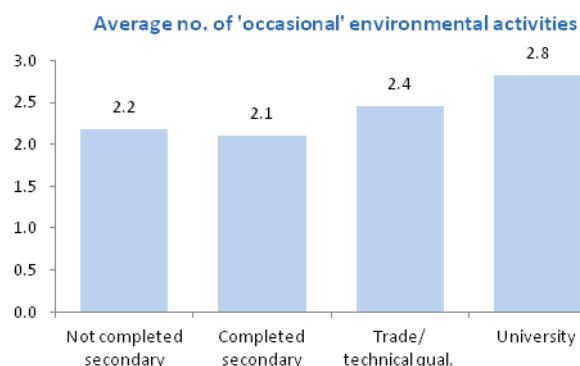
Those with a university degree are more likely to *often*: **choose household products** that are better for the environment (55% compared with 50% community-wide) and **avoid putting oil/fat/turps/paints or chemicals down sinks or toilets** (84% vs. 80%).

People with a trade/technical qualification are more likely to *often*: **reduce water consumption** (70% vs. 64%); and **reduce food thrown out** (68% vs. 62%).

Those who have not completed secondary schooling, are more likely to *never*: **choose household products** that are better for the environment (22% compared with 12% community-wide) or **compost/use a worm farm** (53% vs. 44%). They are also more likely to only *occasionally or never* **reduce energy consumption** (12% vs. 6%); **reduce food thrown out** (26% vs. 18%); **avoid putting things down sinks or toilets** (23% vs. 13%).

Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)

People with a university degree are more likely to have participated in a local development or environmental issue (32% vs. 24%); tried to get information on an environmental topic or issue (57% vs. 46%); and tried to encourage someone to change an activity or practice that was harmful to the environment (57% vs. 49%).



Question 60: Thinking about **any** of the things you may do connected with the environment, for example, recycling, reducing water consumption, choosing environmentally friendly products and so on. Where would you put yourself on a scale from 0 to 10, where 10 means you **strongly** believe what you **personally** do makes a difference to the environment, and 0 means you believe what you **personally** do makes **no** difference at all?

University graduates are more likely to have a high efficacy rating (that is, a score of 7-10 out of 10 - 59% vs. 53%), but those with a trade/ technical qualification are less likely to do so (47%).

Question 61: In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)

University graduates are more likely to have been to each of the four locations: **beach or waterway** (92% vs. 87%); **bushland** or other natural area (85% vs. 79%); **zoo or wildlife park** (51% vs. 44%); or a suburban or town **park or botanic gardens** (92% vs. 85%). They are more

likely to have been to three locations 'many times': **beach or waterway** (49% vs. 44%); **bushland** or other natural area (36% vs. 32%); or a suburban or town **park or botanic gardens** (44% vs. 36%).

Those who have completed secondary education but have no further qualifications are more likely to have *not* visited each of the four locations: **beach or waterway** (18% vs. 13%); **bushland** or other natural area (27% vs. 21%); **zoo or wildlife park** (66% vs. 56%); or a suburban or town **park or botanic gardens** (19% vs. 15%).

Similarly, people who have not completed secondary education are more likely to have *not* visited three locations: **beach or waterway** (19% vs. 13%); **bushland** or other natural area (29% vs. 21%); or a suburban or town **park or botanic gardens** (28% vs. 15%).

Question 62: *(For those who visited or spent time at any location): When you visited any of these places in the past 12 months, did you take part in any organised nature education activity, such as a guided walk, talk, wildlife show or eco-tour?*

University graduates are more likely to have participated in an organised nature education activity (24% vs. 20% community-wide).

Those who have completed secondary, but with no further qualifications, are less likely to have done so (14% vs. 20%).

Employment

Sample size: In paid employment n=1,163; Student n=201; Retired or age pensioner n=388; Other n=254

Generally, when discrimination is found in attitudes, knowledge or behaviour based on employment, it is because students or retired people are different from others in some way. In the vast majority of cases, patterns among students follow patterns among young people aged 15 to 24. Similarly, but not quite as closely, patterns among retired people follow patterns for people aged 65+.

Question 1(b): Now thinking ahead about ten years, what do you think will be the **two** most important issues for attention by the **State** government ten years from now? (Unprompted)

As found in 2009, students are more likely to see the **environment/environmental issues** as a future priority (27% compared with 14%).

Question 2(a): What would you say is the single most important **environmental** issue in NSW today? Question 2(b) And what would you say is the second most important environmental issue in NSW today? (Unprompted)

Students are more likely to mention waste (24% vs. 14%), and those in paid employment, energy/fuel (14% vs. 12%).

Retirees are less likely to mention both waste (6% vs. 14%) and energy/fuel (7% vs. 12%).

Question 21: What would you say is the single most important thing that the NSW Government could do to protect and look after the environment over the next few years? (Unprompted)

Students are more likely to mention education/ community engagement (18% vs. 9%).

Retired people are more likely to raise mining (14% vs. 9%) or be unable to offer any initiative (17% vs. 10%).

They are less likely to mention education (3% vs. 9%).

Question 3(a): In general, are you concerned about environmental problems? Question 3(bi): Would you say you are concerned a great deal, a fair amount, or a little?

Retirees are more likely to be concerned a great deal (31% vs. 23% community-wide).

Question Q3(c): (If concerned) Which one of the following best describes **what** you are concerned about?

Students are more likely to nominate maintaining ecosystems (33% compared to 21% community-wide).

Question 11: Please tell me whether you think each of the following statements is true or false. (Five statements presented in random order)

People in paid employment give more correct answers (2.6 vs. 2.5), students give fewer (2.3):

those in paid employment are more likely to be correct about bushfires (78% vs. 74%) and causes of pollution in waterways (48% vs. 45%)

students are more likely to be incorrect about bushfires (36% vs. 25%); mammals (47% vs. 37%), and causes of pollution in waterways (64% vs. 47%)

retirees are more likely to be correct about mammals (51% vs. 44%), but more likely to be unsure about recycling (12% vs. 5%), the greenhouse effect (17% vs. 7%), and bushfires (4% vs. 2%).

Question 10: *I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order)*

Air: Findings among employment segments broadly reflect those from 2009. Students are more likely to think things have become better in reducing greenhouse emissions (57% compared with 43% community-wide), and using alternatives to motor vehicles (58% vs. 38%), along with preparing for rising sea levels (24% vs. 16%). Retirees are less likely to think that things have improved in reducing greenhouse emissions (35% compared with 43% community-wide), using alternatives to motor vehicles (26% vs. 38%), and reducing electricity use (42% vs. 52%).

Biodiversity: Students are more likely to think things have become better for protecting and conserving endangered plants and animals (63% vs. 46%), while retirees are more likely to sense deterioration in reducing clearing of native vegetation (27% compared with 21% community-wide). These findings are consistent with those from 2009. Those in paid employment are less likely to believe things have become better for protecting and conserving endangered plants and animals (42% vs. 46%).

Other: Students are more likely to think things have become better on all issues: protecting and conserving Aboriginal cultural heritage (65% vs. 52%), prosecuting environmental offenders (34% vs. 25%), and coastal planning and conservation (49% vs. 39%).

As found in 2009, retirees are more likely to see deterioration in prosecuting environmental offenders (21% vs. 15%).

Question 17: *The NSW government is responsible for enforcing rules which are intended to protect or improve the environment. I'll now read out a number of different groups in NSW and I'd like you to tell me if you feel that the environmental regulations that apply to these groups are much too strict, a bit too strict, about right, a bit too lax, or much too lax. (Nine sectors covered in random order)*

As found in 2009, students are more likely to believe regulations for property development and construction are about right (36% vs. 27%).

More people in paid employment feel that regulations for mining are too strict (13% vs. 10%).

More retirees view regulations for recreational and commercial fishing as too strict (30% vs. 23%), but more are unsure about regulations for farming and agriculture (25% vs. 19%).

Question 64: *There are various competing needs for the use of land in NSW. Sometimes decisions need to be made to either protect areas for natural habitats, or to use the land for other needs. Overall, do you think there is... too much emphasis on protecting natural habitats; not enough emphasis on protecting natural habitats, or, do you think the balance is about right in NSW?*

Students are less likely to think there is too much emphasis (3% vs. 9%).

Question 65: *And now thinking about population growth and development, and protecting and conserving historic buildings, places and items in NSW. Overall, do you think there is ... too much emphasis on protecting and conserving these historic things; not enough emphasis on protecting and conserving these historic things; or do you think the balance is about right in NSW?*

Retirees are more likely to think there is too little emphasis (42% vs. 35%), but students are more likely to think the balance is about right (62% vs. 51%).

Question 63: *In supporting and funding action to look after the environment, at what level do you think the **State** Government should focus **most** effort? Should it be at ... the local level, the regional level, the state level, the national level, the international level?*

Retirees are more likely to think efforts should be focused at a state level (43% vs. 34%), while students are more likely than others to suggest either a regional (20% vs. 12%) or international (13% vs. 7%) focus.

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

Reflecting patterns by age, on average, retirees do more activities often (6.3), while students do fewer than others (4.5 vs. 5.6 community-wide).

Retirees are more likely to often: re-use something (65% vs. 57%); reduce water consumption (74% vs. 64%); reduce energy consumption (90% vs. 81%); reduce fuel use/vehicle air pollution (55% vs. 48%); compost/use a worm farm (48% vs. 38%); and reduce the amount of food thrown out (72% vs. 62%).

Students are more likely to have sometimes, or only occasionally: reduced energy consumption (32% vs. 17%); and reduced food thrown out (46% vs. 27%). They are also more likely to sometimes: reduce water consumption (33% vs. 19%); buy fewer unneeded items (32% vs. 23%); and avoid putting oil/fat/turps/paints or chemicals down sinks or toilets (13% vs. 6%). As far as choosing household products that are better for the environment is concerned, they are more likely than others to do so either sometimes, just occasionally or never (66% vs. 49%). They are also more likely to sometimes or occasionally reduce the amount of food thrown out (46% vs. 27%).

Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)

Students are more likely to have tried to get information on an environmental topic or issue (58% vs. 46%).

Retirees are more likely to have: participated in a local development or environmental issue (31% vs. 24%); and have disposed of chemicals at a council drop-off centre or event (49% vs. 43%).

People in paid employment are more likely to have: bought an energy-efficient appliance (76% vs. 70%); tried to encourage someone to change an activity or practice that was harmful to the environment (53% vs. 49%); and disposed of chemicals at a council drop-off centre or event (45% vs. 43%).

Question 61: In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)

Those in paid employment are more likely to have been to each of the four locations: beach or waterway (92% vs. 87%); bushland or other natural area (84% vs. 79%); zoo or wildlife park (50% vs. 44%); or a suburban or town park or botanic gardens (88% vs. 85%). They are more likely to have been many times to a beach or waterway (47% vs. 44%) and bushland or other natural area (35% vs. 32%).

Retirees are more likely to have not visited these locations: beach or waterway (25% vs. 13%); bushland or other natural area (34% vs. 21%); zoo or wildlife park (75% vs. 56%); or a suburban or town park or botanic gardens (24% vs. 15%).

Dwelling type

Sample size: Separate house n=1,537; Semi-detached/townhouse/terrace n=215; Flat/unit/apartment n=226

Perhaps the key distinction between those who live in a separate house compared with others is that they are more likely to *often* **compost or use a worm farm**, and **avoid putting oil/fat/turps/paints/chemicals down the sink or toilet**.

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

People who live in a separate house, on average, often do more environmentally friendly behaviours (5.7 compared with 5.6 community-wide).

This is principally because they are more likely to *often* **compost/use a worm farm** (44% compared with 14% for those who live in a flat or unit, and 25% for those who live in a semi-detached, townhouse, terrace or row house). Conversely, those who do not live in a separate house are more likely to only *occasionally or never* do this (flat/unit dwellers 72%; those in a semi-detached, townhouse, terrace or row house, 63%, vs. people in separate houses, 44%).

Those who live in separate houses are also more likely to *often* **avoid putting inappropriate liquids down sinks or toilets** (81% compared with 76% for flat/unit dwellers, and 74% for those in a semi-detached, townhouse, terrace or row house).

Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)

People living in a separate house are more likely to have **bought an energy-efficient appliance** (72% vs. 70% community wide) and **disposed of chemicals at a council drop-off centre or event** (47% vs. 43%).

Question 61: In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)

Those who live in a separate house are more likely to have been to a **beach or waterway** (89% vs. 87% community wide), and **bushland** or other natural area (81% vs. 79%) – and are more likely to have been to the latter 'many times' (34% vs. 32%).

Those who live in a flat, home unit or apartment are more likely *not* to have been to a **beach or waterway** (18% vs. 13%), or **bushland** or other natural area (30% vs. 21%).

People with children vs no children

Sample size: Have children n=1,322; Do not have children n=684

For the purpose of *Who Cares?*, people with children are defined as people with children of *any* age – not just parents of young children under 15. Since a large majority of people over the age of 35 have children (even if the children are themselves older adults), and the vast majority of people under the age of 35 (and particularly under 25) do not, then age is actually a key driver of the *Who Cares?* parenting segmentation.

People with children (of any age) are more likely to be concerned ‘a great deal’ about environmental problems, and for the reason of concern for future generations. They also have higher environmental knowledge, and undertake more ‘everyday’ and ‘occasional’ environmental activities. Yet they are also more likely to think there is too much emphasis on protecting habitats (though a small absolute number).

People without children are more likely to think of the environment/environmental issues as a top-of-mind priority for the NSW Government ten years from now – but are less likely to have high concern about environmental problems; have lower environmental knowledge and undertake fewer environmental behaviours. All of this broadly reflects the characteristics of younger people.

*Question 1(b): Now thinking ahead about ten years, what do you think will be the **two** most important issues for attention by the **State** government ten years from now? (Unprompted)*

Consistent with 2009 (and 2006), mentions of the **environment/environmental issues** are higher among people without children (18%) than those with children (11%).

*Question 2(a): What would you say is the single most important **environmental** issue in NSW today? Question 2(b): And what would you say is the second most important environmental issue in NSW today? (Unprompted)*

People without children (17%) are more likely than those with children (12%) to mention **waste**.

Question 21: What would you say is the single most important thing that the NSW Government could do to protect and look after the environment over the next few years? (Unprompted)

People with children (11%) are more likely than those without children (6%) to mention **mining**, while those without children are more likely to think of **education/community engagement** (14% vs. 7%) as an initiative.

Question 3(a): In general, are you concerned about environmental problems? Question 3(bi): Would you say you are concerned a great deal, a fair amount, or a little?

Consistent with both 2006 and 2009, people with children (25%) are more likely than those without children (20%) to be concerned **a great deal**.

*Question Q3(c)(If concerned) Which one of the following best describes **what** you are concerned about?*

As found in 2009:

- those with children are more likely to cite **concern for future generations** (36% vs. 24% among those without children)
- conversely, those with no children are more likely to nominate **maintaining ecosystems** (28% vs. 18%).

Question 11: Please tell me whether you think each of the following statements is true or false. (Five statements presented in random order)

People with children give more correct answers (2.6) than those without children (2.4).

Those with children are more likely to give the correct answer for **bushfires** (77% compared with 67% for those without children) and **causes of pollution in waterways** (47% vs. 40%).

Question 10: I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order)

Air: Those without children (48%) are more likely than those with children (32%) to believe there has been improvement in **using alternatives to motor vehicles**.

Question 17: The NSW government is responsible for enforcing rules which are intended to protect or improve the environment. I'll now read out a number of different groups in NSW and I'd like you to tell me if you feel that the environmental regulations that apply to these groups are much too strict, a bit too strict, about right, a bit too lax, or much too lax. (Nine sectors covered in random order)

People with children (13%) are more likely than those without children (9%) to view regulations for **forestry** as being too strict, and also regulations for recreational and commercial **fishing** (26% vs. 18%). Conversely, more people without children think regulations for **forestry** are too lax (32% vs. 26% - as found in 2009).

Question 64: There are various competing needs for the use of land in NSW. Sometimes decisions need to be made to either protect areas for natural habitats, or to use the land for other needs. Overall, do you think there is... too much emphasis on protecting natural habitats; not enough emphasis on protecting natural habitats, or, do you think the balance is about right in NSW?

Those without children (49%) are more likely than people with children (43%) to believe there is **not enough emphasis** on protecting natural habitats.

Question 65: And now thinking about population growth and development, and protecting and conserving historic buildings, places and items in NSW. Overall, do you think there is ... too much emphasis on protecting and conserving these historic things; not enough emphasis on protecting and conserving these historic things; or do you think the balance is about right in NSW?

Those without children (56%) are more likely than people with children (48%) to believe the balance is **about right**.

Question 63: In supporting and funding action to look after the environment, at what level do you think the **State** Government should focus **most** effort? Should it be at ... the local level, the regional level, the state level, the national level, the international level?

More people without children (9%) than those with children (5%) support an **international** focus.

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

As found in 2009 and 2006, those with children undertake a higher average number of activities *often* (6.0) than those without children (5.0).

Those with children are more likely to *often* do most activities: **choose household products** that are better for the environment (55% compared with 40% for those without children); **re-use**

something (59% vs. 53%); **reduce water consumption** (71% vs. 53%); **reduce energy consumption** (85% vs. 73%); **compost/use a worm farm** (44% vs. 28%); **reduce food thrown out** (67% vs. 54%); **buy fewer unneeded items** (38% vs. 30%); and **avoid putting oil/fat/turps/paints or chemicals down sinks or toilets** (82% vs. 76%).

Those without children are more likely to *never* **compost/use a worm farm** (53% compared with 39% for those with children). They are more likely to *never* or *only occasionally* **choose household products** that are better for the environment (30% vs. 20%).

They are also more likely to *sometimes* or *just occasionally*: **reduce energy consumption** (24% vs. 13%); **reduce the amount of food thrown out** (36% vs. 22%), and **avoid putting oil/fat/turps /paints or chemicals down sinks or toilets** (12% vs. 6%). In reducing water consumption, they are more likely to do so either *sometimes*, *just occasionally* or *never* (48% vs. 28%).

Question 12(d): *From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)*

People with children are more likely than those without children to have participated in a local development or environmental issue (27% vs. 20%) and disposed of chemicals at a council drop-off centre or event (48% vs. 34%).

Conversely, those without children (53%) are more likely than those with children (47%) to have tried to encourage someone to change an activity or practice that was harmful to the environment.

Question 61: *In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)*

People with children are more likely than people without children to have been 'many times' to each location: **beach or waterway** (47% vs. 39%); **bushland** or other natural area (35% vs. 27%); a **zoo or wildlife park** (6% vs. 3%); or a suburban or town park or **botanic gardens** (38% vs. 32%).

Language spoken at home

Sample size: English only n=1,679; Language other than English n=327

People from English-only households have higher environmental knowledge than people from multi-lingual households. They also undertake a higher average number of 'everyday' environmentally friendly behaviours, though this is principally because they are far more likely to **often compost or use a worm farm**, and they are also more likely to **avoid putting oil/fat/turps/paints/chemicals down the sink or toilet**. Connected with this, people from English-only households are also more likely to live in a separate house.

*Question 2(a): What would you say is the single most important **environmental** issue in NSW today? Question 2(b): And what would you say is the second most important environmental issue in NSW today? (Unprompted)*

Consistent with 2009, people from multi-lingual households are more likely to mention **waste** than those from English-only households (19% vs. 12%).

Question 21: What would you say is the single most important thing that the NSW Government could do to protect and look after the environment over the next few years? (Unprompted)

Those from multi-lingual households (14%) are also more likely to mention **education/community engagement** than people from English-only households (8%).

Question 11: Please tell me whether you think each of the following statements is true or false. (Five statements presented in random order)

Those from English-only households give more correct answers than those from multi-lingual households (2.6 vs. 2.2).

Those from English-only households are more likely to be correct about **bushfires** (78% vs. 53%) and **causes of pollution in waterways** (47% vs. 32%).

Question 10: I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order)

Air: People from English-only households (53%) are more likely than those from multi-lingual households (40%) to think there has been no change on **air quality**.

Waste: Those from English-only households (40%) are more likely than people from multi-lingual households (29%) to think there has been no change in **reducing litter**.

Other: Those from multi-lingual households (12%) are more likely than people from English-only households (5%) to believe things have become worse for protecting and **conserving Aboriginal cultural heritage**, while those from English-only households are more likely to see no change (31% vs 22% for multi-lingual households).

Question 17: The NSW government is responsible for enforcing rules which are intended to protect or improve the environment. I'll now read out a number of different groups in NSW and I'd like you to tell me if you feel that the environmental regulations that apply to these groups are much too strict, a bit too strict, about right, a bit too lax, or much too lax. (Nine sectors covered in random order)

People from English-only households are more likely to say that regulation for **forestry** is about right (42% compared with 32% of those from multi-lingual households), along with **retailing** (49% vs. 37%) and **tourism** (58% vs. 44%).

On the other hand, as found in 2009, people from multi-lingual households are more likely to think regulations for **tourism** are too strict (13% vs. 6%).

For four industries, those from multi-lingual households are more unsure about regulations:

- **farming** and agriculture (26% vs. 17%)
- **individuals and households** (15% vs. 8%)
- **mining** (22% vs. 16%)
- recreational and commercial **fishing** (21% vs. 13%).

*Question 63: In supporting and funding action to look after the environment, at what level do you think the **State** Government should focus **most** effort? Should it be at ... the local level, the regional level, the state level, the national level, the international level?*

More people from multi-lingual households than people from English-only households feel State Government support and funding should reach to a **national level** (27% vs. 16%) or **international level** (11% vs. 6%). Those from English-only households are more inclined to think efforts should be focused at **state level** (36% vs. 26%).

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

Also consistent with 2009 and 2006, on average, people from English-only households undertake more activities **often** (5.7) than those from multi-lingual households (5.2).

Those from English-only households are more likely to *often*: **compost/use a worm farm** (41% vs. 27% for people from multi-lingual households); and **avoid putting inappropriate liquids down sinks or toilets** (81% vs. 74%). However, they are more likely to *never* **reduce fuel consumption or reduce vehicle pollution** (20% vs. 13%).

Those from multi-lingual households are more likely to *sometimes*: **reduce water consumption** (25% vs. 17%); and **avoid putting inappropriate liquids down sinks or toilets** (11% vs. 5%). They are also more likely to *only occasionally or never* **compost/use a worm farm** (58% vs. 48%).

Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)

Those from multi-lingual households are more likely than people from English-only households to have **tried to get information on an environmental topic** or issue (53% vs. 44%). Those from English-only households are more likely to have **bought an energy-efficient appliance** (71% vs. 64%), and **disposed of chemicals at a council drop-off centre or event** (45% vs. 32%).

Question 61: In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)

People from English-only households are more likely than people from multi-lingual households to have been to **bushland** or other natural area (81% vs. 71%), and also to have done so 'many times' (36% vs. 17%). They are also more likely to have been to a **beach or waterway** 'many times' (46% vs. 33%).

Region

Sample size: Eastern/ Inner Sydney n=248; Northern Beaches n=100; Northern Sydney n=152; Southern Sydney n=125; South Western Sydney n=198; Western Sydney n=278; Central Coast n=100; Hunter n=172; Illawarra n=114; Richmond Tweed n=101; Mid North Coast n=101; North / North West / Far West n=100; Central West / South Eastern n=117; Murrumbidgee / Murray n=100

It is important to appreciate that *every* region contains people that cover the complete spectrum of environmental attitudes, knowledge and behaviour. Nonetheless, the *balance* of attitudes, knowledge and behaviour does vary, to some degree, from place to place. In this context, the survey results reveal some interesting vignettes about people living in the various regions. For example, based on the data collected:

- Those from the Eastern/Inner suburbs appear to have an inner city 'green' profile.
- People on Sydney's Northern Beaches have a heightened awareness of water pollution, and act in ways to help prevent it.
- On the other hand, residents from South Western Sydney appear to be less engaged than other people in environmental issues.
- For those living in the Murrumbidgee/Murray region, water issues, specifically water allocation, are more top of mind; many more people in this region also believe environmental regulations are too strict for farming and agriculture along with forestry, and a relatively high proportion have little or no concern about environmental problems.

Following is a list of key significant differences among the 14 regions.

Eastern/Inner Sydney

- More likely to nominate addressing **energy and greenhouse** issues as the most important thing the NSW Government could do to look after and protect the environment over the next few years.
- More likely to be **concerned** about environmental problems.
- Less positive in their assessment of improvement in the last three years for: protection and conservation of endangered plants and animals; and protecting and conserving Aboriginal cultural heritage. But more positive about improvement in using alternatives to motor vehicles.
- More likely to think environmental regulations are *too lax* for farming and agriculture, forestry and recreational and commercial fishing, but more likely to think regulations are *too strict* for retailing.
- More likely to *often* take steps to reduce fuel consumption and vehicle air pollution.
- In the past 12 months, more likely to have tried to get information on an environmental topic or issue.
- In the past 12 months, more likely to have visited or spent time at a park or botanic gardens 'many times'.

Northern Beaches

- More likely to nominate **water pollution** as an important top-of-mind environmental issue.
- More likely to be **concerned** about environmental problems.
- More likely to *often* **avoid putting oil/fat/turps/ paints/chemicals down the sink or toilet**.
- In the past 12 months, more likely to have **disposed of chemicals at a council drop-off centre or event**.

- In the past 12 months, more likely to have visited or spent time at a **beach or waterway** *many times*.

Northern Sydney

- More positive in their assessment of improvement in the last three years for **using alternatives to motor vehicles**.
- More likely to think environmental regulations are *too lax* for **property development and construction**.
- In the past 12 months, more likely to have **visited or spent time at a zoo or wild life park** *many times*.

Southern Sydney

- More likely to nominate **general pollution** as an important top-of-mind environmental issue.

South Western Sydney

- More likely to be unable to think of any important top-of-mind environmental issue.
- Lower proportion of people who are concerned 'a great deal' about environmental problems.
- Environmental knowledge is a little lower than in other regions.
- Less positive in their assessment of improvement in the last three years for: **reducing litter**.

Western Sydney

- Those who are concerned about environmental problems are more likely to nominate quality of life as the reason.
- More likely to think environmental regulations are *too lax* for **retailing**.

Central Coast

- In the past 12 months, more likely to have visited or spent time at a **beach or waterway** *many times*.

Illawarra

- In the past 12 months, more likely to have visited or spent time at a **beach or waterway** *many times*.

Hunter

- More likely to think environmental regulations are *too strict* for **recreational and commercial fishing**.
- More likely to think there is too much emphasis on **protecting and conserving historic things**.
- In the past 12 months, more likely to have **purchased an energy-efficient appliance**.
- In the past 12 months, more likely to have visited or spent time at a **beach or waterway** *many times*.

Richmond/Tweed

- More likely to nominate **mining** as an important top-of-mind environmental issue.

- More likely to *often* **compost or use a worm farm**.
- In the past 12 months, more likely to have **participated in a local development or environmental issue**.
- In the past 12 months, more likely to have visited or spent time at a **beach or waterway**, and **bushland or other natural areas** *many times*.

Mid North Coast

- More likely to nominate **mining** and **land degradation** as important top-of-mind environmental issues.
- Less positive in their assessment of improvement in the last three years for **coastal planning and conservation**.
- More likely to think environmental regulations are *too strict* for **forestry**.
- More likely to think there is too much emphasis on **protecting natural habitats**.
- More likely to *often* **compost or use a worm farm**.
- In the past 12 months, more likely to have visited or spent time at a **beach or waterway**, and **bushland or other natural areas** *many times*.

North/North West/Far Western

- More likely to nominate **mining** as an important top-of-mind environmental issue.
- More likely to nominate **mining** as the most important thing the NSW Government could do to look after and protect the environment over the next few years.
- More positive in their assessment of improvement in the last three years for **reducing clearing of native vegetation**.
- More likely to think environmental regulations are *too strict* for **farming and agriculture**, **mining** and **forestry**.
- More likely to think there is too much emphasis on **protecting natural habitats**, and less likely to think there is not enough emphasis

Central West/South Eastern

- More likely to nominate **energy/fuel** and **water supply/conservation/management/drought** as important top-of-mind environmental issues.
- On average, undertake **more 'everyday' environmental behaviours**.
- More likely to *often* **choose household products better for the environment, compost or use a worm farm**, and **reduce the amount of food thrown out**.
- In the past 12 months, more likely to have taken part in a **Landcare, Bushcare, tree planting or other restoration project**.
- In the past 12 months, more likely to have visited or spent time at any **bushland or other natural areas** *many times*.

Murrumbidgee/Murray

- The environment/environmental issues more likely to be considered a priority for state government attention, both now and in ten years time. Water supply issues are the key driver.
- More likely to nominate **water supply/ conservation/management/drought** as an important environmental issue. Water allocation is a key component.

- A relatively high proportion have little or no concern about environmental problems.
- More positive in their assessment of improvement in the last three years for **reducing clearing of native vegetation**.
- More likely to think environmental regulations are *too strict* for **farming and agriculture**, and **forestry**.
- More likely to *often* compost or use a worm farm.

Sydney vs. outside Sydney

A more general comparison of Sydney people compared with those outside Sydney shows:

- Sydney people are more likely to nominate **air pollution** or **pollution in general** as important top-of-mind environmental issues, while those outside Sydney are more likely to mention **water supply/conservation/management/ drought**, and **mining**.
- People outside Sydney have slightly higher environmental knowledge (principally because of their better understanding concerning **bushfires** and **mammals**).
- People outside Sydney are also more positive in their assessment of environmental improvement for **protection and conservation of endangered plants and animals**, **protecting and conserving Aboriginal cultural heritage**, and **reducing clearing of native vegetation**. On the other hand, Sydney people are more positive about improvements in **using alternatives to motor vehicles**.
- People outside Sydney are more inclined to think regulations are *too strict* for **farming and agriculture**, **forestry**, **property development and construction**, and **recreational and commercial fishing**. They are also a little more likely to think there is too much emphasis on **protecting natural habitats**. Sydney people are more likely to think regulations are *too lax* for **property development and construction**, and **recreational and commercial fishing**.
- People outside Sydney undertake more 'everyday' environmentally friendly behaviours. Although both groups undertake the same average number of 'occasional' behaviours, people outside Sydney are more likely to have taken part in a **Landcare, Bushcare, tree planting or other restoration project**, or **bought an energy-efficient appliance**.
- People outside Sydney are also more likely to have visited or spent time at a **beach or waterway**, and **bushland or other natural area** *many times* in the past 12 months.

Settlement type

Sample size: Sydney n=1,081; Newcastle n=94; Wollongong n=68; A large country town n=307; A small country town n=259; Or, a country rural area n=197

The key additional information settlement type adds to the observations about region is that people who live in rural areas outside any town: undertake the highest average number of 'everyday' environmental behaviours; have the highest participation in **Landcare, Bushcare, tree planting or other restoration projects**; and are more likely to say that State Government environmental support and funding should occur at the **local** level.

Question 10: I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order)

Air: Those living in a small country town or in rural areas are more likely to think there has been no change in **using alternatives to motor vehicles** (both 48% compared to 37% state-wide)

*Question 63: In supporting and funding action to look after the environment, at what level do you think the **State** Government should focus **most** effort? Should it be at ... the local level, the regional level, the state level, the national level, the international level?*

Those who live in rural areas outside any town, believe a **local** area focus is most appropriate (36% vs. 26% state-wide).

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

People living in rural areas outside any town engage in more activities (6.2 vs. 5.6 state-wide).

They are also more likely to *often*: **choose household products** better for the environment (60% compared with 50% state-wide); **reduce water consumption** (74% vs. 64%); and **compost/use a worm farm** (59% vs. 38%).

But they are more likely to *never* **reduce fuel use/vehicle air pollution** (27% vs. 18%).

Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)

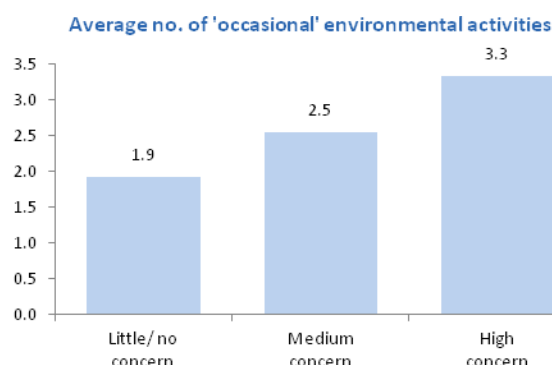
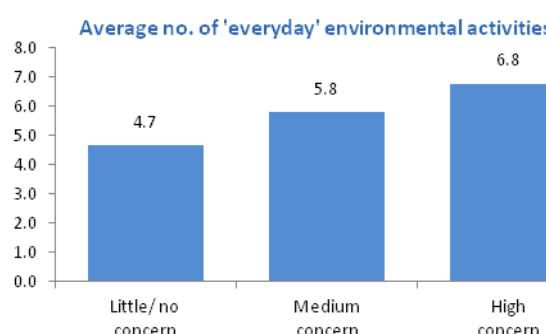
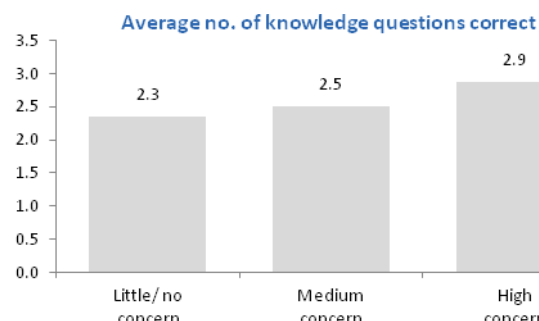
People who live in a rural area outside any town are more likely to have taken part in a **Landcare, Bushcare, tree planting** or other restoration project (30% vs. 17% community wide).

Concern about environmental problems

Sample size: High concern n=487; Medium concern n=795; Little or no concern n=714

There is a clear relationship between concern with environmental problems and most other issues covered by the survey:

- Environmental knowledge and engagement with both 'everyday' and 'occasional' environmental behaviours increases with concern.
- People with high concern are more likely to have visited or spent time, on many occasions in the past 12 months, at a beach or waterway; bushland or other natural area, or at a park or botanic gardens.
- In relation to important top-of-mind environmental issues, those with high concern are more likely than others to nominate mining, energy/fuel, and forest/bushland/ biodiversity issues. When it comes to the most important thing the NSW Government could do to protect and look after the environment over the next few years, people with high concern are more likely to nominate mining, energy and greenhouse, along with development, population and planning.
- At one level or another, people with high concern are less positive in their assessment of improvement or deterioration on most of the 18 issues surveyed. This is most marked in relation to protecting and conserving endangered plants and animals, reducing clearing of native vegetation, and greenhouse emissions.
- Connected with this, they are also more inclined to think there is too little emphasis in NSW on protecting natural habitats and protecting and conserving historic things.
- People with high concern are more critical of environmental regulations, and are more likely than others to think regulations are too lax for each of the nine sectors surveyed.



*Question 2(a): What would you say is the single most important **environmental** issue in NSW today? Question 2(b): And what would you say is the second most important environmental issue in NSW today? (Unprompted)*

Those who say they are concerned a great deal about environmental problems nominate three issues to a greater degree than the whole sample:

- **mining** (27% vs. 17%)
- **forest/bushland/biodiversity** (18% vs. 12%)
- **energy/fuel** (16% vs. 12%).

Question 21: What would you say is the single most important thing that the NSW Government could do to protect and look after the environment over the next few years? (Unprompted)

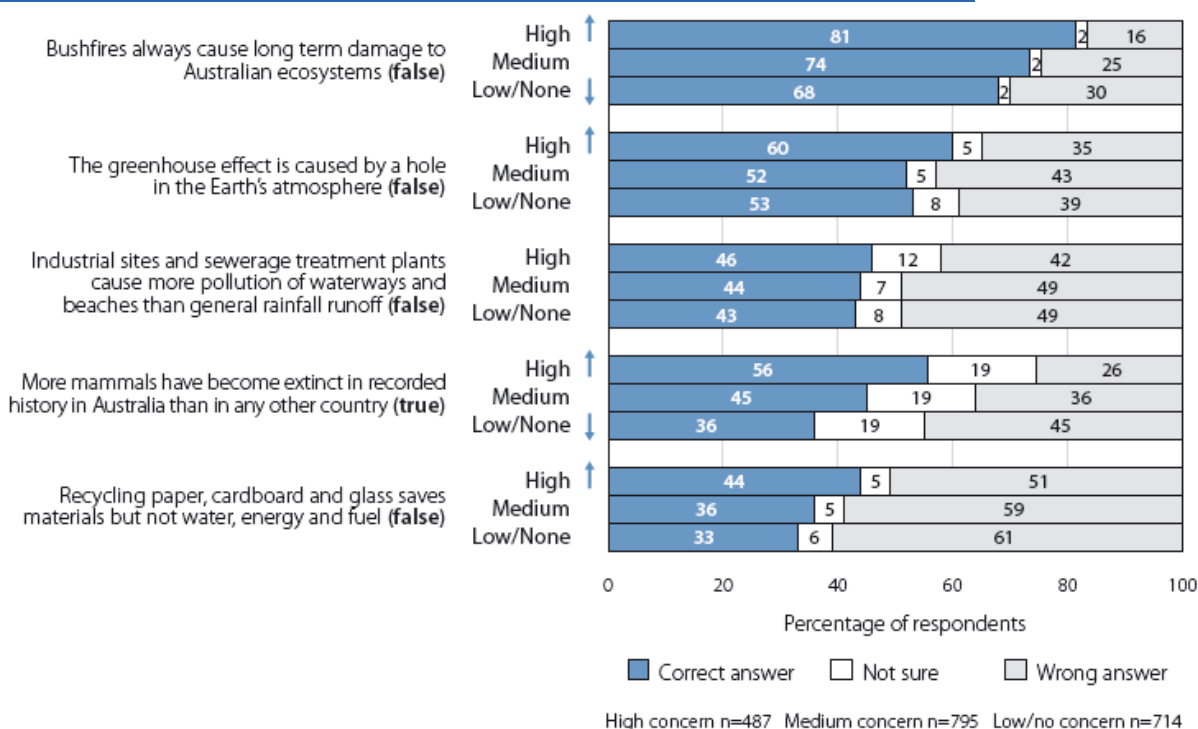
Those who are concerned a great deal about environmental problems nominate three issues to a greater degree than the state-wide sample:

- energy and greenhouse (12% vs. 8%)
- mining (14% vs. 9%)
- development, population and planning (7% vs. 4%).

Question 11: Please tell me whether you think each of the following statements is true or false. (Five statements presented in random order)

Those with high concern give more correct answers (2.9 vs. average of 2.5).

Knowledge of environmental issues by concern about environmental problems



Question 10: I'll now read out a list of different environmental issues or situations. For each one can you tell me if you think that, over the last three years, things in NSW generally have become much better, a bit better, a bit worse, much worse or there has been little or no change? (18 issues presented in random order)

Water: Those concerned a great deal about environmental problems are more likely to think things have become worse for **water quality in rivers, lakes and creeks** (24% vs. 17%), and for ensuring there is enough **water flowing in rivers** (26% vs. 17%).

Air: Those with high environmental concern are more likely to see deterioration in **reducing greenhouse emissions** (24% compared with 13% community-wide); **using alternatives to motor vehicles** (28% vs. 22%); **preparing for rising sea levels** (20% vs. 12%), and **air quality** (27% vs. 19%).

People with high concern are also less likely to sense improvement in **greenhouse emissions** (34% vs. 43%).

Across the 18 issues surveyed, the difference in opinion between those with high concern and other people is among the most marked for greenhouse emissions (along with two of the biodiversity issues, protecting endangered species and reducing native vegetation clearing.)

Those with little or no concern are more likely to see little or no change in **air quality** (56% vs. 50%), and less likely to think reducing greenhouse gas emissions is getting worse (8% vs 13%).

Waste: Those concerned a great deal about environmental problems are less likely to believe things have improved both for **reducing litter** (34% vs. 42%), and **community waste** (36% vs. 45%).

Biodiversity: Those concerned a great deal about environmental problems are more likely to believe things have become worse on each of the three biodiversity issues surveyed:

- protecting and conserving endangered plants and animals (24% vs. 12%)
- reducing clearing of native vegetation (36% vs. 21%)
- conserving the marine environment (21% vs. 12%).
- Conversely, those with high concern were less likely to think things have become better on each issue:
- protecting and conserving endangered plants and animals (34% vs. 46%)
- reducing clearing of native vegetation (21% vs. 30%)
- conserving the marine environment (41% vs. 49%).

Across the 18 issues surveyed, it is on **protecting and conserving endangered plants and animals**, and **reducing clearing of native vegetation**, that the opinions of those with high concern differ the most from others.

Other: Those with high concern are more likely to think things have deteriorated on all issues: **coastal planning and conservation** (19% vs. 10%); **prosecuting environmental offenders** (20% vs. 15%); protecting and **conserving Aboriginal cultural heritage** (9% vs. 6%); and **community participation** (18% vs. 12%). Moreover, fewer see improvement in **protecting and conserving Aboriginal cultural heritage** (44% vs. 52%).

Question 17: The NSW government is responsible for enforcing rules which are intended to protect or improve the environment. I'll now read out a number of different groups in NSW and I'd like you to tell me if you feel that the environmental regulations that apply to these groups are much too strict, a bit too strict, about right, a bit too lax, or much too lax. (Nine sectors covered in random order)

Those with high concern are more likely to think regulations are too lax for each of the nine sectors:

- recreational and commercial **fishing** (33% vs. 22%)
- **individuals and households** (39% vs. 26%)
- **farming** and agriculture (31% vs. 18%)
- **tourism** (23% vs. 18%)
- **retailing** (38% vs. 26%)
- **forestry** (45% vs. 28%)
- **manufacturing** (50% vs. 36%)
- **property development** (64% vs. 46%)
- **mining** (71% vs. 49%).

Those with little or no concern are more likely to think regulations are too strict for:

- recreational and commercial **fishing** (32% vs. 23%)
- **individuals and households** (18% vs. 12%)
- **farming and agriculture** (26% vs. 21%)
- **forestry** (16% vs. 12%)
- **manufacturing** (15% vs. 11%)
- **property development** (20% vs. 13%)
- **mining** (15% vs. 10%).
- Those with little or no concern are more likely to think regulations are about right for:
- **retailing** (52% vs. 47%)
- **property development** (34% vs. 27%)
- **mining** (32% vs. 24%).

Question 64: There are various competing needs for the use of land in NSW. Sometimes decisions need to be made to either protect areas for natural habitats, or to use the land for other needs. Overall, do you think there is... too much emphasis on protecting natural habitats; not enough emphasis on protecting natural habitats, or, do you think the balance is about right in NSW?

Those with a great deal of concern about environmental problems (65%) and those with a fair amount of concern (49%), are more likely to think there is **not enough emphasis** on protecting natural habitats (compared with 45% community-wide). Those with little or no concern are more likely to think there is **too much emphasis** (16% vs. 9%).

Question 65: And now thinking about population growth and development, and protecting and conserving historic buildings, places and items in NSW. Overall, do you think there is ... too much emphasis on protecting and conserving these historic things; not enough emphasis on protecting and conserving these historic things; or do you think the balance is about right in NSW?

Those with high environmental concern are more likely to think there is **too little emphasis** (46% vs. 35%), while those with little or no concern are more likely to think there is **too much** (15% vs. 12%).

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

The average number of activities undertaken rises with concern about environmental problems: those with little or no concern 4.7; medium concern (concerned 'a fair amount') 5.8; and high concern (concerned 'a great deal'), 6.8.

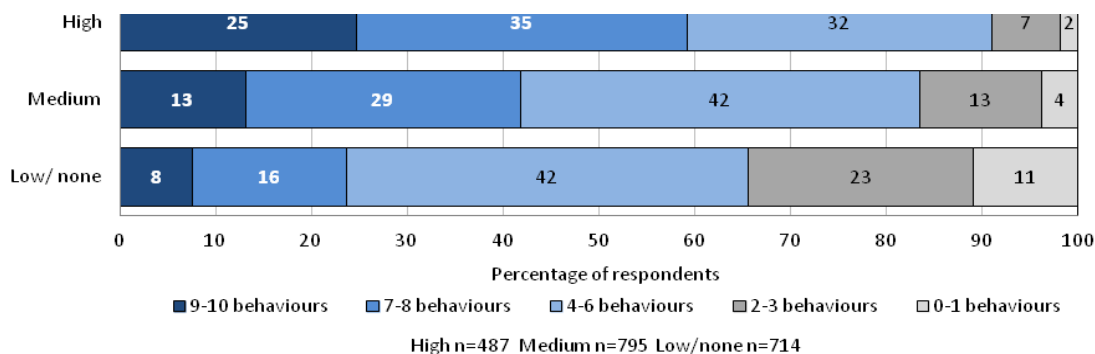
Those with high concern are more likely to *often* do all of environmentally friendly behaviours surveyed: **choose household products** that are better for the environment (69% compared with 50% community-wide); **re-use something** (68% vs. 57%); **reduce water consumption** (79% vs. 64%); **reduce energy consumption** (90% vs. 81%); **reduce fuel use/vehicle air pollution** (59% vs. 48%); **compost/use a worm farm** (52% vs. 38%); **avoid plastic bags** (57% vs. 46%); **reduce food thrown out** (71% vs. 62%); **buy fewer unneeded items** (48% vs. 35%); and **avoid putting oil/fat/turps/paints or chemicals down sinks or toilets** (85% vs. 80%).

Those with medium concern are more likely to *often*: **reduce water consumption** (68% vs. 64% community-wide); and **avoid plastic bags** (51% vs. 46%).

Those with little or no concern are more likely to *never*: **choose household products** better for the environment (23% compared with 12% community-wide); **re-use something** (13% vs. 7%);

reduce fuel use/vehicle air pollution (26% vs. 18%); **compost/use a worm farm** (55% vs. 44%); **avoid plastic bags** (32% vs. 19%); **buy fewer unneeded items** (34% vs. 24%); and **avoid putting oil/fat/turps/paints or chemicals down sinks or toilets** (15% vs. 10%). They are also more likely to only *occasionally* or *never*: **reduce water consumption** (27% vs. 17%); **reduce energy consumption** (11% vs. 6%); or **reduce food thrown out** (26% vs. 18%).

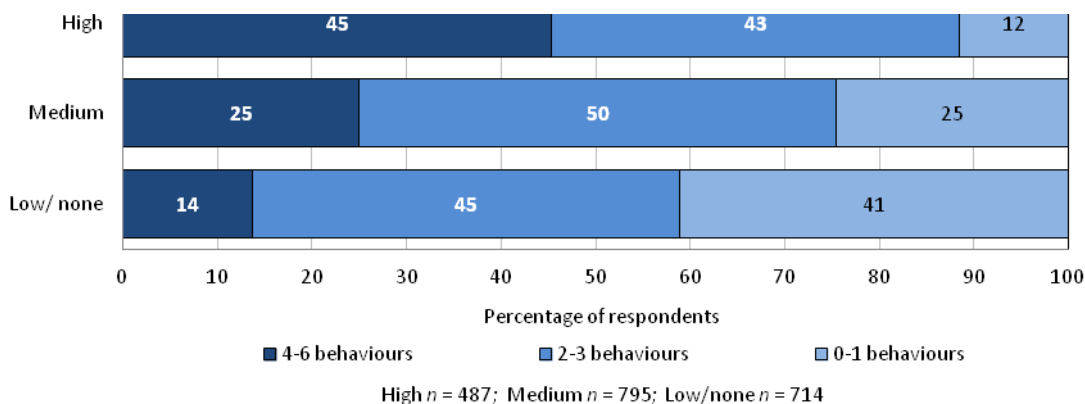
Number of everyday behaviours undertaken by level of concern about environmental problems



Question 12(d): From this next list of things, please tell me whether or not you have done it in the past 12 months. (Five environmental activities read out in random order, yes/no response)

The average number of occasional environmental activities undertaken rises with concern about environmental problems: those with little or no concern 1.9; medium concern 2.5; and those with high concern, 3.3.

Number of occasional environmental behaviours undertaken by concern with environmental problems



Those with high concern are more likely than others to have engaged in five of the six activities: **participated in a local development or environmental issue** (48% vs. 24% community-wide); **tried to get information on an environmental topic or issue** (68% vs. 46%); taken part in a **Landcare, Bushcare, tree planting** or other restoration project (27% vs. 17%); **tried to encourage someone to change an activity or practice** that was harmful to the environment (67% vs. 49%); and **used a council chemicals drop-off centre or event** (49% vs. 43%).

Three-quarters of both those with high and medium concern had **bought an energy-efficient appliance** (compared with 70% community-wide), and those with medium concern were also more likely than the community at large to have **tried to encourage someone to change an activity or practice** that was harmful to the environment (53% vs. 49%).

Those with little or no concern were more likely than others to have undertaken none of the activities surveyed (16% vs. 9% community-wide).

Question 60: Thinking about **any** of the things you may do connected with the environment, for example, recycling, reducing water consumption, choosing environmentally friendly products and so on. Where would you put yourself on a scale from 0 to 10, where 10 means you **strongly** believe what you **personally** do makes a difference to the environment, and 0 means you believe what you **personally** do makes **no** difference at all?

Around three-quarters (74%) of those with high concern rate themselves highly on efficacy, compared with 56% of those with medium concern, and only 36% of those with little or no concern.

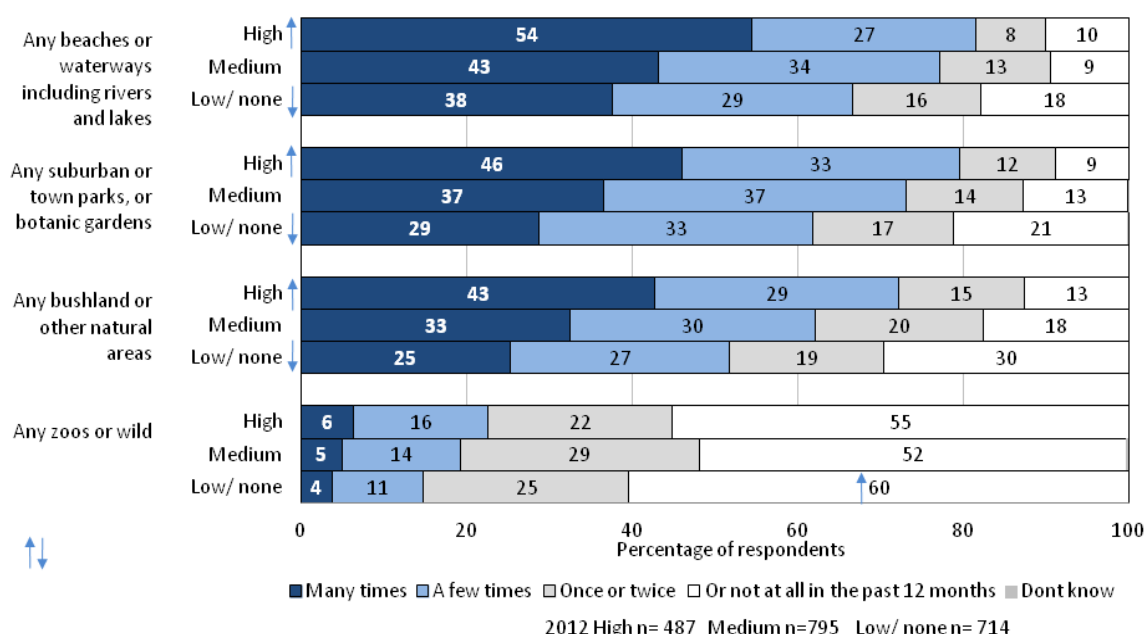
Question 61: In the past 12 months, how often, if ever, have you visited or spent time at each of the following sorts of places? Would it be many times, a few times, once or twice, or not at all in the past 12 months. (Four locations read out in random order)

Those with high concern are more likely to have been to three of the four locations 'many times': **beach or waterway** (54% vs. 44%); **bushland** or other natural area (43% vs. 32%); or a suburban or town park **or botanic gardens** (46% vs. 36%).

Those with medium concern are more likely to have been at least once in the past 12 months to a **beach or waterway** (91% vs. 87%) or to **bushland** or other natural area (82% vs. 79%).

Those with little or no concern are more likely to have *not* been to each of the four locations: **beach or waterway** (18% vs. 13%); **bushland** or other natural area (30% vs. 21%); **zoo or wildlife park** (60% vs. 56%); or a suburban or town **park or botanic gardens** (21% vs. 15%).

Visitation to outdoor settings in past 12 months by environmental concern



Question 62: (For those who visited or spent time at any location): When you visited any of these places in the past 12 months, did you take part in any organised nature education activity, such as a guided walk, talk, wildlife show or eco-tour?

Those with a great deal of concern about environmental problems are more likely to have participated in an organised nature education activity (25% vs. 20%).

Household income

Sample size: Low n=495; Medium n=515; High n=580

Question 12(a): From this next list of things I'll read out, can you please tell me, for each one, whether in the past 12 months you have often done that, sometimes done it, just occasionally done it, or never done that? (Ten environmentally friendly behaviours presented in random order)

Results on 'everyday' behaviours were analysed by household income at three levels: Low (under \$50,000), Medium (\$50,000-\$99,000) and High (\$100,000 or more). On average, Low-income households (6.1) undertake more behaviours than Medium (5.8) and High (5.5) income households.

Low-income households are more likely to *often*: **re-use something** (63% vs. 57% community-wide); **take steps to reduce fuel use and vehicle air pollution** (56% vs. 48%); **buy fewer unneeded items** (41% vs. 35%); and **choose household products** that are better for the environment (55% vs. 50% community-wide).