

# Who Cares

about Water and  
Climate Change in 2007?



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

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Department of Environment and Climate Change NSW

59–61 Goulburn Street, Sydney

PO Box A290

Sydney South 1232

Ph: (02) 9995 5000 (switchboard)

Ph: 131 555 (environment information and publications requests)

Ph: 1300 361 967 (national parks information and publications requests)

Fax: (02) 9995 5999

TTY: (02) 9211 4723

Email: [info@environment.nsw.gov.au](mailto:info@environment.nsw.gov.au)

Website: [www.environment.nsw.gov.au/whocares/](http://www.environment.nsw.gov.au/whocares/)

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## EXECUTIVE SUMMARY

This report presents the findings of a survey conducted as a follow-up to the 'Who Cares About the Environment in 2006?' survey. The 'Who Cares About the Environment?' research has been conducted triennially since 1994 but during the year following the conduct of the 2006 survey there was substantial public and media attention given to water resources and climate change. This included the release of the Al Gore film 'An Inconvenient Truth' in Australia and publication of the United Kingdom's Stern Review on the economics of climate change.

In order to assess whether public attitudes and priorities had shifted in the 12 months since the 2006 survey, the Department of Environment and Climate Change (DECC) commissioned this supplementary study. The 'Who Cares About Water & Climate Change in 2007?' survey was conducted in June-July 2007 with 825 respondents from the 2006 main survey who agreed to participate in another shorter survey at a later time. Several core questions from the *Who Cares?* series were repeated and new questions relating to global warming and climate change were added in this survey.

### Headline findings

- **Priorities have changed markedly in just one year.** People mentioning water supply, conservation or drought as a major State Government issue increased from 12% in 2006 to 31% in 2007. Water is now the third most important issue, while climate change appeared for the first time at 7%. In total **39%** of respondents mentioned one or more of climate change, water or environment in their two most important State issues.
- **Climate change appeared as an issue for State Government attention for the first time** since the 'Who Cares About the Environment' series began in 1994 with 7% mentioning this issue. In addition, those mentioning climate change as an important **environmental issue** doubled from 13% in 2006 to 26% in 2007.
- **The level of concern about water issues continued to rise despite the survey taking place just after a period of heavy rain across the state and flooding on the coast.** Telephone interviews started on 28 June 2007 and continued throughout July. NSW experienced above average rainfall in May and June and experienced several major storms and severe flooding in the Newcastle/Hunter region. Despite this, two-thirds of people (67%) mentioned water conservation issues as one of the top two environmental issues compared to 57% in 2006.
- **People are more aware of long-term solutions for water supply, conservation and management.** Two-thirds mention specific initiatives for the NSW Government over the next few years, rather than stating simple ideas of 'conserving water'. These suggestions include recycling and using stormwater, encouraging or subsidising water tanks, increasing infrastructure and more regulation.
- **A call for incentives as a tool to achieve change has emerged** with 5% saying incentives are the single most important environment initiative for the State Government in the next few years, compared to no mentions in 2006. Additionally 7% of people say that pricing and financial incentives are one of the most important things that can be done to prevent climate change and 9% say they would do more to prevent climate change if it were easier or more affordable.
- **People believe climate change is impacting now** as more than half of those who say climate change will have some impact believe it is impacting already on themselves and their children (54%), on people living elsewhere in Australia (54%) and on people living in other countries (56%).
- **People think climate change will impact their food and water supplies and household budgets.** Three-quarters of those who think climate change will impact themselves and their children say there will be a great deal or fair amount of impact on each of these aspects of their life.
- **Younger people have embraced the climate change issue** with 28% of 15 to 24 year olds saying this is one of the top two issues for State Government compared to 2-6% of other age groups. Half of 15 to 24 year olds (49%) included climate change in their top two environmental issues, compared to 18-30% of other age groups. Younger people (aged 15 to 24) are also more likely than older people to say the most important thing to do to prevent climate change is more education and community awareness and offering pricing and financial incentives.

# 1. INTRODUCTION

## 1.1. Background to the research

The *Who Cares About the Environment?* research has been conducted triennially since 1994 to measure the environmental knowledge, attitudes and behaviours of the people in New South Wales. The most recent survey in the series was undertaken in mid-2006.

The surveys measure changes over time in people's environmental attitudes, knowledge and behaviours through a series of core questions that have been repeated in each survey since 1994. Together, the five surveys to 2006 cover 12 years of change. In addition to the core questions, some questions have been repeated at different intervals over the 12 years and in each survey new questions are introduced about specific environmental areas of current concern, while others are deleted.

More detail and previous reports can be found at: <http://www.environment.nsw.gov.au/whocares/index.htm>.

In the latter part of 2006, after the 2006 study had been completed, there appeared to be an upsurge in community interest in the issue of climate change with the release of the Al Gore film '*An Inconvenient Truth*' in Australia and publication of the United Kingdom's Stern Review on the economics of climate change. In addition there was considerable focus on the worsening drought conditions in south-eastern Australia.

To assess whether this had resulted in a shift in community views and behaviours in relation to environmental issues generally and to the specific issues of **water conservation** and **climate change**, a supplementary study was undertaken in mid-2007, one year after the 2006 study. Several core questions from the continuing *Who Cares?* series were repeated and new questions relating to global warming and climate change were added in this survey.

## 1.2. Research methods

The '*Who Cares About Water & Climate Change in 2007?*' survey was conducted from 28 June to 30 July 2007 with respondents from the 2006 main survey who agreed to participate in another shorter survey at a later time. Eighty-six per cent (86%) of respondents from the main survey (1,484) gave permission to be called again and 825 completed the subsequent 2007 survey. There was little difference in demographic characteristics between the 2007 and 2006 sample and no differences that are significant (see Appendix A).

Core questions from the continuing *Who Cares?* series regarding priorities for government, priority environmental issues and some specific household behaviours relating to water, energy and fuel use were included in the questionnaire to measure shifts in these areas. In addition, nine new questions were added in 2007 to explore knowledge, concerns and responsibilities regarding global warming and climate change.

See Appendix A for further detail on research methodology.

## 1.3 Reporting

Findings are reported in a similar format to the previous *Who Cares?* reports. In the continuing series questions, comparisons to previous surveys are provided for 2006 and 2003. Comparison data for 2000 and 1997 can be found in the 2006 main report.

**Demographic highlights** are presented with the main survey results in various categories:

*Age and gender*

*Education* – people are asked the highest level of education they had completed and results are grouped to compare those who said they had completed: less than secondary (no formal schooling, primary school, less than some secondary school), secondary school, trade or technical qualifications, or a degree (university, CAE diploma, degree or higher degree).

*Children* – whether the person has children of any age.

*Location* – people are categorised as living in:

- Sydney (including Campbelltown, Windsor, Penrith and Gosford)
- Hunter/Illawarra – urban areas of Hunter or Illawarra
- regional areas of NSW further split into:
  - large country towns (population over 15,000)
  - small country towns (population 3,000 to 15,000)
  - rural areas.

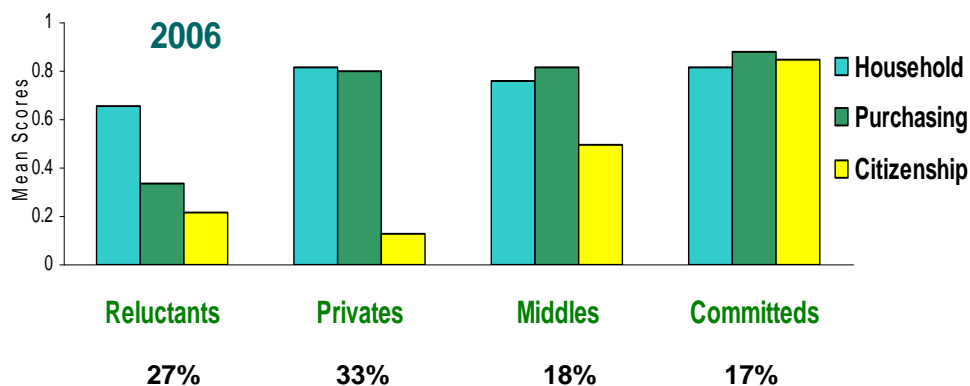
Demographic highlights are presented where differences between groups are statistically significant. For demographic categories with multiple sub-groups, such as age, education and location, not all sub-groups show statistically significant differences to other sub-groups and the results for such groups are somewhere between the values for the comparisons shown.

In addition to demographic differences, differences by **behaviour segments** are provided with each question. The segments were derived from analysis of participants' responses in the 2006 survey where respondents were categorised into segments based on their self-reported engagement in types of environmental behaviours.

Responses regarding fifteen pro-environmental behaviours were found to cluster into three types: in-household behaviours (behaviours in the private household domain e.g. saving water, energy, avoiding stormwater pollution), green purchasing (shopping decisions e.g. avoiding excess packaging or use of plastic bags) and environmental citizenship (behaviours in the public domain e.g. Landcare, community participation, advocacy).

Based on the extent to which they engaged in behaviours of these three types, those surveyed were allocated to four segments, called *Reluctants*, *Privates*, *Middles* and *Committeds*. The graph shows the level of involvement in each behaviour type (score of 1 is highest possible) for those in each segment and the proportion of the population falling into each segment.

**FIGURE 1: BEHAVIOUR PROFILES FOR COMMUNITY SEGMENTS**



For the 2007 study, responses from the same sample of respondents (n=825) were analysed by their 2006 behaviour segment. For the continuing series questions, changes in responses by segments from their 2006 responses are also shown.

In tables showing behaviour segments with comparisons to their responses in 2006, only respondents who participated in both surveys (n=825) are shown. Therefore totals for 2006 in these tables may not equal totals shown in graphs and tables where the all 2006 respondents (n=1724) are shown.

Further details of these segments can be found in Appendix A, in Chapter 4.1 of the 2006 report and in the *Community Segmentation* Fact Sheet at <http://www.environment.nsw.gov.au/whocares/index.htm>

## 2. SURVEY FINDINGS

### Continuing Series Questions

#### 2.1 Priorities

##### Snapshot

###### Two most important issues for attention now

- In the priority issues for State Government attention there is a significant shift from the 2006 survey in those mentioning **water supply, conservation or drought**. This issue has increased from 12% to 31% to become the third ranked issue.
- **Climate change** has not been mentioned as an important State issue in any of the surveys since 1994 but was mentioned by 7% in 2007. Younger people appear to be most aware of climate change issues with 28% of 15 to 24 year olds including it as one of the top two issues for State Government attention now.

###### Most important environmental issues in NSW today

- More than half of respondents (52%) nominated **water conservation/management/supply/drought** as the single most important environmental issue, with a further 17% nominating this as the second most important issue. In total, 67% mentioned this issue as one of the two most important environmental issues in NSW today. Women are more likely than men to nominate water conservation issues (71% compared to 63%).
- **Climate change** emerges as the second most important environmental issue doubling from 13% in 2006 to 26% in 2007. Young people aged 15-24 are more likely to nominate this issue (49% compared to 18-30% of other age groups).
- Those nominating **energy/fuel** increased from 12% to 16% while **air pollution/air quality** decreased slightly from 20% in 2006 to 17% in 2007.

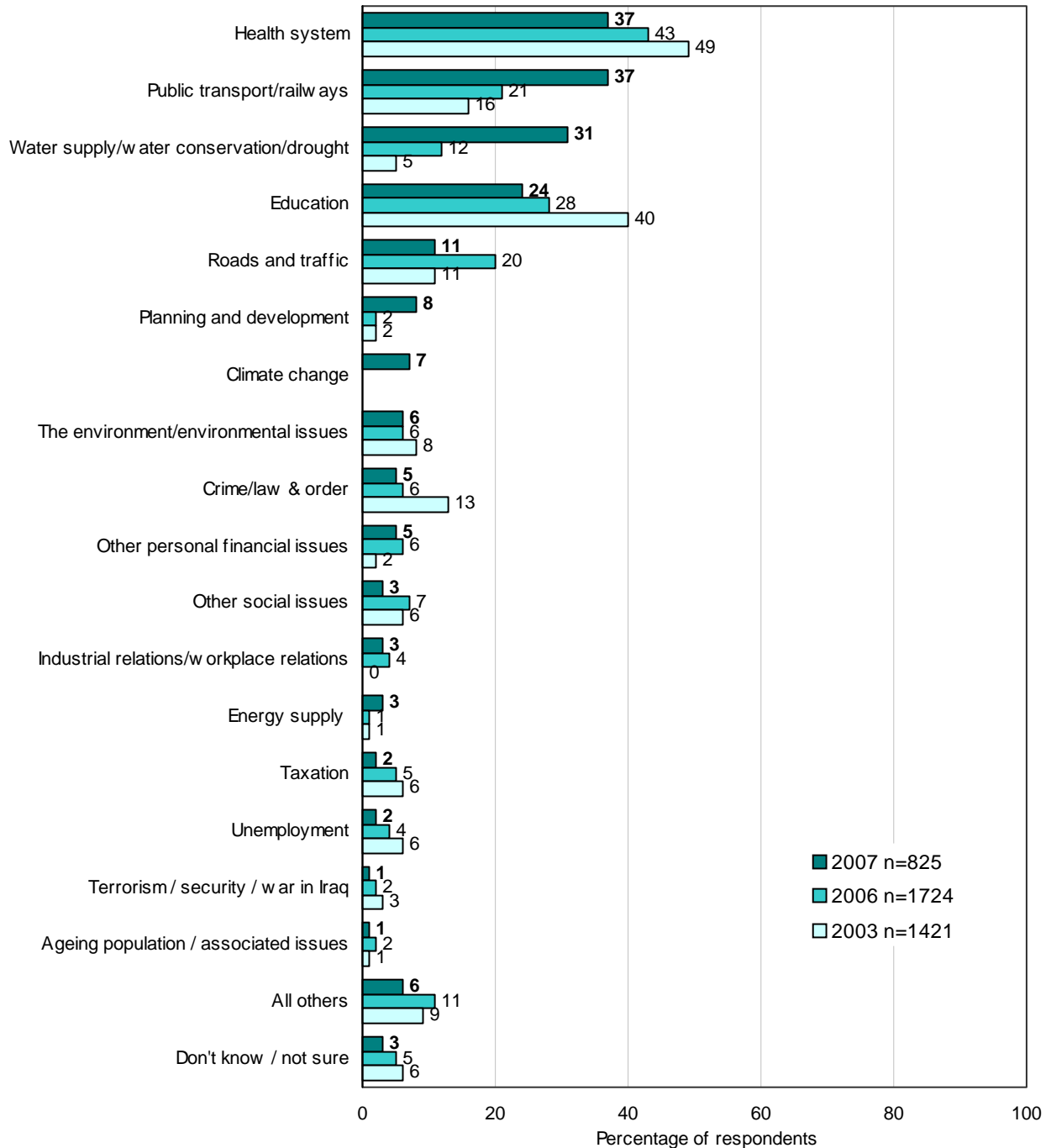
###### Most important environmental initiative for the NSW Government

- One in three people suggested **water supply/conversation and management** as the most important thing the State Government could do to protect the environment over the next few years, increasing from 19% in 2006 to 30% in 2007. Those with a degree are more likely than other education groups to nominate this initiative (38% compared to 19-30%).
- Two-thirds mention **specific initiatives and solutions** for water supply/conservation and management, rather than giving a simple statement about 'conserving water', an increase from just under half in 2006. These suggestions include recycling and using stormwater, encouraging or subsidising water tanks, increasing infrastructure and more regulation.
- Those mentioning **energy and greenhouse** also increased from 9% to 14%. People with trade/technical qualifications are more likely than others to nominate this issue (21% compared to 10-14%).
- More people mentioned **public transport** in 2007 (9% compared to 5% in 2006). Sydney residents (11% compared to 4-6% for residents elsewhere) and those who hold a degree (13% compared to 4-8% for other education groups) are more likely to nominate public transport.
- **Incentives**, not mentioned previously, were nominated by 5% in 2007, with more residents from rural areas nominating incentives (11% compared to 2-6% of residents elsewhere).
- **Waste** (5% in 2006 to 2% in 2007) and **water quality/water pollution** (5% in 2006 to 1% in 2007) were mentioned less often in 2007.

## The two most important issues for attention now

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

FIGURE 2: TWO MOST IMPORTANT ISSUES FOR THE STATE GOVERNMENT NOW



Notes: The grouping of some issues has been revised from that of previous surveys (see Section 1.2 Research Methods). So far as possible these groupings have been applied to the data from the earlier surveys.

**Water supply, conservation or drought** is now the third ranked issue with the percentage of people mentioning this as a top issue more than doubling in one year from 12% in 2006 to 31% in 2007, even though the survey took place during a period of heavy rain and flooding in coastal NSW. Only 37 of the 224 people (17%) who mentioned water supply, conservation or drought as an issue for State Government attention in this question in 2007 had mentioned the same issue in 2006.

## 2. SURVEY FINDINGS - Continuing Series Questions

**Climate change** has appeared as a priority issue for State Government for the first time in the history of the survey with 7% of respondents naming this issue. Two in five people (**39%**) nominated one or more **environment related issue** including water supply, conservation or drought, climate change and other environmental issues as one of the two most important issues for attention by State Government.

Those mentioning **planning and development** also increased from 2% last year to 8% in 2007. Concerns relating to city infrastructure (7%) accounted for most of this increase.

Overall, the issues which increased in priority in 2007 over 2006 were water supply, conservation or drought, climate change, planning and development, energy supply and public transport. Environment (general) remained at the same level and all other issues declined.

### Demographic highlights

#### Two most important issues for NSW Government now

*(Environmentally-related issues only)*

##### Age

- People aged 15 to 24 are most likely to nominate **climate change** (28% compared to 2-6% of other age groups).
- Those aged 35 to 44 are most likely to nominate **the environment** including specific environmental issues (10% compared to 5% of those aged 15-34 and 2-4% of those aged 55 and over).

##### Education

- Those with a secondary education or less are more likely to nominate **climate change** (10% compared to 4-6% of those with trade/technical qualifications or a degree).
- **The environment** including specific environmental issues is most likely to be nominated by those with trade/technical qualifications (11% compared to 3-6% of those with other qualifications).

##### Location

- **Climate change** is more likely to be nominated by those living in Hunter/Illawarra, large towns and rural areas (10-12%) than those living in Sydney (5%) and small towns (2%).
- Those living in small towns and rural areas are more likely to nominate **energy supply** (6-9% compared to 2-4% elsewhere).
- Those living in Hunter/Illawarra are less likely to nominate **water supply/conservation/drought** than those living in other areas (20% compared to 30-39%).

##### Children

- People with children are less likely to nominate **climate change** (5% compared to 12%).

## Behaviour segments

### Two most important issues for NSW Government now

Respondents to the 2006 survey were categorised into behaviour segments based on their mix of types of environmental behaviour. For the 2007 study, the answers from the same sample of respondents (n=825) in 2006 were compared to responses in 2007 and analysed by behaviour segment.

The shift toward greater concern about **water, planning and climate change** has occurred across all behaviour segments, with those mentioning **water supply and conservation** roughly tripling in

all four groups. **Planning and development** also increased across all behaviour segments.

The proportion of people nominating **climate change** as an issue for State Government attention in 2007 was also relatively consistent for all behaviour segments with 7% of *Reluctants*, *Privates* and *Committeds* mentioning climate change, as did 5% of *Middles*. However only *Middles* showed an increase in mentions of the **environment or environmental issues** from 6% in 2006 to 10% in 2007

**TABLE 1. TWO MOST IMPORTANT ISSUES FOR STATE GOVERNMENT NOW BY BEHAVIOUR SEGMENTS**  
(environmentally related issues only)

	Reluctants		Privates		Middles		Committeds		Total	
	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %
Water supply/water conservation	30	11	26	11	30	10	42	15	31	11
Planning and development	6	1	5	2	10	4	12	5	8	3
Climate change	7	0	7	0	5	0	7	0	7	0
Environment/ environmental issues	1	1	4	4	10	6	9	11	6	5
Energy supply	1	1	3	1	3	1	6	1	3	1

**Base:** Respondents who participated in 2006 and 2007 only (n=825), therefore 2006 percentages may not match total sample (n=1724) shown in charts and text.

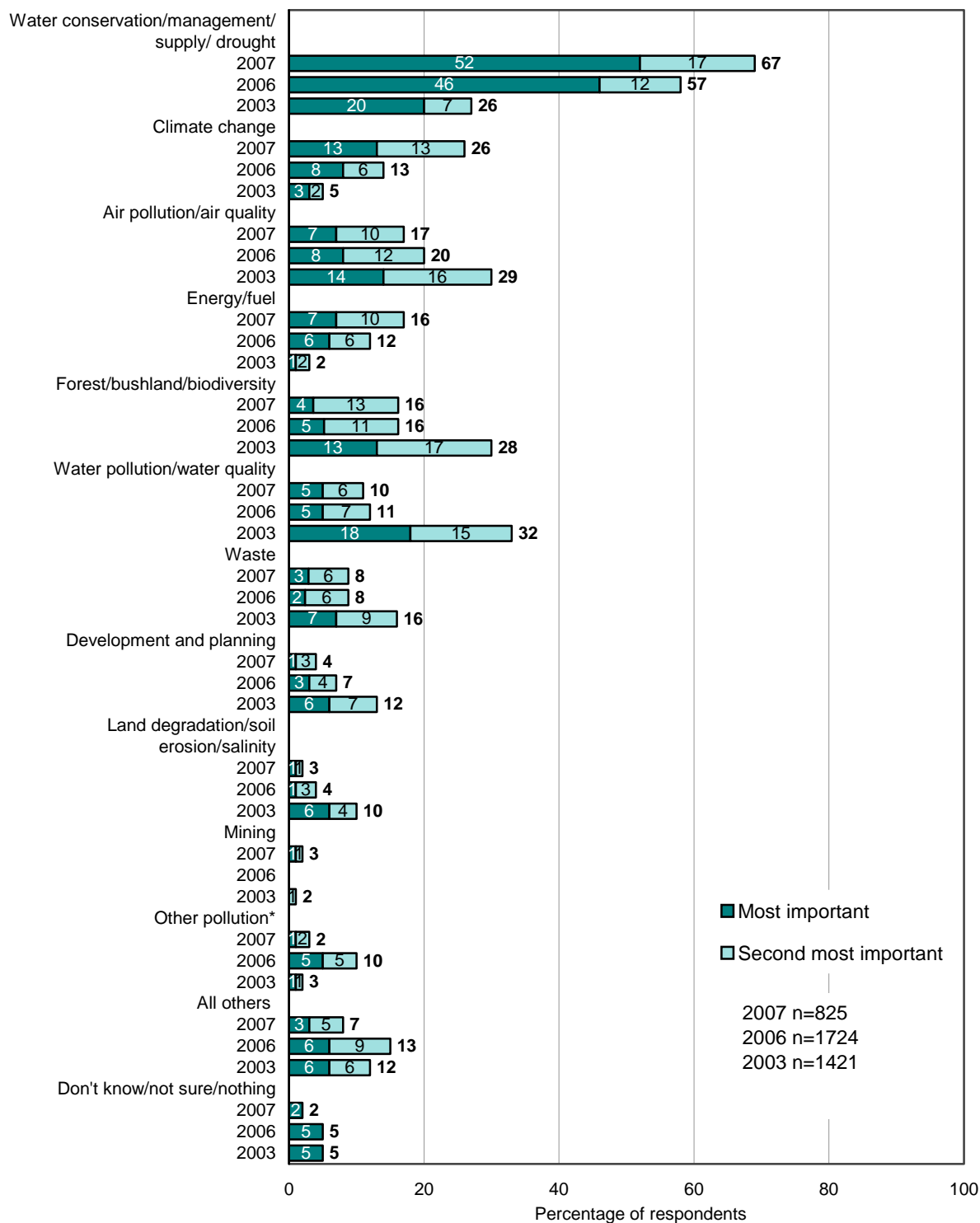
## 2. SURVEY FINDINGS - Continuing Series Questions

### Most important environmental issues in NSW today

Question 2a) What would you say is the **single most important environmental** issue in New South Wales today? (Unprompted)

Question 2b) And the second most important? (Unprompted)

FIGURE 3: TWO MOST IMPORTANT ENVIRONMENTAL ISSUES



**Notes:** The grouping of some issues has been revised from that of previous surveys (see Section 1.2 Research Methods). So far as possible these groupings have been applied to the data from the earlier surveys.

The **bold** number at the end of the bars is the total percentage of respondents who gave an answer for this issue. It may be less than the sum of components either due to rounding or because some respondents gave replies to Q2a and Q2b that are included in the same category.

\* Differences in outcomes for 'other pollution' over the three waves can be explained by variations in coding procedures for responses with multiple issues (ie water and air pollution).

TABLE 2. TWO MOST IMPORTANT ENVIRONMENTAL ISSUES IN NSW

	2007 %	2006 %
<b>Water conservation/management/supply/drought</b>	<b>67</b>	<b>57</b>
▪ Water conservation/management/supply – general	41	57
▪ Discussion of desalination plant	11	n/a
▪ Need to recycle water/stormwater capture	8	n/a
▪ Need more dams	3	n/a
▪ Uneven allocation of water/redirection to rural or regional areas	2	n/a
▪ Need for rainwater tanks	2	n/a
<b>Climate change: greenhouse effect or global warming or climate change</b>	<b>26</b>	<b>13</b>
<b>Air pollution or quality</b>	<b>17</b>	<b>20</b>
▪ Motor vehicles/motor emissions	9	8
▪ Air pollution/quality – in general	5	10
▪ Industrial emissions or waste	3	2
<b>Energy/fuel</b>	<b>16</b>	<b>12</b>
▪ Consider/promote renewable energy	6	--
▪ Energy conservation/management	5	7
▪ Need to reduce petrol use – better public transport/hybrid/LPG	5	--
▪ Nuclear power debate	2	5
<b>Forest, bushland and biodiversity</b>	<b>16</b>	<b>16</b>
▪ Protection of, loss of, or threats to bushland etc/protection of natural environment or habitat	8	8
▪ Land clearing	4	2
▪ Protection of native or endangered animals of plants, threats to marine life, etc.	1	3
▪ Wilderness protection, need for national parks etc.	1	1
▪ Logging, wood chipping, etc.	1	1
▪ Bushfires, bushfire risks or prevention etc.	1	1
▪ Noxious weeds/introduced species/feral animals	<0.5	<0.5
<b>Water pollution/water quality</b>	<b>10</b>	<b>11</b>
▪ Water pollution/water quality including quality of tap water	3	4
▪ Fresh water pollution – creeks, rivers, etc.	2	3
▪ River health, including salinity and river flows	2	1
▪ The Catchment area in Murray Darling basin	2	1
▪ Pollution of beaches and/or the ocean	1	2
▪ Sewage treatment/sewerage problems	1	1
<b>Waste</b>	<b>8</b>	<b>8</b>
▪ Recycling issues/household rubbish or garbage	3	3
▪ Waste or waste disposal/waste management (other/general)	3	3
▪ Litter and dumping of rubbish	1	2
▪ Plastic bags	1	<0.5
▪ Wasteful packaging of products	1	--
<b>Development and planning</b>	<b>4</b>	<b>7</b>
▪ Urban development/loss of natural environment, trees, or open space as a result of housing development etc.	2	3
▪ Overpopulation/overdevelopment/coastal development	1	3
▪ Urban sprawl, inadequate urban planning etc.	1	1
<b>Land degradation, soil erosion, soil salinity</b>	<b>3</b>	<b>4</b>
<b>Mining</b>	<b>3</b>	<b>&lt;0.5</b>
▪ Coal mining	2	n/a
▪ Mining – other, general	1	<0.5

## 2. SURVEY FINDINGS - Continuing Series Questions

	2007	2006
<b>Other pollution issues*</b>	<b>2</b>	<b>10</b>
▪ Other pollution (unspecified)	2	9
▪ Pollution – more than one type (air, water, noise)	<0.5	1

**Note:** Totals for each category may not equal the sum of the components either due to rounding or to initiatives with very low numbers not being included in the table. N/A indicates the specific code was not used in 2006

**Note:** "Other pollution" responses included multiple pollutants (ie air, water and noise) in 2006 where these were coded under one of the pollution types in the 2007 survey.

The number of people who nominated water supply issues as one of the most important environmental issues in NSW doubled to 57% in 2006 from 26% in 2003. This increased again to 67% in 2007. One in two people in NSW (52%) now consider **water conservation/management/supply/drought** the most important environmental issue with 17% nominating it as the second most important environmental issue.

Responses on this question reinforce the position of **water as a major issue**, with people becoming more aware and concerned about water supply, conservation, management, supply and drought. In addition to the increase in people identifying this issue, more than three-quarters of those mentioning water, nominated it as the single most important issue. Further, two thirds of people who nominated water supply/conservation/management/ drought as one of the top two environmental issues in this question (62%) had also nominated water conservation/management/ supply/drought as one of the two most important issues for State Government attention (Q1).

Those who mentioned **climate change** as an important environmental issue doubled from 13% in 2006 to 26% in 2007 with equal proportions of respondents nominating it as the first and second most important issue. In total climate change displaced **air pollution and air quality** (17%) as the second most nominated environmental issue. Other issues associated with climate change also increased over the year: **energy and fuel issues** increased from 12% to 16% and **mining** from less than 1% in 2006 to 3% in 2007, with 2% specifically mentioning **coal mining** as an important environmental issue in 2007.

All other issues remained steady or fell in importance compared to 2006.

The specific issues related to each category are shown in Table 2.

### Demographic highlights

#### Most important environmental issues in NSW today

##### Gender

- Women are more likely than men to say that **water conservation/management/supply/drought** is the most important issue in NSW (71% compared to 63%).
- Men are more likely to nominate **water pollution/water quality** (13% compared to 8%).

##### Age

- Younger people (15-24) are more likely to nominate **climate change** as the most important issue in NSW (49% compared to 18-30% of other age groups) and less likely to say **water conservation/management/supply/drought** is the most important environmental issue (50% compared to 61-78% of other age groups).

##### Education

- People with a degree are more likely to nominate **forests/bushland/biodiversity** as the most important issue in NSW (22% compared to 11-15%).

##### Location

- Residents of Sydney (71%) are more likely to think that **water conservation** is one of the most important issues in NSW today than residents of other areas (60-64%).
- Residents of Sydney, Hunter/Illawarra and large towns are more likely to say **air pollution/air quality** is an important issue in NSW (19-17% compared to 7% of residents in rural areas).
- Those in rural areas are most likely to consider **forest, bushland and biodiversity** as the most important issue (26% compared to 15-16% for other areas).

##### Children

- People with children are more likely to suggest **water pollution/water quality** (13% compared with 6%) and less likely to nominate **climate change** (22% compared to 34%).

## Behaviour segments

### Most important environmental issues in NSW today

Priority environmental issues within behaviour segments in 2007 remained fairly consistent with 2006 nominations, with the exception of significant increases in mentions of **climate change** and a moderate increase in those mentioning **water conservation/ management/supply** for all four segments (Table 3).

*Reluctants* are more likely to mention **air pollution/air quality** in 2007 than any other group with mentions increasing from 16% in 2006 to 21% in 2007.

*Committeds* showed the highest increase in mentions of **energy/fuel** increasing from 12% in 2006 to 21% in 2007.

**TABLE 3. MOST IMPORTANT ENVIRONMENTAL ISSUES IN NSW TODAY BY BEHAVIOUR SEGMENTS**

	Reluctants		Privates		Middles		Committeds		Total	
	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %
Water conservation/ management/supply	65	61	67	62	67	61	71	68	67	63
Climate change	32	13	21	15	27	19	24	16	26	16
Air pollution/air quality	21	16	15	17	18	20	14	21	17	19
Energy/fuel	15	19	16	17	13	9	21	12	16	15
Forest/bushland/ biodiversity	16	16	15	13	19	18	16	23	16	17
Water pollution/water quality	11	12	10	9	8	11	12	13	10	11
Waste	6	8	11	9	8	11	9	6	8	8
Development and planning	3	4	4	8	4	8	6	9	4	7
Land degradation	2	3	2	3	3	6	3	5	3	4
Mining	2	0	3	1	4	0	2	0	3	0
Other pollution	2	13	4	12	2	11	2	8	2	11
All others	5	10	7	12	9	9	6	7	6	10
Not sure	14	16	17	17	14	6	5	5	13	12

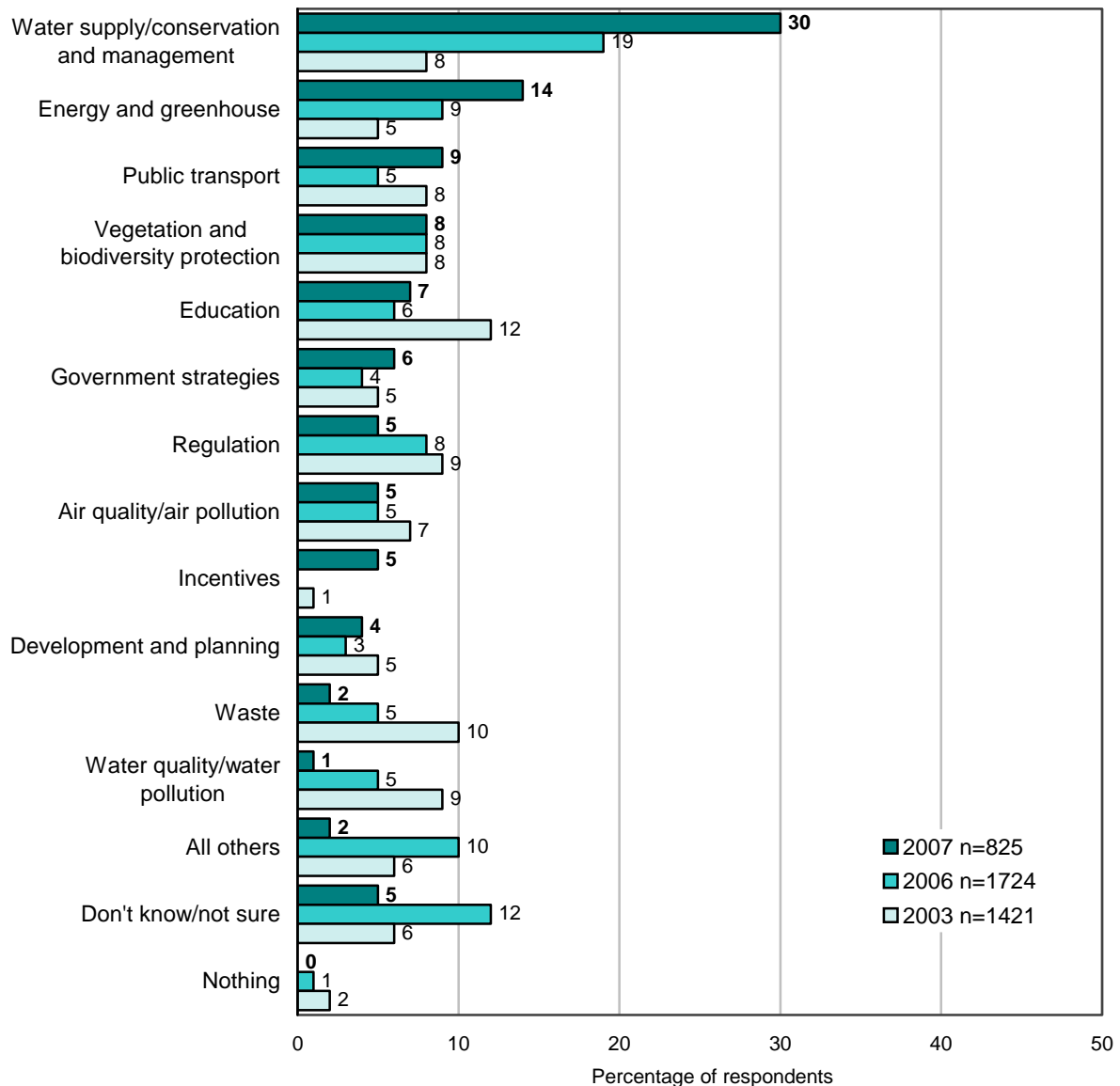
**Base:** Respondents who participated in 2006 and 2007 only (n=825), therefore 2006 percentages may not match total sample (n=1724) shown in charts and text.

## 2. SURVEY FINDINGS - Continuing Series Questions

### Most important environmental initiative for the NSW Government over the next few years

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

**FIGURE 4: SINGLE MOST IMPORTANT ENVIRONMENTAL INITIATIVE FOR THE STATE GOVERNMENT OVER THE NEXT FEW YEARS**



**Note:** The way some initiatives are grouped has been reorganised for 2007, and applied so far as possible to the data from the earlier surveys (see Appendix A Research Methodology). Totals may not equal 100% due to rounding.

Almost one in three residents (30%) considered **water supply, conservation and management** to be the most important environmental initiative for the NSW Government over the next five years. This issue has shown more increase than any other environmental issue, increasing from 8% in 2003 to the top ranked issue in 2006 (19%) and 2007 (30%). The public also appears to be becoming more knowledgeable regarding water issues with two thirds of those mentioning water supply issues offering specific solutions compared to just under one half offering specific measures in 2006. Solutions include including recycling, stormwater use, dams and water tanks (Table 4).

Other issues more prominent in 2007 than in 2006 included **energy and greenhouse** (increasing from 9% to 14%), with most (10%) nominating some aspect of finding or promoting alternative 'green' fuel or energy sources, and **public transport** (5% to 9%). Positive initiatives involving offering **incentives** increased from <0.5% to 5% while the suggestion to increase or enforce **regulation** decreased from 8% to 5%.

TABLE 4. MOST IMPORTANT THING FOR NSW GOVERNMENT TO DO – 2006 AND 2007

	2007 %	2006 %
<b>Water supply, conservation and management</b>	<b>30</b>	<b>19</b>
▪ Solutions – recycling/stormwater use	4	2
▪ Address water use/consumption – general	4	1
▪ Water conservation general	3	10
▪ Solutions – anti-desalination/find alternatives	3	--
▪ Solutions – infrastructure – desalination plant	3	1
▪ Solutions – infrastructure – dams/pipelines	3	2
▪ Solutions – regulation/restrictions	3	1
▪ Solutions – infrastructure – tanks	2	1
▪ Solutions – infrastructure – subsidies water tanks	1	--
▪ Solutions – education	1	<0.5
▪ Solutions – planning and research	1	<0.5
▪ Solutions – better planning/management of crops and irrigation	1	<0.5
▪ Solutions – multiple solutions	1	1
▪ Solutions – better management river systems	<0.5	--
▪ Solutions – pricing/incentives	<0.5	1
<b>Energy and greenhouse</b>	<b>14</b>	<b>9</b>
▪ Solutions – find/promote alternative 'green' fuel/alternative energy source	10	4
▪ Reduce greenhouse emissions	1	3
▪ Solutions – introduce/promote carbon trading	1	--
▪ Solutions – reduce use of fossil fuels – general	1	1
▪ Nuclear power issues	1	1
▪ Solutions – education for energy conservation	<0.5	<0.5
<b>Public transport</b>	<b>9</b>	<b>5</b>
▪ Improve/promote use of public transport to reduce use of vehicles	6	2
▪ Improve/fix public transport/rail system	3	2
<b>Vegetation/biodiversity protection</b>	<b>8</b>	<b>8</b>
▪ Increase vegetation through planting/replanting	3	2
▪ Better management – stop/reduce vegetation loss: logging, woodchipping, cutting down trees, deforestation, land clearing	2	3
▪ Better management – stop/reduce loss of vegetation/land clearing	1	1
▪ Better management – national parks/reserves	1	1
▪ Better management – wildlife/habitat, weeds and feral animals, fire	<0.5	1
<b>Education</b>	<b>7</b>	<b>6</b>
▪ Increase education – community awareness – general	4	5
▪ Increase education – community awareness – specific – TV/media	2	1
▪ Increase education – school/youth	1	1
<b>Government strategies</b>	<b>6</b>	<b>4</b>
▪ Government should put more money into research/environmental issues	1	2
▪ Dissatisfaction with government performance on environmental issues – general	1	--
▪ Listen to the people/better consultation	1	1
▪ Better planning for conservation/environmental protection	1	1
▪ Government should set an example	1	<0.5
▪ Government should stop procrastinating/talking/make environment a priority/set an example	1	<0.5
<b>Regulation</b>	<b>5</b>	<b>8</b>
▪ Increase regulation – make laws harsher/increase fines	2	4
▪ Increase enforcement – enforce laws more strictly	1	2
▪ Increase regulation – more laws for industries	1	1
<b>Incentives</b>	<b>5</b>	<b>&lt;0.5</b>
▪ Tax/pricing/other incentives – individuals/households	4	--
▪ Tax/pricing/other incentives – general	1	<0.5

## 2. SURVEY FINDINGS - Continuing Series Questions

	2007 %	2006 %
<b>Air quality/pollution</b>	<b>5</b>	<b>5</b>
▪ Solutions – reduce vehicle emissions – specific	2	1
▪ Solutions – reduce vehicle emissions – general	1	1
▪ Solutions – reduce industrial emissions	1	1
▪ Reduce air pollution – general	<0.5	2
<b>Development, population and planning</b>	<b>4</b>	<b>3</b>
▪ Better manage/limit growth/sprawl/development – general/urban/commercial	1	2
▪ Solutions – better planning	1	1
▪ Limit/control – population/urban density	1	<0.5
▪ Encourage building of environmentally friendly housing	1	0
<b>Waste</b>	<b>2</b>	<b>5</b>
▪ Solutions – education – recycling	1	<0.5
▪ Better waste management – recycling	1	1
▪ Better waste management – reduce packaging	<0.5	1
▪ Better waste management – plastic bags	<0.5	1
▪ Better waste management – industry	<0.5	<0.5
▪ Better waste management – general	--	<0.5
▪ Better waste management – litter/ rubbish dumping	--	1
<b>Water quality/water pollution</b>	<b>1</b>	<b>5</b>
▪ Cleaner waterways/stop pollutants entering water	<0.5	2
▪ Improve river flows/river health	<0.5	2
▪ Solutions – alternatives – sewage entering oceans, etc	--	<0.5
▪ Do something about river salinity	--	<0.5
▪ Improve water quality	--	<0.5

**Note:** Totals for each category may not equal the sum of the components either due to rounding or to initiatives with very low numbers not being included in the table.

### Demographic highlights

#### Most important environmental initiative for the NSW Government over the next few years

##### Gender

- While men are more likely to think that **vegetation/biodiversity** is the most important environmental initiative (11% compared to 5%), women are more likely to think **water supply, conservation and management** is important (33% compared to 26%).

##### Age

- Younger people (15-24) are more likely than older people to suggest **education** (20% compared to 2-9% of older age groups).
- Those aged 35-44 are less likely to nominate **government strategies** than other groups (2% compared to 5-9%).

##### Education

- People with trade/technical qualifications are more likely than the other education groups to nominate **energy and greenhouse** (21% compared to 10-14%).
- Those with a degree are more likely to say that **public transport** (13% compared to 4-8%) and **water conservation** (38% compared to 19-30%) are the most important initiatives.
- People with a degree are **less** likely to nominate **vegetation/biodiversity** as an important

initiative (4% compared to 8-12%) even though they were **more** likely to mention it as an important environmental issue in a previous question.

##### Location

- Residents of rural areas are more likely than others to suggest **incentives** (11% compared to 2-6% in other areas).
- Those living in small towns (13%) are more likely to suggest **air quality/pollution** than people in other areas (0-5%). Most of this (8%) referred to control of industrial emissions.
- **Vegetation/biodiversity** is less likely to be nominated by those living in small towns and rural areas (2-4%) than those living in other areas (8-11%).
- Sydney residents are more likely to nominate **public transport** than those living in other areas (11% compared to 4-6%).
- Those living in Hunter/Illawarra (12%) and large towns (10%) are more likely to nominate **education** than those in other areas (5-8%).

##### Children

- There are no differences in responses between people with or without children.

## Behaviour segments

### Most important environmental initiative for the NSW Government over the next few years

The proportion of each behaviour segment nominating water supply, conservation, management initiatives as the most important thing for the NSW Government to do increased from 2006 to 2007, with the exception of *Committeds* which remained constant. Where *Reluctants*, *Privates* and *Middles* in 2006 were all significantly lower in nominating this issue than *Committeds*, in 2007 the proportion for all three segments is now higher than *Committeds*. Given that responses with specific initiatives in the total sample increased in

2007, this indicates knowledge of water conservation strategies may have increased amongst these three segments.

*Committeds* and *Reluctants* in particular are more likely to nominate education and incentives in 2007 than in 2006. All behaviour groups are less likely to call for environmental regulation with mentions of regulation from *Middles* decreasing from 10% to 3% and mentions from *Committeds* decreasing from 13% to 4%.

**TABLE 5. MOST IMPORTANT INITIATIVE FOR NSW GOVERNMENT BY BEHAVIOUR SEGMENTS**

	Reluctants		Privates		Middles		Committeds		Total	
	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %
Water supply, conservation, management	33	22	31	18	29	20	26	27	30	21
Energy and greenhouse	10	5	14	7	17	13	16	13	14	9
Public Transport	7	7	11	5	6	6	7	5	9	6
Vegetation/biodiversity	8	10	8	8	7	6	7	7	8	8
Education	9	6	5	5	7	5	5	1	7	5
Government strategies	5	3	6	4	8	2	7	2	6	3
Regulation	6	8	5	8	3	10	4	13	5	9
Air quality/air pollution	4	4	3	4	7	7	4	4	5	4
Incentives	6	0	3	0	2	0	8	1	5	0
Development, population and planning	2	3	2	3	5	6	8	7	4	5
Waste	2	6	3	7	2	4	1	6	2	5
Water quality/water pollution	0	7	1	7	1	4	1	3	1	5
Other	1	9	3	11	1	10	2	9	2	10
Not sure	5	10	6	12	4	8	2	2	5	9

**Base:** Respondents who participated in 2006 and 2007 only (n=825), therefore 2006 percentages may not match total sample (n=1724) shown in charts and text.

## 2. SURVEY FINDINGS - Continuing Series Questions

### 2.2 Personal behaviour

#### Snapshot

##### Frequency of activities to reduce consumption

- In 2007, slightly more people say they **often** make an effort to **reduce water consumption** (increasing from 75% in 2006 to 79%).
- The proportion of people saying they **often reduce energy consumption** only increased by 1% (from 73% in 2006 to 74%), however those saying they **never** do this decreased from 5% in 2006 to 2% in 2007.
- Those saying they **often** make an effort to **reduce fuel consumption/vehicle air pollution** decreased from 48% to 44% while those reporting they **occasionally do it** increased from 9% to 16%.

##### Reasons for reducing consumption

- Almost half (46%) of those who have reduced water consumption say they started making this effort due to **water shortages, drought or low dam levels**.
- Almost half (47%) of those who have reduced fuel consumption and vehicle air pollution say they started due to **economic or money saving reasons**. This is also the reason nominated by 32% of those making an effort to reduce energy consumption.

- Prompts for reducing energy consumption were more spread amongst **economic, education/media** and **environmental knowledge and awareness** factors than in 2006, when economic factors were stronger.

##### Difficulties in undertaking activities to reduce consumption

- The most frequently mentioned reason for not reducing water consumption is that **their activities don't impact the environment** or other people are worse (15%), followed by **already doing this or an environmental alternative** (13%) and **I'm doing or have done what I can** (13%). 14% had no particular reason.
- The most frequently mentioned reason for not reducing energy consumption is they were **already doing this or are using an environmental alternative** (24%), followed by **I'm doing or have done what I can** (16%).
- **Lack of available infrastructure** (34%) is the most often cited reason from those saying they never or only occasionally reduce fuel consumption and vehicle air pollution.

## Frequency of activities to reduce consumption

A list of three consumption reducing activities was read out (in random order) and respondents were asked:

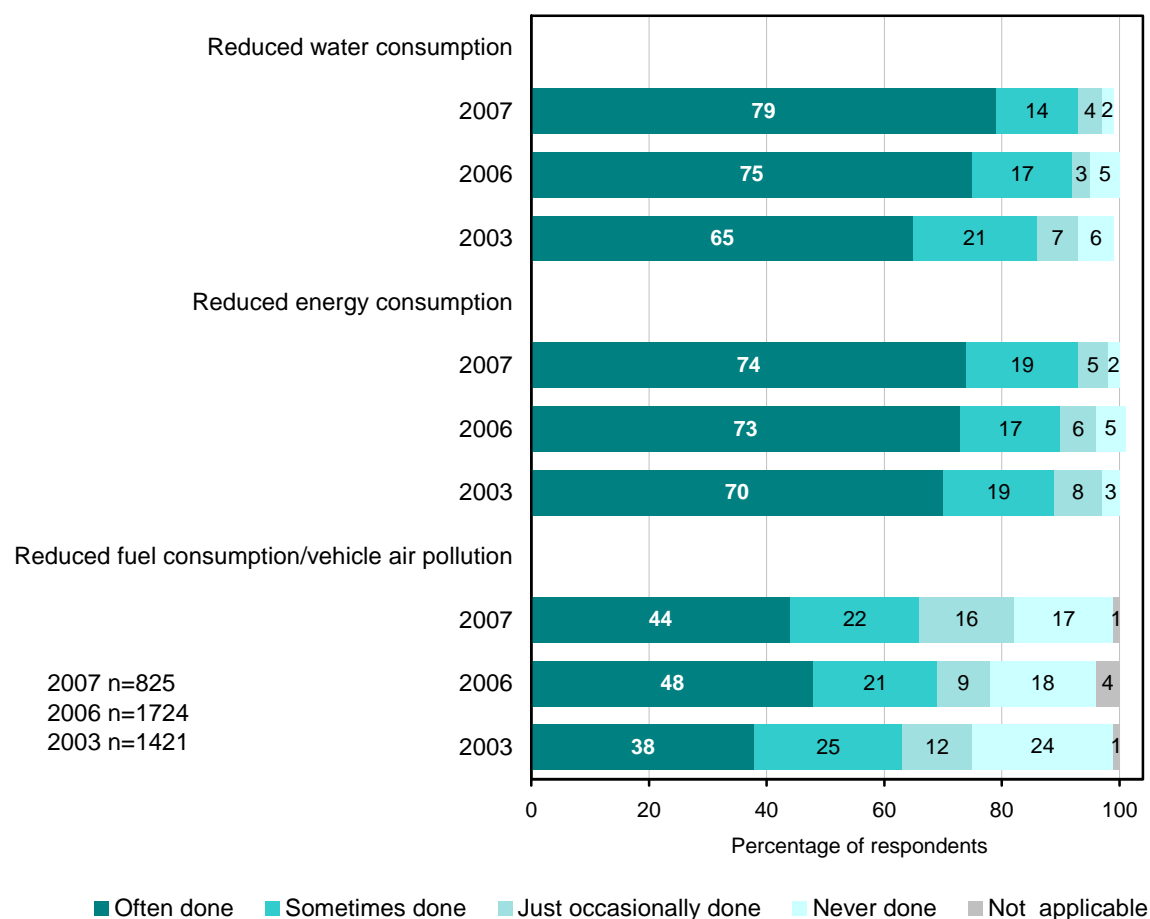
Question 12a) ...whether or not in the past 12 months you have often done that, sometimes done that, just occasionally done it, or never done it?

Consistent with the rising concern over water supply, more people (79%) said they often make an effort to **reduce water consumption** than said this a year earlier (75%), with only 2% in 2007 who said they never do this.

However, even though some of the main activities nominated in a later question to preventing climate change were to reduce energy and fuel consumption, the incidence of people doing either of these has changed little in the past year. Specifically the percentage saying they often **reduce energy consumption** increased only 1% from 73% to 74%. However, some of the reasons given by people who said they had not reduced their energy consumption in the last 12 months (see p.20), particularly those who said they were already doing this, should also be considered in interpreting the responses on this question.

The percentage who say they often **reduce fuel consumption** decreased from 48% to 44%. Petrol prices had spiked at the time of the 2006 survey and subsequently declined. Given that the reasons given by a majority of people for reducing their fuel consumption is economic (saving money), it is likely that the changing fuel prices account for the changes in this measure.

**FIGURE 5: FREQUENCY OF ACTIVITIES TO REDUCE CONSUMPTION IN THE LAST TWELVE MONTHS**



**Notes:** Totals may not equal 100% due to rounding.

## 2. SURVEY FINDINGS - Continuing Series Questions

### Demographic highlights

#### Frequency of activities to reduce consumption

##### Gender

- Women are more likely than men to report that they have often or sometimes:
  - **Reduced water consumption** (95% compared to 91%)
  - **Reduced energy consumption** (95% compared to 90%)
  - **Reduced fuel consumption** (73% compared to 59%).

##### Age

- Those aged 35 to 44 are more likely than other age groups to say they have often or sometimes **reduced water consumption** (98% compared to 87-92% for most other age groups).
- People aged 65 and over are less likely to have **reduced energy consumption** than those aged 25-44 (88% compared to 96%).

##### Education

- People with less than a secondary education are less likely to have **reduced energy consumption** than other education groups (87% compared to 94% for other education groups).

##### Location

- People in small towns are more likely than those in other areas to say they have often or sometimes **reduced water consumption** (99% compared to 90-94% for other areas).

##### Children

- People with children are more likely than those without to say they have often or sometimes **reduced water consumption** (95% compared with 89%).

### Behaviour segments

#### Frequency of activities to reduce consumption

*Reluctants* were the only behaviour segment more likely to say they have **reduced water consumption** in 2007 (64%) compared to 2006 (53%), however they are still significantly less likely than other segments to do this.

*Committeds* are more likely in 2007 to say they are **reducing fuel consumption** (64% compared to 56% in 2006). However those in the other three

behaviour segment groups are somewhat less likely to say they are reducing fuel consumption in 2007 compared to 2006, particularly *Privates* (47% in 2006 compared to 41% in 2007) and *Middles* (50% in 2006 compared to 44% in 2007).

Changes in those reporting **reducing energy consumption** are minimal for all behaviour segments.

**TABLE 6. OFTEN REDUCE CONSUMPTION BY BEHAVIOUR SEGMENTS**

	Reluctants		Privates		Middles		Committeds		Total	
	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %	2007 %	2006 %
Reduced water consumption	64	53	82	83	85	83	87	86	79	76
Reduced energy consumption	56	54	77	81	82	82	86	88	74	75
Reduced fuel consumption/vehicle air pollution	35	36	41	47	44	50	64	56	44	47

**Base:** Respondents who participated in 2006 and 2007 only (n=825), therefore 2006 percentages may not match total sample (n=1724) shown in charts and text.

## Prompts/reasons for reducing consumption

Question 12b) For actions done often/sometimes at Q12a:  
You mentioned that you **often or sometimes**...Can you remember what prompted you to start doing that? (Unprompted)

The drought and water shortages were a more important motivator and restrictions a less important motivator in 2007 compared to 2006. In 2007 nearly half of those who have **reduced water consumption** say they started doing so because of water shortages (46% up from 36%) while 14% (down from 17%) cite water restrictions, indicating more people are motivated by value based reasons or 'doing the right thing' than by the legal requirements.

Economic factors or saving money are more of an influence than are environmental factors in **reducing energy and fuel consumption**. However, education/media and environmental knowledge or awareness are cited as factors more often in 2007 than 2006 for reducing fuel, and particularly energy, consumption.

**TABLE 7. PROMPTS/REASONS FOR STARTING ACTIVITIES TO REDUCE CONSUMPTION**

	Made an effort for environmental reasons to <b>reduce water consumption</b>		Taken active steps to <b>reduce energy consumption</b>		Taken active steps to <b>reduce fuel consumption/ vehicle air pollution</b>	
	2007	2006	2007	2006	2007	2006
Sample size n=	765	392	755	374	541	317
	%	%	%	%	%	%
Available infrastructure/services, eg alternative products, public transport	1	2	1	4	4	7
Dam levels/drought/water shortages	<b>46</b>	<b>36</b>	--	--	--	--
Don't like waste/over consumption	1	n/a	2	n/a	<0.5	n/a
Economic/save money	5	9	<b>32</b>	<b>53</b>	<b>47</b>	<b>51</b>
Education – formal or community	1	2	2	3	--	--
Education through advertising/media reports	<b>10</b>	<b>12</b>	<b>22</b>	9	9	2
Environmental awareness/knowledge – general or specific	3	2	<b>13</b>	5	<b>11</b>	4
Environmental concern – general or specific	1	8	5	6	4	7
Health reasons/protect children	<0.5	--	--	1	6	7
Incentives available	2	n/a	7	n/a	--	n/a
Influence of other people, eg children/friends/family	1	1	3	3	1	1
Laws/regulations	<b>14</b>	<b>17</b>	<0.5	--	--	--
Lifestyle and convenience	1	1	<0.5	--	6	3
No choice	3	n/a	<0.5	n/a	--	n/a
Personal experience of poor outcomes	1	1	<0.5	<0.5	2	<0.5
Personal/community responsibility	<0.5	<0.5	1	1	<0.5	1
Reason not given	1	<0.5	2	1	4	6
Upbringing/habit/common sense	7	8	8	12	4	5
Other	<0.5	1	<0.5	1	<0.5	2
Don't remember	<0.5	1	--	3	1	3

Most frequent response

Other reasons given by ≥10%

**Notes:** n/a indicates the specific code was not used in 2006.

2006 sample sizes are smaller than 2007 because only a random selection of people reporting each behaviour in 2006 were asked Q12b, whereas all respondents who said they often/sometimes did each behaviour were asked in 2007.

## 2. SURVEY FINDINGS - Continuing Series Questions

### Difficulties in undertaking activities to reduce consumption

Question 12c) For actions done never or just occasionally at Q12a):  
You mentioned that you **'never' or 'just occasionally'**...Is there any particular reason you have found it difficult to do this? (Unprompted)

The main reasons for not attempting to reduce **water consumption** can be grouped into the broader category of *dissonance-coping strategies* which are used by people to deal with the uneasiness they feel when they are acting contrary to their beliefs or attitudes. This is manifested in people saying their behaviour is no worse than others or that it is a low priority compared to other issues.

While 7% of people say they have not taken active steps to reduce **energy consumption**, a large proportion of this group say that is because they are already minimising energy consumption (24%) or doing everything they can (16%). This compares to 2006 where the most frequently cited reason was that they were forgetful or had not thought about it (21%), followed by the impact of others in their household (18%). *Dissonance-coping* reasons are mentioned by a few for not reducing energy consumption including that it is a low priority compared to other issues or they are no worse than others.

Nearly half of people who have not taken active steps to reduce **fuel consumption** cite lack of available infrastructure (34%), having no alternative (12%) or time and convenience factors (11%) as the reason for not doing so, a similar pattern of responses to 2006.

**TABLE 8. REASONS FOR NOT UNDERTAKING ACTIVITIES TO REDUCE CONSUMPTION**

	Made an effort for environmental reasons to <b>reduce water consumption</b>		Taken active steps to <b>reduce energy consumption</b>		Taken active steps to <b>reduce fuel consumption/ vehicle air pollution</b>	
	2007	2006	2007	2006	2007	2006
Sample size n=	50	74	65	71	266	288
	%	%	%	%	%	%
Already doing this or an environmental alternative	13	22	24	6	13	4
Economic/cost factors	1	2	2	5	6	6
Environmental alternative less satisfactory	0	0	4	2	1	2
Habit/used familiar products	3	--	--	1	1	<0.5
I'm doing/I have done what I can	13	1	16	6	3	1
Impact of others, eg children	--	1	8	18	1	5
Lack of available infrastructure, eg public transport	1	4	--	1	34	28
Lack of information	4	3	2	1	--	--
Lack of opportunity	10	3	6	1	1	<0.5
Low priority compared to other issues	12	10	9	9	4	4
My activities don't impact the environment/others are worse	15	8	6	--	3	1
No other alternative	2	11	6	2	12	19
Personal factors – laziness, forgetful, not thought about it	5	7	2	21	3	3
Time/convenience	--	1	--	7	11	14
No reason	14	24	12	17	5	7
Other reason	7	3	3	1	1	1

Most frequent response

Other reasons given by ≥10%

## 3. SURVEY FINDINGS

### Climate Change issues

#### 3.1 Knowledge and views

##### Snapshot

##### Personal knowledge and views on climate change

- Half of the respondents (48%) said they have a **fair amount** of knowledge about climate change while a further 9% said they **know a lot** about this issue. Men (13% compared to 5% for females) and Sydney residents (11% compared to 5-9% for residents elsewhere) are more likely to say they **know a lot** about climate change and global warming.

##### Perceived impact of climate change

- More people believe climate change will have a **great deal of impact** on people living in other countries (41%) and on people elsewhere in Australia (38%) than on themselves or their children (35%).
- 80% of people with a degree say climate change will have a **fair amount or great deal of impact** locally and globally.
- Residents living in large towns are more likely to say climate change will have a **fair amount or great deal of impact** on others living in Australia (81%) and people living in other countries (89%).

##### When climate change will start to impact

- More than half of those who say climate change will have some impact believe it is **impacting on themselves and their children now** (54%), on people living elsewhere in Australia (54%) and on people living in other countries (56%).
- Older people aged 65 and over are least likely to say climate change is **impacting now** on themselves or their children (35%), on others living in Australia (34%) and on people living in other countries (41%).
- Almost two in three people with trade/technical qualifications or a degree say climate change is **impacting now** on themselves or their children (57-63%), on others living in Australia (59-60%) and other countries (59-61%).

##### How climate change will impact

- **Food supplies, household budgets and water supplies** are the aspects of people's lives or their children's lives they believe will be impacted by climate change (about one-third say a great deal and three-quarters say a great deal or a fair amount).
- Few believe **leisure activities** (12%), **homes and property** (13%) and **personal safety** (13%) will be greatly impacted by climate change.

##### How climate change will impact (continued)

- Significantly more men than women think climate change will have **little or no impact** on most aspects of their lives or their children's lives (excluding jobs and livelihoods).
- Those aged 35-44 are less likely to say climate change will have little or no impact on five out of nine aspects, namely **health, quality of the environment, leisure activities, household budget** and **personal safety**.

##### Responsibility for reducing impact of climate change

- Almost everyone thinks that the **Federal Government** (93%), **industry** (92%), **other countries** (92%) and **State Government** (88%) should have a major responsibility for reducing impact of climate change.
- People aged 45-54 are more likely to say the **Federal Government** (96%), **State Government** (90%), **industry** (97%) and **farmers** (62%) should have a major responsibility for reducing the impact of climate change.
- People with a degree are more likely to think the **Federal Government** (95%), **State Government** (91%), **other countries** (95%), **individuals** (72%) and **farmers** (61%) should have a major responsibility in preventing climate change becoming worse.
- Nine out of ten people living in Sydney (90%) think the responsibility belongs to the **State Government** while 80% of people living in small towns think **individuals** should have a major responsibility for reducing the impact of climate change.

##### Most important things to do to prevent climate change

- One in three people (34% each) nominate **promoting and using alternatives** such as green energy, fuel sources and public transport and **reducing the use** of energy, vehicle, etc. as the most important things to help prevent climate change.
- **Reducing emissions** is mentioned by 24% as the most important thing to do to prevent climate change.

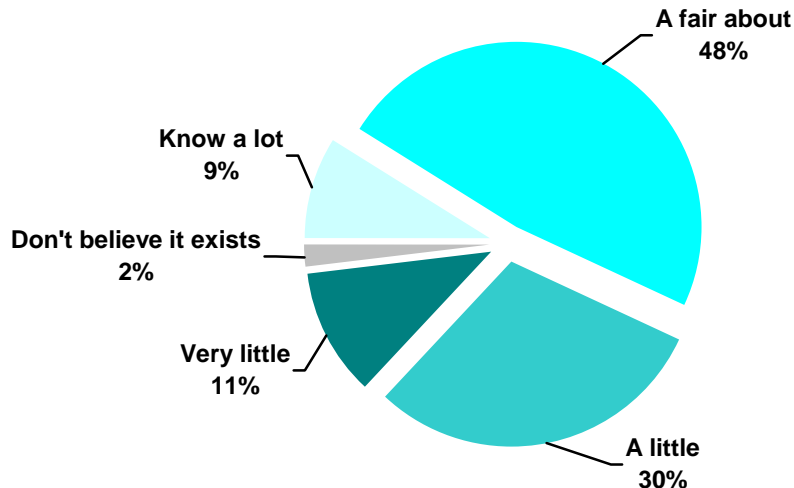
### 3. SURVEY FINDINGS - Climate Change issues

#### Personal knowledge of climate change

Question 50): *There has been a lot of discussion in the community about global warming and climate change. How would you rate your knowledge about the issue?*

The majority of people in NSW (57%) think they are fairly well informed about climate change and global warming. However, of these, less than one in ten (9%) say they know a lot about the issue. Some scepticism regarding climate change still exists with 2% of residents saying they do not believe global warming and climate change exists.

FIGURE 6: PERSONAL KNOWLEDGE OF CLIMATE CHANGE



#### Demographic highlights

##### Personal knowledge of climate change

###### Gender

- Men are more likely to say they **know a lot** about climate change (13% compared to 5%) while women are more likely to say they have **very little knowledge** (14% compared to 8%).

###### Age

- Older people (55+) are more likely to say they have **very little knowledge** (14-17% compared to 8-11%) and most likely to say there is no such thing as climate change (6% compared to 0% of those under age 45).

###### Education

- People with a degree are less likely to say they have **very little knowledge** about climate

change (4% compared to 10-25% for other education groups).

###### Location

- Sydney residents are more likely to say they **know a lot** about climate change (11% compared to 5-9% in other areas).
- Those living in Hunter/Illawarra are more likely to say they have **very little knowledge** about climate change (18% compared to 9-13% in other areas).

###### Children

- There are no differences in responses between people with or without children.

**Behaviour segments****Personal knowledge of climate change**

*Reluctants* and *Privates* are least likely to say they are informed regarding climate change and global warming issues with 57% of *Reluctants* and 46% of *Privates* saying they know only a little or very little

about climate change. This compares with 66% of *Middles* and 75% of *Committeds* saying they know a lot or a fair amount about the issue.

**TABLE 9. PERSONAL KNOWLEDGE OF CLIMATE CHANGE BY BEHAVIOUR SEGMENTS**

	Reluctants %	Privates %	Middles %	Committeds %	Total %
Know a lot	5	4	13	18	9
A fair amount	37	47	53	57	48
A little	<b>40</b>	<b>32</b>	26	21	30
Very little	<b>17</b>	<b>14</b>	7	3	11
Don't believe it exists	1	3	2	1	2

**Base:** 2007 Respondents n=825

**Bold** numbers indicate that segment is significantly different at the 95% confidence level to some or all of the other segments.

### 3. SURVEY FINDINGS - Climate Change issues

#### Perceived impact of climate change

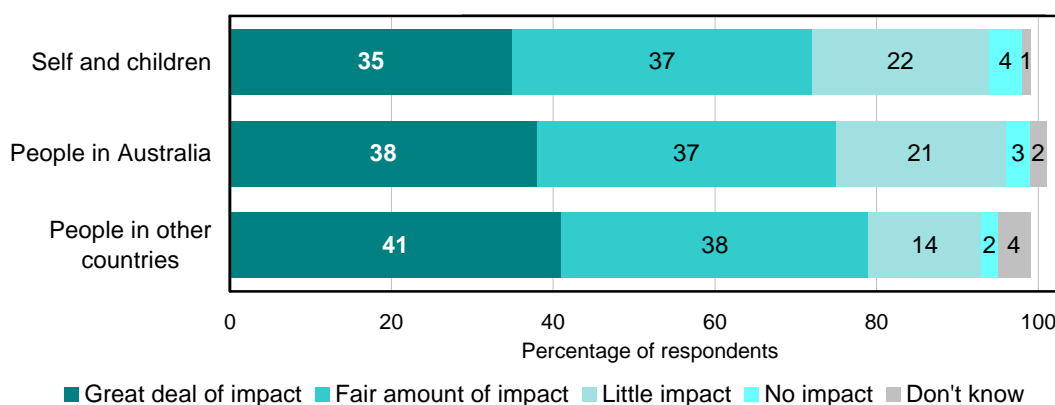
Question 51a) To what extent do you think climate change will impact on your own life or that of your children?

Question 51b) To what extent do you think climate change will impact on people living elsewhere in Australia?

Question 51c) To what extent do you think climate change will impact on people living in other countries?

About three-quarters of people who believe in climate change and global warming think it will have at least a **fair amount of impact** both locally and globally. While one in three (35%) think climate change will have a great deal of impact on themselves or their children, two in five (41%) believe it will have a great deal of impact on people in other countries. Only 5-6% think **there will be no impact** or are unsure of the impact either locally or globally.

FIGURE 7: PERCEIVED IMPACT OF CLIMATE CHANGE



Notes: Totals may not equal 100% due to rounding

Base: Believe climate change and global warming exists n=800

#### Demographic highlights

##### Perceived impact of climate change

###### Gender

- Men are more likely to say climate change will have **little or no impact** on themselves or their children (30% compared to 22%) while women are more likely to say it will have a **fair amount or great deal of impact** (76% compared to 69%).

###### Age

- Older people (55 and older) are more likely to say climate change will have **little or no impact** on themselves or their children (30-35% compared to 19-28%) and on others living elsewhere in Australia (27-30% compared to 18-25%).

###### Education

- People with a degree are more likely to say climate change will have a **fair amount or great deal of**

impact on themselves or their children (80% compared to 65-70%), on others living in Australia (81% compared to 69-72%) and other countries (86% compared to 75-76%).

###### Location

- People living in large towns are more likely to say climate change will have a **fair amount or great deal of impact** on others living in Australia (81% compared to 72% for residents in Sydney) and other countries (89% compared to 77% for residents in Sydney).

###### Children

- There are no differences in responses between people with or without children.

**Behaviour segments****Perceived impact of climate change**

*Reluctants* rate their knowledge of climate change the lowest of all behaviour segments and they are more likely than other behaviour segments to say climate change will have little or no impact.

Specifically 36% of *Reluctants* say climate change will have little or no impact on themselves or their children, compared to 18% of *Committeds*, 20% of *Middles* and 26% of *Privates*

**TABLE 10. PERCEIVED IMPACT OF CLIMATE CHANGE BY BEHAVIOUR SEGMENTS**

	<b>Reluctants</b> %	<b>Privates</b> %	<b>Middles</b> %	<b>Committeds</b> %	<b>Total</b> %
<b>On self or children</b>					
A fair amount or a great deal	<b>61</b>	72	79	82	73
A little or not at all	<b>36</b>	26	20	18	26
<b>On people in Australia</b>					
A fair amount or a great deal	<b>65</b>	77	76	83	75
A little or not at all	<b>30</b>	22	22	17	23
<b>On people in other counties</b>					
A fair amount or a great deal	<b>71</b>	82	82	85	80
A little or not at all	<b>24</b>	14	15	12	16

**Base:** Believe climate change and global warming exists n=800

**Bold** numbers indicate that segment is significantly different at the 95% confidence level to some or all of the other segments.

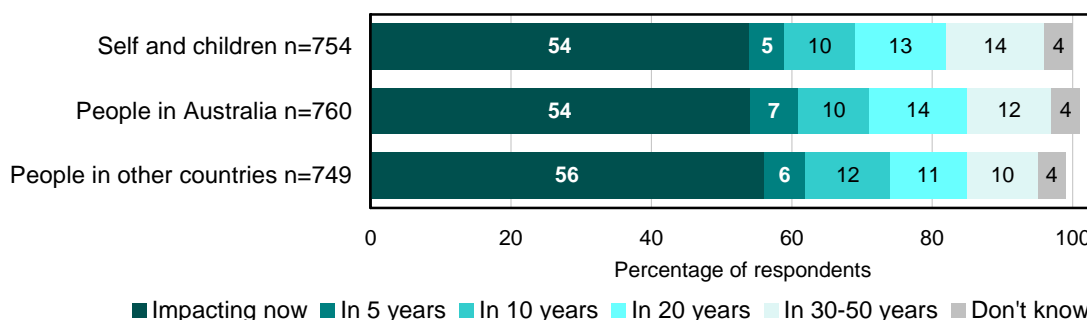
### 3. SURVEY FINDINGS - Climate Change issues

#### When climate change will start to impact

- Question 52a) When do you think climate change will start to impact on you or your children?  
 Question 52b) When do you think climate change will start to impact on people living elsewhere in Australia?  
 Question 52c) When do you think climate change will start to impact on people living in other countries?

The majority of people who think climate change will have an impact believe it has already started to have an impact both locally and globally. Over half this group think climate change is **impacting now** on themselves or their children (54%), on people elsewhere in Australia (54%) and on people in other countries (56%). Less than one in seven (14%) think it will be more than 30 years before climate change impacts themselves or their children.

FIGURE 8: WHEN CLIMATE CHANGE WILL START TO IMPACT



Notes: Totals may not equal 100% due to rounding  
 Base: Believe climate change and global warming will have some impact

#### Demographic highlights

##### Timing of climate change

##### Gender

- There are no differences by gender.

##### Age

- Older people (65+) are **least** likely to say climate change is **impacting now** on themselves or their children (35% compared to 49-63%), on others living in Australia (34% compared to 49-66%) and other countries (41% compared to 48-67%).

##### Education

- People with trade/technical qualifications or a degree are **more** likely than those with a secondary qualification or less to say climate change is **impacting now** on themselves/their children (57-63% compared to 44-49%), on others living else-

where in Australia (59-60% compared to 46-47%) and other countries (59-61% to 46-55%).

##### Location

- People in small towns are **more** likely to say climate change is **impacting now** on themselves/their children (66% compared to 46-56%) and on others living in Australia (70% compared to 45-58% of those in other areas).
- People living in Hunter/Illawarra are **less** likely to say climate change is **impacting now** on other countries (45% compared to 58-65% of those living in other areas).

##### Children

- There are no differences with/without children.

#### Behaviour segments

##### Timing of climate change

Two-thirds (67%) of *Committeds* believe climate change is already impacting on themselves or their children, compared to 54% of *Middles*, 50% *Privates* and 45% *Reluctants*. This same general

trend extends to impact on other people in Australia and other countries, with *Committeds* more likely to believe climate change is already impacting each area.

TABLE 11. CLIMATE CHANGE IS ALREADY IMPACTING BY BEHAVIOUR SEGMENTS

	Reluctants %	Privates %	Middles %	Committeds %	Total %
On self or children	45	50	54	<b>67</b>	54
On people in Australia	45	48	55	<b>69</b>	54
On people in other countries	49	51	59	<b>69</b>	56

Base: Believe climate change and global warming will have some impact

Bold numbers indicate that segment is significantly different at the 95% confidence level to some or all of the other segments.

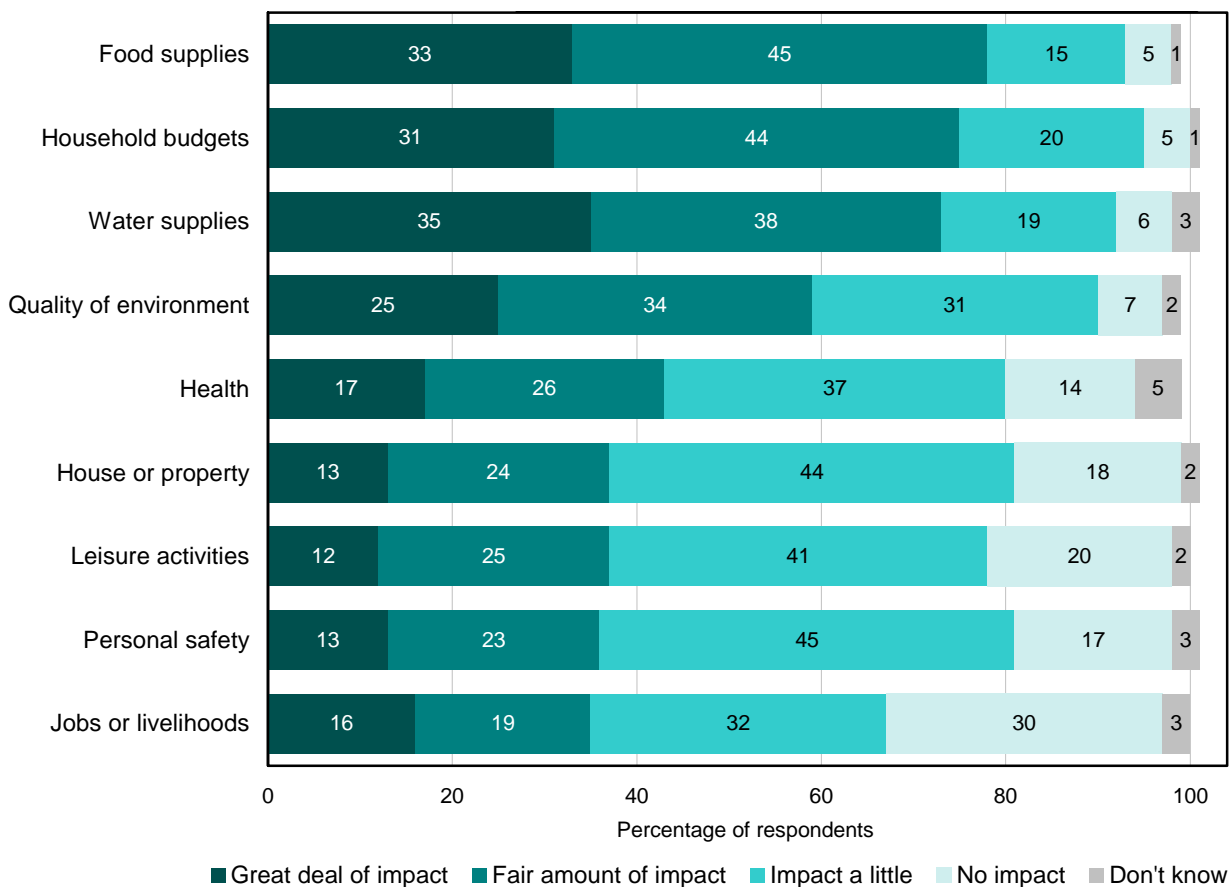
## How climate change will impact

Question 53) *In considering some different aspects of your life or your children's lives, how much do you think ...[each aspect]... will be affected by climate change and global warming?*

People who think climate change will impact themselves and their children are most likely to believe the impact will be on **food** and **water supplies** and **household budgets** with one in three saying there will be a great deal of impact on each of these aspects of their life and about three-quarters in total saying it will impact a great deal or a fair amount on each.

People are less likely to think climate change will impact on their **jobs or livelihoods** with almost a third (30%) saying it will have no impact at all on jobs or livelihoods. Fewer than two in five believe climate change will have a great or fair amount of impact on their **house or property, leisure activities, personal safety or their jobs or livelihoods**.

**FIGURE 9: HOW CLIMATE CHANGE WILL IMPACT SELF OR CHILDREN**



**Note:** Totals may not equal 100% due to rounding.

**Base:** Believe climate change and global warming will have some impact self & children (n=754)

### 3. SURVEY FINDINGS - Climate Change issues

#### Demographic highlights

##### How climate change will impact on self or children

###### Gender

- Men are more likely than women to say climate change will have **little or no impact** on:
  - house or property (69% compared to 55%)
  - health (59% compared to 44%)
  - food supplies (25% compared to 16%)
  - water supply (28% compared to 21%)
  - leisure activities (65% compared to 57%)
  - quality of environment (43% to 34%)
  - household budget (30% compared to 19%)
  - personal safety (65% compared to 58%).

###### Age

- Those 65+ are less likely to say climate change will have **little or no impact** on jobs/livelihoods (57% compared to 67-69% of those aged 45-64).
- People aged 35-44 are less likely to say climate change will have **little or no impact** on:
  - health (44% compared to 57% of those aged 45-54)
  - quality of the environment (33% compared to 46% of those aged 65+)
  - leisure activities (48% compared to 59-73% for other age groups)
  - household budget (12% compared to 24-33%)
  - personal safety (52% compared to 60-70%).
- Those under 45 are less likely than those over 45 to say climate change will **have little or no impact** on food supplies (14-15% compared to

24-27%) and water supply (17-20% compared to 29-31%).

###### Education

- People with a secondary education or a degree are more likely to say climate change will impact a **fair amount/great deal** on health (45-51% compared to 34-39% of other education groups).
- People with less than secondary education are more likely to say climate change will have **little or no impact** on food supplies (27% compared to 16-19% of those with trade/technical qualifications or a degree).
- People with a degree are less likely to say climate change will have **little or no impact** on leisure activities (56% compared to 60-70% other groups).

###### Location

- People in Hunter/Illawarra are more likely to say climate change will have **little or no impact** on health (63% compared to 49-53% elsewhere).
- People living in large towns are more likely to say climate change will have **little or no impact** on jobs or livelihoods (68% compared to 53% of those living in rural areas).

###### Children

- People without children are more likely to say climate change will have **little or no impact** on personal safety (68% compared to 58% of those with children).

#### Behaviour segments

##### How climate change will impact on self or children

*Committeds* are more likely than other segments to believe climate change will impact a great deal or fair amount on all aspects of life, but particularly food supply (86%), quality of environment (71%), leisure activities (47%), personal safety (46%) and jobs and livelihoods (46%).

*Middles* are more likely than *Reluctants* and *Privates* to believe climate change will impact a great deal or

fair amount on quality of the environment (64%), leisure activities (42%) and jobs and livelihoods (38%). *Privates* are more likely than *Reluctants* and *Middles* to believe climate change will impact a great deal or fair amount on personal safety (41%).

*Reluctants* are less likely than other segments to believe climate change will impact a great deal/fair amount on health and homes or property.

**TABLE 12. CLIMATE CHANGE WILL IMPACT SELF OR CHILDREN A GREAT DEAL/FAIR AMOUNT**

	Reluctants %	Privates %	Middles %	Committeds %	Total %
Food supplies	73	77	79	<b>86</b>	78
Household budgets	70	77	74	81	75
Water supplies	69	78	70	76	73
Quality of environment	52	57	<b>64</b>	<b>71</b>	60
Health	<b>35</b>	46	46	48	43
House or property	<b>27</b>	41	37	42	37
Leisure activities	26	35	<b>42</b>	<b>47</b>	37
Personal safety	25	<b>41</b>	35	<b>46</b>	36
Jobs or livelihoods	27	31	<b>38</b>	<b>46</b>	35

**Base:** Believe climate change and global warming will have some impact on self and children (n=754)

**Bold** numbers indicate that segment is significantly different at the 95% confidence level to some or all of the other segments.

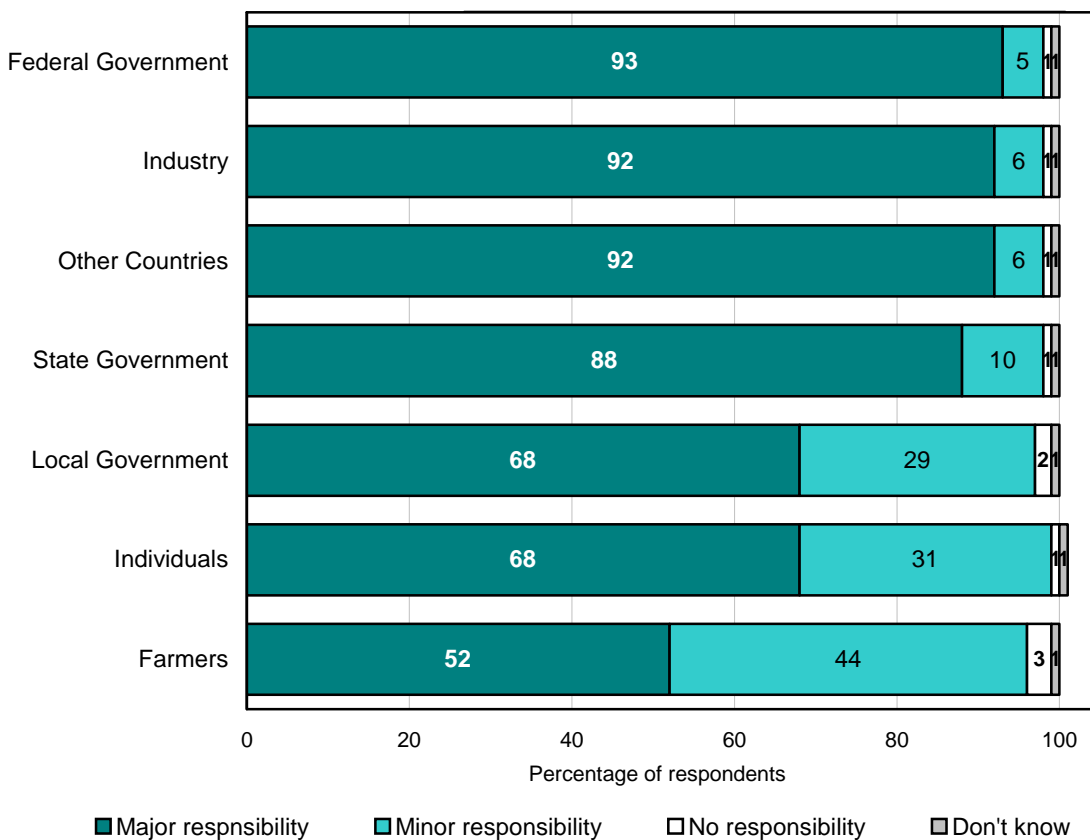
## Who should be responsible for reducing impact of climate change

Question 54) We would like to know who you think should be responsible for reducing the impacts of climate change and global warming and how much responsibility they should have. In thinking about preventing global warming and climate change happening or getting worse can you say whether each of the following should have major responsibility, minor responsibility or no responsibility for doing this?

Nine in ten people believe the **Federal Government** (93%), **industry** (92%), **other countries** (92%) and **State Government** (88%) should have major responsibilities for preventing climate change or keeping it from getting worse.

Two-thirds think **local government** and **individuals** have a major responsibility and only half think **farmers** have a major responsibility.

FIGURE 10: WHO SHOULD BE RESPONSIBLE FOR REDUCING IMPACT OF CLIMATE CHANGE



**Note:** Totals may not equal 100% due to rounding.

**Base:** Believe climate change and global warming will have some impact (n=779)

### 3. SURVEY FINDINGS - Climate Change issues

#### Demographic highlights

##### Who should be responsible for reducing impact of climate change

###### Gender

- Women are more likely than men to say a major responsibility for reducing the impact of climate change lies with:
  - **Local Government** (76% compared to 60%)
  - **farmers** (57% compared to 47%)
  - **individuals** (73% compared to 62%).

###### Age

- People in the 45 to 54 age group are more likely to say a major responsibility for reducing the impact of climate change lies with:
  - **Federal Government** (96% compared to 88% of people age 55 and older)
  - **State Government** (90% compared to 82-83% of people age 55 and older)
  - **industry** (97% compared to 88-93% of other age groups)
  - **farmers** (62% compared to 36-45% of those under age 35 and 48% of those aged 65+).

###### Education

- People with a degree are more likely than those with less than a secondary education to say a major responsibility for reducing the impact of climate change lies with:
  - **Federal Government** (95% compared to 88%)
  - **State Government** (91% compared to 80%)
  - **individuals** (72% compared to 56%)

People with a degree also think this of farmers (61% compared to 38-46% of those with a secondary education or less) and of other countries (95% compared to 88-91% of all other education groups).

###### Location

- Sydney residents are more likely to think the **State Government** should have a major responsibility for reducing the impact of climate change (90% compared to 82-87% of those living elsewhere).
- People living in large and small towns are more likely to think **local government** should have a major responsibility for reducing the impact of climate change (73-77% compared to 60-68% of those living elsewhere).
- People in large towns are more likely to think a major responsibility for reducing the impact of climate change lies with:
  - **industry** (96% compared to 88% for Hunter/Illawarra and 89% of those in rural areas)
  - **farmers** (66% compared to 41-53% of those living elsewhere)
  - **other countries** (96% compared to 89% of those in Hunter/Illawarra).
- People living in small towns are more likely to think **individuals** should have a major responsibility for reducing the impact of climate change (80% compared to 64-68% of those living elsewhere).

###### Children

- There are no differences in responses between people with or without children.

#### Behaviour segments

##### Who should be responsible for reducing impact of climate change

With the exception of the Federal Government, *Committeds* are the most likely to say each of the groups or organisations should have major responsibility to reduce the impact of climate change, but they are significantly more likely than all or some of the other groups to say industry (98%), other countries (97%), State Government (94%) and farmers (68%) should take major responsibility.

*Privates* and *Committeds* are significantly more likely than *Reluctants* and *Middles* to say Federal Government and State Government should take major responsibility. *Reluctants* are significantly less likely to say local government (60%) and individuals (56%) should take major responsibility to reduce the impact of climate change.

**TABLE 13. MAJOR RESPONSIBILITY FOR REDUCING CLIMATE CHANGE IMPACT BY BEHAVIOUR SEGMENTS**

	Reluctants %	Privates %	Middles %	Committeds %	Total %
Federal Government	89	<b>96</b>	90	<b>95</b>	93
Industry	86	95	90	<b>98</b>	92
Other countries	88	93	92	<b>97</b>	92
State Government	82	<b>91</b>	83	<b>94</b>	88
Local government	<b>60</b>	72	65	75	68
Individuals	<b>56</b>	66	73	78	68
Farmers	40	54	48	<b>68</b>	52

**Base:** Believe climate change and global warming will have some impact (n=779)

**Bold** numbers indicate that segment is significantly different at the 95% confidence level to some or all of the other segments.

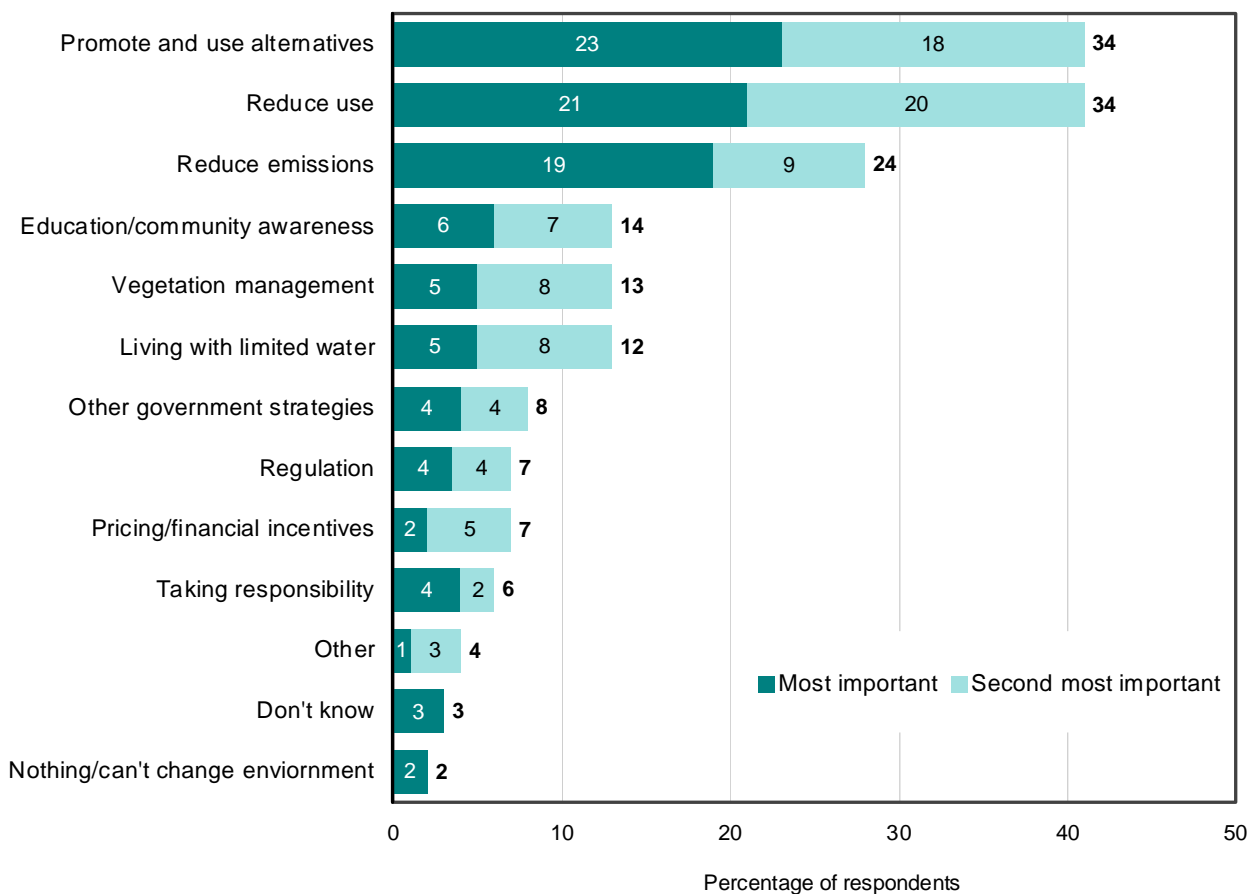
## Most important things to do to prevent climate change

Question 55a) *In thinking about climate change what do you think is the most important thing that we need to do in New South Wales to help prevent global warming and climate change happening or getting worse? (Unprompted)*

Question 55b) *And what would be the second most important thing we need to do in New South Wales to help prevent global warming and climate change happening or getting worse? (Unprompted)*

One in three people (34%) say the most important things to do to prevent climate change are to **promote and use alternatives** to things such as energy, fuel and vehicles (Table 14). A further 34% suggest **reducing use** (vehicles, energy and fossil fuels, consumption) and 24% suggest **reducing emissions**.

FIGURE 11: TWO MOST IMPORTANT THINGS TO DO TO PREVENT CLIMATE CHANGE



Base: Believe climate change and global warming will have some impact (n=779)

**Note:** The **bold** number at the end of the bars is the total percentage of respondents who gave an answer for this issue. It may be less than the sum of components either due to rounding or because some respondents' most important and second most important initiatives are included in the same category. This is particularly the case for the predominant responses (first three items in the chart).

### 3. SURVEY FINDINGS - Climate Change issues

**TABLE 14. MOST IMPORTANT THINGS TO DO TO PREVENT CLIMATE CHANGE**

	2007 %
<b>Promote and use alternatives</b>	<b>34</b>
▪ Find/promote alternative/green energy/fuel sources	23
▪ Improve/promote use of public transport/to reduce use of vehicles	12
▪ Look at using nuclear energy	3
▪ Improve/promote use of rail freight to reduce use of vehicles	1
<b>Reduce use</b>	<b>34</b>
▪ Individuals – reduce energy consumption	15
▪ Reduce use of fossil fuel/coal/petrol	8
▪ Individuals – reduce use of vehicles	7
▪ Individuals – reduce waste/recycle	3
▪ Development/use of energy efficient products	3
▪ Individuals – reduce consumption general or multiple items (water, power, food)	3
▪ Industry – use more energy efficient/cleaner production practices	2
<b>Reduce emissions</b>	<b>24</b>
▪ Industry – reduce industrial emissions	9
▪ Reduce greenhouse gas emissions – general	7
▪ Reduce vehicle emissions	4
▪ Industry – reduce emissions from coal-fired power stations	2
▪ Reduce pollution – general	1
▪ Do not build desalination plant/uses too much energy	1
▪ Reduce air pollution – general	1
▪ Reduce/no coal mines/coal-fired power stations/coal exports	1
▪ Reduce greenhouse gas emissions – multiple specific strategies	<0.5
<b>Education/community awareness</b>	<b>14</b>
▪ Community awareness – education – general	9
▪ Promote community awareness – reduce energy consumption/prevent climate change	4
▪ Community awareness – education of children	1
<b>Vegetation management</b>	<b>13</b>
▪ Stop/reduce loss of vegetation/cutting down trees/land	7
▪ Increase vegetation plant more trees	6
<b>Living with limited water</b>	<b>12</b>
▪ Individuals – water conservation/reduce water consumption	7
▪ Water harvesting/recycling/stormwater use	2
▪ Infrastructure – ensure water supply	2
▪ Regulation/restrictions on water use	1
<b>Other government strategies</b>	<b>8</b>
▪ Address climate change/environment	3
▪ Conduct research into climate change/implement findings of research	2
▪ Limit/control population/urban density	2
▪ Lobby federal/state governments / State and Federal Governments should work together	1
<b>Regulation</b>	<b>7</b>
▪ Increase regulation – restrictions/control over emissions/pollution	6
▪ Increase enforcement – enforce laws more strictly	2
<b>Pricing/financial incentives</b>	<b>7</b>
▪ Subsidise energy/water saving appliances/infrastructure/vehicles	2
▪ Increase cost/tax on energy/petrol	2
▪ Provide incentives/rebates for improved environmental practices	2
▪ Develop carbon trading	1
▪ Provide cheaper green power	<0.5
<b>Taking responsibility: everyone needs to take responsibility/do their bit</b>	<b>6</b>

**Note:** Totals for each category may not equal the sum of the components either due to rounding or to initiatives with very low numbers not being included in the table. In addition, many respondents gave responses falling into two codes under the first three categories so that the category totals (number of respondents in the category) are less than the sum of the component codes.

## Demographic highlights

### Most important things to do to prevent climate change

#### Age

- Women are more likely than men to say the most important thing to do to prevent climate change is **promote and use alternatives** (39% compared to 30% of men).
- Men are more likely than women to nominate **reducing emissions** (27% compared to 21%) and **regulations** (10% compared to 4%).

#### Age

- Those aged 15 to 24 are more likely than other age groups to say the most important thing to do to prevent climate change is **education/community awareness** (27% compared to 7-16% of other age groups).
- Those in younger age groups are more likely to suggest **pricing/financial incentives** than older age groups (8-11% of 15 to 44 year olds compared to 3-5% of those aged 45 and older).
- People over 54 are more likely to nominate **reducing emissions** (30% compared to 16-22% of other age groups).
- People aged 25 to 34 are more likely than other age groups to suggest **reducing use** (50% compared to 25-35% of other age groups).

#### Education

- People with trade/technical qualifications or a degree are more likely to nominate **promoting and using alternatives** (37-41% compared to 26-27% of other education groups).

#### Location

- People in small towns and rural areas are less likely to nominate **promoting and using alternatives** (22-27% compared to 35-37% of those in other areas).
- People in Sydney and small towns are more likely to suggest **reducing use** than those in rural areas and large towns (36-43% compared to 24-28%).
- People in rural areas are more likely to suggest **other government strategies** (15% compared to 6-8% in other areas).

#### Children

- People without children are more likely than those with children to suggest **reducing use** (43% compared to 29%).

## Behaviour segments

### Most important things to do to prevent climate change

Nominations for the most important things to do to prevent climate change are fairly consistent across the behaviour segments.

However, *Middles* are more likely than other groups to nominate **pricing and financial incentives** (14%

compared to 4-7%) and *Reluctants* (3%) are less likely than *Committeds* (9%) to say **taking responsibility** and less likely than all other groups to suggest **education or community awareness** (7% compared to 12-21%).

**TABLE 15. MOST IMPORTANT THINGS TO DO TO PREVENT CLIMATE CHANGE BY BEHAVIOUR SEGMENTS**

	Reluctants %	Privates %	Middles %	Committeds %	Total %
Promote and use alternatives	39	31	34	34	34
Reduce use	41	33	32	29	34
Reduce emissions	24	29	18	23	24
Education/community awareness	<b>7</b>	16	21	12	14
Vegetation management	12	14	9	13	13
Living with limited water	13	14	10	11	12
Other government strategies	7	4	9	12	8
Regulation	4	7	8	9	7
Pricing/financial incentives	5	4	<b>14</b>	7	7
Taking responsibility	<b>3</b>	7	6	9	6
Other	3	4	4	4	4
Don't know	3	4	4	2	3

**Base:** Believe climate change and global warming will have some impact (n=779)

**Bold** numbers indicate that segment is significantly different to the 95% confidence level to some or all of the other segments.

### 3. SURVEY FINDINGS - Climate Change issues

#### 3.2 Personal behaviour

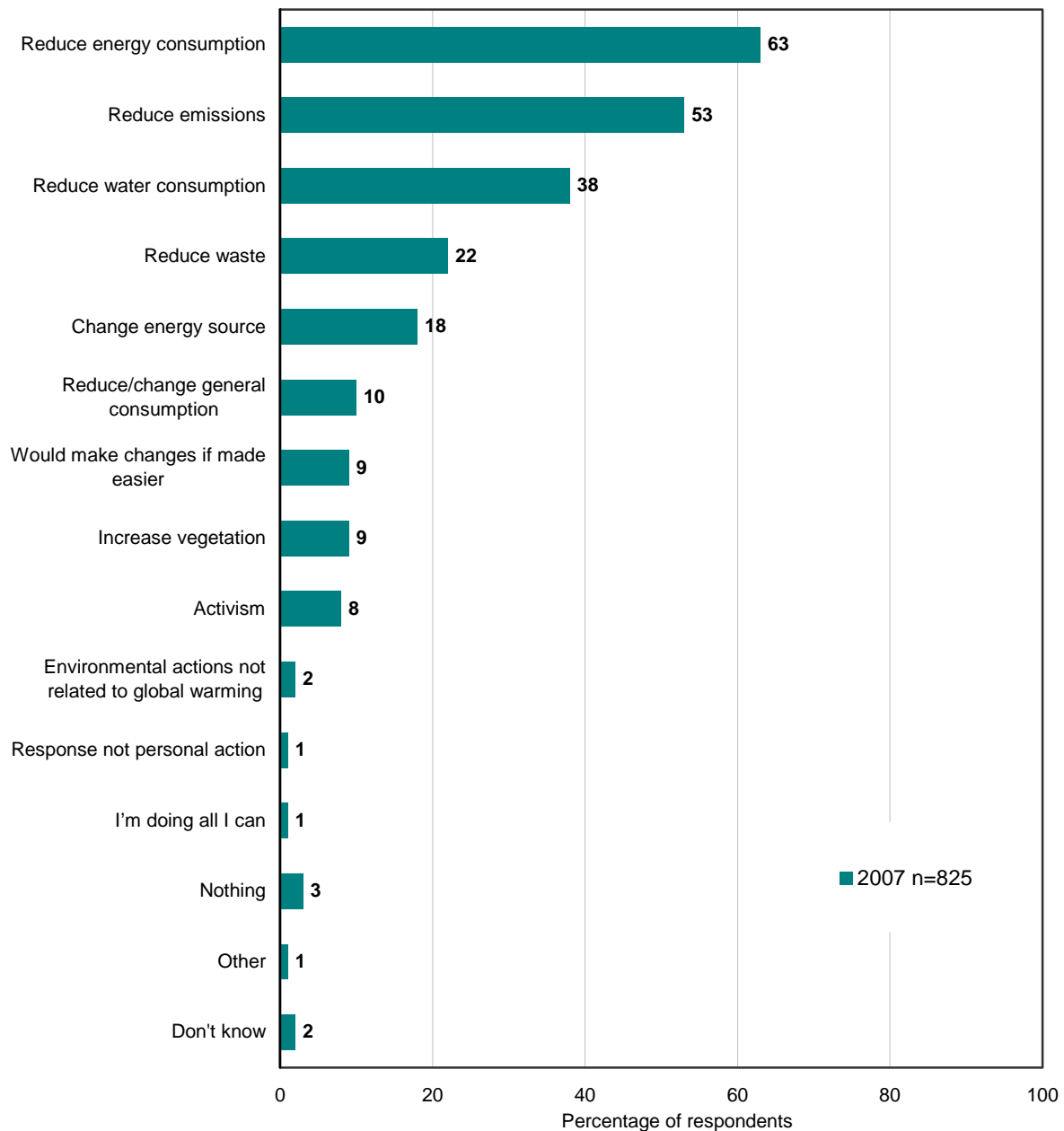
##### What the community will do to prevent climate change

Question 56) *What do you think are the most important things that you personally are prepared to do in the most few years to help prevent global warming and climate change happening or getting worse? (Unprompted)*

Although only 18% of those who say they are reducing energy consumption said they were prompted by environmental concern, knowledge or awareness (Table 7), 63% of people who think climate change will have an impact say they will personally **reduce energy consumption** to help prevent climate change.

While the incidence of currently reducing fuel consumption is relatively low (66%) relative to reducing water and energy consumption (93% each), more than half (53%) of people who think climate change will have an impact say they will personally **reduce emissions** to help prevent climate change. This includes 40% saying they will reduce vehicle use and 13% saying they will reduce vehicle emissions.

**FIGURE 12: WHAT COMMUNITY WILL DO TO PREVENT CLIMATE CHANGE**



**Base:** Believe climate change and global warming will have some impact (n=779)

TABLE 16. WHAT THE COMMUNITY WILL DO TO PREVENT CLIMATE CHANGE

	2007 %
<b>Reduce energy consumption</b>	<b>63</b>
▪ Reduce energy consumption – general	26
▪ Turn off lights/appliances when not in use/shorter showers	16
▪ Purchase/use energy efficient light globes	12
▪ Purchase/use energy efficient appliances/technology	10
▪ Reduce use of heater/air-conditioner/appliances	8
▪ Design house to be more energy efficient	7
<b>Reduce emissions</b>	<b>53</b>
▪ Reduce use of vehicle – general	17
▪ Reduce use of vehicle – car pool/cycle/walk	13
▪ Reduce vehicle emissions – change to more fuel efficient vehicle/LPG/electric/hybrid	12
▪ Reduce use of vehicle – use public transport	10
▪ Reduce fuel consumption/use of fossil fuels – general	7
▪ Reduce burning – wood fires/rubbish/farm-related	2
▪ Reduce emissions – don't use aerosols	2
▪ Reduce vehicle emissions – get car serviced regularly/use alternative fuels	1
▪ Reduce use of air travel	<0.5
<b>Reduce water consumption</b>	<b>38</b>
▪ Reduce water consumption – general	26
▪ Reduce water consumption – install rainwater tank	9
▪ Reduce water consumption – reuse grey water	5
<b>Reduce waste</b>	<b>22</b>
▪ Reduce waste – recycle	16
▪ Reduce waste – purchase recyclable goods/goods with no/recyclable packaging	4
▪ Reduce waste – general	3
▪ Reduce waste – compost	2
<b>Change energy source</b>	<b>18</b>
▪ Change energy source – install alternative energy source (solar panel, wind turbine)	14
▪ Change energy source – change to/pay extra for green power	4
▪ Change energy source to – natural gas	2
<b>Reduce/change general consumption</b>	<b>10</b>
▪ Reduce consumption/only buy what we need	3
▪ Increase food sustainability – grow own vegetables/purchase fruit/vegetables grown sustainably/be vegetarian	3
▪ Reduce use of plastic general/plastic bags, use green bags	3
▪ Purchase/use more natural/environmentally friendly products	1
<b>Would make changes if made easier</b>	<b>9</b>
▪ Would make changes if more affordable/with financial assistance	3
▪ Would make changes if given information on what to do	2
▪ Would make changes if government serious/does something	2
▪ Would make changes if service was available/better	2
<b>Increase vegetation: plant more trees/native plants/drought-resistant plants</b>	<b>9</b>
<b>Activism</b>	<b>8</b>
▪ Social involvement – increase community awareness/educate others/children	6
▪ Activism – get involved in environmental group/local environmental project	2
▪ Activism – lobby/vote for politicians with environmental policies	1

**Note:** Totals for each category may not equal the sum of the components either due to rounding or to initiatives with very low numbers not being included in the table.

### 3. SURVEY FINDINGS - Climate Change issues

#### Demographic highlights

##### What the community will do to prevent climate change

###### Gender

- Women are more likely than men to say they will **reduce waste** (31% compared to 13%), **water consumption** (44% compared to 33%) and **general consumption** (14% compared to 6%).

###### Age

- Those aged 15-24 are more likely than other age groups to say they will **reduce emissions** (76% compared to 42-58%).
- Those 35-54 are more likely to say they will **reduce waste** (25-32% compared to 17-18% of all other age groups) and **reduce water consumption** (42-43% compared to 28-29% of younger age groups).

###### Education

- People with a degree are more likely to say they will **promote activism** (12% compared to 4-8% of other education groups).
- People with a secondary education are more likely than other education groups to say they will **reduce emissions** (61% compared to 45-55%).

- People with trade/technical qualifications or a degree are more likely to say they will **change energy sources** (20-27% compared to 12-13% of other education groups) and that they **would make changes if it were made easier** (10-12% compared to 5-8% of other education groups).

###### Location

- People in rural areas are most likely to say they will **increase vegetation** (20% compared to 8-11% of those in other areas).
- People in Sydney and Hunter/Illawarra are more likely to say they will **reduce emissions** than those in other areas (55-59% compared to 43-50%).
- People in large towns are more likely to say they will **reduce water consumption** (50% compared to 28-41% in other areas).

###### Children

- There are no differences in responses between people with or without children.

#### Behaviour segments

##### What the community will do to prevent climate change

Mentions of reducing energy, emissions and water consumption are relatively consistent across all behaviour groups. However *Committeds* are more likely to say they will reduce waste (27%), reduce or

change general consumption (16%), increase vegetation (16%) and become active (16%).

*Reluctants* are least likely to say they will change energy source (10% compared to 17-28%).

TABLE 17. WHAT COMMUNITY WILL DO TO PREVENT CLIMATE CHANGE BY BEHAVIOUR SEGMENTS

	Reluctants %	Privates %	Middles %	Committeds %	Total %
Reduce energy consumption	61	64	66	62	63
Reduce emissions	53	53	52	56	53
Reduce water consumption	34	41	42	39	38
Reduce waste	17	22	24	<b>27</b>	22
Change energy source	<b>10</b>	17	22	28	18
Reduce/change general consumption	9	9	8	<b>16</b>	10
Would make changes if made easier	5	12	9	11	9
Increase vegetation	6	8	6	<b>16</b>	9
Activism	4	6	9	<b>16</b>	8
Environmental actions not related to global warming	1	3	2	2	2
Response not personal action	2	1	0	1	1
I'm doing all I can	<0.5	2	1	1	1
Nothing	4	1	2	3	3
Other	0	2	0	0	1
Don't know	4	2	2	1	2

Base: Believe climate change and global warming will have some impact (n=779).

Bold numbers indicate that segment is significantly different at the 95% confidence level to some or all of the other segments.

# APPENDIX A

## Research methodology

### The questionnaire

Core questions from the continuing *Who Cares?* series regarding priorities and behaviours were included in the questionnaire to measure shifts in these areas. New questions were added in 2007 to explore knowledge, concerns and responsibilities regarding climate change and global warming issues. Table 18 below details the question topics and type and analysis of previous use of questions asked in 2007.

**TABLE 18. 2007 QUESTION TOPICS, QUESTION TYPE AND HISTORICAL ANALYSIS**

Core Questions	Question type*	1994	1997	2000	2003	2006	2007
		Perceived priorities for the New South Wales Government at present	UP				
Perceived priority environmental issues	UP						
Perceived priority initiatives for government to address environmental problems	UP						
Reported frequency of selected environmentally friendly behaviours in last 12 months	C						
Reasons for doing or not doing specific environmentally friendly things	UP						
<b>New questions for 2007</b>							
Self-assessed knowledge of climate change and global warming	C						
Level of Impact of climate change and global warming on people's lives in Australia and other countries	C						
Timing of impact of climate change and global warming on people's lives in Australia and other countries							
Level of impact of climate change and global warming on specific aspects of people's lives	C						
Level of responsibility of community sectors or agencies for reducing the impacts of climate change	C						
Most important things to do in NSW to reduce prevent climate change happening or getting worse	UP						
Most important things they will personally do to reduce prevent climate change happening or getting worse	UP						

\* For question type, UP = unprompted question, C = closed question with prompted options.

Shading indicates survey years in which the question topic has been included.

The questionnaire did not include demographic questions as these were known for each respondent from their participation in the 2006 survey.

The final 2007 questionnaire was tested during 18 pilot interviews for flow and comprehension. Formal fieldwork began on 28 June 2007 and was completed on 30 July 2007. Taverner Research conducted all fieldwork from its Surry Hills call-centre. The final interview length averaged 22 minutes. Although this is longer than is usually advisable in community survey research, very few people terminated the interview part way through and feedback from interviewers showed that respondents maintained a high level of interest in the subject.

### Sampling and weights

The 825 respondents for the 2007 study were drawn from people who agreed to participate in future studies during the main *'Who Cares about the Environment in 2006'* telephone interviews. Table 19 provides a comparison of the demographic characteristics of the respondents in 2007 and the full sample in 2006.

The original sample was produced from a randomly selected list of phone numbers from the electronic version of the White Pages directories across the State. The sample was stratified to ensure that sufficient interviews were obtained in the Greater Sydney area, other urban NSW and rural communities for independent, separate analysis.

To ensure the overall findings would be properly representative of the New South Wales population, the 2007 data was weighted by location, sex and age to bring it in line with known population distributions. Weights were estimated from population distributions based on the Australian Bureau of Statistics 2001 Census estimates.

**TABLE 19. SURVEY SAMPLE – 2006 AND 2007**

	2007		2006	
	#	%	#	%
<b>Gender</b>				
▪ Males	391	47	802	47
▪ Females	434	53	922	53
<b>Age</b>				
▪ 15 to 24	37	4	135	8
▪ 25 to 34	53	6	158	9
▪ 35 to 44	134	16	292	17
▪ 45 to 54	220	27	372	22
▪ 55 to 64	205	25	391	23
▪ 65 and over	176	21	376	22
<b>Location</b>				
▪ Greater Sydney	373	45	821	48
▪ Hunter/Illawarra	149	18	303	18
▪ Large towns	132	16	257	15
▪ Small towns	83	10	164	10
▪ Rural areas	88	11	179	10
<b>Education</b>				
▪ Less than secondary education	181	22	439	25
▪ Secondary education	172	21	395	23
▪ Trade/Technical qualifications	138	17	273	16
▪ Degree qualifications	332	40	610	35
<b>Children</b>				
▪ Yes	630	76	1269	74
▪ No	195	24	455	26
<b>Behaviour Segments</b>				
▪ Reluctants	185	22	406	24
▪ Privates	245	30	597	35
▪ Middles	167	20	309	18
▪ Committeds	198	24	327	19
<b>Total</b>	<b>825</b>	<b>100</b>	<b>1724</b>	<b>100</b>

**Note:** Totals for some categories may not equal the total due to refusals or people who did not classify into the behaviour segments.

### Coding verbatim responses

Responses to open-ended questions were coded in a detailed code framework based on the diversity of issues people mentioned. Codes are the basic unit for describing/analysing verbatim responses – answers that are the same or similar in meaning are assigned a code number with descriptor. The code lists have grown over the years as new issues have been identified and coded.

All verbatim replies to the quantitative surveys were thoroughly reviewed against the coding frames that had been applied in previous surveys. As in past surveys, some additional codes were defined to capture emerging issues that in previous years had not produced sufficient replies to justify separate coding.

Coded replies to previous surveys for the verbatim questions were also re-examined. It was usually possible to align codes previously used with the corresponding revised codes, or to at least place previous codes under the appropriate new headings. In a few instances, previously used codes were split into two different codes that belonged under different headings. In these instances, a decision was made about where to allocate cases with the older codes.

### Code groupings

It is not possible to separately report the full diversity of codes. Instead, they are grouped under major headings for charting and reporting. Generally a code or category has to reach a threshold of 2% to be reported (included

in the chart). However, the tables accompanying some questions provide more detailed data for the individual codes which make up the category reported on the chart.

During the 2006 analysis, a major review was conducted of the groupings of codes that had been developed in previous surveys, and of the appropriateness of the code titles. This resulted in some changes and refinements in code descriptions and code groupings which are detailed in the 2006 report. These code frames were used for the 2007 analysis with the addition of more detailed codes for water related issues in Question 1a (two most important issues for State Government at present), Q2a (single most important issue in NSW today) and Q21 (single most important thing State Government could do to protect the environment). Some overall groupings in these questions have also been changed slightly to reflect changes in the nature of responses. All data for historical years has been regrouped in the same way to maintain comparability. Hence the figures given in this year's report for some items may vary from the charts in previous reports.

New code frames were developed for Questions 55 and 56. These codes are detailed in Tables 16 and 18 accompanying those questions.

## Data tabulation

The data are weighted to more closely match the NSW population on age, gender, and location, and the weighted data tabulated for the total sample and a number of demographic sub-groups. Tables were then prepared directly comparing the results of the 2007 survey to those from previous surveys where the questions and codes used allowed direct comparison. The results for all survey questions are tabulated and presented in charts for each question.

**Demographic highlights** Demographic highlights question accompany most questions in the main report. Only those groups between which differences are statistically significant are reported. For demographic categories with multiple sub-groups, such as age, education and location, not all sub-groups show statistically significant differences from other sub-groups and such groups lie somewhere between the values for the comparisons shown.

**Behaviour segments** Analysis of the quantitative survey data from 1994-2006 using multivariate analysis techniques identified clusters of pro-environmental behaviours (groups of behaviours likely to be done by the same person). These clusters formed three behaviour types or dimensions as follows:

- Household – behaviours in the private household domain eg reducing water or energy use, recycling, avoiding stormwater pollution, not putting oil etc down the sink.
- Green purchasing – behaviours in the commercial domain, relating to shopping eg choosing better household products, avoiding packaging, avoiding plastic bags for shopping, re-using things.
- Environmental citizenship – behaviours in the public domains eg participating in development issues, Landcare or other restoration projects, encouraging someone else to change an environmentally harmful activity.

Using the quantitative data, these behaviour dimensions were used to identify segments in the population for the 2006 survey. The behaviour segment classifications are as follows:

- *Committeds* – high in all three types of behaviour described above.
- *Middles* – Intermediate between *Committeds* and *Reluctants* on all three types of behaviours.
- *Privates* – High on green purchasing & household behaviours but low on citizenship.
- *Reluctants* – Low on green purchasing and citizenship but do some in-household behaviours.

These segments based on behaviour were then found to differ on a number of other measures in the survey. It was not possible to determine if each individual respondent's behaviour segment classification had changed from 2006 to 2007 as only three consumption behaviour questions (reducing water, energy and fuel consumption) were asked in 2007. Therefore in the 2007 analysis, cross tabulations were produced based on the respondent's behaviour segment classification from their 2006 responses. Further detail on the methodology used for behaviour segment classification can be found in Section 4 of the '*Who Cares about the Environment in 2006*' report.

## Reporting

The charts in this report generally show all groups of codes that are applicable to more than 2% of respondents, unless otherwise stated. Percentages are given to the nearest whole number. In some charts and tables this can result in totals that are not exactly 100% due to rounding.

## Appendices

In charts comparing 2006 and 2007 results, the full sample for each study has been included (eg 2006, n=1724 and 2007, n=825).

The results for all survey questions are accompanied by '**demographic highlights**' which present the major demographic differences for that question. Only those groups between which differences are statistically significant are reported. These difference are significant at the 95% confidence level, except where noted as 'slightly' or 'a little' different (90% confidence level). For demographic categories with multiple sub-groups, such as age, education and location, not all sub-groups show statistically significant differences from other sub-groups and such groups lie somewhere between the values for the comparisons shown.

For the analysis of the behaviour segments only respondents who completed both surveys (n=825) have been included in the tables to show variations in responses by the same group over time. Therefore totals for 2006 in these tables may not equal totals shown in graphs and tables where the all 2006 respondents (n=1724) are shown. Bolded numbers in the behaviour segment tables indicate that segment is significantly different to the 95% confidence level to some or all of the other segments.

## APPENDIX B

### Questionnaire

- Q1a What would you say are the two most important issues for attention by the State Government at present?
- Q2a What would you say is the single most important environmental issue in NSW today?
- Q2b And the second most important environmental issue?
- Q12a Doing the right thing for the environment is not always easy for people in today's busy world. Different people find they can do different things and, perhaps for people in some situations, there is not a lot they can really do. From the list of things I'll read out, can you please tell me for each one whether or not in the past 12 months you have... often done that, sometimes done it, just occasionally done it, or never done that?
- c) Made AN EFFORT for environmental reasons TO REDUCE WATER CONSUMPTION, for example through personally using less, using water from a tank or using devices and appliances in your home that use less water.
  - d) Taken ACTIVE STEPS TO REDUCE ENERGY CONSUMPTION for example by turning off lights, using energy efficient light globes, using solar hot water or using appliances such as home heating and cooling more efficiently.
  - g) Taken ACTIVE STEPS TO REDUCE FUEL CONSUMPTION AND VEHICLE AIR POLLUTION, for example by driving less, using a more fuel efficient car, car-pooling, using public transport, bicycling or walking.
- Q12b You mentioned that you often or sometimes have (items from Q12a) in the past 12 months. Can you remember what prompted you to start doing that?
- Q12c You mentioned that you never or just occasionally have (items from Q12a) in the past 12 months. Is there any particular reason you have not done that or find it difficult to do?
- Q21 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?
- Q50 There has been a lot of discussion in the community about global warming and climate change. How would you rate your knowledge about this issue? Would you say you know ...a lot about this, a fair amount, a little, or have very little knowledge about it?

*(If don't believe in climate change close interview, all others continue.)*

- Q51a GLOBAL WARMING and CLIMATE CHANGE involve increases in the levels of carbon dioxide and other greenhouse gas emissions in the atmosphere. These increases affect the earth's surface temperatures and weather patterns. Greenhouse gas emissions get into the atmosphere through natural sources and a range of activities such as clearing forests and use of fossil fuels (eg coal, oil and gas), for transport and energy.

To what extent do you think climate change will impact on YOUR OWN LIFE or that of YOUR CHILDREN? Will it impact on you and/or your children ...not at all, a little, a fair amount, or a great deal.

- Q51b To what extent do you think climate change and global warming will impact on people living ELSEWHERE IN AUSTRALIA? Will it impact them...not at all, a little, a fair amount, or a great deal...READ OUT
- Q51c To what extent do you think climate change and global warming will impact on people living in OTHER COUNTRIES? Will it impact them...not at all, a little, a fair amount, or a great deal...READ OUT

*(If believe climate change will not have at least some impact close interview, all others continue)*

- Q52a When do you think climate change will start to impact on YOU OR YOUR CHILDREN?
- Q52b When do you think climate change will start to impact on people ELSEWHERE IN AUSTRALIA?

## B. Questionnaire

Q52c When do you think climate change will start to impact on people IN OTHER COUNTRIES?

Q53a *(If believe impact on themselves or their children)* In considering some different aspects of your life or your children's lives, how much do you think (..item..) will be affected by climate change and global warming? Please say if you think it will be affected...not at all, a little, a fair amount, or a great deal.

- a) Your house or property (eg through storms, floods, bushfires)
- b) Your health (through new diseases or diseases becoming more prevalent in the community)
- c) Your food supplies (through impacts on agriculture)
- d) Your water supply
- e) Your job or livelihood
- f) Your leisure activities
- g) The quality of the environment in which you live and/or work
- h) Your household budget (through increased prices for goods and services)
- i) Your personal safety (eg through extreme weather events)

Q53b *(Only ask if believe no impact on selves or children but believe impact on others)*

In considering some different aspects of other people's lives, how much do you think (..item..) will be affected by climate change and global warming? Please say if you think it will be affected...not at all, a little, a fair amount, or a great deal. *(Not reported due to small sample size, n=25)*

*(All who answered 53a or 53b continue)*

Q54 We would like to know who YOU THINK should be responsible for reducing the impacts of climate change and global warming and how much responsibility they should have.

In thinking about preventing global warming and climate change happening or getting worse, can you say whether each of the following should have...major responsibility, minor responsibility, or no responsibility for doing this (REDUCING THE IMPACTS OF CLIMATE CHANGE)?

- a) Federal Government
- b) State Government
- c) Local Government
- d) Industry
- e) Farmers
- f) Individuals
- g) Other countries

Q55 In thinking about CLIMATE CHANGE, what do you think are the TWO most important things that WE NEED TO DO in NEW SOUTH WALES to help prevent global warming and climate change happening or getting worse?

Q56 Still thinking about CLIMATE CHANGE, what do you think are the most important things that YOU PERSONALLY are prepared to do in the next few years to help prevent global warming and climate change happening or getting worse?

