

Community Perceptions of Climate Change
A Report on Benchmark Research

Prepared For

The Australian Greenhouse Office

by

**COLMAR BRUNTON SOCIAL RESEARCH AND REDSUIT ADVERTISING
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Executive summary

Introduction

The Federal Government is undertaking a Climate Change Forward Agenda that will focus upon the community, covering a twenty to thirty year time span. Following initial qualitative exploration of community attitudes, a national survey was commissioned to measure the current awareness and knowledge of the community and also to identify how prevalent the key attitudes are from the qualitative research. The survey findings also provide a benchmark against which changes in community awareness and knowledge levels and/or expectation of personal involvement in positive activities can be monitored and the Climate Change Forward Strategy's progress can be revised or confirmed. Colmar Brunton Social Research (CBSR) is pleased to present the findings of this national survey.

Findings

Community attitudes to energy use

- Only 1% of those interviewed admitted they were not interested in doing things to reduce their (household's) energy use and less than 1 in 10 (6%) said they would like to do things to reduce their (household's) energy use but were not doing anything at present. The majority, two-thirds (66%) said they are doing some things to reduce their (household's) energy use but there was more they could do. One-quarter (26%) said they were doing everything they could to reduce their energy use.

Attitudes to climate change

- At present, climate change is not top-of-mind as an important environmental issue. Fewer than 1 in 10 respondents spontaneously mentioned climate change amongst their top three important environmental issues. Water supply/quality, pollution, salinity/land degradation and forests/tree clearing were seen as the main important environmental issues.
- While top-of-mind recognition of Climate change is relatively low, 9 out of 10 (88%) of respondents believed that the climate is changing and 77% believed it would have an effect on them and their families.

- When prompted, the majority (78%) of respondents indicated that they felt that climate change is an important issue facing Australia. Only 4% feel that it is an unimportant issue.
- A similar proportion, (67%) of respondents indicated that they are concerned about climate change.

Contributors to climate change

- Of those who believe the climate is changing, one in three people (31%) cited the general descriptor, pollution, as the cause of this change. Others attributed climate change to the ozone layer (20%), the greenhouse effect (14%), the burning of fossil fuels (12%), global warming (10%) and industry/factories (10%).
- When respondents were asked what the biggest contributors to climate change were, emissions from vehicles was mentioned more than one-third of the time.

Government actions to address climate change

- Six in ten respondents believed that addressing climate change was the responsibility of everyone equally. One-quarter believed that it was the responsibility of the Government and 7% believed it was the responsibility of industry.
- Whilst quite a few people (15%) did not know whether the Commonwealth Government was doing anything about climate change at present, 1 in 2 thought the Commonwealth Government was not doing anything¹. One in three thought the Commonwealth Government was doing something about climate change.
- Of those who did believe that the Commonwealth Government was doing something, education/raising awareness was the most mentioned Government activity (34% of mentions). A further 30% of comments related to the Government not doing anything or not enough.
- When asked what the Government should be doing, education/raising peoples awareness was the most mentioned task.

¹ This finding is consistent with anecdotal evidence which suggests that as well as having a low awareness of what government's actually do, people are confused about what is being done at the Commonwealth government level as distinct from state and local government levels.

Awareness of climate change related programs, organisations and publications

- One-quarter (24%) of respondents had heard of The Australian Greenhouse Office. Although Energy Ratings on Appliances were well known (88%), Energy Smart (54%) and Green Power (47%) were less well known. Just under half the respondents had heard of The National Greenhouse Strategy (43%) and The Fuel Consumption Guide. Whilst just under one-quarter of people had heard of Greenhouse Challenge (27%) and Your Home (21%), less than 1 in 10 had heard of Cool Communities (6%).

Household energy consumption: attitudes

- Overall, people saw reducing their household's energy consumption as important, with 81% of respondents indicating that this was important.
- Although 1 in 5 people (22%) could not spontaneously think of anything that would encourage them to reduce household energy consumption, the most common unprompted suggestions related to financial benefits or incentives. Spontaneous mention of any less tangible benefits was at a far lower level (each was mentioned by less than 1 in 10 people).
- However, when prompted, the vast majority (over 80%) of those not spontaneously mentioning specific incentives, thought that financial benefits, understanding how the benefits outweigh the costs and health benefits, securing the environment for future generations, having proof that what one does will make a difference and feeling good because one is doing the right thing would encourage them to reduce their energy use. Two thirds said that following the example of others would encourage them to reduce their energy use.
- Perceived discouragement to reducing their household's energy use was mainly attributed to cost (25%), too much effort (too inconvenient 14%, too time consuming 8% and not knowing what to do (12%)). However, 1 in 5 people (18%) did not know what discourages them.
- When buying a car, fuel efficiency was cited as being the most important consideration (86%), followed by cost/price (79%) and performance/features (67%).
- When buying a house, location was the most important influence (91%), followed by cost/price (88%) and energy efficiency (75%). Interestingly, those **who had** not

purchased a home in the past two years were more likely to see energy efficiency as an influencing factor in their decision to buy, when compared to those who **had** purchased a house.

Household energy consumption: behaviour

- The vast majority (90%) said they would be prepared to pay a 5% premium for an energy efficient appliance and of these people one half (47%) claimed they would be prepared to pay a 20% premium. Of the total sample, two thirds (65%) said they would be more likely to pay a premium, if they knew the additional monies were going to help improve the environment.
- The most common activities undertaken in the last six months were washing clothes in cold water (83%), having one's car serviced (79%) and turning off unnecessary appliances at the power point (77%). Just under two thirds (62%) had reduced their heating/cooling energy consumption. Over half had reduced their car usage (54%) and over half had used compact fluorescent light globes (51%).
- The majority of people (73%) had home insulation and a smaller majority (53%) had a garden landscaped to maximise summer shade and winter sun. Far fewer had either a high efficiency gas hot water service (34%) or a solar hot water service (13%). Less than 1 in 10 bought green power (8%).

Sources of information on climate change

- The mass media were the main cited source of having heard about climate change and the most preferred options for hearing about such change. However, although only 2% had heard about climate change via direct mail, more than one-quarter (27%) said they would prefer to hear about climate change in this way.



Introduction

Colmar Brunton Social Research (CBSR) is pleased to present the findings of the Benchmark Research, which was designed to provide a measure against which responses to the Commonwealth Government's Climate Change Forward Strategy can be compared over time.

Background

The Federal Government is undertaking a Climate Change Forward Agenda covering a twenty to thirty year time span that will focus upon the community. Hence, the Federal Government wished to explore how the general community can be enrolled and involved in this forward strategy, with particular regard to household greenhouse emissions and responsible actions or behaviour.

A qualitative exploration of community attitudes had already been undertaken and CBSR used the findings of that research to help develop the questionnaire for this national survey. The purpose of the national survey was to measure the current awareness and knowledge of the community, and also to identify how prevalent the key attitudes are from the qualitative research. The survey findings also provide a benchmark against which changes in community awareness and knowledge levels and/or expectation of personal involvement in positive activities can be monitored and the Climate Change Forward Strategy's progress can be revised or confirmed.

Research objectives

The objectives of the national survey were identified as being:

- to provide a national benchmark against which to measure the Climate Change Forward Strategy's progress over the years;
- to provide some broad-based data to feed into the further development of initiatives; and
- to indicate the gap between where Australia's population is currently, in terms of awareness, attitude, knowledge and action and where they need to be to effectively address greenhouse emissions in the household sector.

Methodology

Below is a brief description of the methodology for the Survey. For a detailed description, please see **Appendix 1: Technical Appendix**.

Target Audience

The primary target audience for the national survey was defined as people who have discretionary power over household expenditure. The 2003 Community Perceptions of Climate Change research covered urban, regional and rural households from all Australian States and Territories.

Approach

Following a comprehensive briefing meeting, the plans for this national survey were finalised as to sample nature, size and weightings requirements, quality control measures, reporting requirements and the scope of the questionnaire.

An initial pilot study of 20 interviews was completed, after which the questionnaire was finalised. A copy of the questionnaire is shown in **Appendix 2: Questionnaire**.

Survey methodology

Interviewing technique

Computer Assisted Telephone Interviewing (CATI) was used to allow for rigorous sampling protocols, high quality control over interviewing and minimum opportunity for error by eliminating a data entry stage.

Sample

A target of 1250 interviews was set, using a disproportionate to population approach to ensure a high level of confidence at the national level (+/- 3% at the 95% confidence level), and to provide robust sub-samples. Particular attention was paid to achieving a workable sample of Indigenous Australians and over-sampling was used to complete a total of 100 such interviews.

After the completion of the 1250 interviews, demographic analysis was undertaken to evaluate the veracity of the sample. On completing this analysis, it was seen that there was an over-representation of regional and rural respondents. The survey was therefore amended, with new quotas set by State/Territory and rural, regional/metro to ensure that the final sample better represented the Australian community. A total of 1713 interviews were completed.

The sample was post weighted to ensure the results reflected the views of the population in the correct proportions by State and Territory and metro/non-metro. The booster indigenous sample was combined with the randomly selected indigenous respondents to allow comparisons between results for the general population (including randomly selected indigenous respondents) to be compared with results for indigenous respondents only. The resulting samples were 1635 general population (including randomly selected Indigenous respondents) and 103 indigenous (78 booster and 25 random).

Post-weighting was based on ABS population parameters for capital city/rest of State to ensure that the 2003 general population sample on n= 1635 accurately reflected the Australian population. For more information on the weighting procedure see **Appendix 1: Technical Appendix**.

Response rate

A total of 1713 respondents completed the survey, and the response rate for the entire sample is calculated to be 12.3%. For details on how the response rate was calculated see **Appendix 1: Technical Appendix**.

Interpretive notes

Tables and percentages

Percentages are rounded to whole numbers. Figures/tables may not always add to 100% due to rounding. Base sizes for each question are normally shown under the graph or table where the data are presented.

Classification of ratings

Some questions in the survey were asked using 10-point scales. These scales were used to indicate level of importance, concern and influence. To allow for data analysis and ease of interpretation, all ten point scales have been collapsed in the following way:

- A score of **1-2** means 'Extremely unimportant, 'Extremely unconcerned, 'Extremely uninfluential.
- A score of **3-4** means 'unimportant, 'unconcerned, 'uninfluential.
- A score of **5-6** means 'neither'.
- A score of **7-8** means 'important, 'concerned, 'influential.
- A score of **9-10** means 'Extremely important, 'Extremely concerned, 'Extremely influential.

Reporting of demographic differences

All findings have been analysed to identify statistically significant differences by age, gender, education level, family lifecycle, state/territory, metropolitan/non-metropolitan as well as for people from a non-English speaking background. Any statistically significant trends have been commented on. As a different sampling approach was used to conduct the Indigenous booster study, results for Indigenous people have been reported on separately throughout the report.



Detailed findings

Community attitudes to energy use

Respondents were asked to choose a statement which best described their attitude and behaviour with regard to reducing household energy use. These four statements and related phases were:

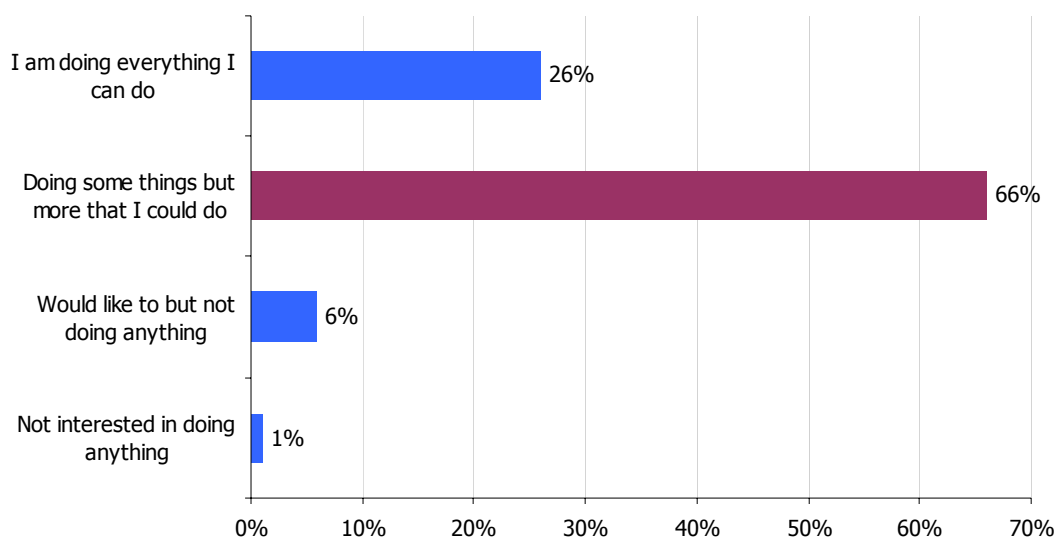
- **Pre-contemplation**: "I am not interested in doing things to reduce my energy use".
- **Contemplative**: "I would like to do things to reduce my energy use but I am not doing anything at the moment".
- **Action**: "I am doing some things to reduce my energy use but there is more that I could do".
- **Maintenance**: "I do everything that I can do to reduce my energy use".

Throughout this report, analysis was conducted to see if there were differences in opinions between these four groups with regard to environmental issues, strategies to deal with these issues, and actions and behaviours.

- Two thirds of those interviewed (66%) said they were doing some things to reduce their (household's) energy use but that there was more that they could do (Action). Australians under than 60 years of age were more likely than Australians aged 60 plus to mention this statement (Under 30 years 70%, 30-39 years 71%, 40-49 years 78%, 50-59 years, 70%, 60 and older 47%). People who were tertiary educated are also more likely than other respondents to mention this.
- Indigenous respondents were less likely to be classified as Action (51%).
- One quarter of respondents (26%) said they were doing everything they could to reduce their (household's) energy use (Maintenance).
- Those more likely to be classified as Maintenance include:
 - Those aged 60 years (44%) and over compared to those younger (under 30 17%, 30-39 years 22%, 40-49 years 17%, 50-59% 26%); and

- Those whose highest level of education is year 9 or 10 (38%), compared to respondents with a university qualification (Diploma/Bachelor/Honours 20%, post graduate 13%).
- Less than 1 in 10 (6%) said they would like to do things to reduce their (household's) energy use but were not doing anything at the moment (Contemplation).
 - Respondents aged under 30 years of age were more likely to be classified as Contemplation, when compared to older respondents.
- Only 1% said they were not interested in doing things to reduce their (household's) energy use (Pre-contemplation)².

Figure 1: Attitudes to household energy conservation



Q14: In most Australian households, three activities consume the most energy. These are heating and cooling the house, heating hot water and running the car.

Which of the following best describes you? READ ALL CODE ONE ONLY

Base: All respondents (n=1635)

² ²The small size of this sub-sample does not allow the identification of meaningful differences across categories.

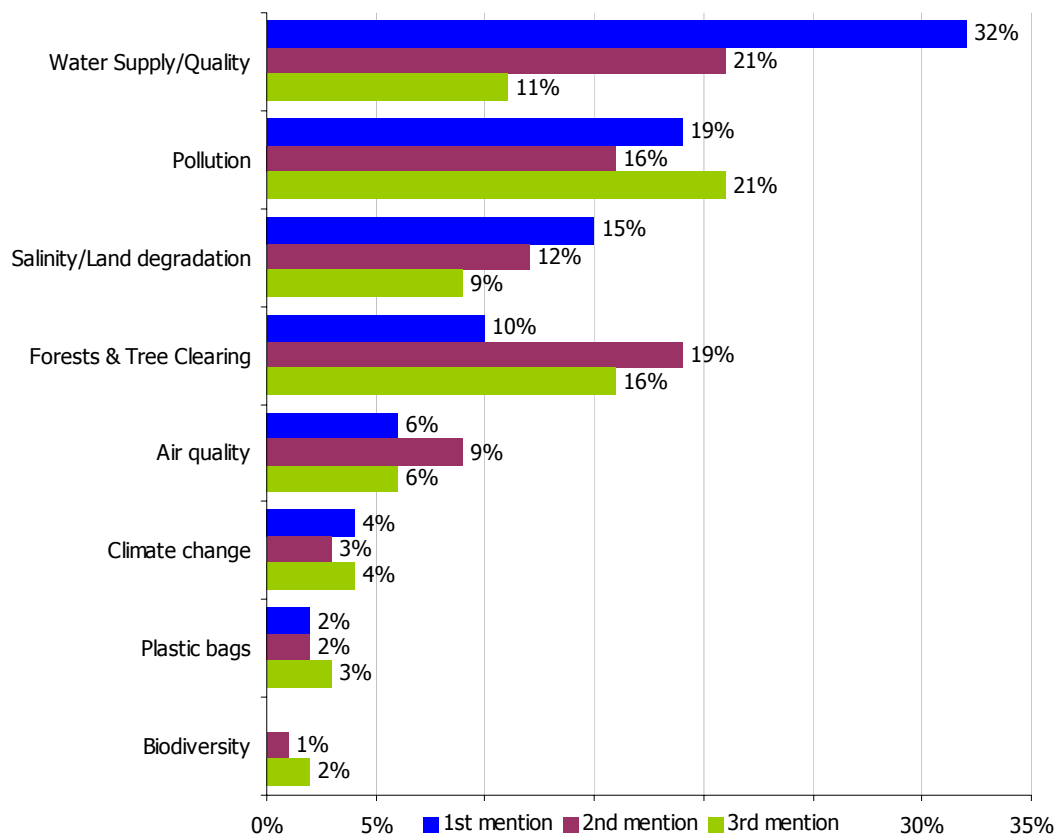
Important Environmental Issues

All respondents were asked to list three important environmental issues facing the Australian community. No specific issues were prompted.

- 91 respondents identified only one issue that they considered to be an important environmental issue facing Australia. A further 125 respondents identified two environmental issues and 1419 respondents were able to identify three important environmental issues facing Australia.
- Climate change is not spontaneously seen as an important environmental issue, with only 4% of respondents mentioning it first as one of the three most important environmental issues facing Australia. A further 3% of those who mentioned a second issue and 4% of those who mentioned a third issue indicated that climate change was a concern.
- Overall the most important environmental issues were:

• Water supply and/or quality	1 st : 32%	2 nd : 21%	3 rd : 11%
• Pollution	1 st : 19%	2 nd : 16%	3 rd : 21%
• Salinity/land degradation	1 st : 15%	2 nd : 12%	3 rd : 9%
• Forests and tree clearing	1 st : 10%	2 nd : 19%	3 rd : 16%
- Other issues mentioned by less than 2% included GM foods, bushfires/drought, ocean pollution, war, endangered animals and lack of recycling.

Figure 2: Incidence of environmental issues perceived as important – mentioned by 2% or more



Q1: What do you believe are the three most important environmental issues facing Australians today?
DO NOT READ CODE UP TO 3 RANK ANSWERS
Base: All first, second and third responses.

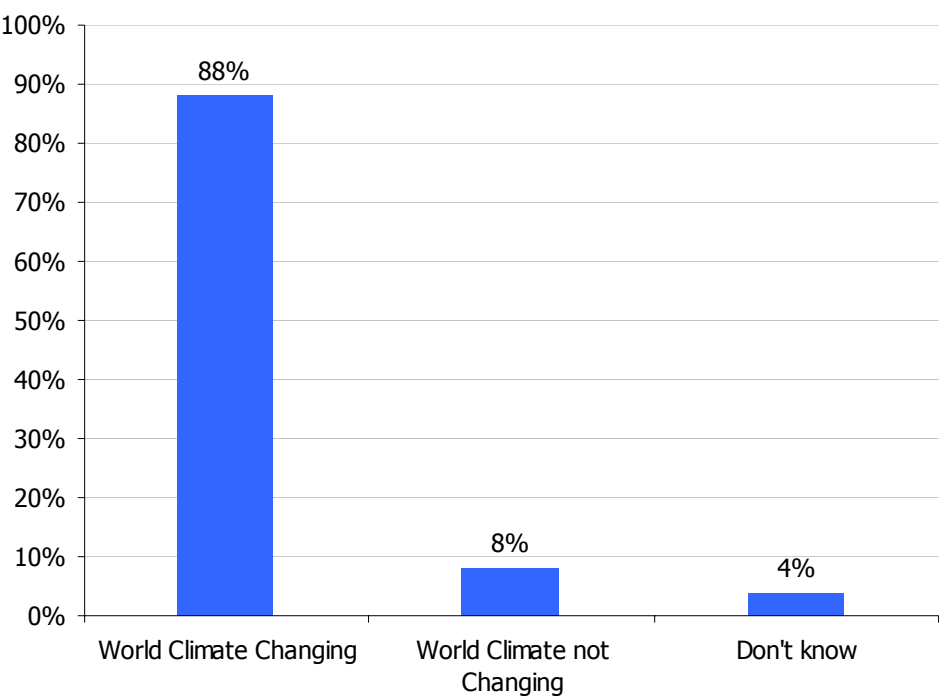
- Of greatest concern to Indigenous respondents was water supply (1st 17%, 2nd 11% and 3rd 5%), forests and tree clearing (1st 14%, 2nd 16% and 3rd 17%) and pollution (1st 16%, 2nd 9% and 3rd 7%).
- Salinity was of greater concern to people in Western Australia than elsewhere in the country and Water supply/quality was of greater concern to those in South Australia than to those in Western Australia.

Climate change

Agreement that the world’s climate is changing

- Almost nine out of ten people (88%) agreed that the world’s climate is changing.
- Similar to the general population, 92% of Indigenous respondents feel that the world’s climate is changing.

Figure 3: Agreement with the statement that the world’s climate is changing



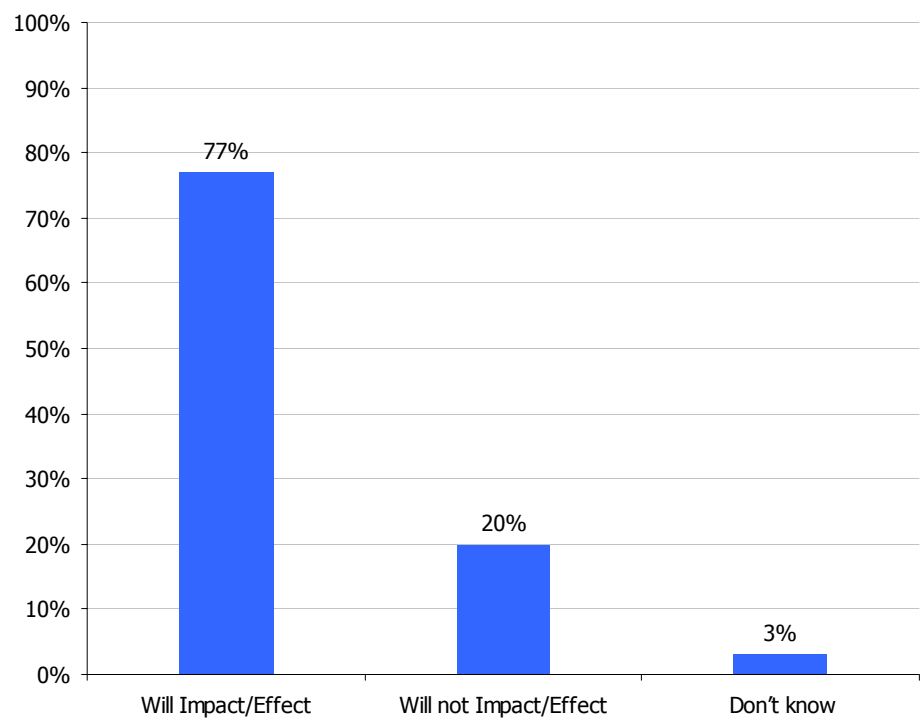
Q2: Which statement do you agree with most? The world’s climate is changing. The world’s climate is not changing
Base: All respondents (n=1635)

- Women were more likely to agree than men (91% compared to 84%).

Impact of climate change

- Respondents who believed the world’s climate is changing were asked if they believed that this climate change would have an impact on them and their families.
- Three-quarters (77%) of respondents thought that climate change would have an effect on them and their families.

Figure 4: Perceived likely impact of climate change on family



Q3: Do you think climate change (READ AND ROTATE, CODE ONE ONLY) Will impact or have an effect on you and your family or will not impact or not have an effect on you and your family?
Base: All respondents who agree the world’s climate is changing (n=1464)

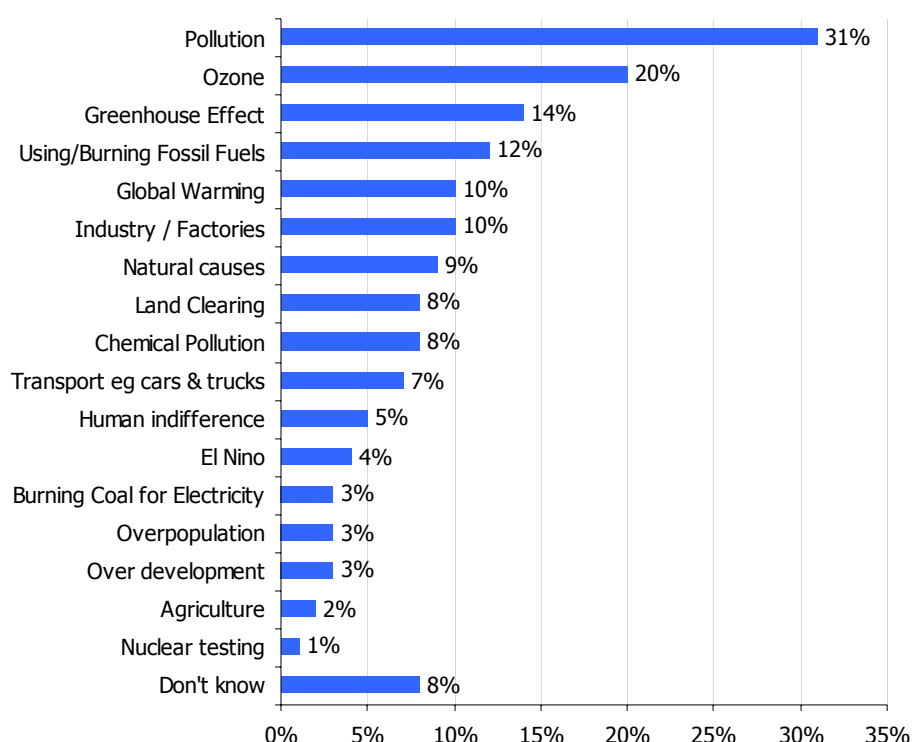
- Three-quarters (73%) of Indigenous respondents thought that climate change would have an effect on them and their families.
- Respondents from Victoria were more likely to feel that climate change would have an impact (85%) on them and their family, compared with respondents from NSW (71%) or Tasmania (72%).
- Women (79%) were more likely to say climate change would effect them than were men (73%).

- Respondents aged between 30 and 39 years of age were also more likely to believe that climate change would have an impact (88%), compared with older and younger respondents.

Causes of world climate change

- Pollution (31%) was the most commonly cited cause of climate change, with the ozone layer (20%) and the greenhouse effect (14%) being other factors mentioned by those who believe the climate is changing.
- Burning fossil fuels (12%) and global warming (10%) were each mentioned by 1 in 10 people.

Figure 5: Perceived causes of world climate change



Q4: What do you think is causing the world's climate to change?

Base: All responses

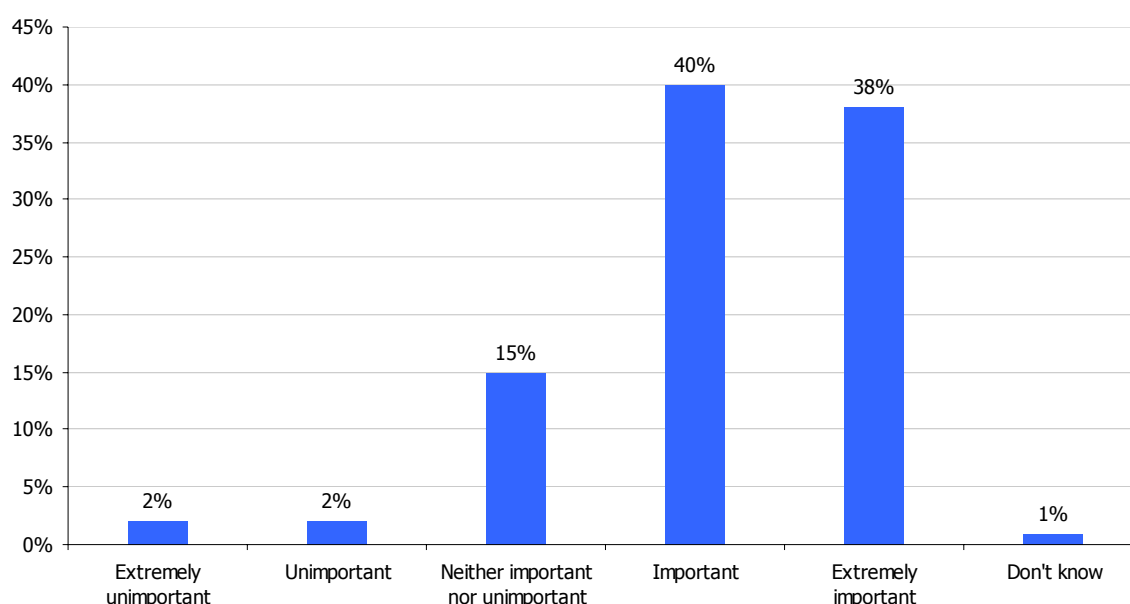
- Indigenous respondents had similar views with one-third (33%) citing pollution, 18% citing the ozone layer and 13% citing the greenhouse effect as a cause of world climate change.

- Women were more likely than men to see pollution (33% compared to 27%) and ozone (23% compared to 16%) as causing climate change.

Importance of climate change

- The importance of climate change was measured on a 1 to 10 scale, where 1 was extremely unimportant and 10 was extremely important.
- Three-quarters (78%) of respondents indicated that climate change was important to Australia (40% important, 38% extremely important).

Figure 6: Perceived importance of climate change for Australia



Q5: On a scale of one to ten, where one is extremely unimportant and ten is extremely important, how important do you think climate change is to Australia?

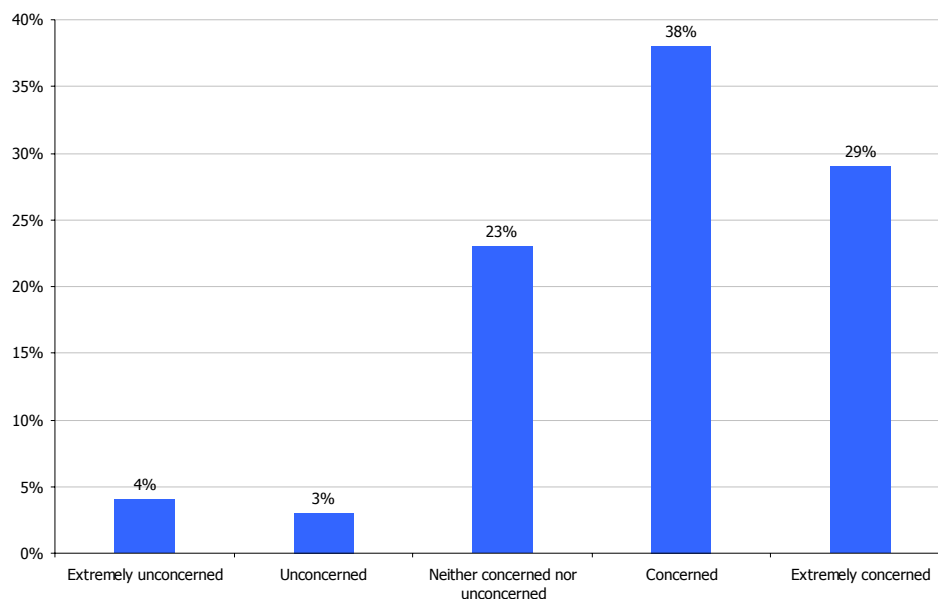
Base: All respondents (n=1464)

- Three-quarters (79%) of Indigenous respondents indicated that climate change was important to Australia (27% important, 52% extremely important).
- People who considered climate change an extremely important issue include:
 - Women (41%) rather than men (34%).
 - People aged between 40-49 (44%) compared to those aged under 30 years (22%).
 - Families with children who talked about climate change (43%) compared to those who have children who did not talk to them about climate change issues (36%).

Concern about climate change

- Two-thirds of respondents indicated that they were concerned about climate change (38% concerned, 29% extremely concerned).
- Less than one-in-ten respondents who felt that the world's climate is changing were unconcerned about this change (3% unconcerned, 4% extremely unconcerned).

Figure 7: Personal concern about climate change



Q6: On a scale of one to ten, where one is extremely unconcerned and ten is extremely concerned, how concerned are you about climate change?

Base: All respondents (n=1464)

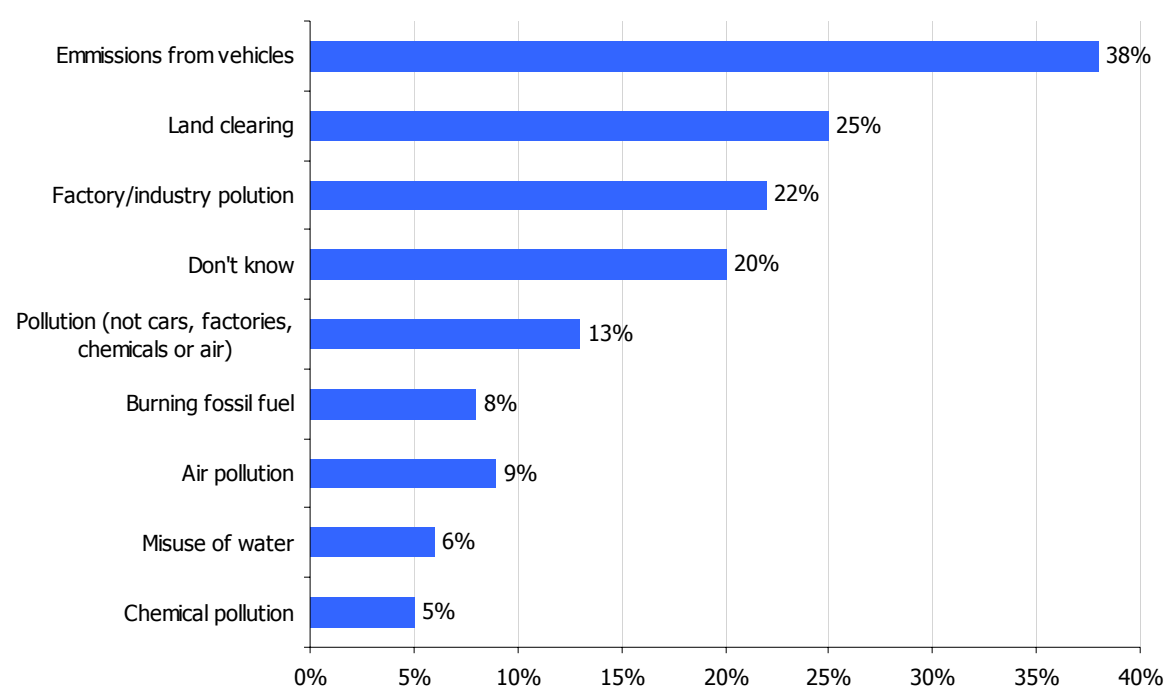
- Indigenous respondents had the same level of concern as general population respondents.
- People more concerned about the issue were:
 - Respondents who can be classified as Maintenance (doing all they can) (41% extremely concerned), compared to those who can be classified as Action (24%) (doing some things but could do more).
- Families with children who talk about climate change (35% extremely concerned) compared to those with children who do not talk about climate change (24%) and those who do not have children (25%).

Biggest Contributors to Climate Change

Respondents were asked to list the human activities that they considered had an influence on climate change.

- Emissions from vehicles was mentioned 38% of the time as a top-of-mind human activity that contributes to climate change.
- Other human actions mentioned more than one-quarter of the time included land clearing (25%) and factory/industry pollution (22%)
- Other activities mentioned less than 5% of the time include:
 - Greenhouse effect (3%);
 - Overpopulation (3%);
 - Overuse of electricity (2%);
 - Nothing (2%);
 - Lack of recycling (2%);
 - Excessive use of energy (2%);
 - Aircraft burning fuel (1%);
 - Plastic bags (1%);
 - Excessive manufacture (1%);
 - Technology/lifestyle (1%);
 - War (1%); and
 - Mining (1%).

Figure 8: Biggest contributors to climate change



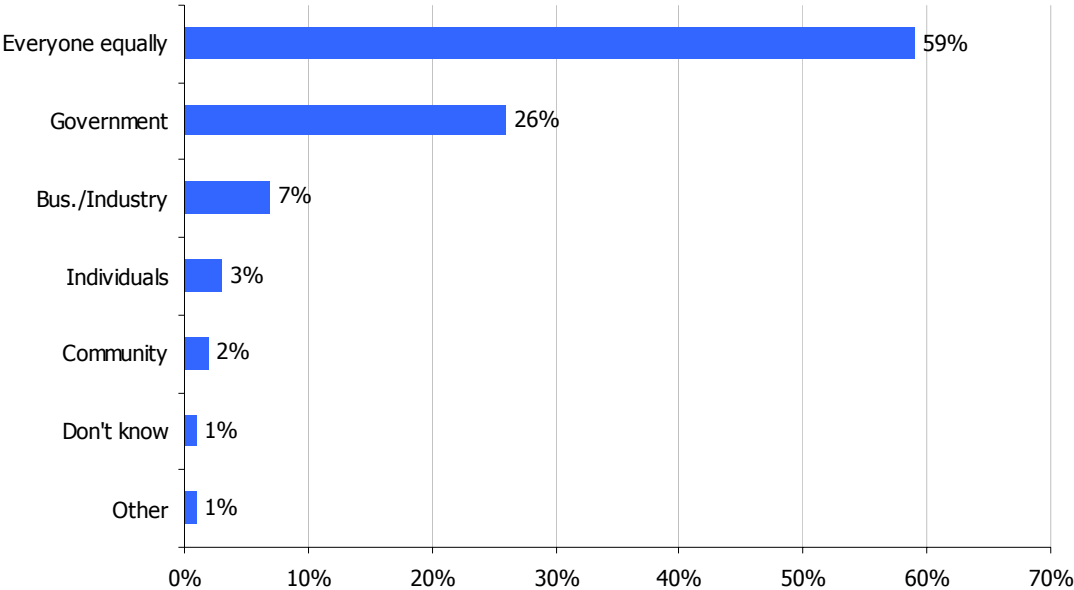
Q7: What human activities do you believe are the two biggest contributors to climate change in Australia? RECORD VERBATIM
Base: All responses

- Respondents from Tasmania were more likely (19%) than those from any other State/Territory to indicate that air pollution is a human activity that is contributing to climate change.

Responsibility for addressing climate change

- Of the options presented, a majority thought that addressing climate change was the responsibility of everyone equally (59%), with Government (26%) being the second group most likely to be chosen as having main responsibility.

Figure 9: Responsibility for addressing climate change



Q8: Who do you consider has the main responsibility for addressing climate change? Is it.. (READ CODE ONE ONLY) or is it someone else?

Base: All respondents who agree the world's climate is changing (n=1464)

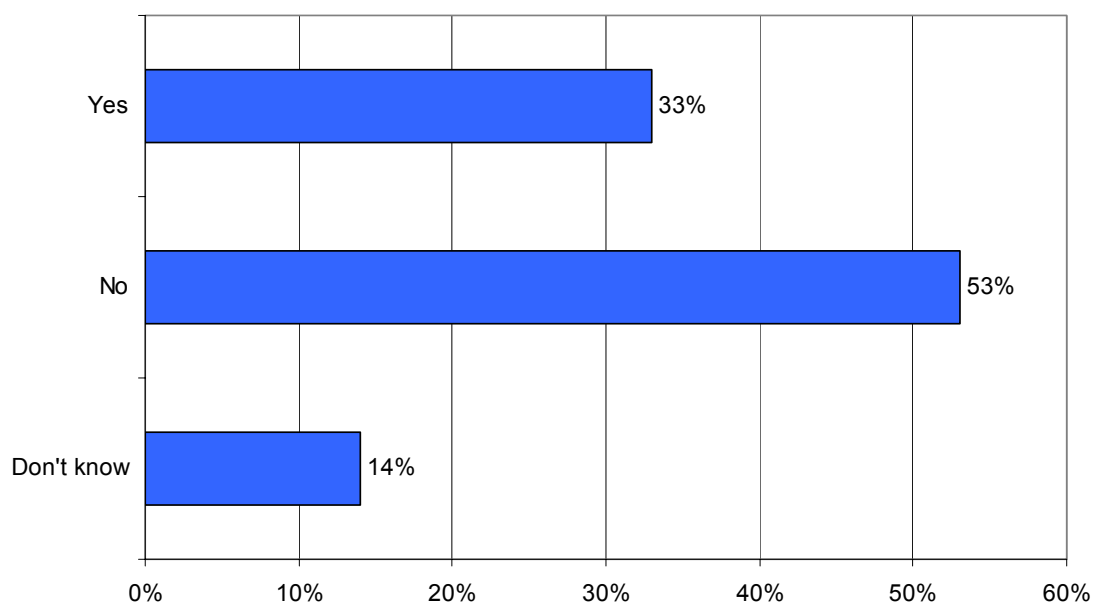
- Indigenous respondents had the same views about who is responsible for addressing climate change.
- Victorians (33%) were more likely to say Government has the main responsibility than those living in Queensland (16%). Queenslanders (69%) were more likely to say everyone equally compared to those in Victoria (51%) and South Australia (59%).
- Women were more likely than men to nominate everyone equally (65% compared to 50%) and men were more likely to nominate Government (34% compared to 21%).

Government action to address climate change

Agreement that the Government is acting

- Only 1 in 3 (33%) said they thought the Government was doing anything about climate change. Whilst half (53%) thought the Government was not doing anything about climate change. A further 14% did not know³.

Figure 10: Percentage believing Commonwealth Government is doing anything



Q9: Do you think the Commonwealth Government is doing ANYTHING about climate change?

Base: All respondents (n=1635)

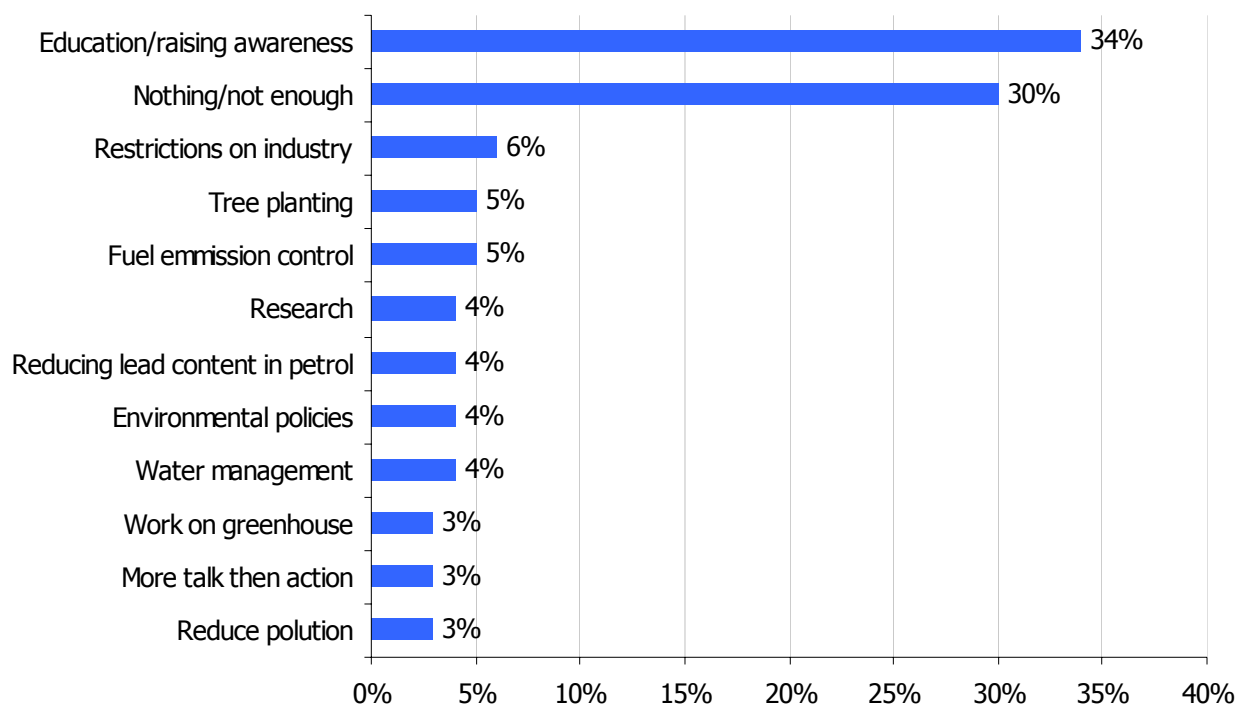
- Indigenous respondents had similar views about what the government was doing about climate change.
- Men were more likely than women to think the Government was doing anything (37% compared to 29%).
- Families with children who talked about climate change were more likely to think the government was doing anything (38%) than families with children who didn't talk about climate change (27%).

³ This finding is consistent with anecdotal evidence which suggests that as well as having a low awareness of what government's actually do, people are confused about what is being done at the Commonwealth government level as distinct from state and local government levels.

Perceptions of what the Government is doing

- Thirty percent of responses related to the government doing nothing.
- More than ten percent of responses related to the following:
 - One-third (34%) mentioned education and raising awareness;
 - 6% mentioned that the government was placing restrictions on industry; and
 - 5% mentioned tree planting.

Figure 11: What is the government doing?



Q10: What is the Government doing to address climate change
Base: All responses

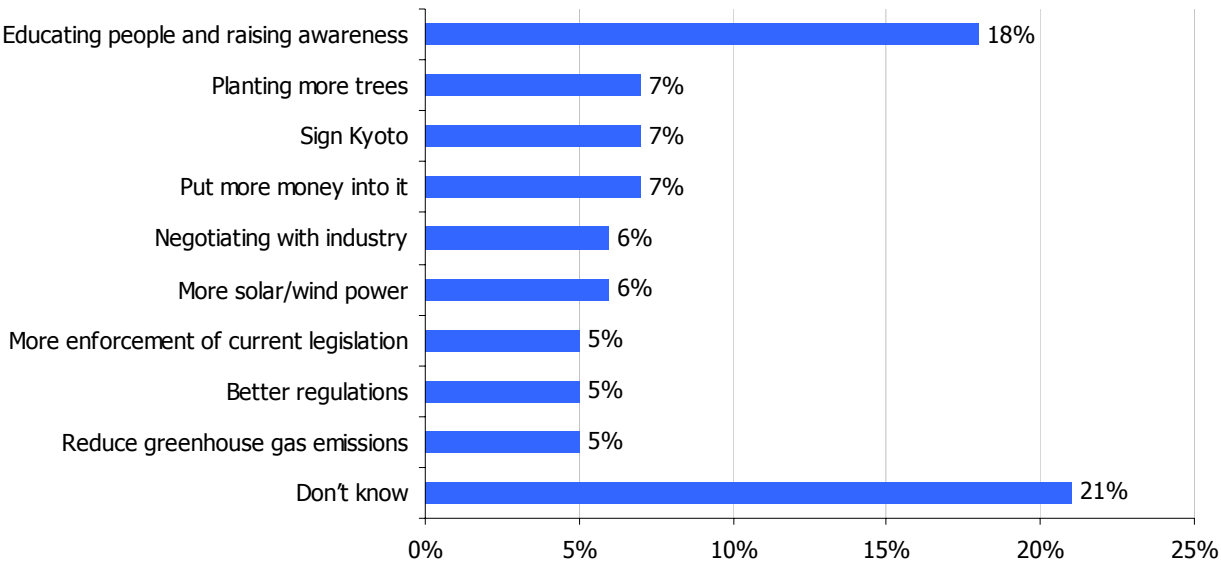
- When asked what the Government was doing, more than one-half (58%) of Indigenous respondents mentioned that the government was providing education and raising awareness.
- There were no other meaningful demographic differences for perceptions of what the Government was doing to address climate change.

Perceptions of what the Government should be doing

All respondents were asked what they thought the Commonwealth Government should be doing about climate change. The most common response was that the Government should be educating/raising awareness (18% of responses)

- A further 30% of responses related to the Government doing nothing/not enough.
- 7% or more of the comments related to the Government doing the following:
 - planting more trees/limit clearing/stop logging (7% mentioned);
 - sign Kyoto agreement and be more involved in Kyoto (7% mentioned); and
 - putting more financial resources into climate change and more resources for research (7% mentioned).
- Other things mentioned by less than 5% included:
 - nothing (4%);
 - what are they doing now (1%);
 - providing information (1%);
 - reducing emissions (2%);
 - admit there is a problem (1%);
 - control exhaust emissions (4%);
 - more research (2%);
 - stop burning fossil fuels (1%);
 - incentives for energy efficiency (2%);
 - taking control (4%);
 - honouring international agreements (3%);
 - more into public transport (2%);
 - control pollution (3%);
 - recycling (1%); and
 - water conservation (1%).

Figure 12: Perceptions of what the government should be doing about climate change



Q12 What do you think the Commonwealth Government should be doing about climate change? (RECORD VERBATIM)

Base: All responses

- Indigenous respondents had similar perceptions of what the government should be doing about climate change.
- Respondents who had a postgraduate degree were significantly more likely than respondents with lower level qualifications to feel that the Government should sign the Kyoto protocol.
- Respondents aged over 60 years were more likely to feel that there was nothing the Government could do, when compared to younger respondents.

Awareness of initiatives

Awareness of climate change related programs, organisations and publications

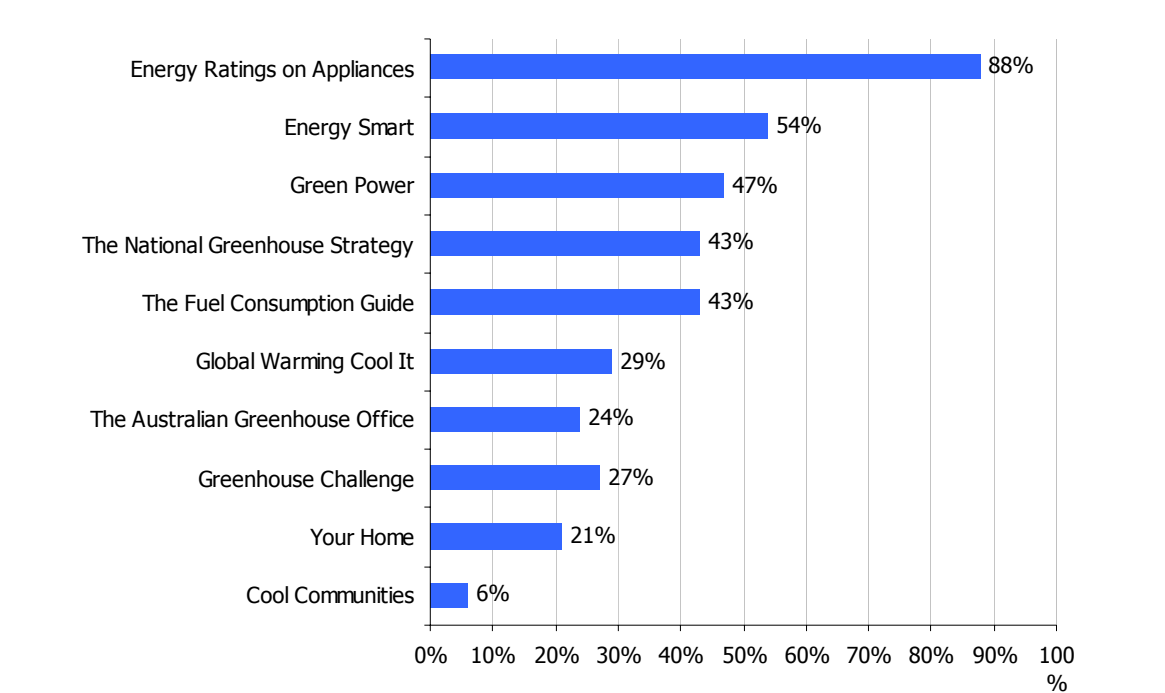
All respondents were asked about their level of familiarity with climate change related programs and publications. There was considerable variation in the level of respondents knowledge, depending on the publication or program in question.

- Only 1 in 4 people (24%) said they had heard of The Australian Greenhouse Office.
- Similar proportions of Indigenous respondents were aware of the climate change organisations and related publications.
- Awareness of The Australian Greenhouse Office was highest in the ACT (39%) and lowest in Queensland (21%). Significantly more women (28%) than men (19%) said they had heard of the Australian Greenhouse Office.
- Greenhouse Challenge was known by (27% overall). People aged 60 or more were more likely to have heard of it (33%) than younger people.
- The Cool Communities program was the least well known of all (6% overall). Awareness was highest in the Northern Territory (12%).
- Despite the low awareness of The Australian Greenhouse Office, just under half (43%) claimed they had heard of The National Greenhouse Strategy. It was better known by the following groups:
 - People living in the ACT (57%), than those living in NSW (41%).
 - People with higher education levels (postgraduates 55% aware) than people with lower education levels.
 - Respondents with children who don't talk about climate change (60%) than those who have children who do talk to them about climate change issues (38%).
 - Respondents who do not speak a language other than English at home (49%) than those who do speak a language other than English at home (38%).
- "Global Warming Cool It" was known to around 1 in 3 people (29%). Women (33%) were significantly more likely than men (23%) to say they had heard of this publication. Claimed awareness was higher among those classified as Maintenance Phase (36%) than others.

People from non English speaking backgrounds were more likely to know "Global Warming Cool It" (38%) than those from an English speaking background (27%).

- The "Your Home" Consumer Guide was known to fewer people (21%) than the "Global Warming Cool It" publication (29%). Higher awareness was among:
 - Women (25%) compared to men (16%).
 - Families with children who talk about climate change (29%) than those who don't talk about climate change (17%).
- More than 4 out of ten people said they had heard of The Fuel Consumption Guide. Families with children who talk about climate change were more likely to know it (50%) than those who had children who do not talk to them about climate change (38%) and those who did not have children (40%).
- Energy Smart (54%) and Green Power (47%) were known to around 1 in 2 people. Energy Smart was better known by:
 - Women (57%) than men (50%).
 - Families with children who talk about climate change (59%) compared to those who had children who do not talk about climate change (50%).
- The vast majority (88%) had heard of the Energy Ratings on Appliances. Awareness was lower for:
 - People aged less than 30 (17%), than those aged between 40-49 years (8%) and 50-59 years (8%).
 - Those with education up to year 9 or 10 (16%), than those with a university degree.
 - Australians from non English speaking backgrounds (26%) than respondents from English speaking backgrounds (10%).

Figure 13: Awareness of climate change related organisations and publications



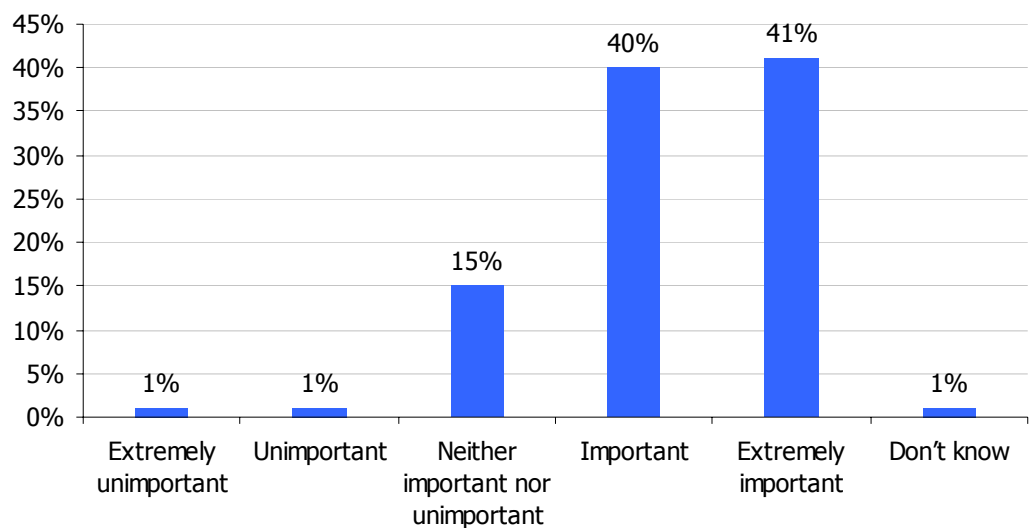
Q11: Have you heard of ... (READ ALL AND ROTATE, CODE ALL)
Base: All respondents (n= 1635)

Energy consumption

Perceived importance of reducing household energy consumption

- On a scale of 1 to 10, where 10 equals extremely important and 1 means extremely unimportant, the vast majority of respondents (81%) indicated that reducing energy consumption was important to them (40% important, 41% extremely important)
- Only 2% felt that this was not important (1% unimportant, 1% extremely unimportant).

Figure 14: Perceived importance of reducing own household’s energy consumption



Q13: On a scale of one to ten, where one is extremely unimportant and ten is extremely important, how important is it to you to reduce your own household’s energy consumption?
Base: All respondents (n=1635)

- Similar proportions of Indigenous respondents felt that the reduction of household energy consumption was important.
- Those who rated reducing household energy consumption extremely important included:
 - Respondents from South Australia (54%) compared to respondents from NSW (77%), the Northern Territory (76%) and the ACT (80%).
 - Those classified as Maintenance phase (53%) compared to those who were in Contemplation phase.
 - People aged 60 (82%) or more compared to those aged under 30 years (76%).
 - Families with children who talked about climate change (48%), compared to those who had children who did not talk about climate change and those who did not have children.

Steps taken to reduce energy use in household

To evaluate current actions, all respondents were asked to identify what they were currently doing to reduce household energy consumption. The majority of respondents report that they were taking steps to reduce their household energy consumption.

- The most common activities undertaken in the last 6 months were washing clothes in cold water (83%) having one's car serviced (79%) and turning off unnecessary appliances or lights at the power point (77%).
- Over 1 in 2 (54%) had used a water-efficient showerhead in the last 6 months.
- This pattern was repeated for turning off electrical appliances at the power point too, where the overall incidence was 77%.
- Just under two thirds (62%) said they had reduced heating and/or cooling energy consumption in the last 6 months.
- Overall, just over 1 in 2 (54%) had reduced their level of car usage in the last 6 months.
- Similarly, just over 1 in 2 (51%) had used compact fluorescent light globes in the last 6 months.
- Other things that respondents mentioned they had been doing include:
 - Using low energy appliances (8%);
 - Improved window curtains (6%);
 - Turning off lights (10%);
 - Shorter showers (5%);
 - Less garden watering (5%); and
 - Less heater/cooler use (5%).
- Having insulation in one's home (73%) and having a garden landscaped to maximise summer shade and winter sun (53%) were far more common than using a high-efficiency gas hot water service (34%), using a solar hot water service (13%), or buying green power (8%).

Reduced car use

- Those classified as Maintenance phase were significantly more likely to have reduced their car use (62%) when compared to those who were considering reducing their energy use (58% not reduced) and those taking some action but who could do more (47% not reduced).

Used compact florescent light globes

- Respondents from Western Australia were significantly more likely (56%) than respondents from NSW (48%) or Tasmania (45%) to have used these globes.
- Those who could be classified as Maintenance were also significantly more likely (58%) than those who could be classified as contemplative phase (35%) to have used these globes.
- Respondents who had children who discussed climate change were more likely (58%) than those who had children who did not talk to them about climate change (49%) or those without children (43%) to have used compact fluorescent light globes.

Turned off power appliances not being used

- Respondents who were Maintenance phase were significantly more likely (86%) than those who were Contemplative (56%) or those who could be classified as action phase (76%).
- Respondents who had children who discussed climate change with them were also more likely to have turned off power appliance not in use (82%) when compared to those who had no children.

Reduced home heating/cooling

- Respondents from South Australia were more likely to have reduced home heating/cooling (73%) than those from NSW (59%) Queensland (62%) or Western Australia (54%).
- Respondents who had children who talked to them about climate change issues are also more likely (66%) to have reduced home heating/cooling, compared to those who's children did not discuss climate change with them (54%).

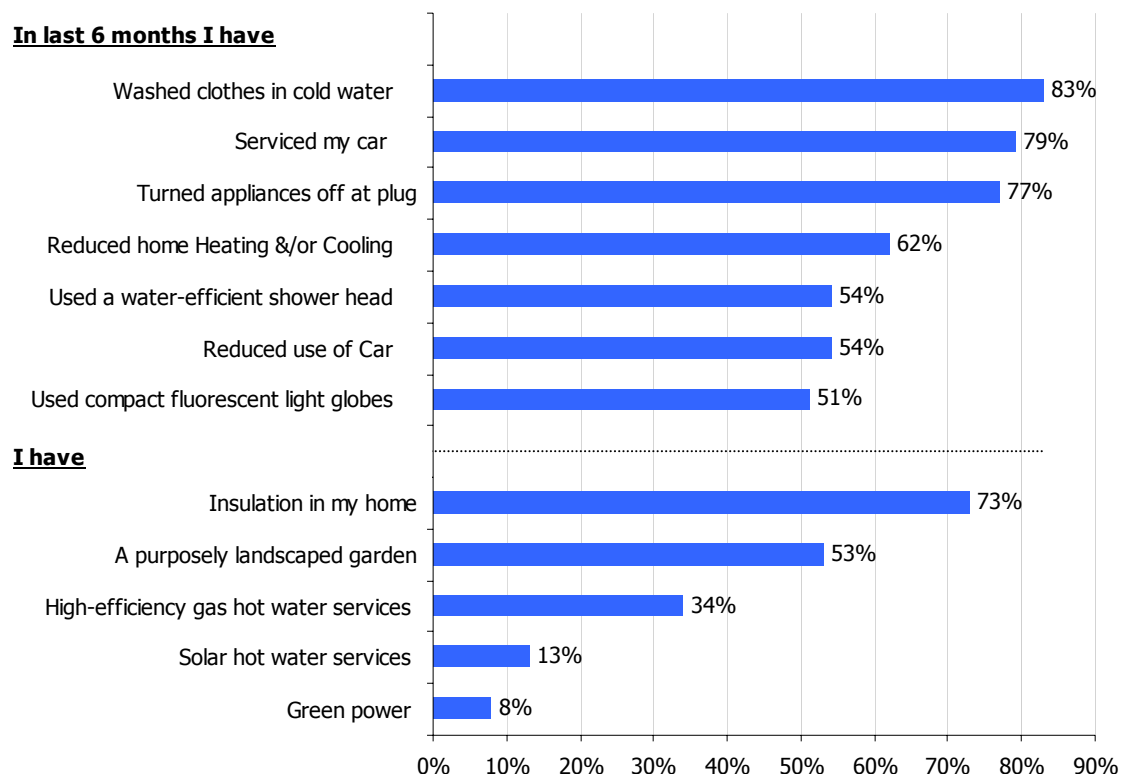
Servicing the car

- Respondents aged under 30 years of age are less likely to have serviced their car (30%) than those aged over 30 years.
- Those who had children who talked to them about climate change issues are significantly more likely (85%) to have serviced their car than those who did not have children who talked to them about climate change issues (26%)
- Indigenous respondents were less likely to have serviced their car (64%) to reduce energy use in their own household in the last six months.

Things people are doing

- Generally respondents who had children who talked to them about climate change issues were more likely (than those who did not have children, or those who had children who did not talk to them about climate change issues) had specific initiatives in place to reduce energy use.
- Indigenous respondents were also less likely to insulate their home (51%).

Figure 15: Action taken to reduce energy use in own household in last 6 months and ownership of energy reducing items

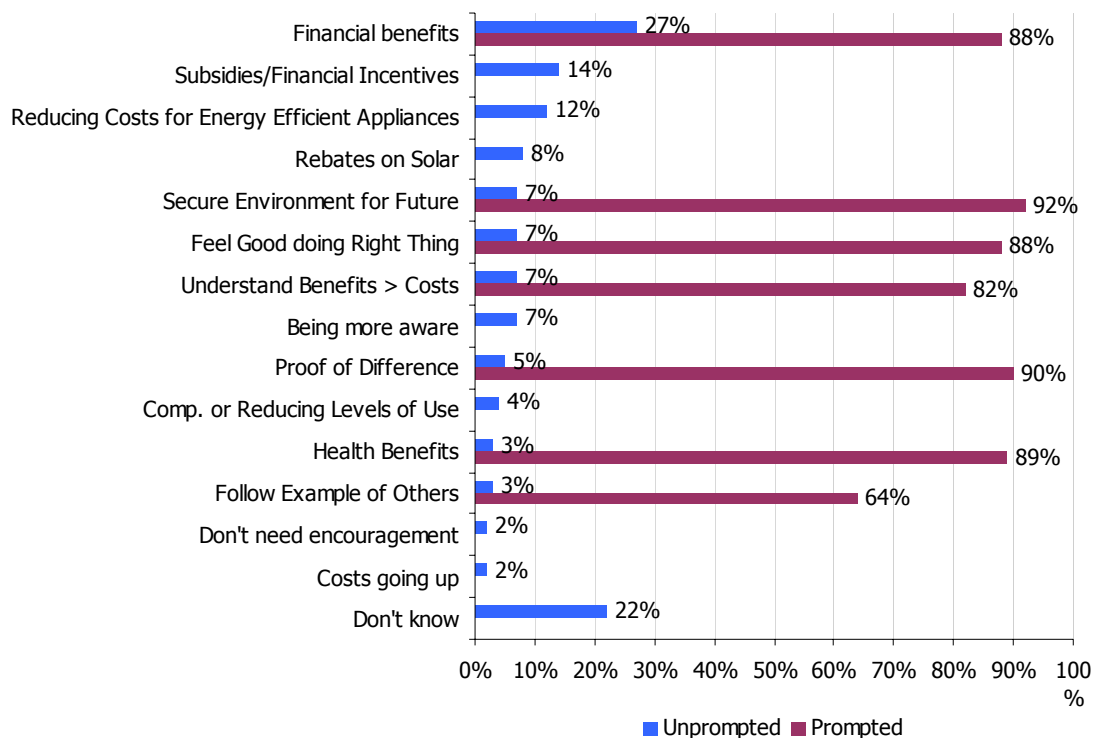


Q25: Now we're going to talk about any things you have personally done or are doing to reduce energy use in your household, remembering that in the majority of households most energy is used to heat and cool the house, heat water and run cars. In the last six months have you ...READ ALL AND ROTATE
Base: All respondents (n=1635)

Ways to encourage household energy consumption reduction

- The most common unprompted suggestions for encouragement to reduce household energy consumption related to financial benefits, namely: financial benefits (27%), subsidies or financial incentives (14%), reducing the cost of energy efficient appliances (12%), rebates on solar energy (8%) and secure environment for the future (7%).
- Unprompted non-financial were at a far lower level, each mentioned by less than 1 in 10 people.
- However, when prompted, the vast majority of those who had not spontaneously mentioned the particular encouragement said that the proposed financial, health and other benefits would encourage them to reduce their energy consumption.
- Securing the environment for future generations (92%), having proof that what you do will make a difference (90%) and health benefits (89%) were acknowledged as being incentives by more people than the other proposed benefits.

Figure 16: Spontaneous and prompted incentives for reducing household energy consumption



Q15: What would encourage you to reduce your household energy consumption? DO NOT READ CODE ALL MENTIONED

Q16.: Would ... (MENTION THOSE NOT MENTIONED AT Q14 ABOVE) encourage you to reduce your household energy consumption?

Base: All respondents with an opinion

- There are no consistent demographic differences for incentives for reducing household energy consumption for unprompted responses.
- When prompted, respondents under 29 years of age were more likely to agree that 'understanding how the benefits outweigh the costs' than respondents aged 50 years and older.
- When prompted, those respondents who had children who talked to them about climate change issues were more likely to agree on 'securing the environment for future generations', than respondents whose children did not talk to them about climate change, or those who did not have children.

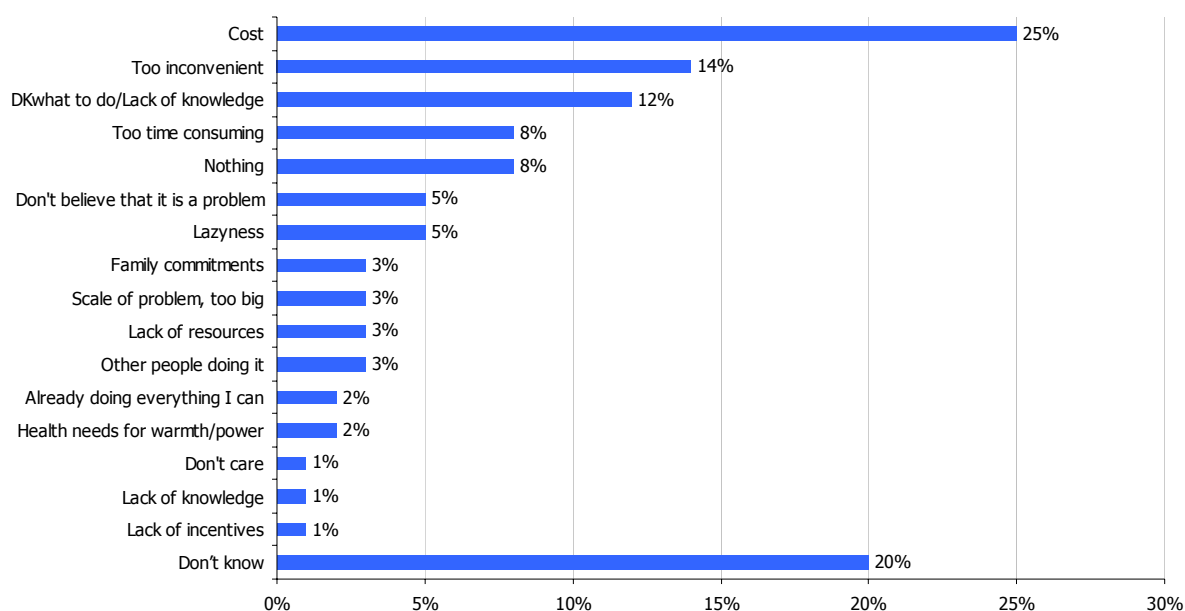
- When prompted, respondents in South Australia were more likely than respondents in any other state to agree that 'financial benefits' would encourage them to reduce their household energy consumption.

Similar proportions of Indigenous respondents mentioned, both prompted and unprompted, the incentives for reducing household energy consumption.

Barriers to reducing household's energy use

- One fifth (20%) of responses related to a lack on knowledge of what discourages respondents from reducing their household's energy use and a further one in ten (12%) related to not knowing what to do, or lacking the information on what to do. In contrast, only 1 in 20 comments related to either not caring or not believing it was a problem.
- However, overall, the most common response was cost (25%).
- One in five comments related to inconvenience (14%) or time consuming (8%).

Figure 17: Barriers to reducing household's energy use



Q17: What discourages you from reducing your household's energy use? DO NOT READ ACCEPT MULTIPLES
Base: All responses

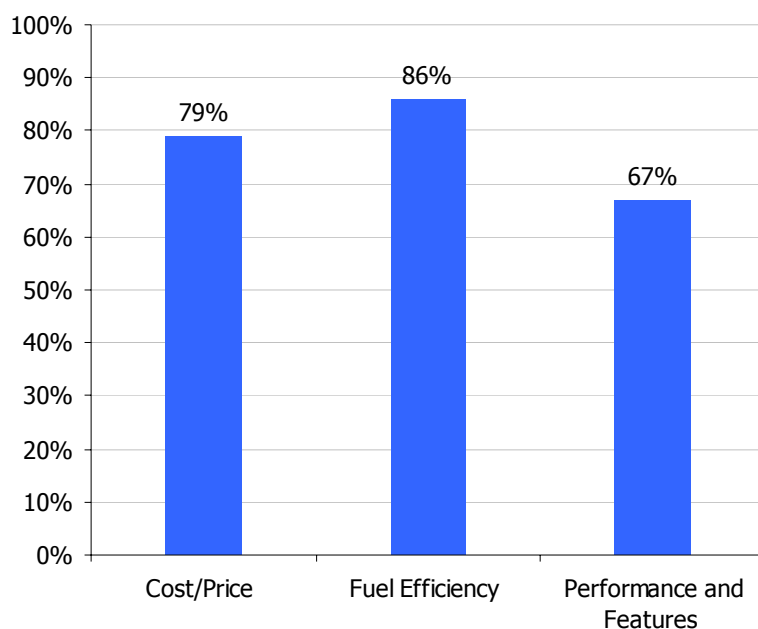
- There were no consistent demographic differences for perceived barriers to reducing household energy use.
- Indigenous respondents mentioned the same barriers to reducing household's energy use.

Purchase behaviour

Perceived influence of factors in car purchase

- Fuel efficiency was more important (86% important) than cost/price (79%) or performance and features (67%) when buying a car.
- Fuel efficiency was of more importance for women (90%), compared to men (81%).
- The cost of the car was also more influential for women than men (81% compared to 77%) as was performance and features (71% compared to 61%).

Figure 18: Perceived influence of factors in car purchase



Q18: On a scale of one to ten, where one is not at all influential and ten is very influential, if you were thinking of buying a car how influential would .. be on your decision to buy? Cost/price; fuel efficiency; performance and features

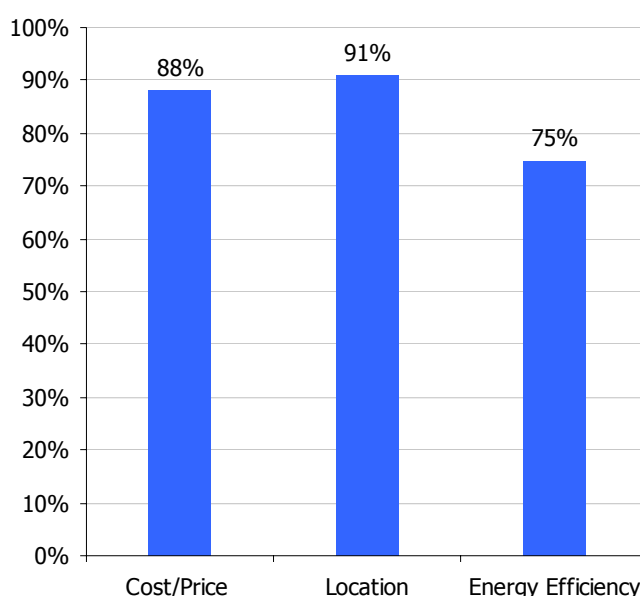
Base: All respondents (n=1635)

- Respondents from Western Australia were more likely to be influenced by fuel efficiency than respondents from Victoria or Tasmania.
- Respondents classified as Maintenance phase or Action phase were significantly more likely to rate fuel efficiency as a factor (89% and 87% respectively), when compared to those at the Contemplation phase (38%).
- Indigenous respondents had similar views about the factors that influence car purchasing.

Perceived influence of factors in home purchase

- In comparison to location (91%) and cost (88%), the proportion of respondents who felt that energy efficiency was an influence when buying a home was lower at 75%.
- Women were more likely to consider cost/price as influential in the decision to buy a house (90%), compared to men (85%).

Figure 19: Perceived influence of factors in home purchase



Q19: On a scale of one to ten, where one is not at all influential and ten is very influential, if you were thinking of buying a home, how influential would .. be on your decision to buy? Cost/price; location; energy efficiency
Base: All respondents (n=1635)

- Respondents from Queensland were significantly more likely to consider location to be an influence (93%), compared to those from Tasmania or the Northern Territory.
- Women were also more likely to see location as an influence on buying a house (92%), compared to men (89%).
- Respondents who can be classified as Maintenance phase were more likely (85%) than respondents who were Pre-contemplative (26%) and those who could be classified as Contemplative (61%).
- Indigenous respondents had similar views about the factors that influence home purchasing.

To further evaluate the influences on buying a home, analysis was conducted to compare the attitudes of those who had purchased a home and those who had not purchased a home.

- Those who had not purchased a home within the last two years were significantly more likely to consider energy efficiency as influencing their decision to buy, compared to those who had bought a home in the past two years.
- This result may show that people thought they considered energy efficiency in their decision to buy a house until they had to make a decision. Then reality hit home and other factors had more influence.

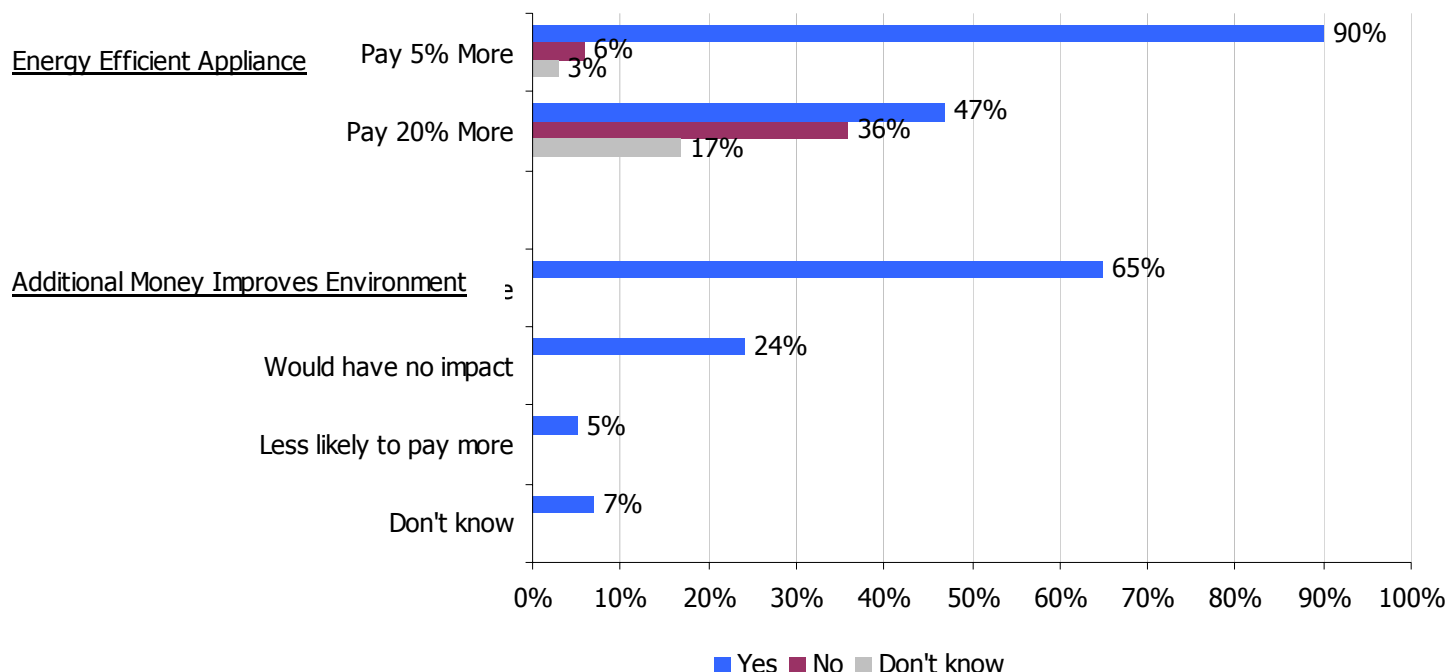
Willingness to pay a premium for energy efficient appliance

- The vast majority of people (90%) claimed they would be willing to pay 5% more for an energy efficient appliance that would save them money in the longer term. Similar proportions of Indigenous respondents would be willing to pay 5% more for an energy appliance that would save money in the long term.
- Respondents aged 60 years and over were significantly less likely to pay an extra 5% than younger respondents.
- Respondents who had children who talked to them about climate change issues were significantly more likely than those who's children did not talk to them about the environment, to be willing to pay an extra 5% more.
- When asked whether they would go further and pay 20% more for an energy efficient appliance, almost one half of those willing to pay 5% more (47%) said they would be prepared to pay 20% more. A higher proportion of Indigenous respondents (64%) would be willing to pay 20% more for an energy efficient appliance.

All respondents were also asked whether they would be more likely to be prepared to pay more for an appliance if the additional money was used to help improve environment.

- Two thirds (65%) said they would be more likely to pay more and 1 in 20 (5%) said they would be less likely to pay more if this were the case. A further 24% said that this would have no impact in their decision to buy and 7% did not know.
- Respondents in Maintenance or Action were more likely (62% and 68% respectively) than those in Contemplative (51%) to be willing to pay a premium if the money was used to help improve the environment.
- Similar proportions of Indigenous respondents were prepared to pay more for an appliance if the additional monies were used to help improve environment.

Figure 20: Willingness to pay a premium for energy efficient appliance



Q22: Would you be willing to pay 5% more for an energy efficient appliance that will save you money in the longer term?

Base: All respondents (n=1635)

Q23: Would you be willing to pay 20% more for an energy efficient appliance that will save you money in the longer term?

Base: All respondents prepared to pay 5% more for an energy efficient appliance (n=1487)

Q24: What if you knew that the monies from the additional cost of your appliance were going to be used to help improve the environment? Would this make you any more or less likely to pay more for an appliance?

Base: All respondents (n=)

To further evaluate willingness to pay an additional sum and purchase behaviour, respondents who had bought household items were compared to those who had not with regard to willingness to pay an extra 5%.

- Those who had not purchased a household product (toaster etc) in the last 12 months were more likely than those who had, to not be willing to pay an extra 5%.
- As with home purchase behaviour, this suggested that while many respondents may have had good intentions, when the purchase decision needed to be made, other factors became the dominant influence in purchasing.

Information

Current sources of information about climate change issues

- The mass media is the most common source of “having heard about climate change” issues. A small minority of comments related to each of the other avenues. Mass media is also the most common way that Indigenous respondents had heard about climate change issues.
- Almost 3 out of 4 people’s (74%) comments related to hearing about climate change issues on television, almost 6 out of 10 (59%) comments related to reading about such issues in newspapers and just under 1 in 3 comments related to hearing about them on radio. Indigenous respondents were less likely to have heard about climate change issues through television (63%), newspapers (29%) and radio (19%).

Television

- More frequent comments related to television came from respondents aged 40 to 49 (85%) rather than other ages (under 30 years 66%, 30-39 years 75%, 50-59 years 76%)
- Respondents who spoke English at home were also more likely to mention that they had heard about climate change issues from television (75% of comments) when compared with non English speakers (65% of comments).

Radio

- Respondents aged 40 to 49 (37%) were more likely to mention that they have heard about climate change issues from radio, when compared to those aged under 30 years (24%).
- Respondents who had children who discussed climate change with them were likely to mention that they had heard about climate change issues from radio (35%), than those who had children who did not talk to them about climate change (28%).
- As with television, respondents who spoke English at home (33%) than those who didn’t speak English at home (19%).

Newspapers

- Newspapers were more likely to be mentioned as a source for Victorians (70%) and ACT (79%), more so than people in other States.
- Respondents with a diploma/bachelor/honours degree were also more likely to mention that they had heard about climate change issues from newspapers (70%), when compared to those without a degree.

Popular magazines

- More likely to be mentioned by people aged between 30-39 years (18%) than those aged under 30 (6%) and those aged over 60 years (8%).

Preferred sources of information about climate change issues

- The mass media is also the most popular preferences for receiving information about climate change issues. However, almost 3 out of 10 (28%) of comments related to preferring information in direct mail.

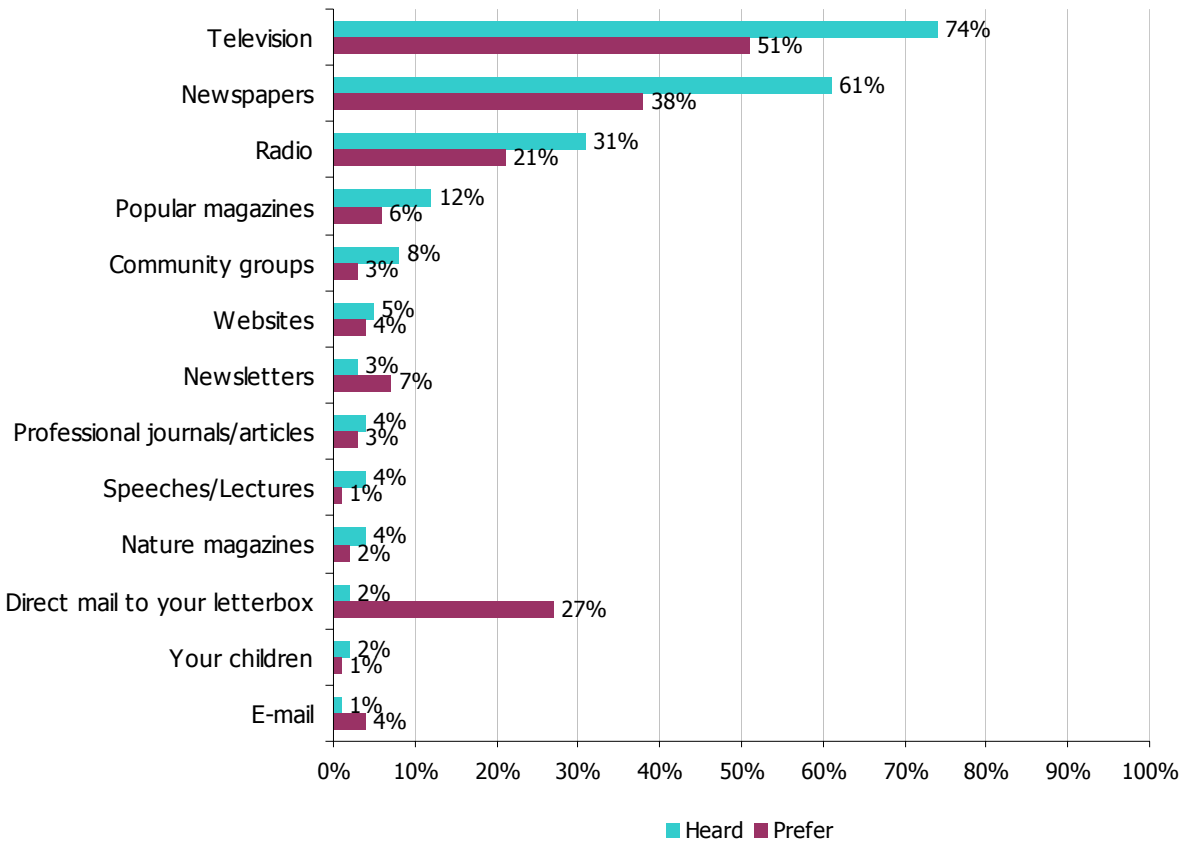
Popular magazines

- Respondents in the Northern Territory (19%) were significantly more likely than respondents from all other State/Territories to mention that they preferred to receive their information via popular magazines.

Direct mail

- Women (30%) were more likely to mention that they preferred to receive information by direct mail (30%) compared to men (24%).

Figure 21: Where heard about and where prefer to hear about climate change issues



Q27: Where have you heard about climate change issues CODE ALL MENTIONED DO NOT READ

Base: All respondents (n=1635)

Q28: How would you prefer to receive information about issues such as climate change and actions you can take?

CODE ALL MENTIONED DO NOT READ

Base: All responses



Appendix 1: Technical appendix

Sampling

Target audience

The target audience for this survey was the general population of Australia who make financial decisions for the household.

Sampling technique

A stratified random sampling approach was followed. Quotas were set for all states and territories. A target of 1250 interviews was set, using a disproportionate to population approach, to ensure a high level of confidence at the national level ($\pm 3\%$ at the 95% confidence level) and to provide robust sub-samples. Particular attention was paid to achieving a workable sample of Indigenous Australians and over-sampling was used to complete a total of 100 such interviews.

After the completion of the 1250 interviews, demographic analysis was undertaken to evaluate the veracity of the sample. On completing this analysis, it was determined that there was an over-representation of regional and rural respondents. As such, the survey was continued, with new quotas set by State/Territory and rural, regional/metro to ensure that the final sample better represented the Australian community. A total of 1713 interviews were completed.

To obtain a sufficient representation from indigenous people (only $n=25$ were obtained using the stratified random sampling approach) it was necessary to conduct a booster study involving $n=78$ indigenous respondents. Locations with higher proportions of Indigenous people were targeted for the booster study to obtain the required number of indigenous interviews within the time-frame.

Due to the nature of the sampling for the Indigenous booster, this sample was combined with the randomly selected indigenous respondents to allow comparisons between results for the general population to be compared with results for indigenous respondents only. The resulting samples were 1635 general population (including randomly selected Indigenous respondents ($n=25$)) and 103 indigenous (78 booster and 25 random).

Contact types

Computer Assisted Telephone Interviewing (CATI) was utilised to complete this survey. Telephone numbers were randomly sampled from the electronic white pages using Marketing Pro software. This software contains all white pages information on CD-Rom and is updated annually. The sample was drawn off this disc and sorted into ascending numbers to enable duplicates to be removed. In order to allow for regional analysis, the sample was disproportionate.

Table 1 shows the achieved sample in each state and territory (included in this table are the 78 indigenous respondents from the booster sample).

Table 1: Sample Sizes and sampling method

State/Territory	Sampled
Sydney	104
Balance of NSW	188
Melbourne	139
Balance of VIC	98
Brisbane	89
Balance of QLD	139
Adelaide	144
Balance of SA	181
Perth	92
Balance of WA	146
Greater Hobart	54
Balance of TAS	88
Darwin	56
Balance of NT	23
Australian Capital Territory	94
Total sample	1635

Response rates

Table 2 shows the response rate data and outcome of all sampled numbers from the research.

Table 2: Call outcomes

Call outcome	
Total numbers used	17919
Refused	6563
Language barrier	0
Quota failure	0
Answering machine	1502
No answer	3653
Engaged	305
Appointment made but not completed	155
Invalid numbers (disconnected, business, mobile)	4028
Completed	1713

Based on this, the response rate for the entire sample is calculated to be 12.3% and was calculated as follows:

$$\frac{\text{Total completed interviews}}{(\text{Total completed interviews} + \text{Refused} + \text{No answer} + \text{Answering machine} + \text{Engaged} + \text{Appointment set})}$$

The refusal rate for the entire sample is calculated to be 79.3% and was calculated as follows:

$$\frac{\text{Total refusals}}{(\text{Total completed interviews} + \text{Refused})}$$

Weighting

The general population sample (without the 78 booster indigenous sample) was post weighted to ensure the results reflect the views of the population in the correct proportions by State and Territory and metro/non-metro. To reflect the population distribution, results for the general population sample were post-weighted to Australian Bureau of Statistics data on Capital city/rest of State. Table 3 shows the weighting factors calculated from ABS census information and applied to the general population data set.

Table 3: weighting factors

WEIGHTS FOR GENERAL POPULATION				
	Sampled	Population proportion	Expected based on population	Weight factor
Sydney	104	0.216	352.35	3.387946157
Balance of NSW	188	0.122	200.04	1.064051871
Melbourne	139	0.184	300.77	2.163792664
Balance of VIC	98	0.067	109.08	1.113038539
Brisbane	89	0.085	138.99	1.561690267
Balance of QLD	139	0.100	162.91	1.172043871
Adelaide	144	0.059	95.83	0.665479388
Balance of SA	181	0.021	33.63	0.185781269
Perth	92	0.073	118.60	1.289136234
Balance of WA	146	0.025	40.89	0.280078962
Greater Hobart	54	0.010	16.63	0.307905259
Balance of TAS	88	0.014	23.26	0.264268828
Darwin	56	0.005	7.40	0.132210467
Balance of NT	23	0.005	8.12	0.352888783
Australian Capital Territory	94	0.016	26.51	0.282043472
	1635	1	1635	

Screening

The sample was screened to ensure a random sample of individuals who are responsible for making financial decisions for the household (ie deciding what type of car to buy).

Fieldwork Methodology

Data collection method

Interviews were conducted by telephone using Computer Assisted Telephone Interviewing (CATI) methodology. OzQuest software is utilised for all CBSR CATI work.

Time to complete

On average, completion of the survey took 16.04 minutes.

Fieldwork dates

All field work was completed between 11 and 30 March 2003.

Field work procedures

CATI

Once the questionnaire was finalised, it was programmed into CATI. The CATI programmer and the CBSR senior researcher then each separately checked the draft CATI script. Any changes that were required were implemented and the checking was repeated until the script was ready for implementation.

The survey was preceded by a briefing, which involved:

- intensive training of the supervisors and interviewers by the CBSR Senior Researcher, of one hour;
- a thorough discussion on the background to the study and the intent of the survey, including concepts and terms surrounding the topic;
- a discussion of each question and details of the intent of these questions;

- briefing on how to handle unusual answers;
- provision of written instructions and reference material; and
- practice interview as an initial familiarisation with the flow and sequence of questions.

The survey was continually monitored in field, with:

- initial interviews by CATI with supervisors overseeing any problems with the sample or the questionnaire;
- recognition by all interviewers and supervision of the respondent's right to: confidentiality; not take part in the research and withdraw from the interview at any time;
- on-going reference to interview length, quotas and interviewer achievement rates; and
- CATI controlled call backs at different times of the day and different days of the week to numbers where an initial call did not achieve a contact.

Colmar Brunton has highly trained and experienced fieldwork teams operating in Sydney and Melbourne, as well as Auckland, New Zealand. We operate a Computer Assisted Telephone Interviewing (CATI) facility, using Surveycraft software, which provides an integrated microcomputer-based system. For this study, interviews were conducted out of the Melbourne facility.

Some features of our CATI team include:

- a field force of over 100 highly trained and Interviewer Quality Control Australia (IQCA) accredited interviewers and 6 supervisors [Three supervisors for Sydney];
- more than 40 CATI terminals;
- facility to interview at whatever time the specific project demands - daytime or evenings, weekdays and weekends;
- use of Surveycraft software, which presents the most innovative cost effective and flexible way of capturing and processing questionnaire data;
- full integration through this system which focuses attention on the high quality processing functions of CATI, data entry of completed questionnaires, coding and data analysis. Raw and aggregate data interfaces are provided to a variety of specialist word processing, statistical, mapping and graphics systems;
- real time Sample Management System (SMS) for CATI surveys;
- supervision which can either be passive or active with the supervisors able to listen to calls or take over the interview if necessary;
- continuous validation and quality control;
- a large number of Foreign Language Interviewers (FLIs) who cover a number of the major foreign languages;
- a dedicated team of specialist and highly experienced coders who not only prepare survey information for computer input, but also provide quality control. These coders have experience in the application of a wide range of standard code frames, including Australian Standard Classification of Occupation (ASCO) and Australian and New Zealand Standard Industry Classification (ANZSIC);
- use of a variety of software and systems which allow for either routine or detailed cross-checking and verification of data at the entry level; and
- electronic control of sampling and call backs. Call back mechanisms ensure that where no contact is made with a respondent, the telephone number is presented to an interviewer regularly but at different times of the day and on different days of the week, to maximise contact possibilities. The selected respondent is not replaced until the required number of

callbacks is achieved; and automatic control of all skip and other interviewer instructions, minimising error and lost data and ensuring that a logical flow of questioning ensues.

For this study, a total of 6 callbacks were made before the sample unit was replaced.

Colmar Brunton has achieved Interviewer Quality Control Australia (IQCA) accreditation in Computer Assisted Telephone Interviewing (CATI). This means detailed procedures and manuals have been put in place for all aspects of survey work.

- IQCA is an industry initiative that ensures that clients buying research from accredited organisations receive quality interviewing;
- fieldwork integrity is the cornerstone of reliable research: if the interview is faulty all subsequent information can be flawed;
- IQCA accreditation represents a significant step towards the broader goal of Quality Assurance under the AS3900 series;
- buyers of market research services from IQCA accredited companies can be assured that the company is bound to observe the International Code of Marketing and Social Research Practice and that the company's procedures for training and supervising interviewers conform to stringent international standards for data collection;
- interviewers are required to have formal and on the job training against a comprehensive curriculum and records are maintained by the company and the individual;
- Identity Cards and an Interviewer Manual are issued to interviewers who are subsequently observed by their supervisors annually. Supervisors themselves are also subject to annual appraisal;
- fieldwork supervisors validate at least 10% of interviews in each survey. Details are recorded in a job summary report which also includes initial information about the survey itself; and
- accredited companies without fieldwork facilities of their own are bound by separate rules to employ IQCA accredited fieldwork companies.

It is a requirement at Colmar Brunton that detailed documentation accompany all projects that involve fieldwork. This documentation includes:

- briefing notes and instructions for interviewers and supervisors;
- quota sheets; and

- contact sheets that record the outcome of every attempt to contact a particular respondent.

Telephone audits were carried out on at least 10% of each interviewer's work. This involves the auditor:

- confirming that the interview took place;
- confirming the answers to at least three of the questions in the questionnaire;
- checking adherence to respondent selection procedure; and
- gathering feedback on interviewer's manner.

This process is centralised to ensure uniformity of standards and total impartiality of auditors.

Pilot interviews

CBSR treated the first 20 interviews in the survey as a pilot. For these pilot interviews, feedback from respondents was gathered about the survey itself, after they had completed it. Questions included on the questionnaire were:

- How did you feel about the survey overall?
- Which questions, if any, were difficult to answer?
- Which questions, if any, made you feel uncomfortable?

The CBSR senior researcher then scrutinised the verbatim responses to these questions about how the survey worked. The findings from the pilot suggested some minor revision to the questionnaire and refinement of the open-ended questions, to allow for more coded questions and to reduce the overall time of the questionnaire.



Appendix 2: Questionnaire



Community perceptions of environmental change

Questionnaire for telephone interviews

[Preamble]

Good (...), my name is (...) from Colmar Brunton Social Research. Today we are doing a survey about your views and opinions regarding the Australian environment. We are doing the survey on behalf of the Commonwealth Government. . The interview will only take about 15 minutes of your time.

Could I please speak to a person in the house who makes financial decisions for the household (eg deciding what type of car or appliances to buy)?

- ☐1 Yes, that is the current individual **(Continue)**
- ☐2 Yes, and gets eligible respondent **(repeat preamble and continue)**
- ☐3 No **(Thank and close)**

In this kind of research there are no right or wrong answers, it is your own opinion and thoughts that matter. Any comments or answers you make are totally confidential and will not be linked to you in any way. At the end of the survey all answers will be put together and reported on in a general way.

Do you have time to talk now?

IF RESPONDENT HAS TIME TO TALK CONTINUE, IF NOT MAKE AN APPOINTMENT

IF RESPONDENT DOES NOT WANT TO PARTICIPATE, THANK AND CLOSE.

CALL BACK DAY: _____ TIME: _____

FIRST NAME: _____

[Attitudes and motivation]

In this first section we are going to ask about your awareness of specific environmental issues.

1. What do you believe are the three most important environmental issues facing Australians today? (DO NOT READ, CODE UP TO 3 RANK ANSWERS)

- ☐1 salinity/Land degradation
- ☐2 water supply/water quality
- ☐3 climate change
- ☐4 biodiversity
- ☐5 air quality
- ☐6 heritage
- ☐7 forests and tree clearing
- ☐8 Pollution
- ☐9 Genetically modified foods (GM Foods)
- ☐10 Plastic bags
- ☐98 don't know (VOLUNTEERED)
- ☐99 other _____ (SPECIFY)

2. Which statement do you most agree with? [READ and ROTATE, CODE ONE ONLY]

- ☐1 The worlds climate is changing (CONTINUE)
- ☐2 The worlds climate is not changing (SKIP TO Q0)
- ☐98 don't know (VOLUNTEERED) (SKIP TO Q0)

3. Do you think climate change [READ and ROTATE, CODE ONE ONLY]

- ☐1 will impact or have an effect on you and your family
- ☐2 will not have impact or have an effect on you and your family
- ☐9 don't know

4. What do you think is causing the world's climate to change? [CODE ALL MENTIONED, DO NOT READ]

☐1 Greenhouse Effect

☐2 Global Warming

☐3 Ozone

☐4 Pollution

☐5 El Nino

☐6 Using/burning fossil fuels eg coal, gas and petrol

☐7 Transport eg cars and trucks

☐8 land clearing

☐9 sheep and cows

☐10 agriculture

☐11 chemical pollution

☐12 industry / factories

☐13 burning coal to make electricity / generating electricity

☐98 don't know (VOLUNTEERED)

☐99 Other __[SPECIFY]

5. On a scale of one to ten where one is extremely unimportant and ten is extremely important, how important do you think climate change is as an issue for Australia? [CODE ONE ONLY DO NOT READ]

1	2	3	4	5	6	7	8	9	10	Don't Know
Extremely unimportant									Extremely important	VOLUNTEERED

6. On a scale of one to ten, where one is extremely unconcerned and ten is extremely concerned, how concerned are you about climate change? (CODE ONE ONLY)

1	2	3	4	5	6	7	8	9	10	Don't know
Extremely unconcerned									Extremely concerned	VOLUNTEERED

7. What human activities do you believe are the two biggest contributors to climate change in Australia (RECORD VERBATIM. ACCEPT UP TO 2 RESPONSES)?

☐98 don't know (VOLUNTEERED)

[Current attitudes and motivations]

8. Who do you consider has the **main** responsibility for addressing climate change? Is it...(READ, CODE ONE ONLY)...or is it someone else?

☐1 Government

☐2 Business / industry

☐3 Community

☐4 Individuals like you

☐5 Everyone equally

☐98 don't know (VOLUNTEERED)

☐99 Other _____ (SPECIFY)

9. Do you think the Commonwealth Government is doing ANYTHING about climate change ?

☐1 yes (CONTINUE)

☐2 no (SKIP TO Q0)

☐98 don't know (VOLUNTEERED) (SKIP TO Q0)

10. (IF YES TO Q0)

What is the Government doing to address climate change (RECORD VERBATIM)?

☐1 Nothing/not enough [CODE IF MENTIONED]

☐98 don't know (VOLUNTEERED)

11. Have you ever heard of ...(READ ALL AND ROTATE, CODE ALL)

	Yes	No	Don't know (VOLUNTEERED)
The Australian Greenhouse Office			
Greenhouse Challenge			
The National Greenhouse Strategy			
The consumer guide called Your Home			
The publication called "Global Warming. Cool it!"			
The Fuel Consumption guide			

Energysmart			
Greenpower			
The program called Cool Communities			
Energy ratings on appliances			

12. What do you think the Commonwealth Government should be doing about climate change?
(RECORD VERBATIM)

☐ 98 don't know (VOLUNTEERED)

13. On a scale from one to ten, where one is extremely unimportant and ten is extremely important, how important is it to you to reduce your own household's energy use? (DO NOT READ, CODE ONE ONLY)

1	2	3	4	5	6	7	8	9	10	Don't know
Extremely unimportant									Extremely important	VOLUNTEER ED

[PREAMBLE]

In most Australian households, three activities consume the most energy. These are heating and cooling the house, heating hot water and running the car.

14. Which of the following best describes you [READ ALL, CODE ONE ONLY]

- ☐1 I am not interested in doing things to reduce my energy use
- ☐2 I would like to do things to reduce my energy use but I am not doing anything at the moment
- ☐3 I am doing some things to reduce my energy use but there is more that I could do
- ☐4 I do everything that I can do to reduce my energy use
- ☐98 Don't know (VOLUNTEERED)

15. What would encourage you to reduce your household energy consumption...?

[DO NOT READ, CODE ALL MENTIONED IN COL 1]

16. Would [ALL **BOLD** NOT CODED IN COL 1] encourage you to reduce your household energy consumption...? [READ ALL BOLD NOT MENTIONED IN Q1 (COL 1) CODE YES/NO]

	Q0 COLUMN 1 unprompted	Q16 COLUMN 2 Prompted
Understanding how the benefits outweigh the costs		YES/NO
Securing the environment for future generations		YES/NO
Having proof that what you do will make a difference		YES/NO

Health benefits		YES/NO
Financial benefits		YES/NO
Feeling good because you feel you are doing the right thing		YES/NO
Following the example of others		YES/NO
Subsidies/financial incentives		
Reducing costs for energy efficient appliances		
Compensation for reducing levels of use		
Rebates on solar		
Other____(SPECIFY)		

17. What discourages you from reducing your household's energy use? (DO NOT READ ACCEPT MULTIPLE)

- ☐1 Too time consuming
- ☐2 Too inconvenient
- ☐3 Cost
- ☐4 The scale of the problem/the problem is too big
- ☐5 Family commitments
- ☐6 Don't know what to do/lack of knowledge
- ☐7 Don't care
- ☐8 Don't believe that it is a problem
- ☐98 don't know (VOLUNTEERED)
- ☐99 Other____(SPECIFY)

18. On a scale from one to ten, where one is not at all influential and ten is very influential, if you were thinking of buying a car how influential would [INSERT ATTRIBUTE] be on your decision to buy?

1	2	3	4	5	6	7	8	9	10	Don't know
Extremely uninfluential									Extremely influential	VOLUNTEER ED

cost/price

fuel efficiency

performance and features

19. On a scale from one to ten, where one is not at all influential and ten is very influential, if you were thinking of buying a home, how influential would [INSERT ATTRIBUTE] be on your decision to buy?

1	2	3	4	5	6	7	8	9	10	Don't know
Not at all influential									Very influential	VOLUNTEER ED

cost/price

location

energy efficiency

20. Have you purchased a home in the past 2 years? (DO NOT READ, CODE ONE ONLY)

☐1 yes (CONTINUE)

☐2 no (SKIP TO Q22)

☐98 don't know (VOLUNTEERED) (SKIP TO Q22)

21. Have you done any renovations to your home in the past 2 years, excluding bathroom or kitchen renovations? [DO NOT READ, CODE ONE ONLY]

☐1 yes

☐2 no

☐98 don't know (VOLUNTEERED)

22. Would you be willing to pay 5% more for an energy efficient appliance that will save you money over the longer term?

☐1 yes (CONTINUE)

☐2 no (SKIP TO Q0)

☐9 don't know (SKIP TO Q0)

23. Would you be willing to pay 20% more for an energy efficient appliance that will save you money over the longer term?

☐1 yes

☐2 no

☐9 don't know (VOLUNTEERED)

24. What if you knew that the monies from the additional cost of your appliance were going to be used to help improve the environment? Would this make you any more or less likely to pay more for an appliance?

☐1 More likely to pay more

☐2 Would have no impact

☐3 Less likely to pay more

☐98 don't know (VOLUNTEERED)

[individual and household actions]

25. Now we are going to talk about any things you have personally done or are doing now, to reduce energy use in your household, remembering that in the majority of households most energy is used to heat and cool the house, heat water and run cars? In the last six months have you ... [READ ALL AND ROTATE]

	YES	NO	DON'T KNOW (volunteered)
reduced the use of your car from previous levels (eg cycling, walking, using public			

transport)			
used compact fluorescent light globes			
washed clothes in cold water			
used a water- efficient shower head			
checked your home for electrical appliances not in use and turned these off at the power point (eg the TV, lights, a second fridge)			
reduced home heating and/or cooling energy consumption to less than normal			
serviced your car			
Any other things?__(SPECIFY)			

And do you... (READ AND ROTATE)...

	YES	NO	DON'T KNOW (volunteered)
Have insulation in your home?			
Use solar hot water services?			
Use high-efficiency gas hot water services?			
Have a garden that is landscaped to maximise summer shade and winter sun			
Buy green power?			

26. Which of the following products have you made the decision to purchase for your household in the last 12 months? Have you purchased or made the decision to purchase... [READ ALL AND ROTATE,]

	YES	NO	DON'T KNOW
A vehicle			
A whitegood (for example a washing machine or fridge)			
Household appliances (for example toasters, jugs, entertainment units)			
Hot water service			
Air conditioning			

27. Where have you heard about climate change issues? [CODE ALL MENTIONED, DO NOT READ]

☐1 television

☐2 radio

☐3 newspapers

☐4 websites

☐5 community groups

☐6 newsletters

☐7 popular magazines

☐8 professional journals/articles

☐9 direct mail to your letterbox

☐10 email

☐11 your children

☐12 Speeches/lectures

☐13 nature magazines

28. How would you prefer to receive information about issues such as climate change and actions you can take...? (CODE ALL MENTIONED, DO NOT READ)

☐1 television

☐2 radio

☐3 newspapers

☐4 websites

☐5 community groups

☐6 newsletters

☐7 popular magazines

☐8 professional journals/articles

☐9 direct mail to your letterbox

☐10 email

☐11 your children

☐12 Speeches/lectures

☐13 nature magazines

[Demographics]

We are nearly finished. The following questions are for classification purposes only and will not be used to identify you in any way. If you do not feel like answering any of these questions, please tell me and we will skip to the next one.

29. Gender (INTERVIEWER TO CODE)

☐1Female

☐2Male

30. What was your age at your last birthday?

_____ age in years

☐98 Don't know/refused (VOLUNTEERED)

31. What is the highest level of education or qualification you have completed? Is it... [READ. CODE ONE ONLY.]

☐1 Year 9 or below

☐2 Year 10 or equivalent

☐3 Year 11 or equivalent

☐4 Year 12 or equivalent

☐5 Trade certificate or apprenticeship

☐6 Diploma

☐7 Bachelor or Honours degree

☐8 Post graduate degree (eg Masters, PhD)

☐98 Don't know/refused (VOLUNTEERED)

32. Do you have children?

- ☐1 Yes (CONTINUE)
- ☐2 No (SKIP TO Q34)
- ☐97 Prefer not to answer (SKIP TO Q34)

33. Do your children ever talk to you about climate change?

- ☐1 yes
- ☐2 no
- ☐98 don't know

34. What is the gross income (including pensions and allowances) that your household usually receives each week from all sources? Gross income is your household's income from all sources **before tax**. Was it... (READ. CODE **ONE** ONLY.)

- ☐1 Nil income
- ☐2 \$1-\$199 per week
- ☐3 \$200-\$399 per week
- ☐4 \$400-\$599 per week
- ☐5 \$600-799 per week
- ☐6 \$800-\$999 per week
- ☐7 \$1,000-\$1,499 per week
- ☐8 More than \$1,500 per week
- ☐98 Don't know/refused (VOLUNTEERED)

35. Do you speak a language other than English at home?

☐1 Yes

☐2 No

☐97 Refused

36. Are you of Indigenous or Torres Strait Islander origin?

☐1 Yes

☐2 No

☐97 Refused

37. What is your post code?

INTERVIEWER TO CODE

	Code
Sydney	01
Melbourne	02
Brisbane	03
Adelaide	04
Perth	05
Hobart	06
Darwin	07
ACT	08

That is the end of the survey. Thank you very much for taking part.

Interviewer's Signature: I certify that I have conducted this interview in accordance with the guidelines set out in the Market Research Society Code of Practice and in accordance with the instructions from Colmar Brunton Social Research. I have thoroughly checked the questionnaire and it is complete in all respects.

Signature: _____