



# Australia's Response to Global Warming

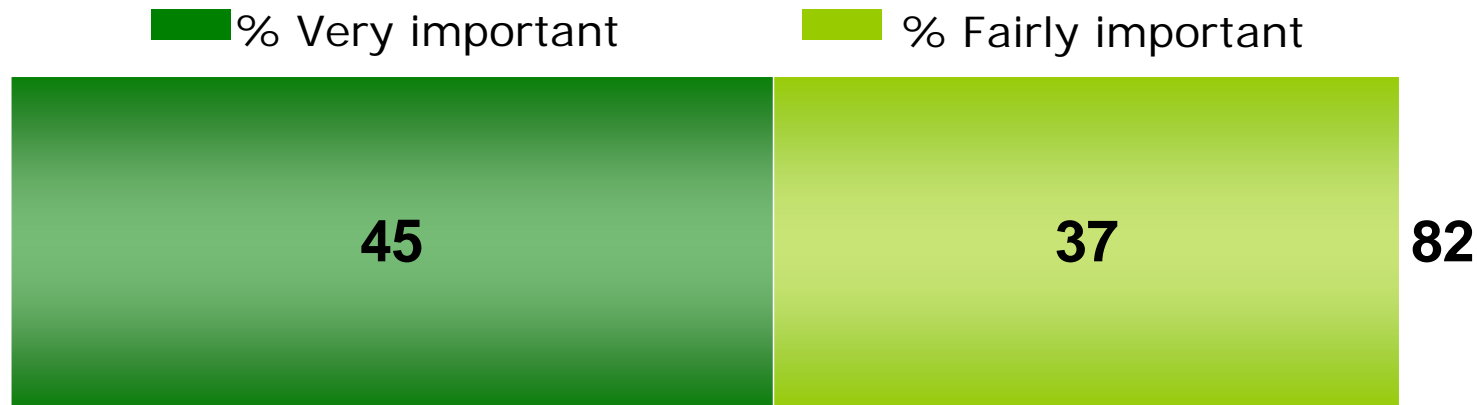
Findings from UMR Online Omnibus  
April 2008

- 1,000 online interviews
- Nationally representative sample
- Age: 18+
- Fieldwork: 4-9 April 2008
- Data was weighted to achieve actual population distribution
- Maximum margin of error at 95% confidence level: +/- 3.1%

# General View on Climate Change

# Climate Change is an important issue...

How important are the following issues to you personally? - **Climate Change**

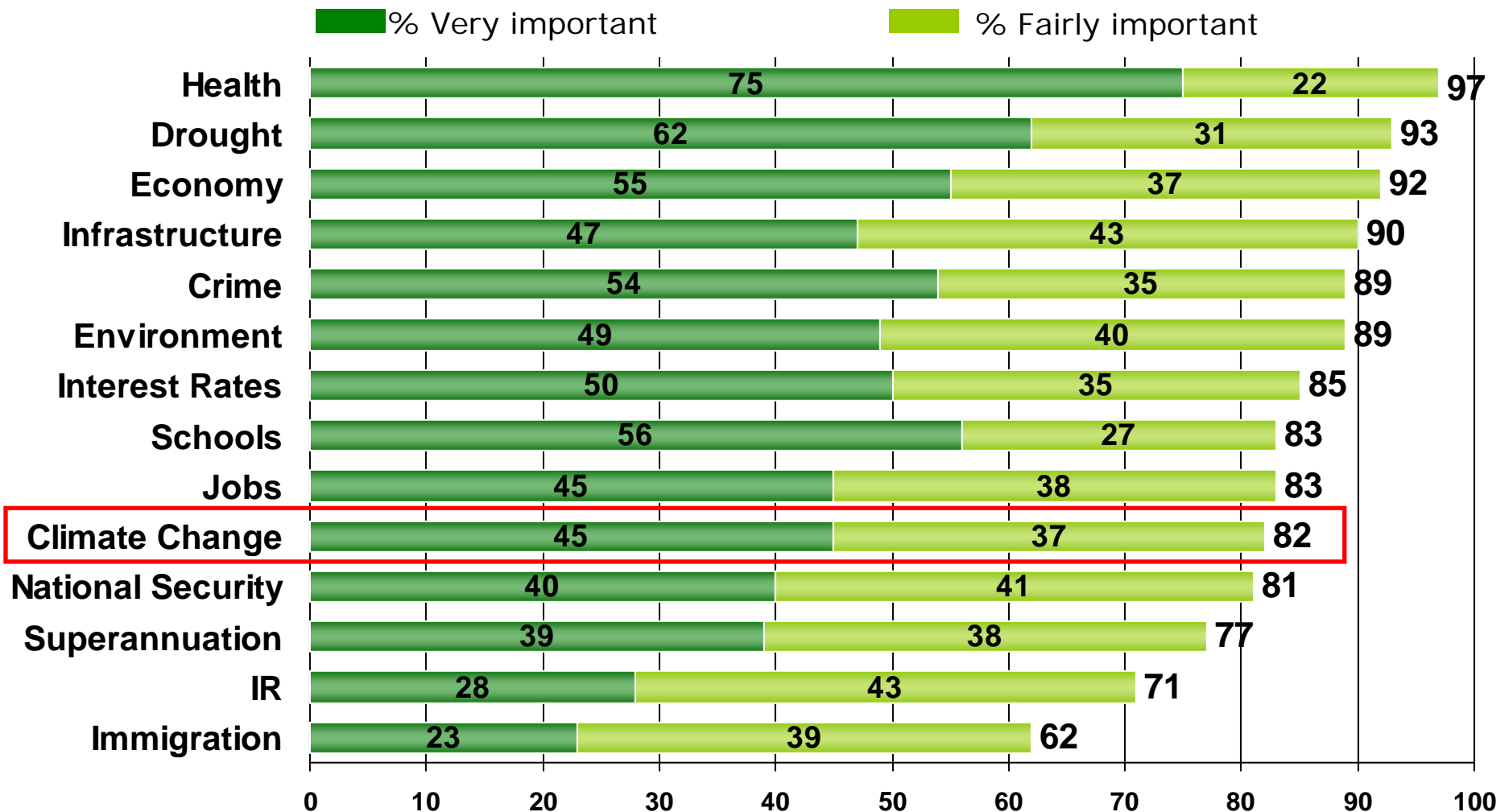


- Climate change is a very or fairly important issue for 8 in 10 Australians.
- For women, climate change is notably more important (89%) than for men (74%).
- People with lower income regard climate change as a more important issue than those with higher income.
- Residents of Western Australia and Victoria attach a higher importance to it than inhabitants of other states.

# ... but there are more important ones



How important are the following issues to you personally?



# 2 in 3 Australians think climate change is happening already...



Which of the following best describes your views about global warming and climate change?  
Do you think climate change because of global warming...

- Is already happening
- Will happen in the next few years
- Will happen in your lifetime
- Will affect future generations
- Will never happen
- Unsure



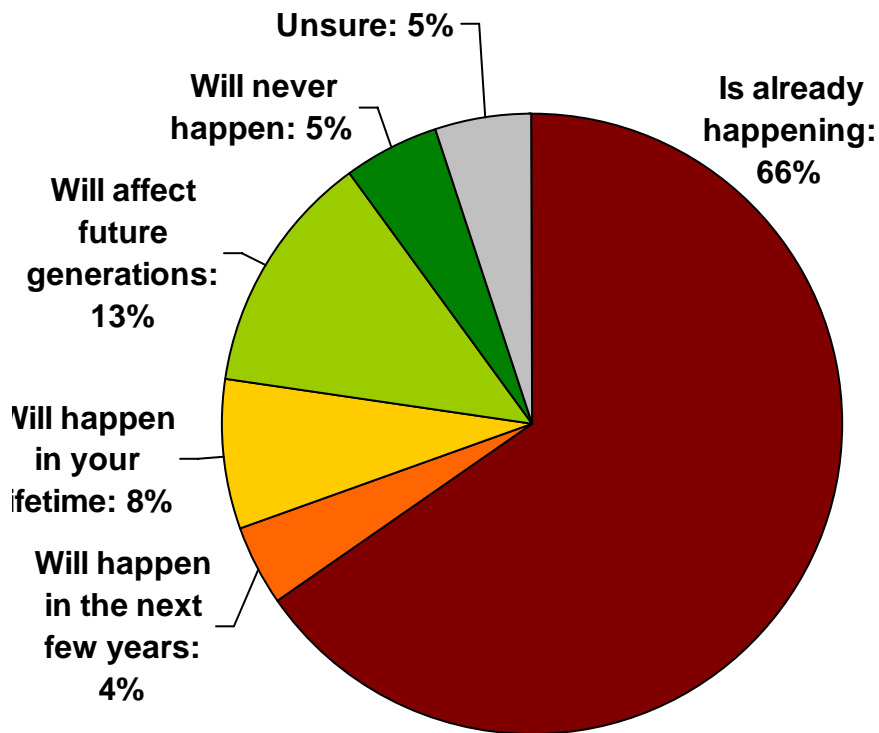
- Two third of Australians are convinced that climate change because of global warming is already happening, with 72% of women and 60% of men saying this.
- Older people tend to think it will occur in future, younger people are more convinced it is already happening.
- Greens voters are most certain that it is already happening (89%).
- 39% of Coalition voters are sure it will take place in the next few years or later, 9% of them say it will never happen.
- 74% of those participating in Earth Hour and 55% of those not participating say that climate change due to global warming is already happening.

# ... whilst less than half of Americans share that view

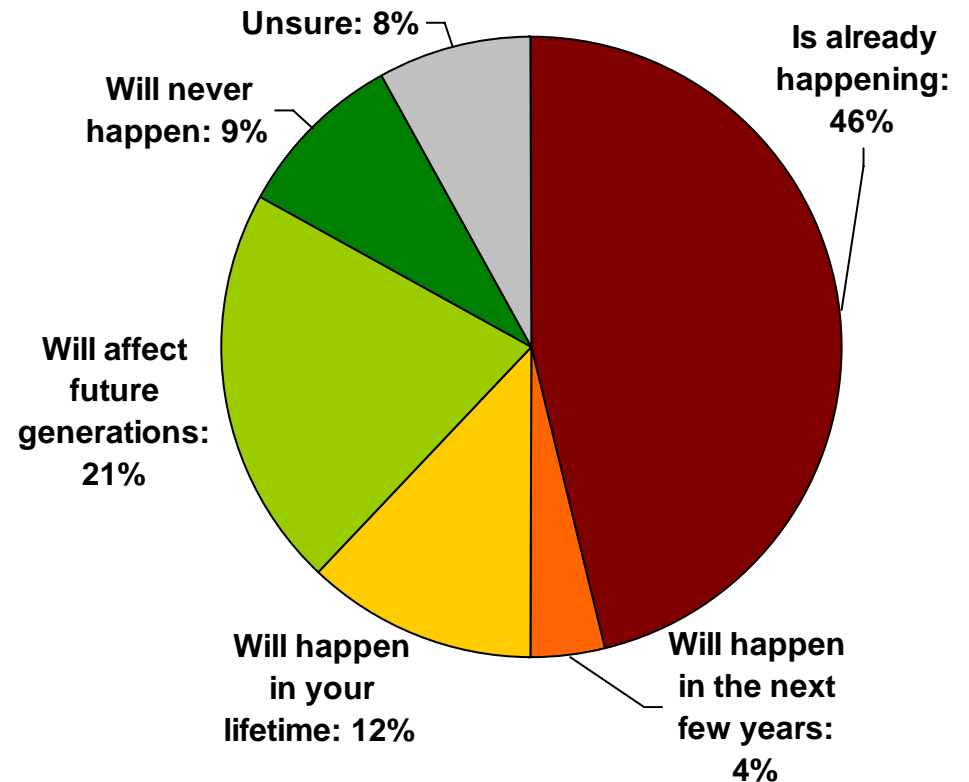


Which of the following best describes your views about global warming and climate change?  
Do you think climate change because of global warming...

## Australia



## USA

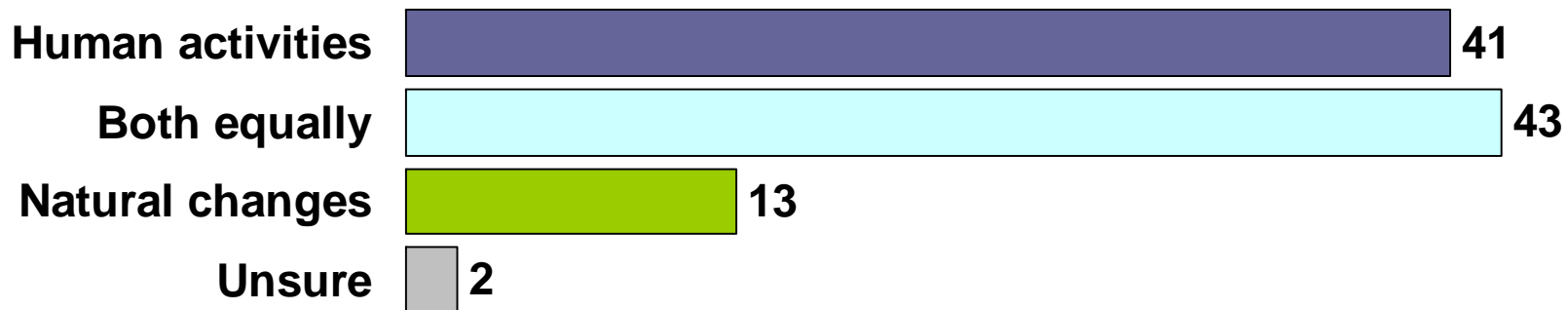


Source for USA data: Newsweek Poll conducted by Princeton Survey Research Associates International. Aug. 1-2, 2007. N=1,002 adults nationwide.

# Human activities cause climate change



If global warming is happening, do you think it is caused mostly by human activities or caused mostly by natural changes in the environment?



- About 4 in 10 respondents say they believe global warming is caused mostly by human activity. A slightly higher percentage (43%) believe that it is caused equally by human activities and natural changes.
- People who think climate change is an important issue tend to attribute it more to humans (56%). Even more so amongst Greens voters (71%).
- Those convinced that climate change is not serious overwhelmingly (58%) say that global warming is due to natural changes in the environment.
- Older respondents are more likely to blame natural changes, with 9% of those under 30 but 20% of people 70+ naming them as the main cause for global warming.

# Paying the Price

# 3 in 5 participated in Earth Hour...



Did you take part in the Earth Hour on the 29th of March by turning off the lights or switching off appliances?

■ No    ■ Unsure    ■ Yes

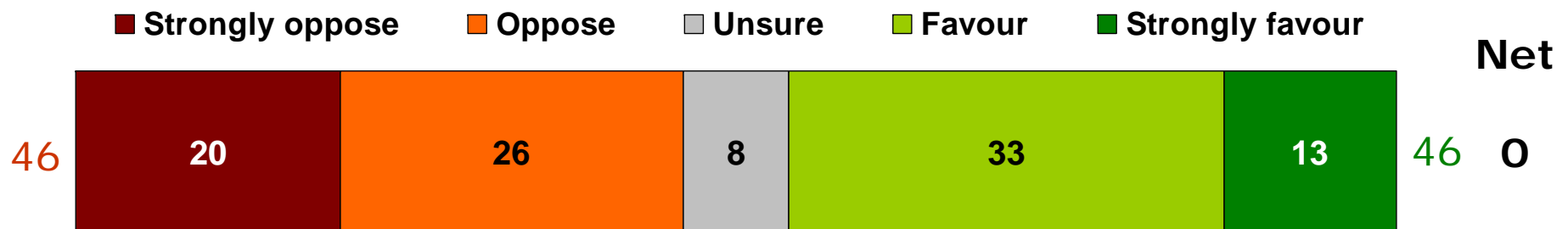


- 6 out of 10 Australians state they did participate in the Earth Hour on March 29.
- Participation was higher amongst Greens voters, those seeing climate change as a very serious or important issue and people thinking that Australia can make changes that will significantly slow down global warming.
- Australians who do not regard climate change as serious were the least likely to participate (71% "no, 28% "yes").
- In the state comparison, New South Wales had the highest percentage of participants (65%), Western Australia the lowest (52%).

# ...but they are split on the question of raising costs of energy



Would you favour or oppose increasing the cost of the types of energy, such as coal and oil/petrol, that most cause climate change in order to encourage individuals and businesses to use less of these?

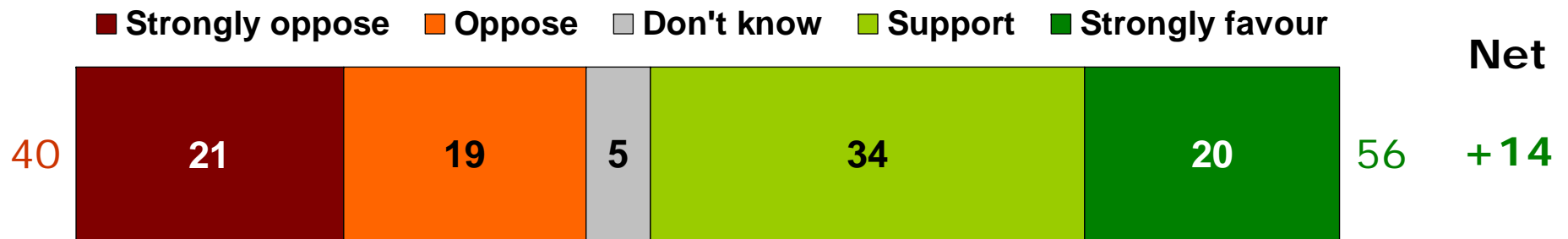


- If asked generally, the same number of Australians favour and oppose increasing the cost of types of energy that most cause climate change.
- According to WorldPublicOpinion (2008), last year much more Australians were willing to pay higher prices, with 61% favouring and only 37% opposing it.
- Men are generally more reluctant to pay higher prices (51% of men "oppose", 42% of women).
- There is no notable variation between people with different income levels in their readiness to pay higher prices.
- Greens voters have the highest willingness to pay more (67% "favour"), while more than half of Coalition voters (57%) oppose it.
- Nearly 8 in 10 people who don't see climate change as serious are not prepared to pay higher prices, while 63% of those regarding climate change as serious favour paying more.

# They are willing to pay more for domestic flights



In order to reduce greenhouse gas emissions, would you support or oppose...  
... increasing the cost of a short domestic flight by \$15?

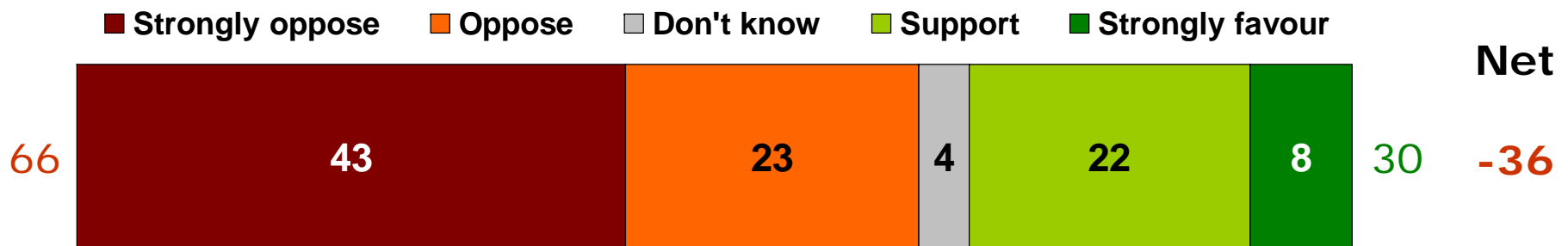


- The majority of Australians (54%) support paying \$15 more for a short domestic flight in order to reduce greenhouse gas emissions.
- Those aged 70 and over tend to be notably more negative, with 53% opposing the cost increase.
- Queenslanders stand out as opposing the higher flight costs the most (49%).
- A majority of Coalition voters are against paying the additional cost.
- Australians who do not rate climate change as important are most opposing the cost increase (68%).

# They are against raising the cost of electricity...



In order to reduce greenhouse gas emissions, would you support or oppose...  
... increasing your electricity bill by \$30 per quarter?



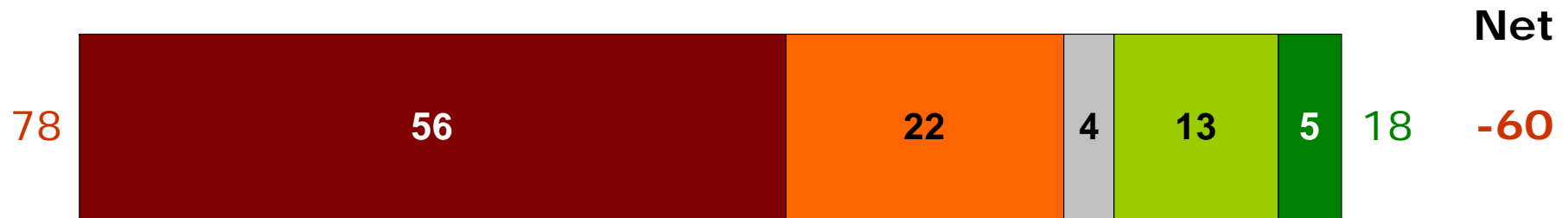
- 2 in 3 oppose paying \$30 more for their electricity per quarter in order to reduce greenhouse gas emissions.
- Young people are rather willing to pay a higher price (39%) than those aged 30 and over.
- The higher the income the higher is also the readiness to pay more
- Except for Greens voters (60% "favour") and those favouring an increase of costs for climate change causing energy generally (55% "favour"), all segments oppose the higher costs.
- Especially those under financial pressure oppose paying the higher price, with 50% "strongly opposing" and another 23% "somewhat opposing".

# ...and there is a huge opposition against further increases in the price of petrol



In order to reduce greenhouse gas emissions, would you support or oppose...  
... increasing the price of petrol by 15 cents per litre?

■ Strongly oppose ■ Oppose ■ Don't know ■ Support ■ Strongly favour



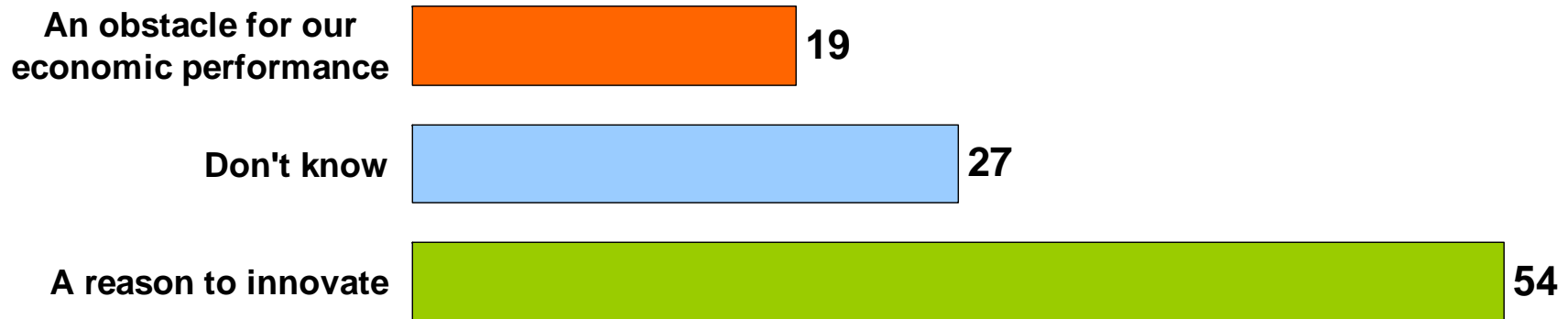
- 78% of Australians oppose paying an additional 15 cents per litre petrol in order to reduce greenhouse gas emissions.
- On average, none of the analysed segments favours the cost increase.
- However, Greens voters are more willing to pay the increased costs with 43% supporting (51% opposing) it.
- There is not much difference between the income brackets, but 83% of people "under financial pressure" oppose it, 64% strongly.
- Even 61% of respondents stating they were willing to pay more to reduce greenhouse gas emissions generally oppose the higher petrol price.

# Environment vs. Economy

# Policies aimed at protecting the environment are a motivation to innovate...



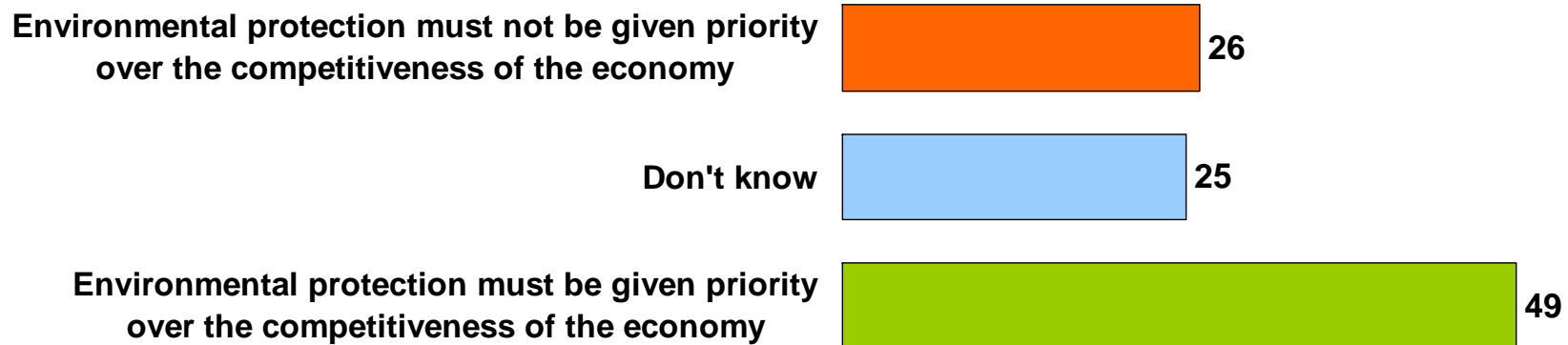
To which of the following two opinions do you feel the closest? Are policies aimed at protecting the environment rather...



- With 54% seeing policies aimed at protecting the environment as a reason to innovate and 19% as an obstacle for economic performance, Australian's emphasis is notably different to the average European's (63% "a reason to innovate", 16% "an obstacle for our economic performance"; Eurobarometer 2008).
- With increasing income Australians tend to see these policies more as a reason to innovate.
- 81% of Greens, 60% of Labor and 47% of Coalition voters think policies for protecting the environment motivate innovation.
- 65% of those who see climate change as a very serious issue support environment protecting policies, while 50% of people who regard the issue as not serious think the policies are an barrier for Australia's economic performance.

# ...and a majority puts the focus on environmental protection...

And thinking about environmental protection, to which of the following opinions do you feel the closest?

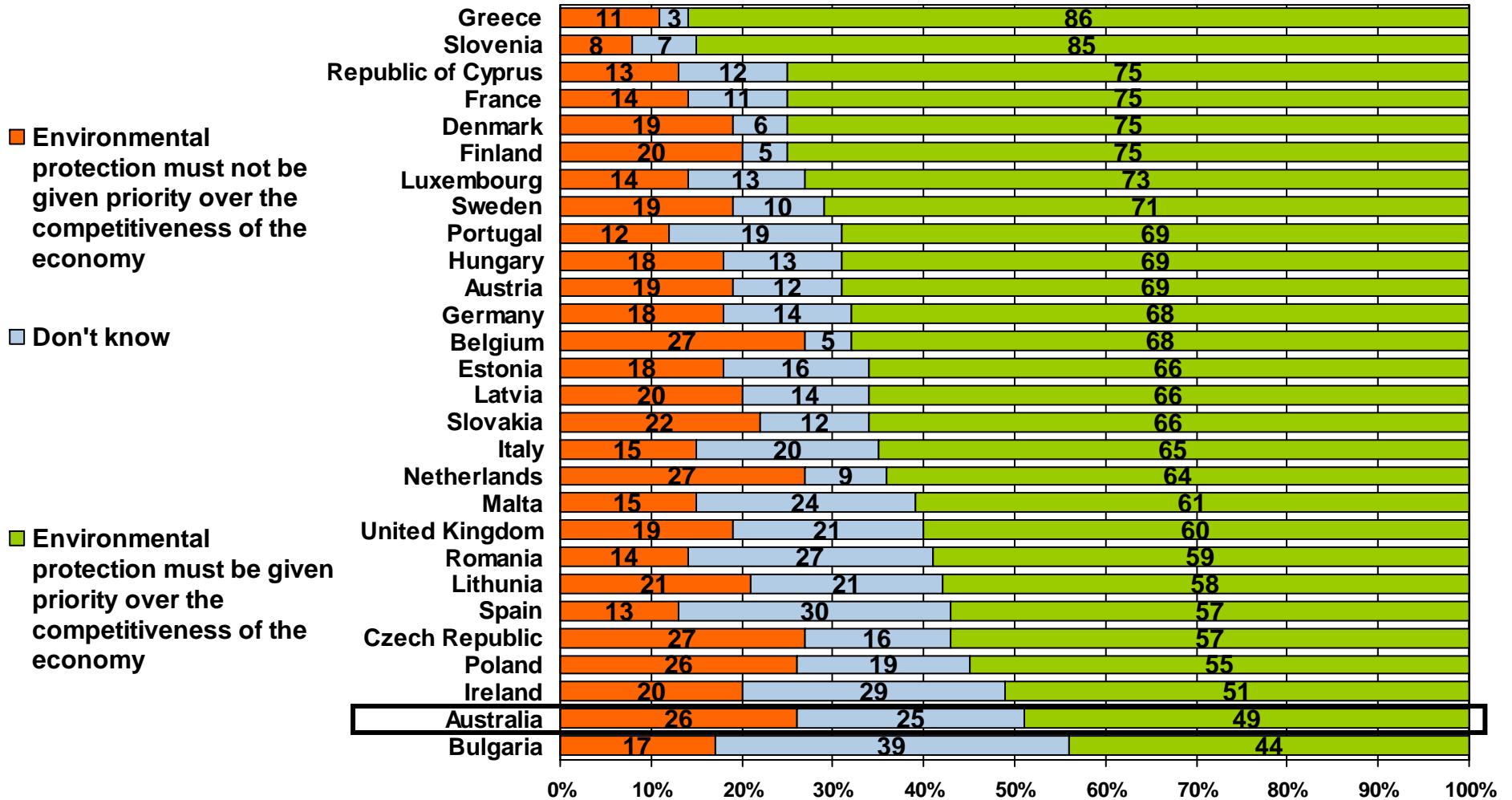


- Women are slightly more in favour of environmental protection than men.
- People with higher incomes put more emphasis on the economic competitiveness.
- Coalition voters on average regard the economic competitiveness as more important than environmental protection (40%, vs. 35% favouring the protection of the environment). 83% of Greens voters feel priority must be given to environmental protection.

# ...but much less so than most Europeans



And thinking about environmental protection, to which of the following opinions do you feel the closest?



Source for EU countries data: Eurobarometer surveys in 2007, [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_295\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_295_en.pdf)

# Appendix

## Detailed Breakdowns

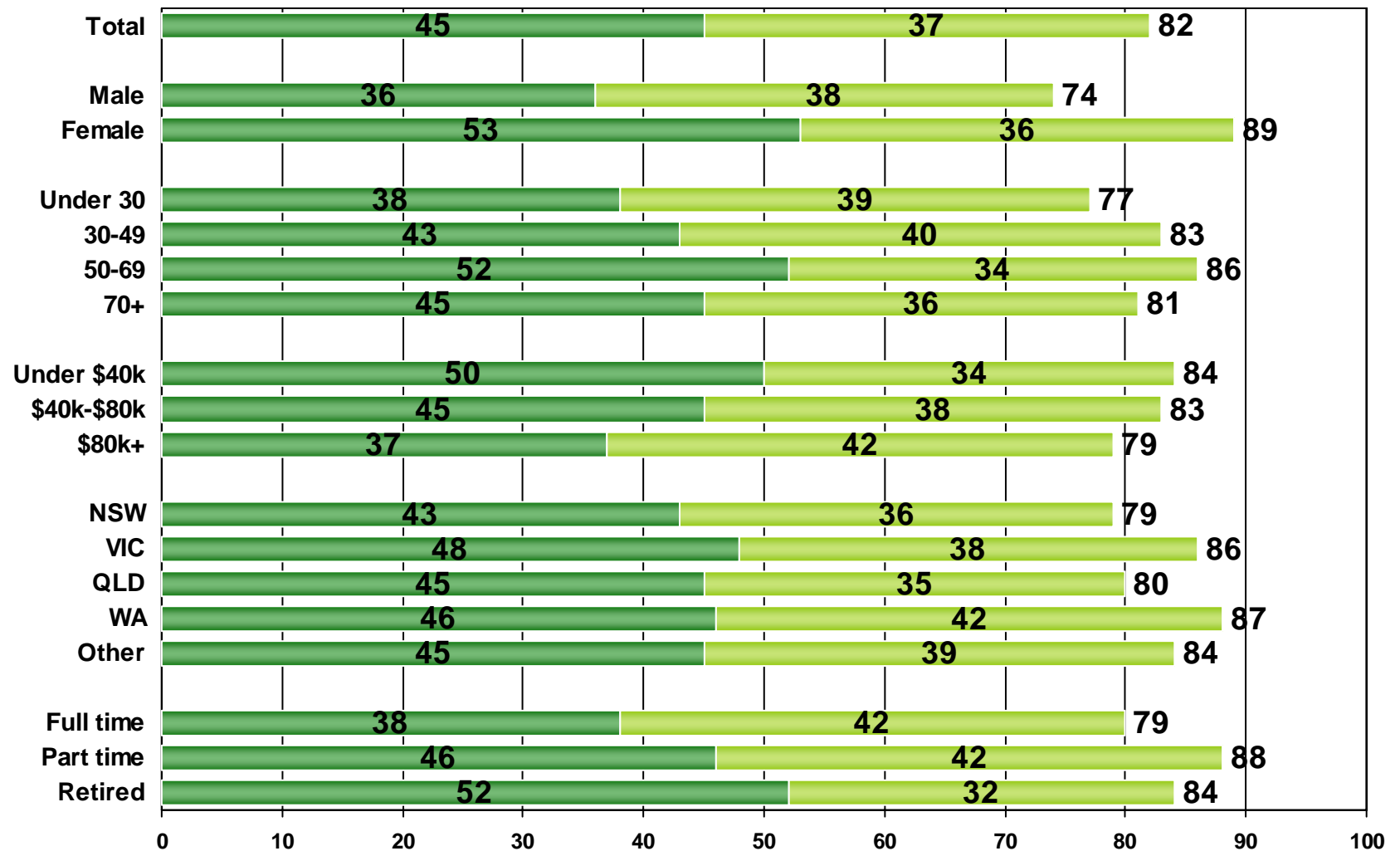
# Importance of Climate Change



How important are the following issues to you personally? - Climate Change

■ % Very important

■ % Fairly important



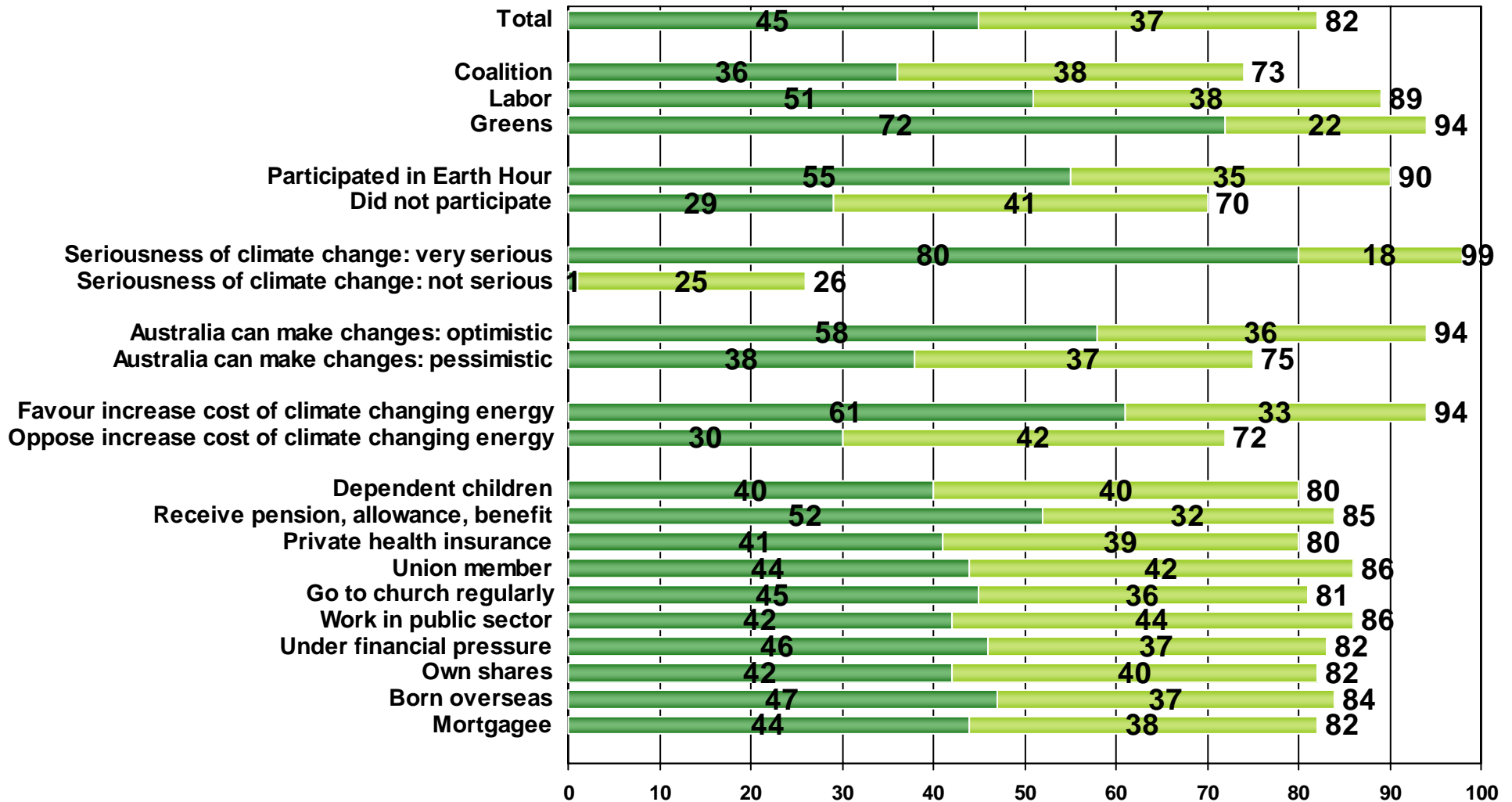
# Importance of Climate Change



How important are the following issues to you personally? - Climate Change

■ % Very important

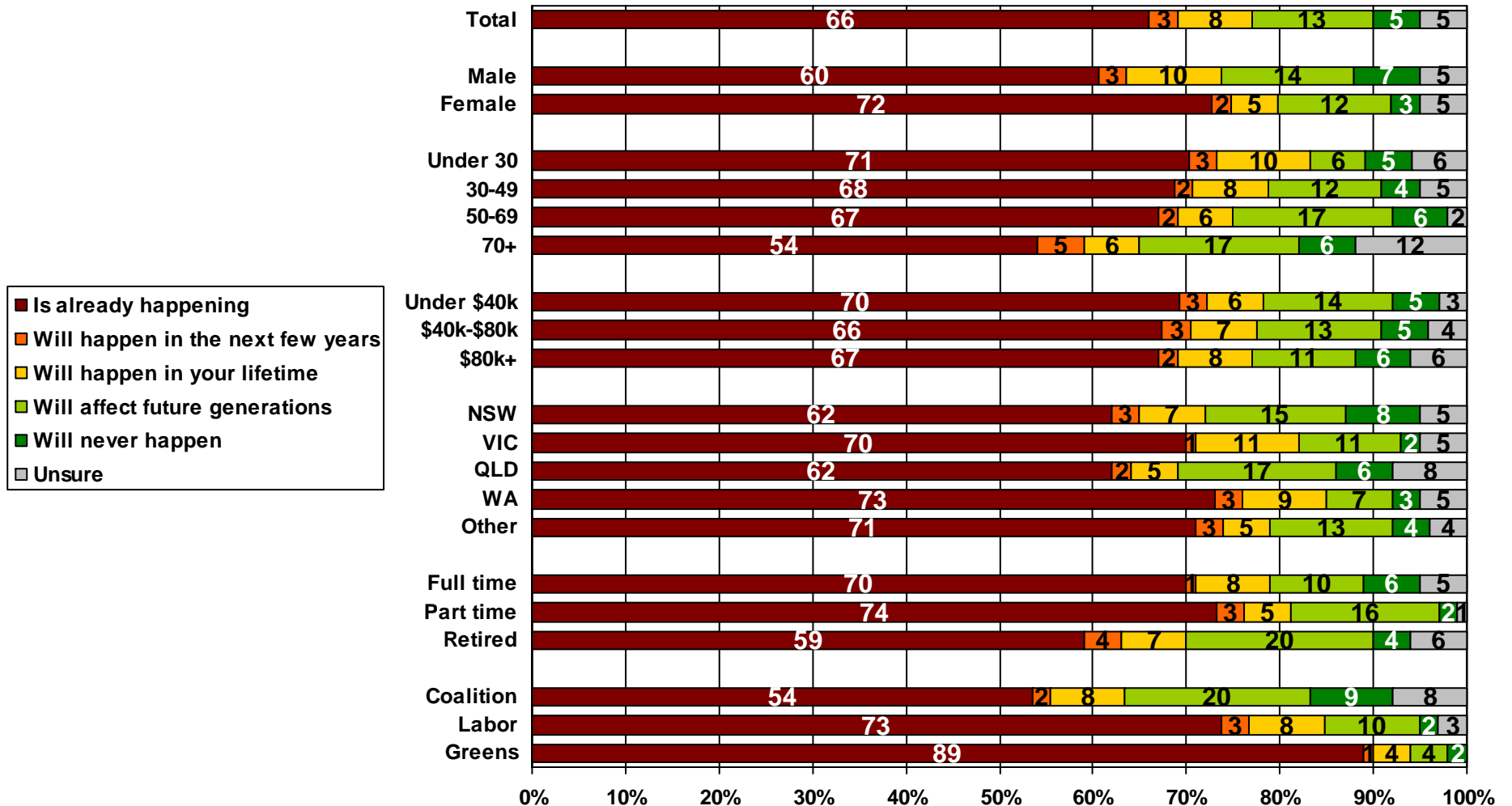
■ % Fairly important



# Expected Time for Climate Change



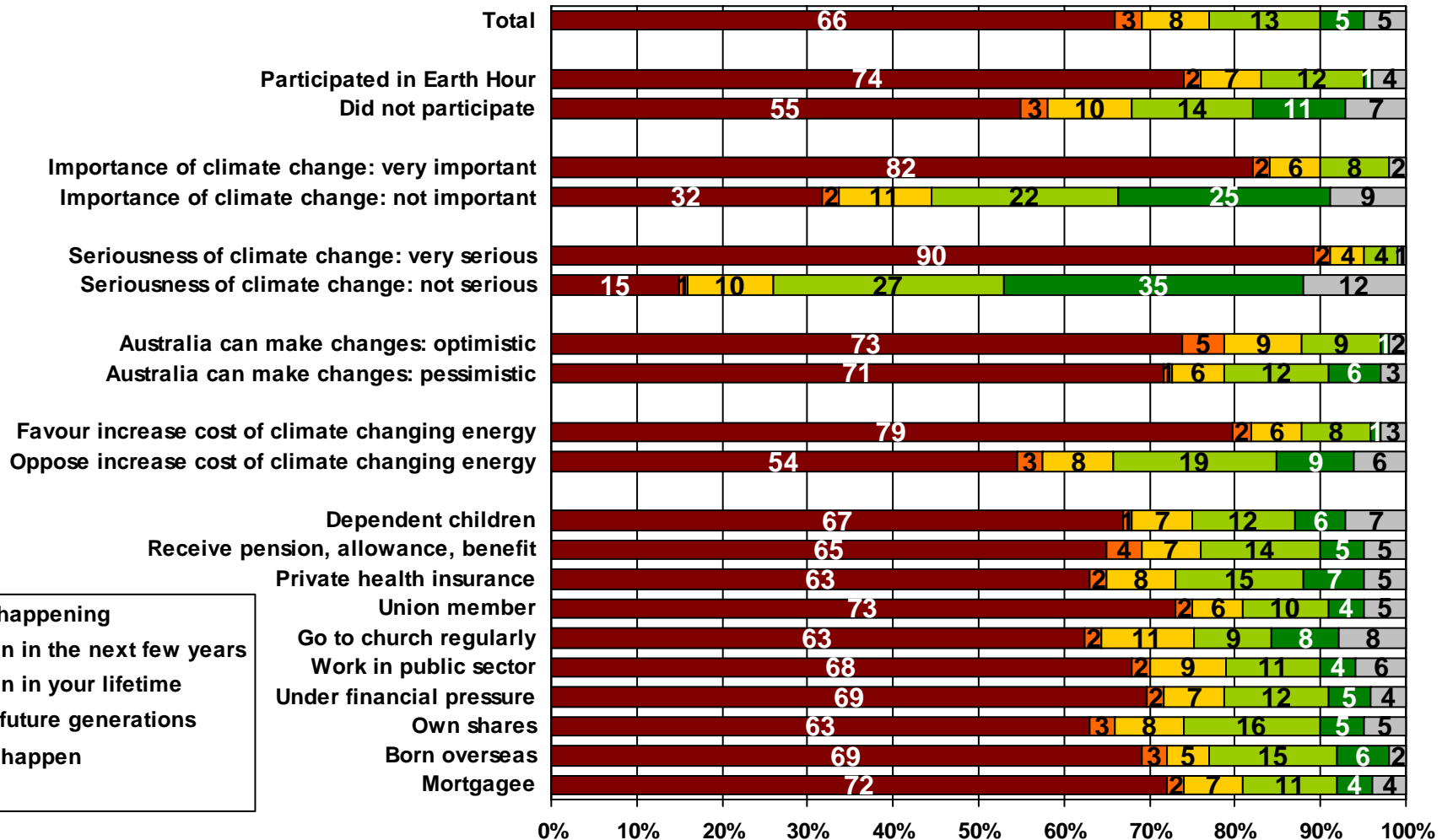
Which of the following best describes your views about global warming and climate change?  
Do you think climate change because of global warming...



# Expected Time for Climate Change



Which of the following best describes your views about global warming and climate change?  
Do you think climate change because of global warming...



# Cause of Climate Change



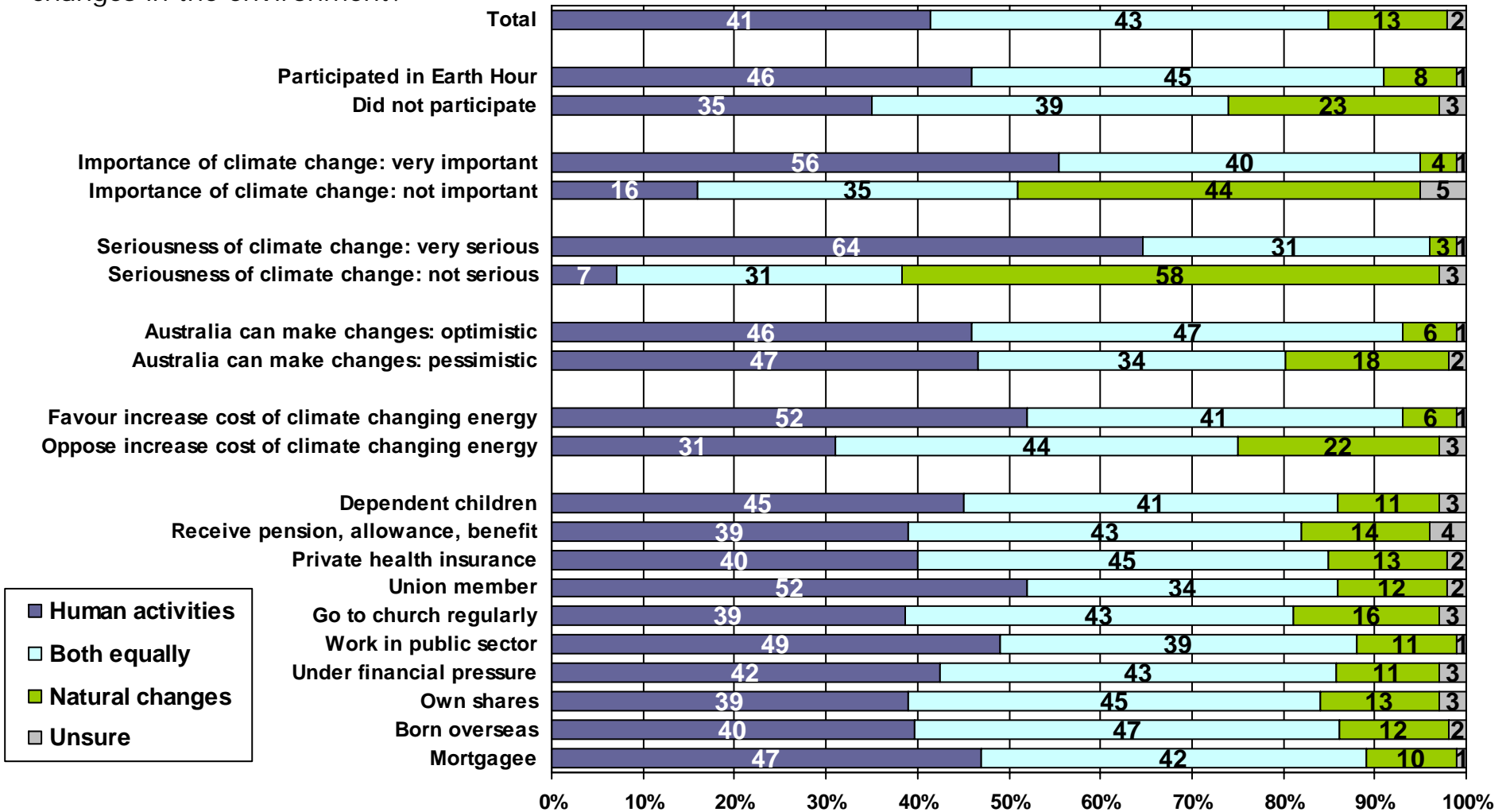
If global warming is happening, do you think it is caused mostly by human activities or caused mostly by natural changes in the environment?



# Cause of Climate Change



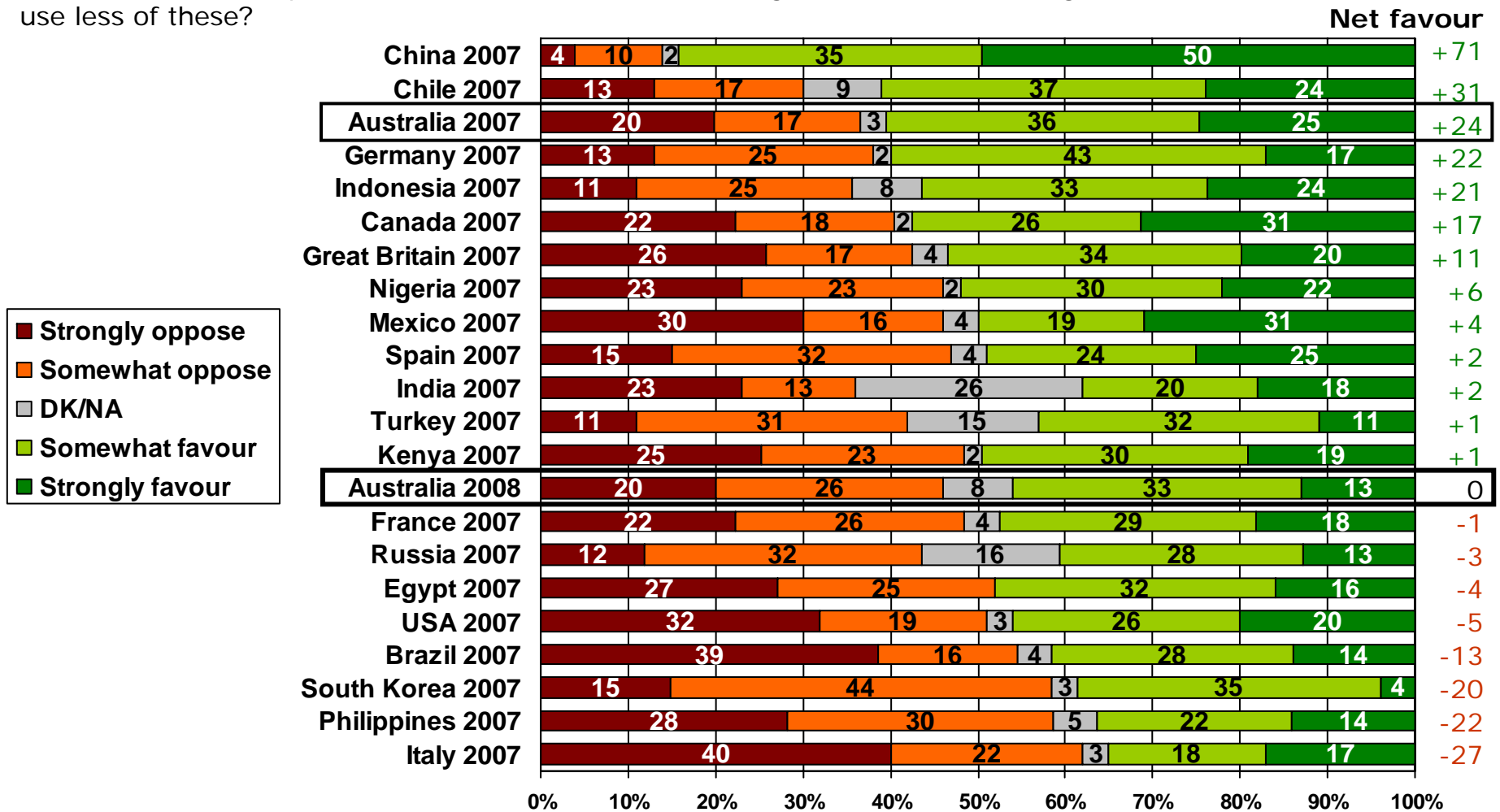
If global warming is happening, do you think it is caused mostly by human activities or caused mostly by natural changes in the environment?



# Raising Costs for Coal, Oil and Petrol: Country Comparison



Would you favour or oppose increasing the cost (WorldPublicOpinion: "raising taxes") of the types of energy, such as coal and oil/petrol, that most cause climate change in order to encourage individuals and businesses to use less of these?

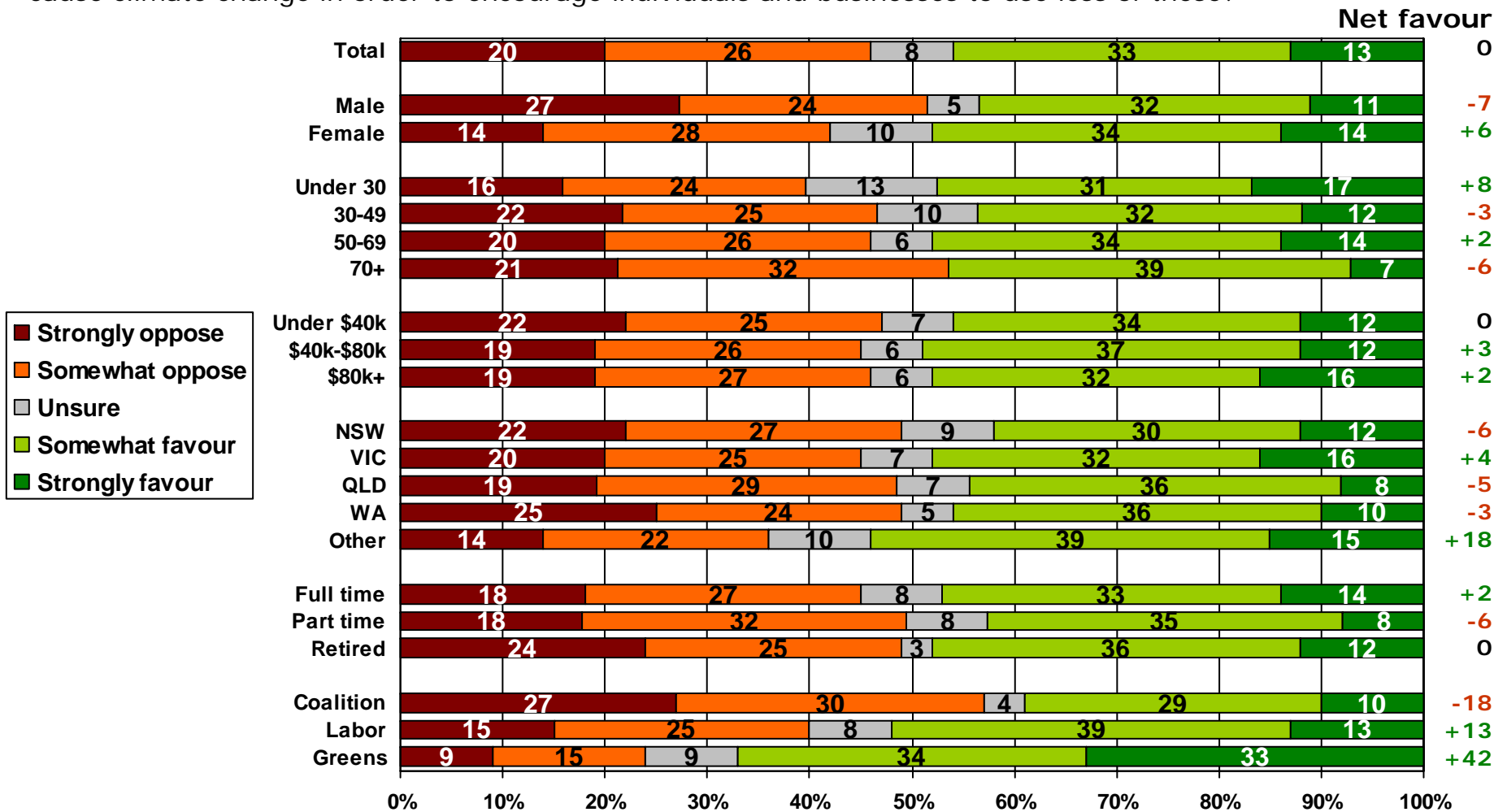


Source for 2007 data: WorldPublicOpinion Polls in 2007, [http://www.worldpublicopinion.org/pipa/pdf/nov07/BBCClimate2\\_Nov07\\_quaire.pdf](http://www.worldpublicopinion.org/pipa/pdf/nov07/BBCClimate2_Nov07_quaire.pdf)

# Raising Costs for Coal, Oil and Petrol



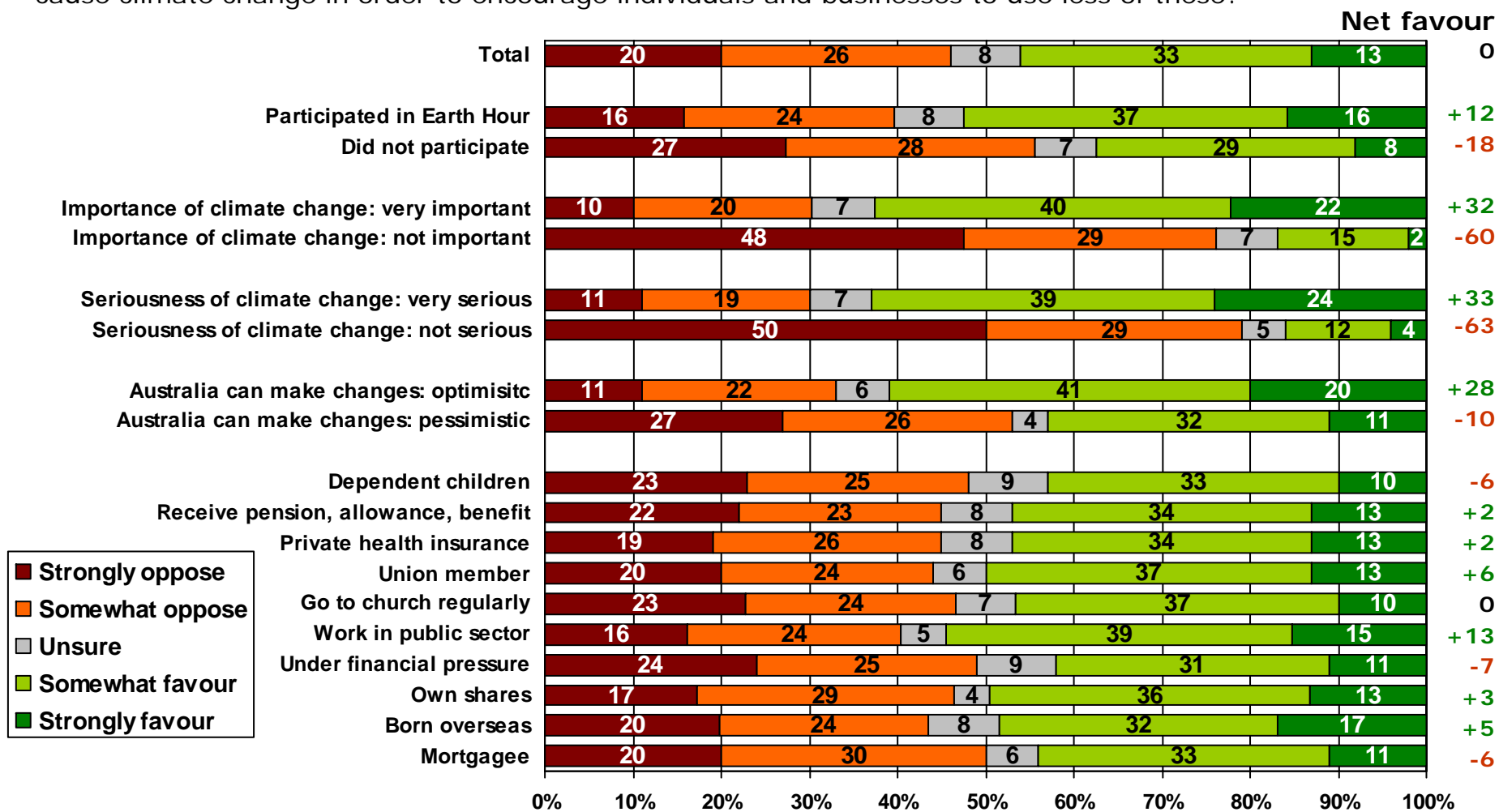
Would you favour or oppose increasing the cost of the types of energy, such as coal and oil/petrol, that most cause climate change in order to encourage individuals and businesses to use less of these?



# Raising Costs for Coal, Oil and Petrol



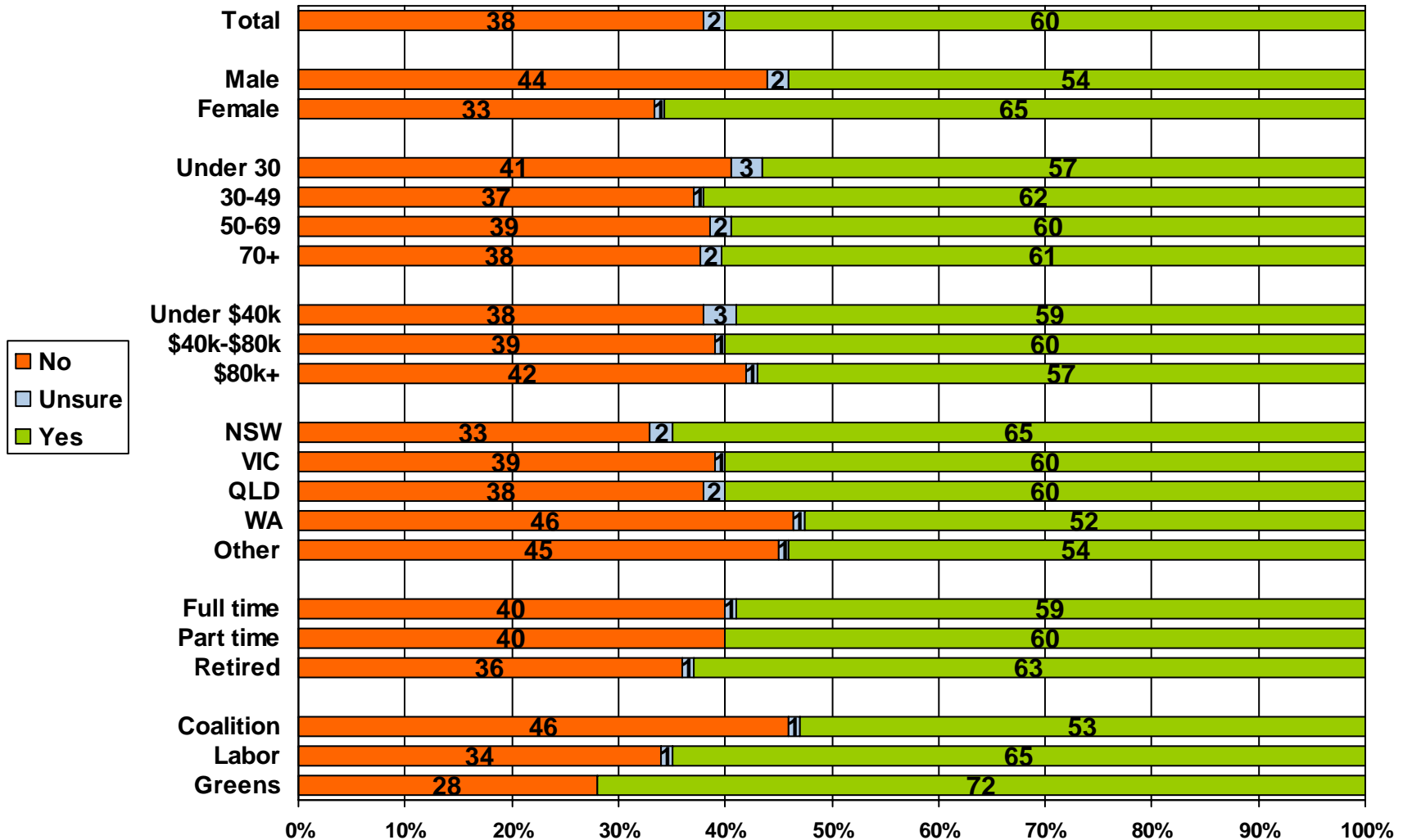
Would you favour or oppose increasing the cost of the types of energy, such as coal and oil/petrol, that most cause climate change in order to encourage individuals and businesses to use less of these?



# Participation in Earth Hour



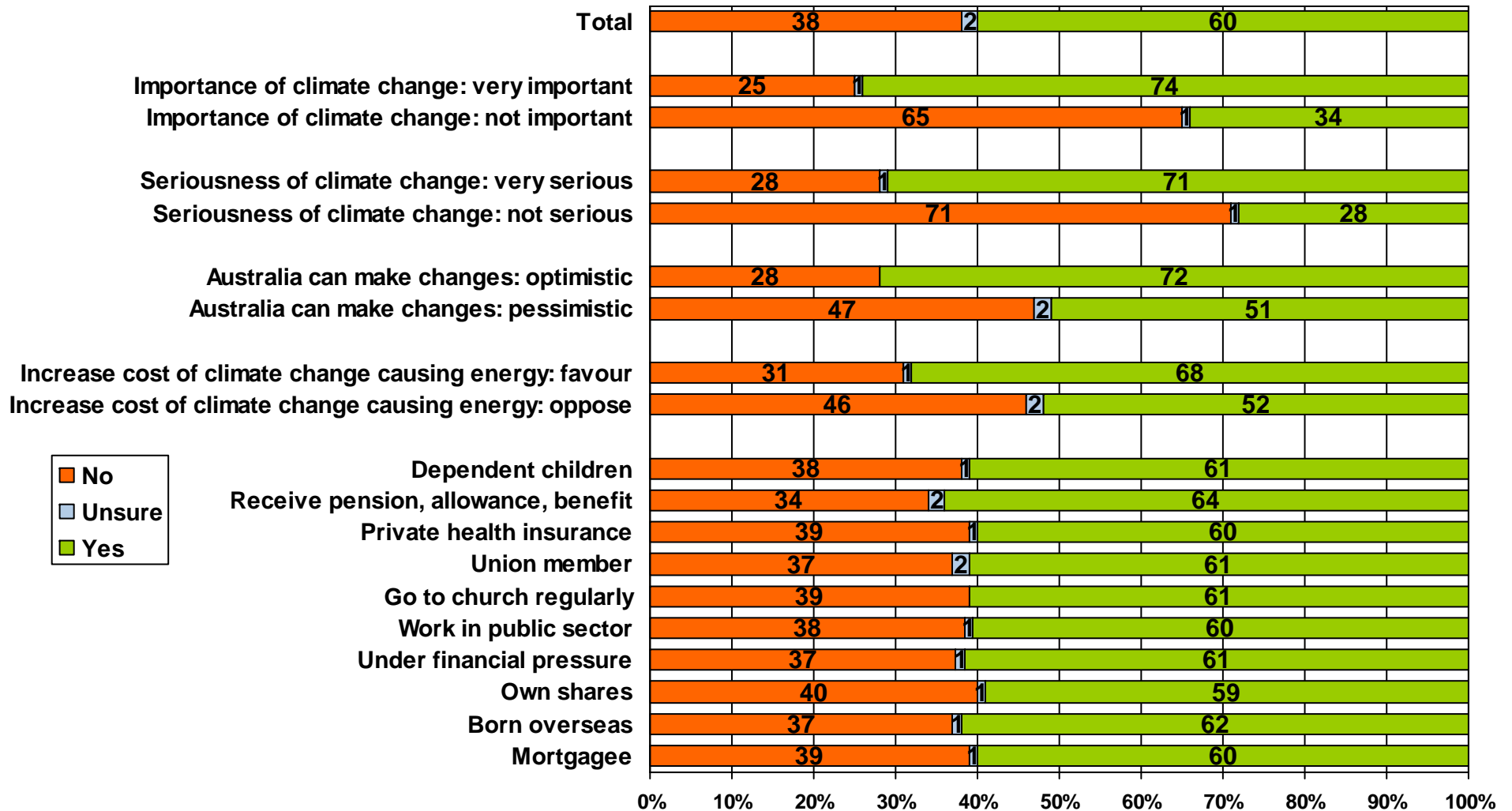
Did you take part in the Earth Hour on the 29th of March by turning off the lights or switching off appliances?



# Participation in Earth Hour



Did you take part in the Earth Hour on the 29th of March by turning off the lights or switching off appliances?

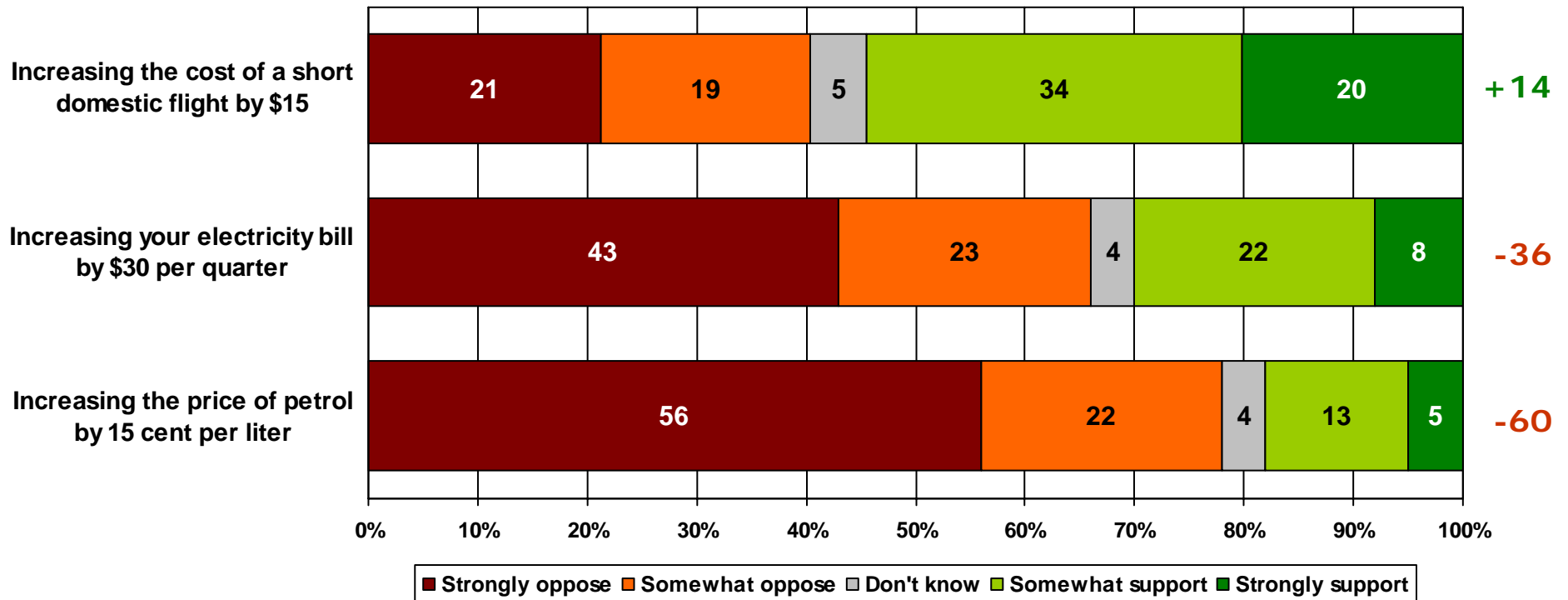


# Readiness to Pay More to Reduce Greenhouse Gas Emissions



In order to reduce greenhouse gas emissions, would you support or oppose...

Net support

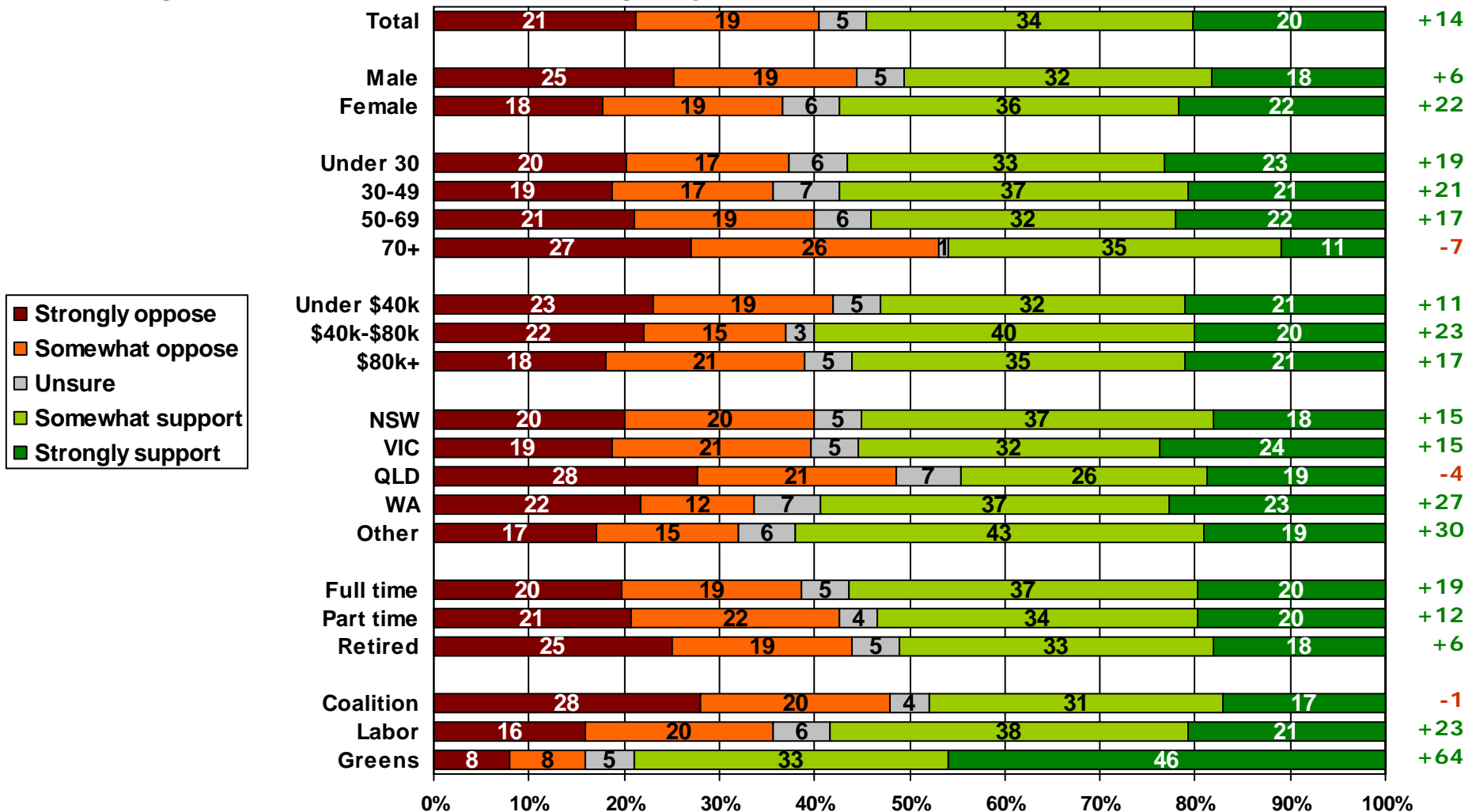


# Readiness to Pay More for Short Domestic Flights



In order to reduce greenhouse gas emissions, would you support or oppose increasing the cost of a short domestic flight by \$15?

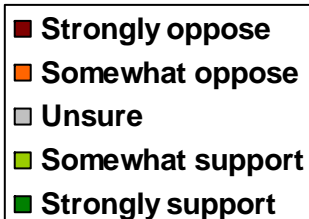
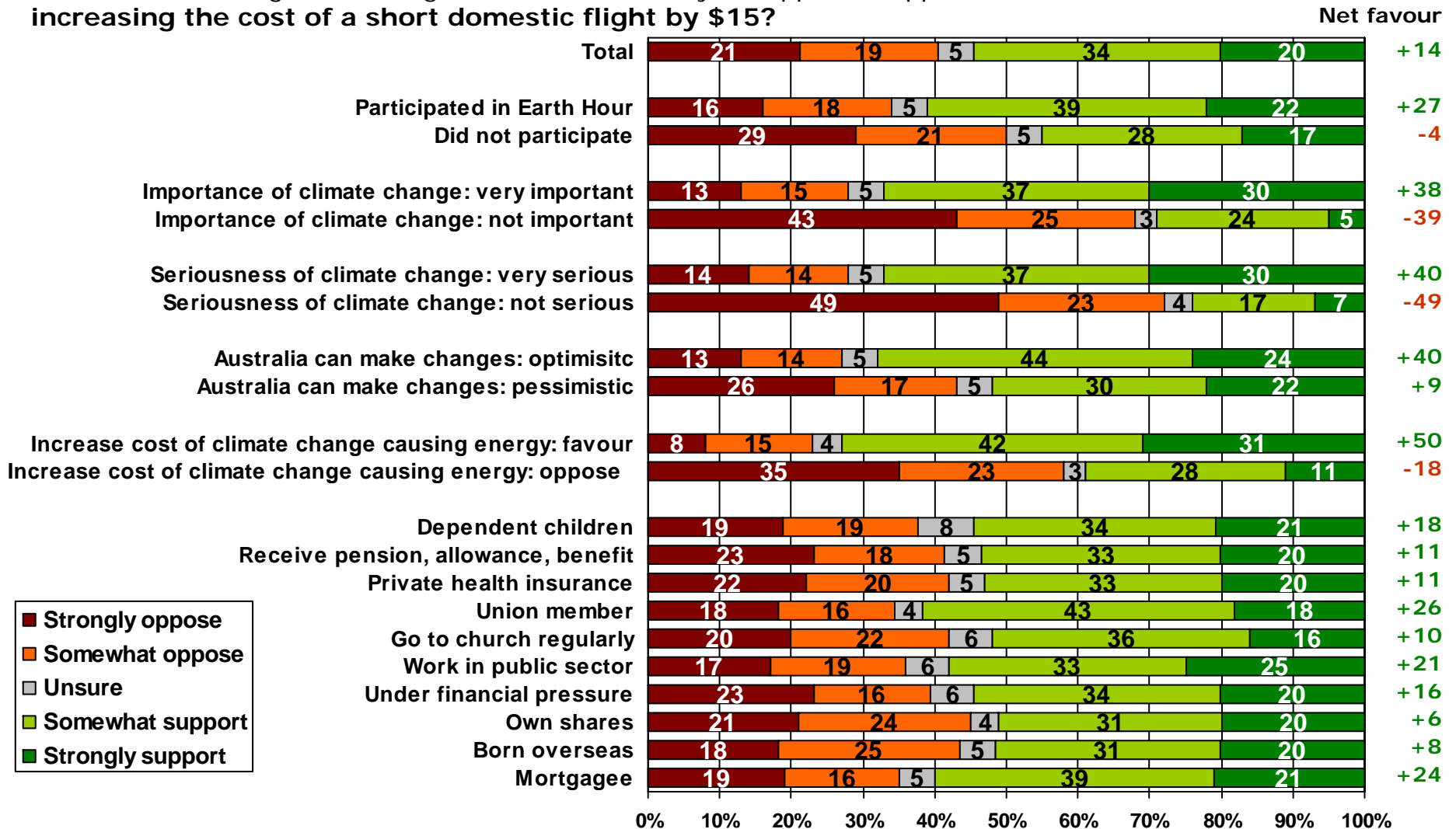
Net favour



# Readiness to Pay More for Short Domestic Flights



In order to reduce greenhouse gas emissions, would you support or oppose increasing the cost of a short domestic flight by \$15?

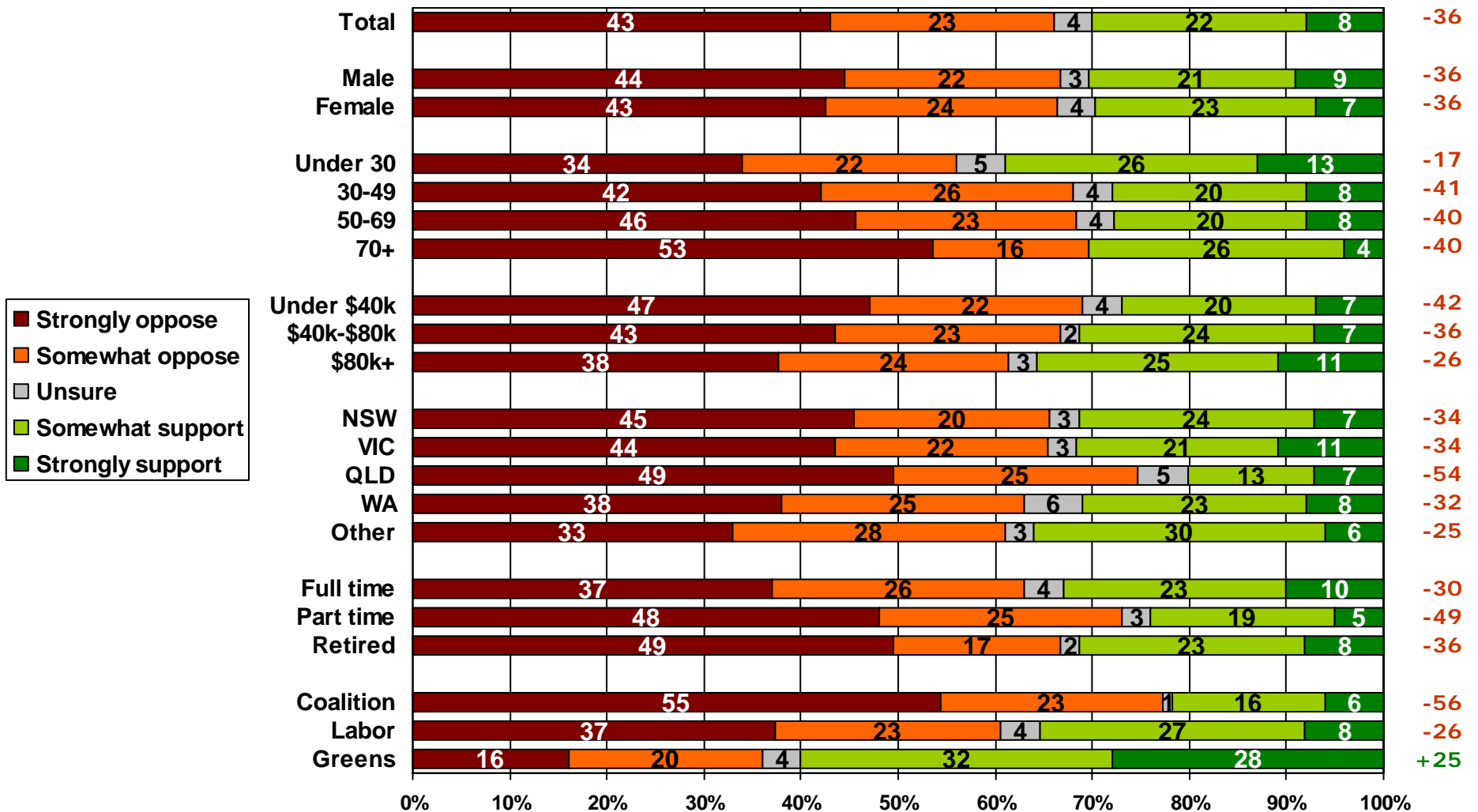


# Readiness to Pay More for the Electricity Bill



In order to reduce greenhouse gas emissions, would you support or oppose increasing your electricity bill by \$30 per quarter?

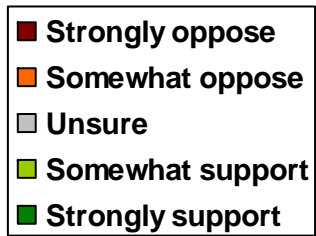
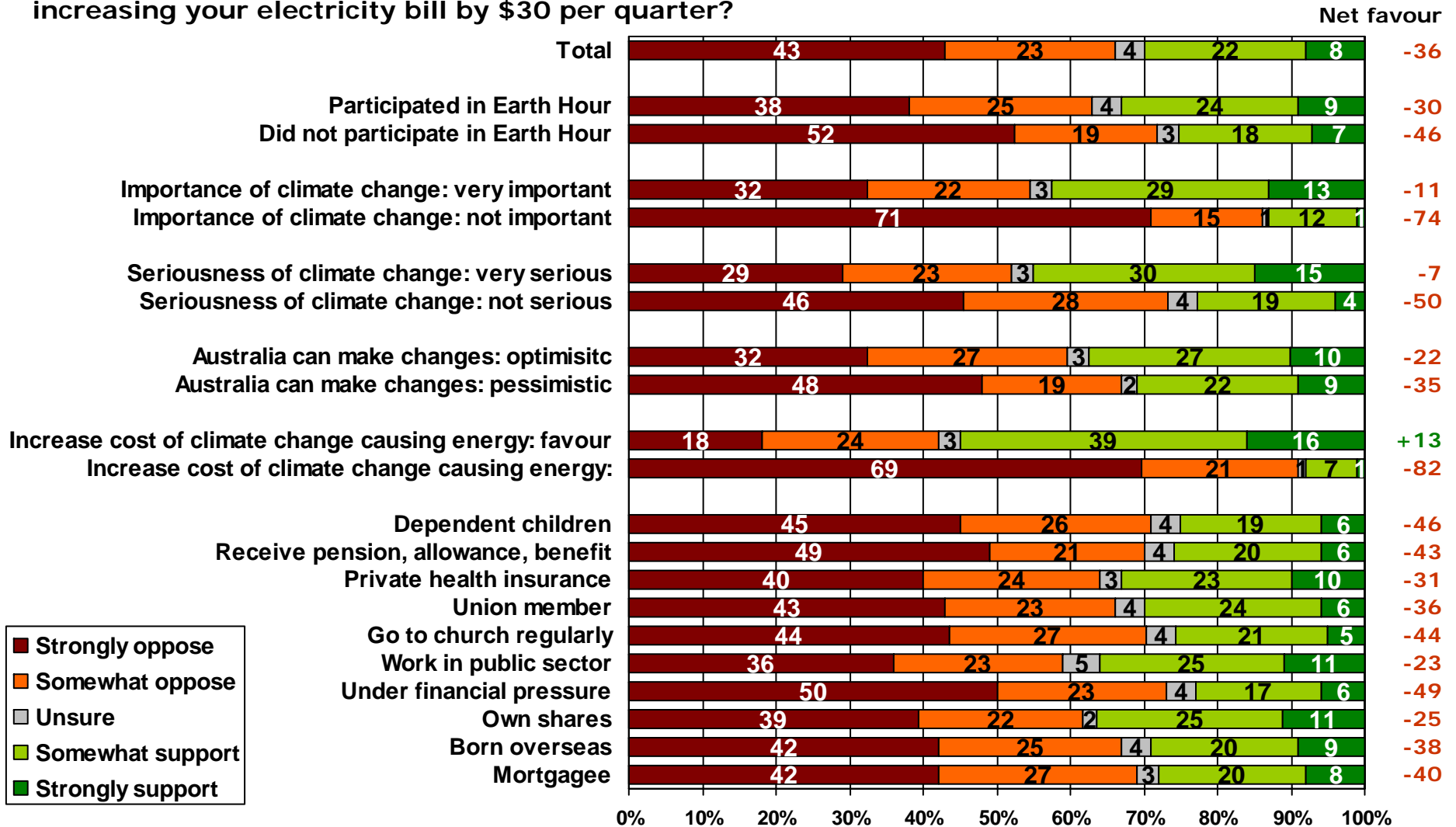
Net favour



# Readiness to Pay More for the Electricity Bill



In order to reduce greenhouse gas emissions, would you support or oppose increasing your electricity bill by \$30 per quarter?

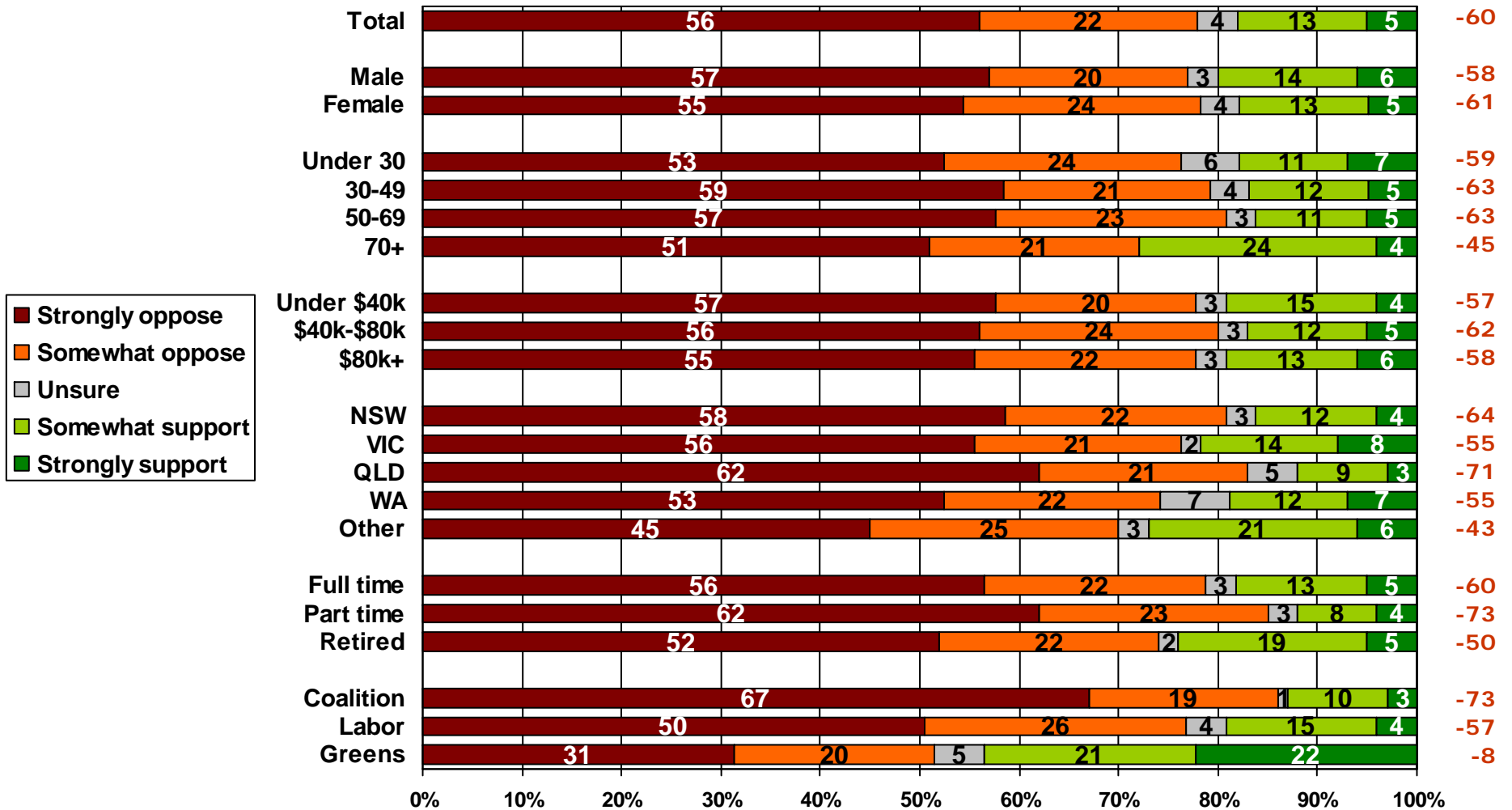


# Readiness to Pay More for Petrol



In order to reduce greenhouse gas emissions, would you support or oppose increasing the price of petrol by 15 cent per liter?

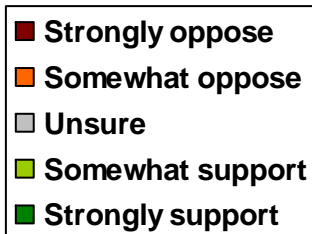
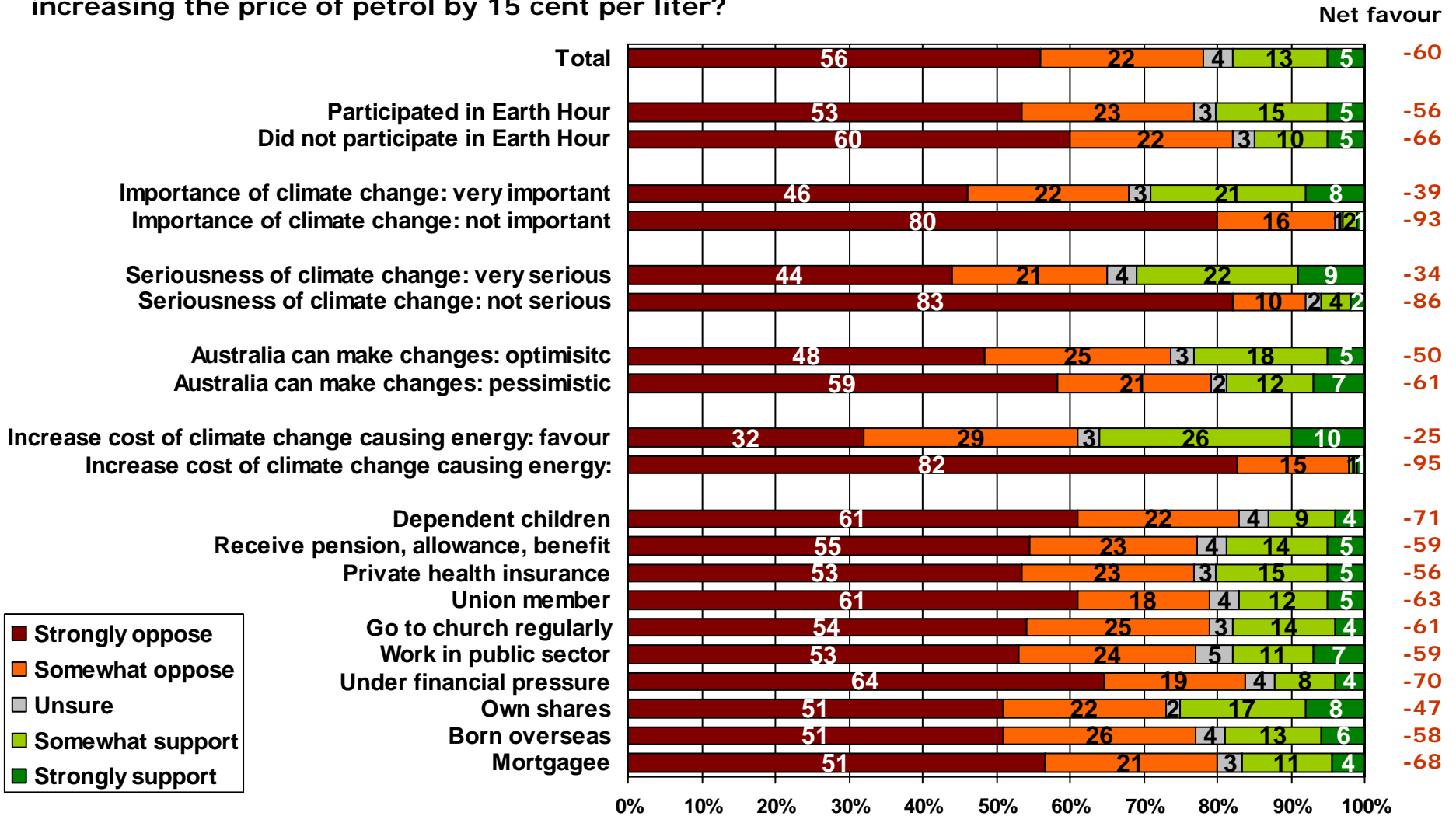
Net favour



# Readiness to Pay More for Petrol



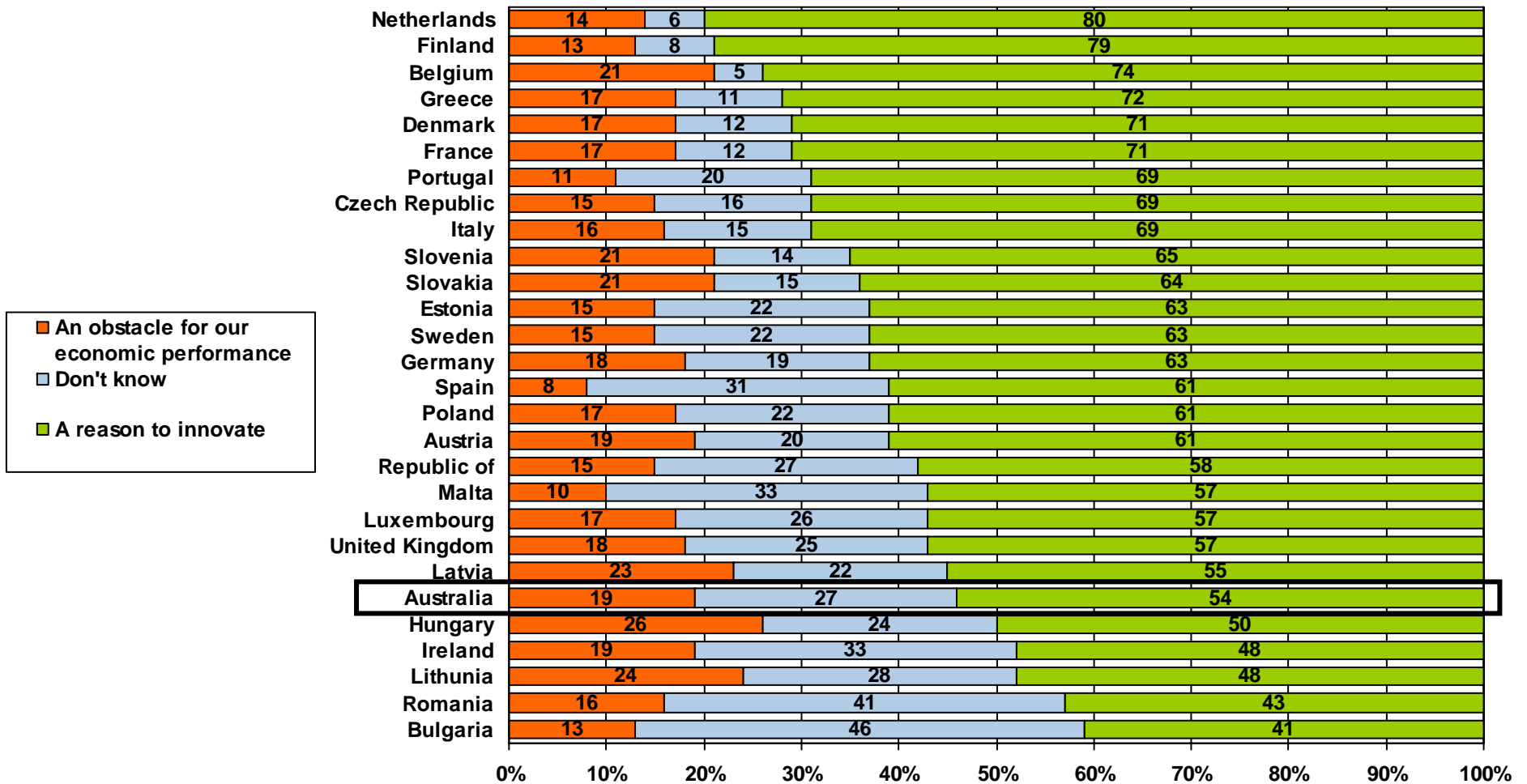
In order to reduce greenhouse gas emissions, would you support or oppose increasing the price of petrol by 15 cent per liter?



# View of Policies Aimed at Protecting the Environment Across Different Countries



To which of the following two opinions do you feel the closest? Are policies aimed at protecting the environment rather...

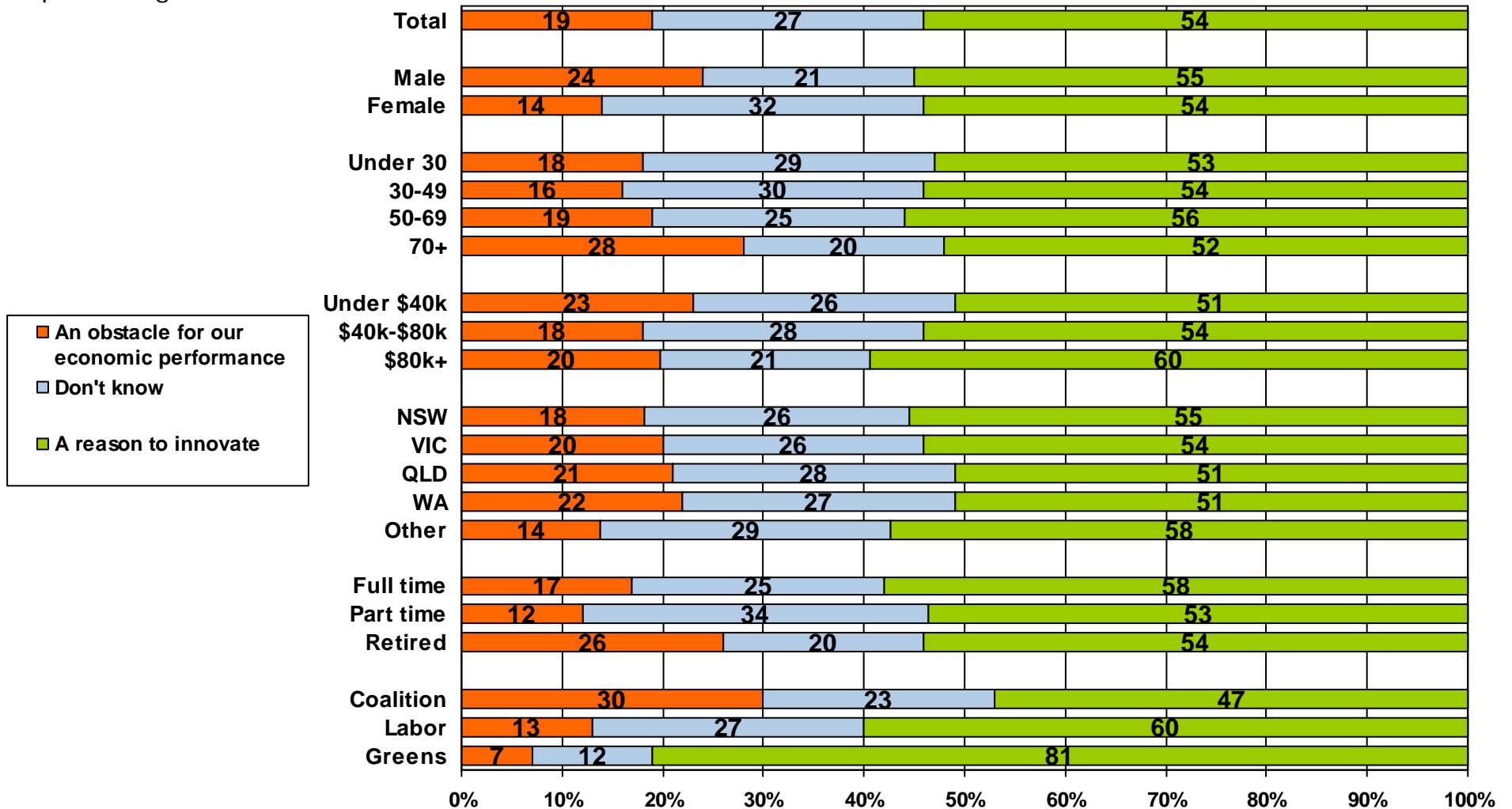


Source for EU countries data: Eurobarometer surveys in 2007, [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_295\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_295_en.pdf)

# View of Policies Aimed at Protecting the Environment



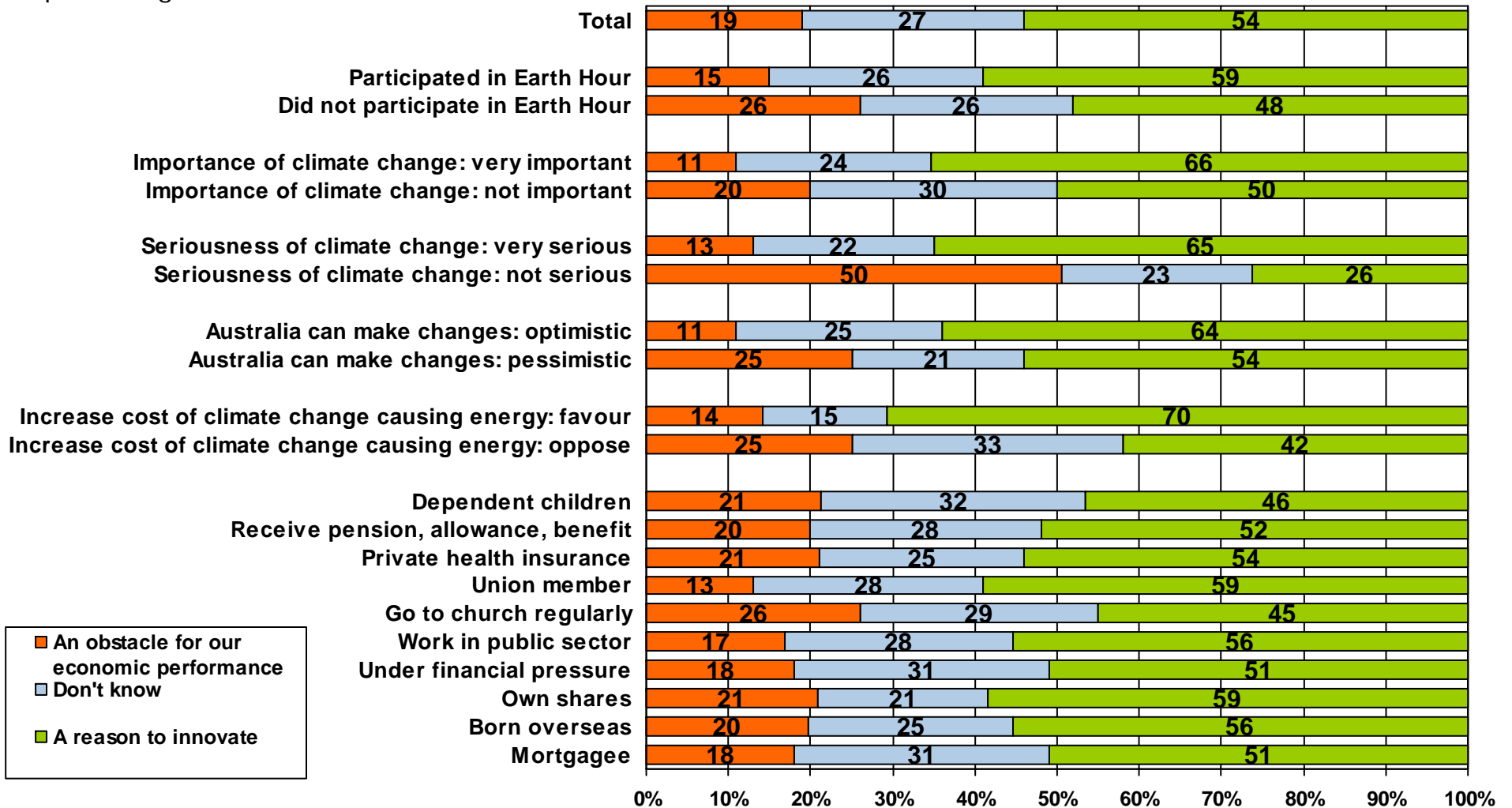
To which of the following two opinions do you feel the closest? Are policies aimed at protecting the environment rather...



# View of Policies Aimed at Protecting the Environment



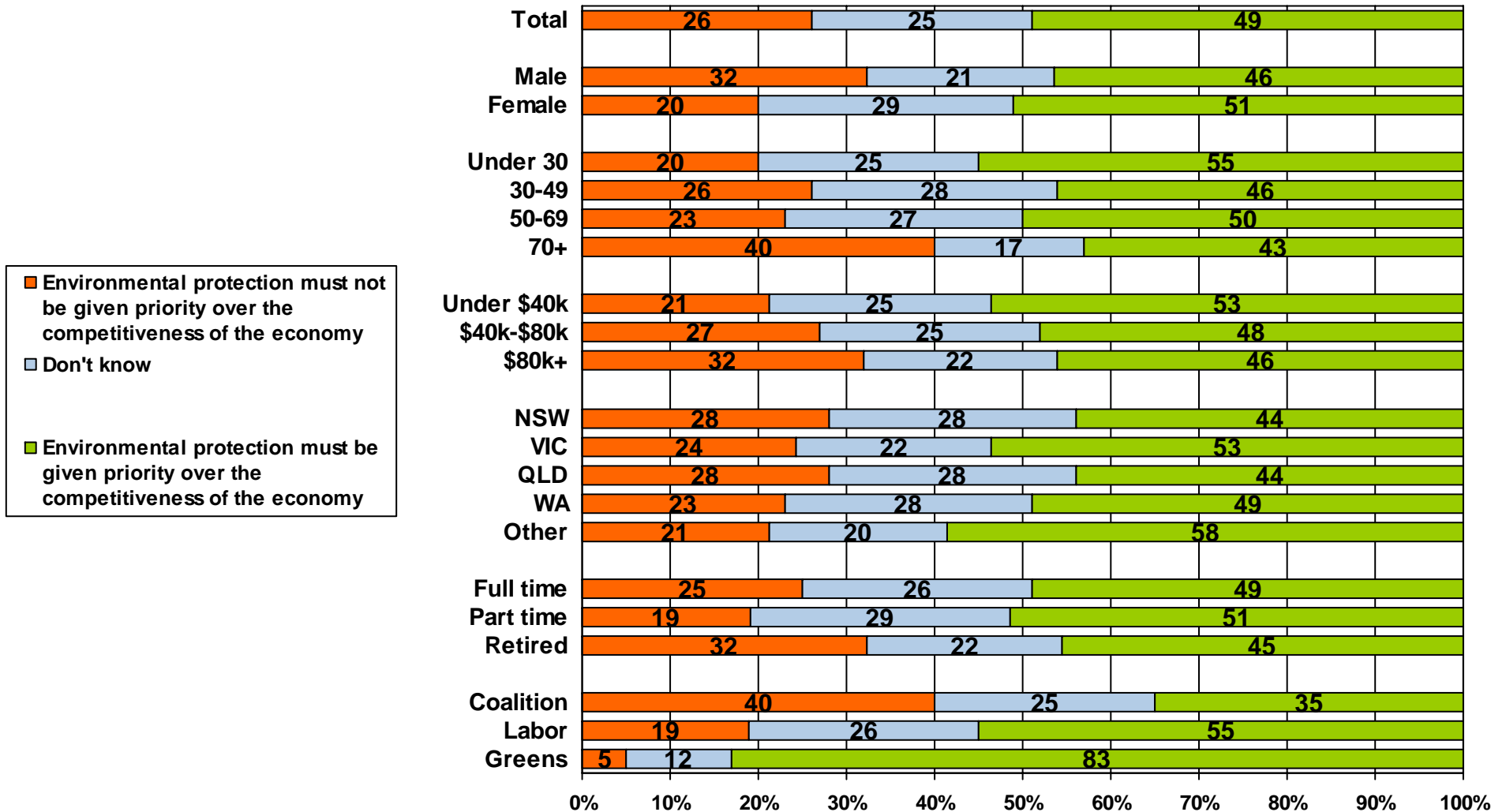
To which of the following two opinions do you feel the closest? Are policies aimed at protecting the environment rather...



# View of Environmental Protection



And thinking about environmental protection, to which of the following opinions do you feel the closest?



# View of Environmental Protection



And thinking about environmental protection, to which of the following opinions do you feel the closest?

