

Professional Environmental Women's Association (PEWA)  
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# Community attitudes to Climate Change in Victoria

Sustainability Victoria's social research on  
climate change attitudes and behaviours

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# Introduction



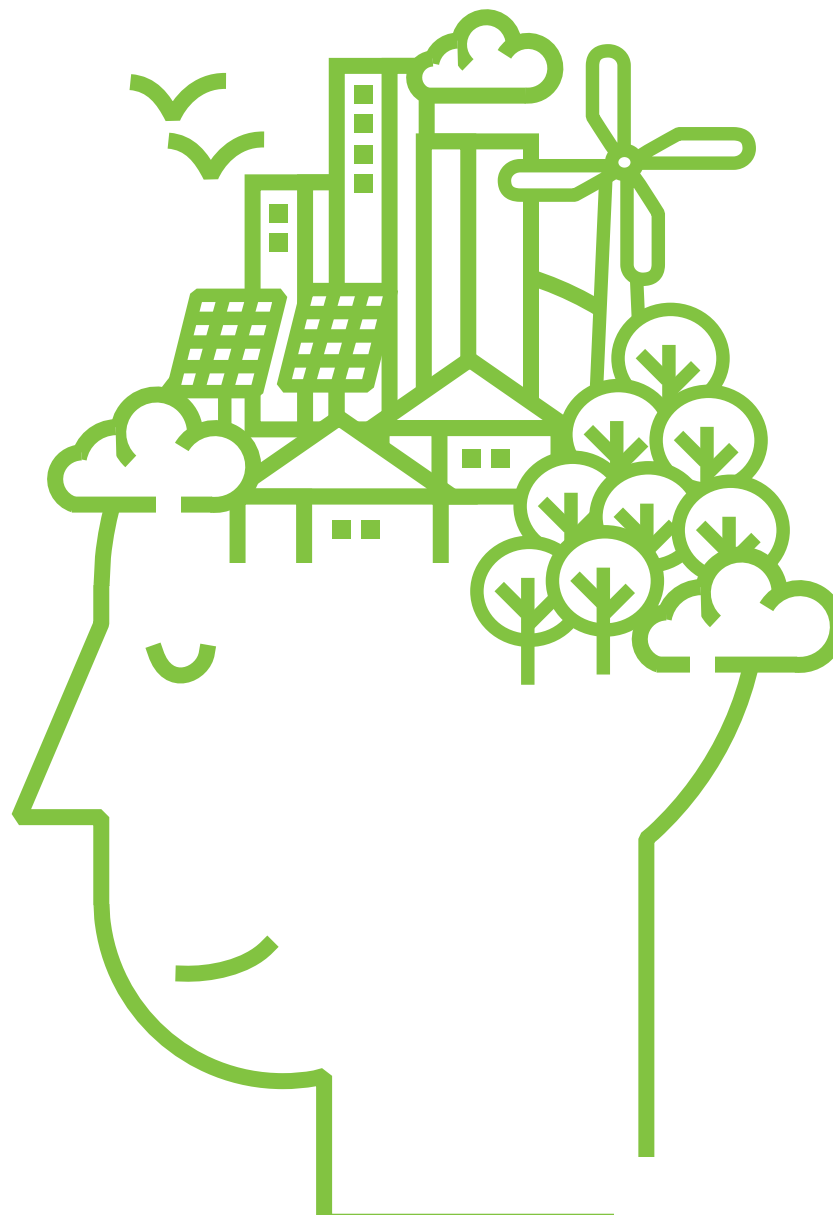
## Aim

- Gain baseline quantitative data on Victorians' attitudes, beliefs and behaviours in relation to climate change



## Use

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



## Independent expertise

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

# Robust and reliable methodology



## Timing

Survey released  
2017



## 3,300 Telephone interviews

40% metro /60% regional  
200 minimum per region



## Sample frame

50/50 landline and mobile  
1,800 random probability sample  
(‘gold’ standard)  
1,500 list-based  
(to ‘efficiently’ top up regions)



# The proportion who rank climate change in the **Top 3 issues of importance**

**30%**  
Victorians



**56%**  
Young people  
15-17 year-olds



For young people,  
climate change was  
the second most  
important issue,  
following education



# Causation of climate change

## 91% Some level of human causation

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



## 7% Scepticism

7% Australia / 5% UK /  
9% Germany

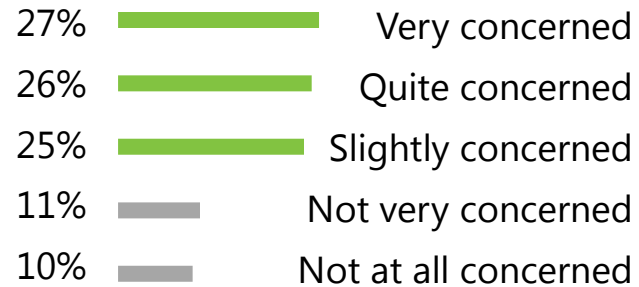


- 3% ■ There is no such thing as climate change
- 4% ■ Entirely due to natural processes



**4 in 5**

## 78% concerned about climate change



## Concern about climate change



### What are they concerned about?

- The impact upon future generations
- The state of the planet
- Potential impacts on quality of life
- Potential impacts on health



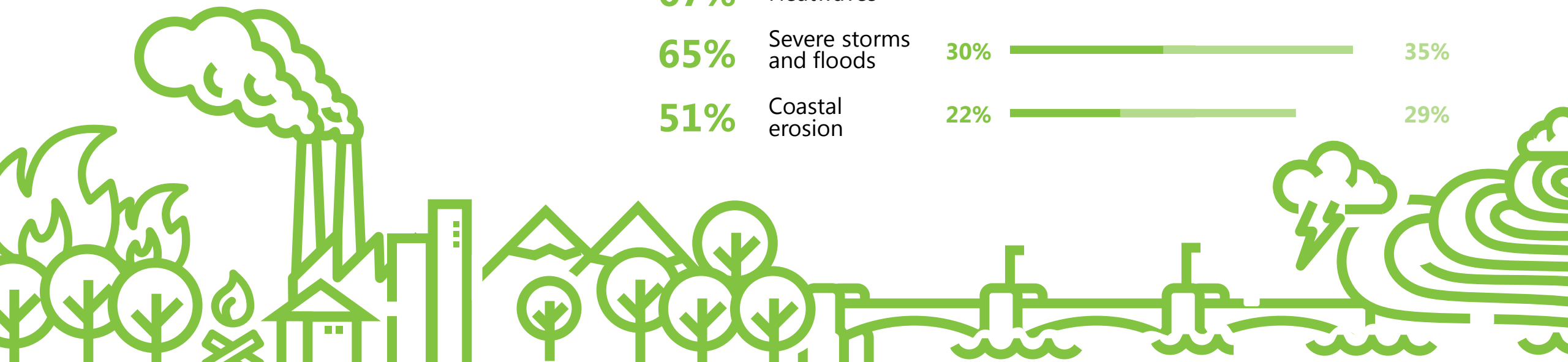
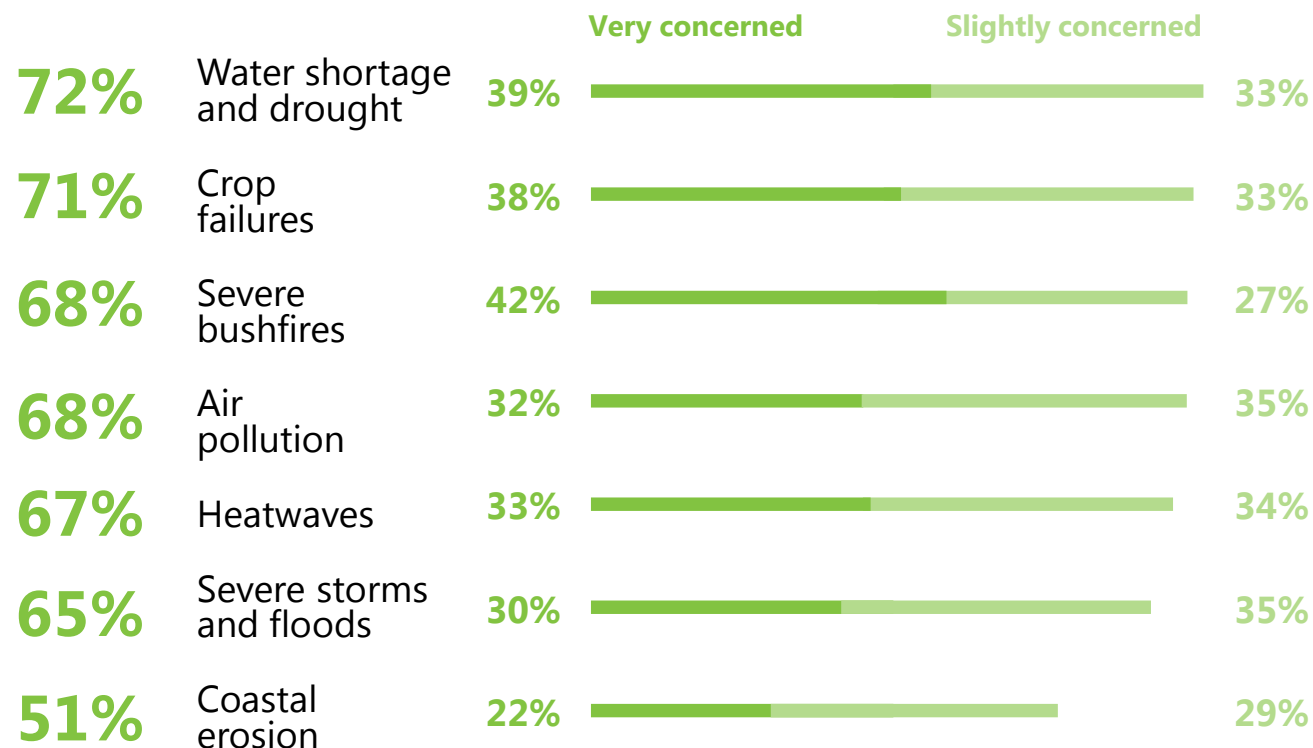
### Misperceptions

- Only 48% think that others are concerned.
- Sceptics think their opinion is held by 50% of population



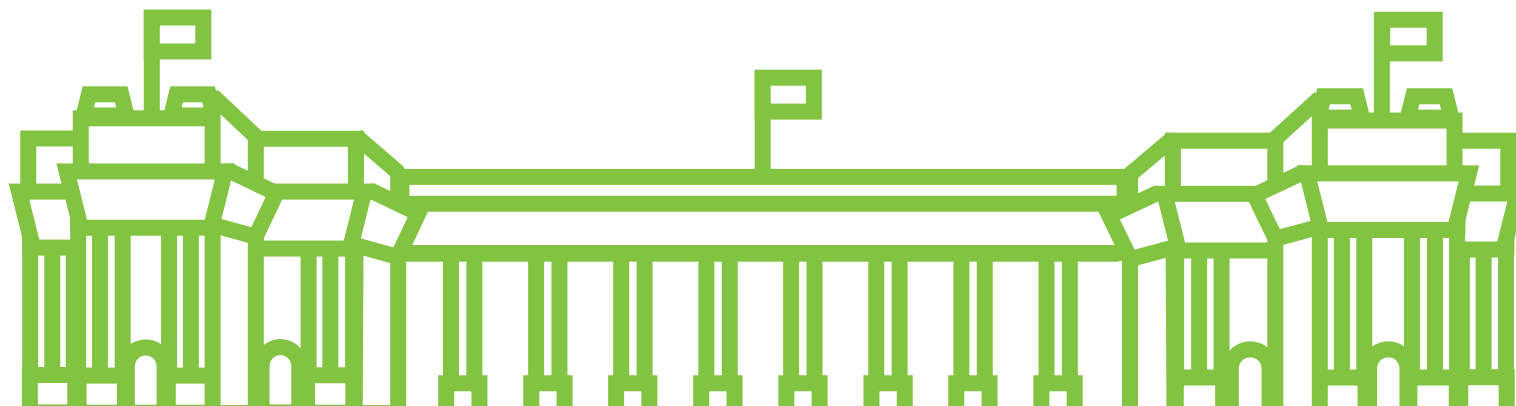
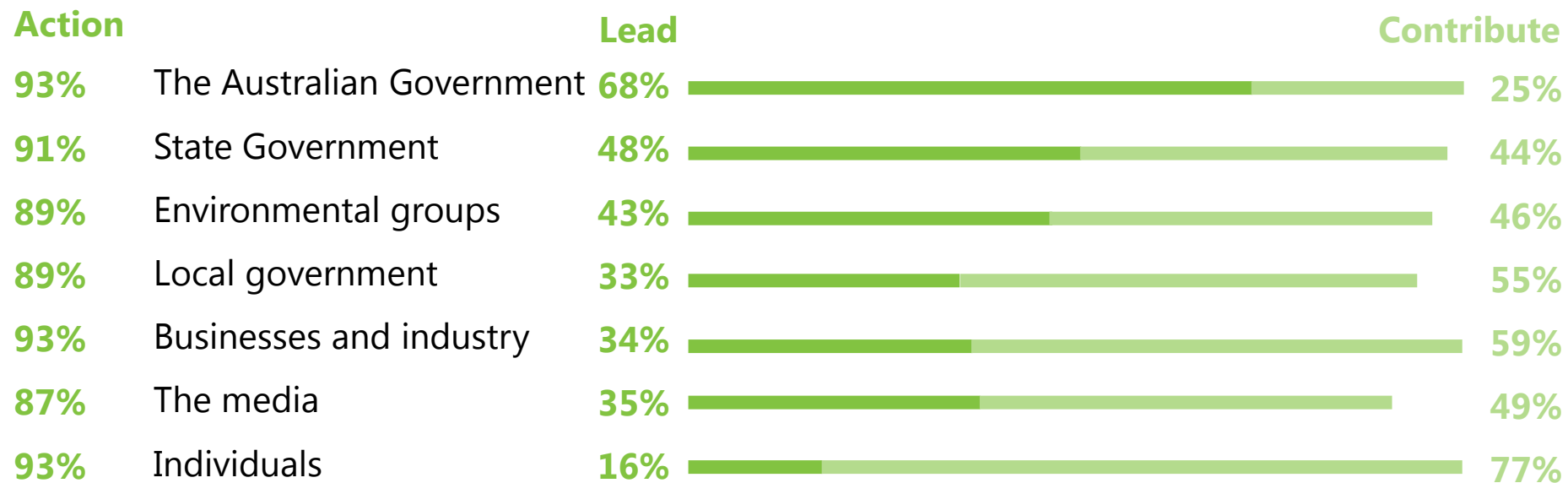
# Concern

about future impacts directly affecting them and their family





# Climate change leadership



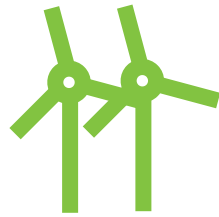


# Leadership – Strong Support for Government Action



**78%**  
**Support target:**

Victoria's government target of net zero emissions by 2050



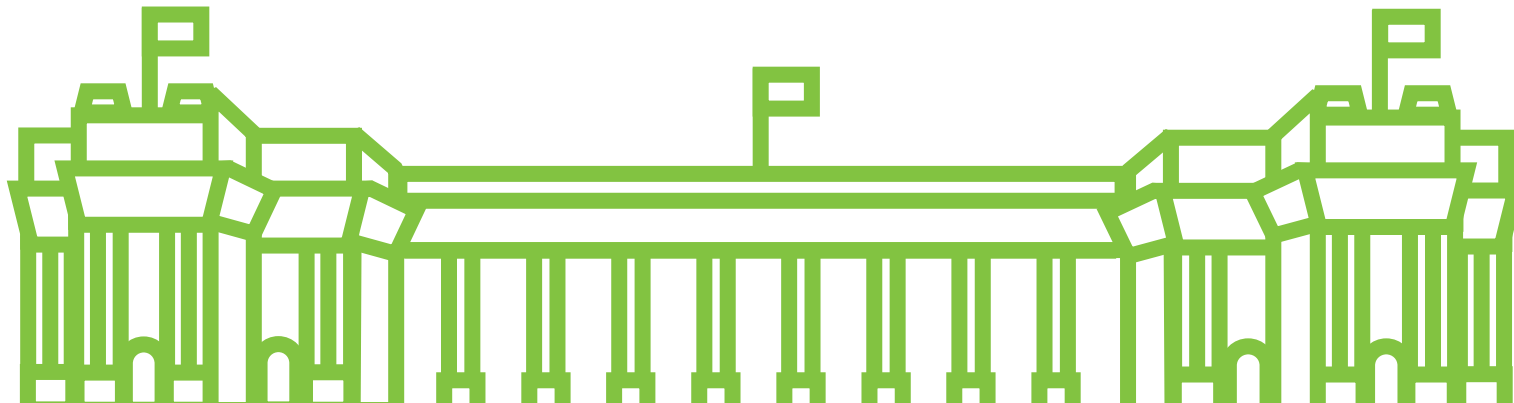
**84%**  
**Support target:**

25% of power from renewable energy sources by 2020 and 40% by 2025



**79%**  
**Would be proud:**

To live in a State that is leading the way on climate change action



# Propensity to Act on Climate Change is High



**78%**  
**Agree**

Climate change is  
an issue that needs  
urgent action now



**82%**  
**Agree**

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



**71%**  
**Agree**

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

**4 in 5**   
**Victorians**  
are willing to act on climate change





## 'Everyday' Behaviours

'Always' or 'often' performed

**75%**

Limit the amount  
of food thrown out

**74%**

Buy household appliances  
with high energy rating

**66%**

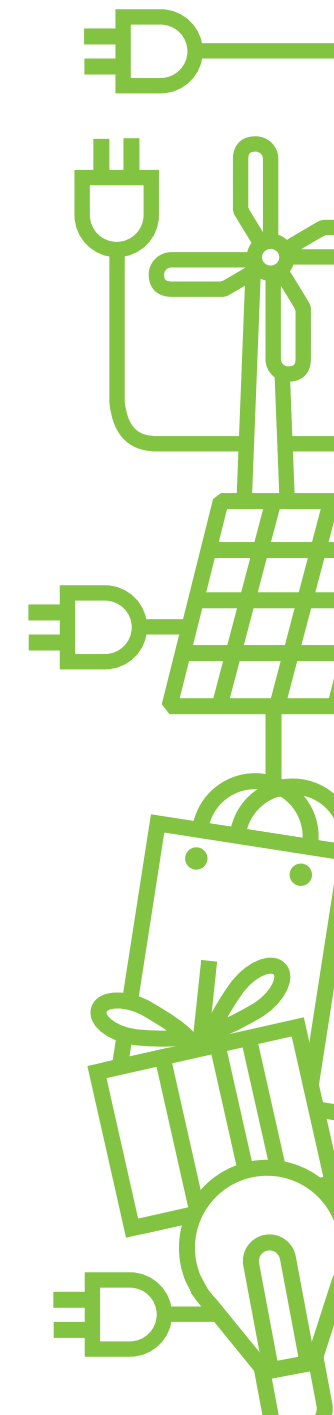
Actively reduce energy  
used for heat/cooling

**37%**

Encourage others to  
adopt pro-climate  
change behaviours

**36%**

Reduce car use



# People interested in 'advanced' behaviours

**75%**

Purchase 100% green  
power for home

**74%**

Generate own power  
and feed excess  
back into system

**71%**

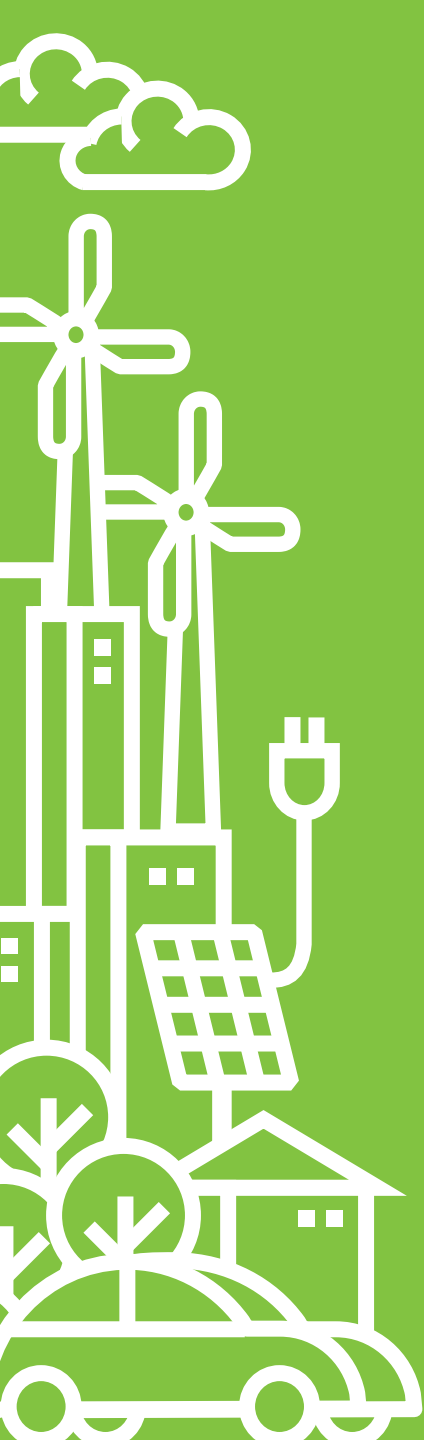
Install solar energy  
battery storage  
system in home

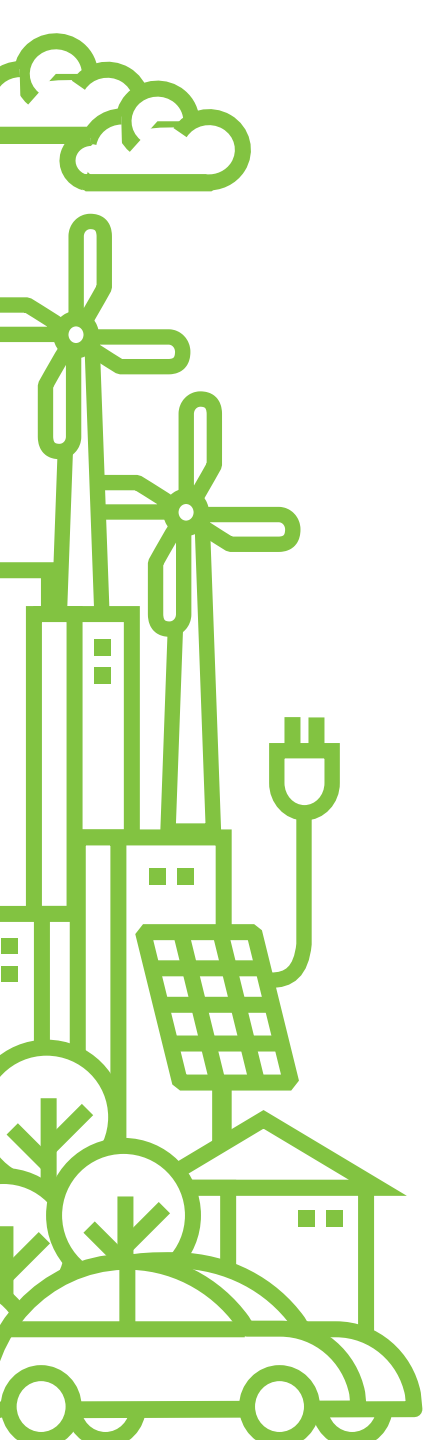
**58%**

Participate in  
community renewable  
energy projects

**56%**

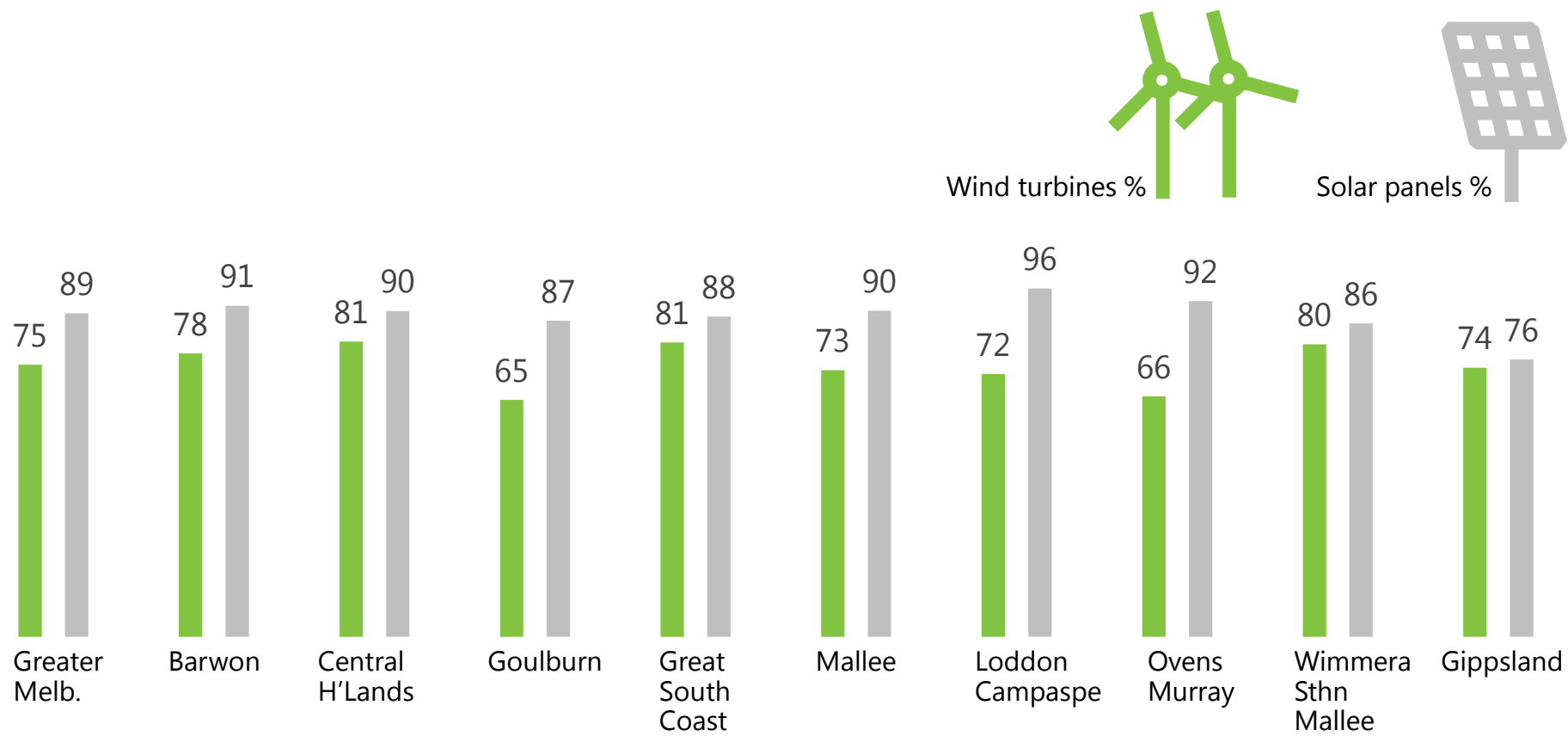
Buy electric/more  
fuel efficient car





# Regional Findings

Support for renewable energy infrastructure consistent across the state



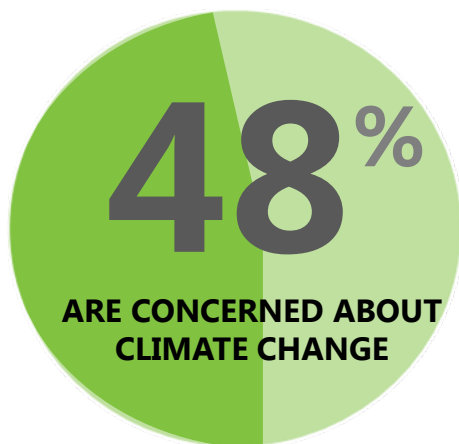


# Spreading the word

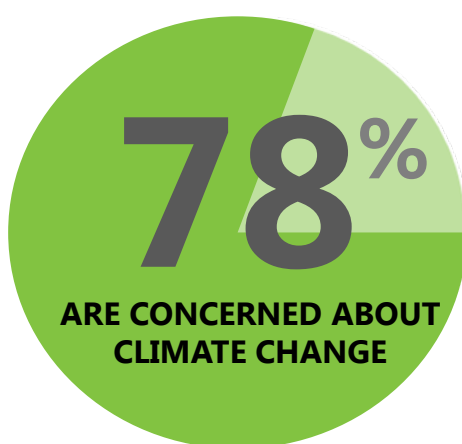
Normalising concern for climate change

## Correcting the perception gap

VICTORIANS THINK....

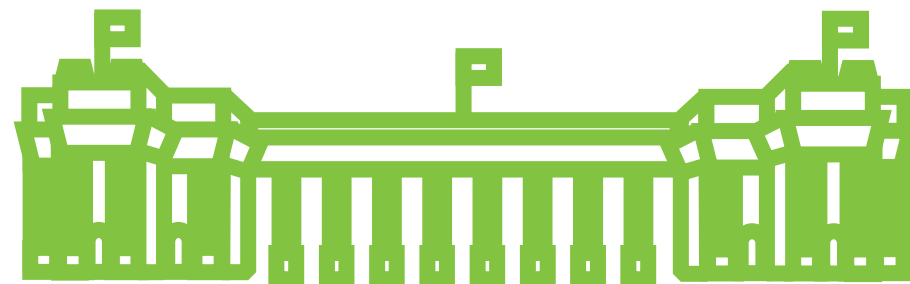


IN REALITY



## Promoting the consensus

- Results used in numerous speeches conference presentations and business seminars
- Survey results picked up and used by others (NGOs, businesses, MPs, etc)
- Shared by others on social media
- Used and promoted by our TAKE2 business partners



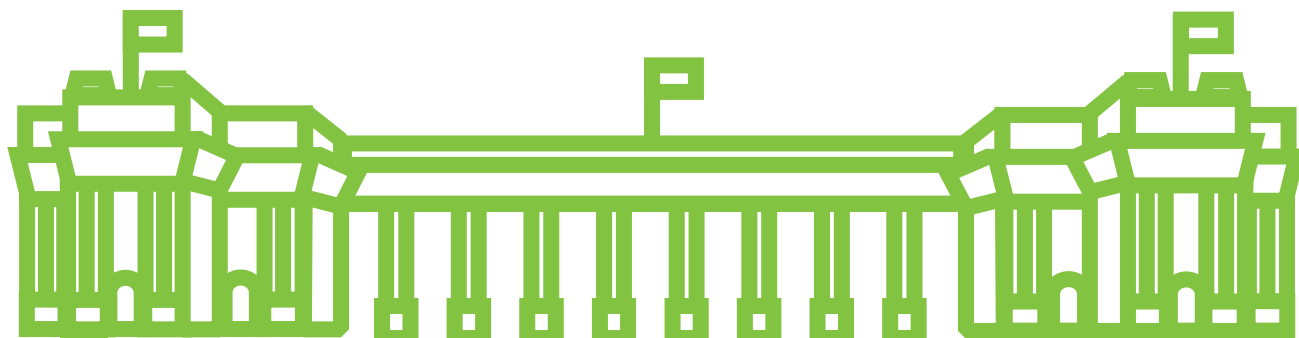


# Motivating action

Providing social licence for action and promoting community expectations

## Communicating community expectations

- Stats under-pinned joint council bulk buy of solar PV
- Motivated stakeholder buy-in on the community power hubs
- Used to build case study for "Towards a Totally Renewable Indi"
- Used in Hawthorn pre-election community event on climate change
- Stats have been used by businesses to put sustainability and climate change on the agenda / and to get board buy-in
- Results contributed to business' motivation to develop new superannuation products



Working together, we pledge to play our part  
and take action on climate change for Victoria,  
our country and our planet



Press to pledge



# Future social research 2019



## Repeat 'Perceptions' study

- Repeat key measures
- Add new themes
- Scheduled for October

## Health and climate change

State wide survey to measure knowledge and awareness

- Community
- Healthcare professionals

# Victoria's perception of climate change - animation



<https://www.sustainability.vic.gov.au/About-us/Research/Victorians-perceptions-of-climate-change>