



WWF

REPORT

AUS

2018

# Australian Attitudes to Nature 2017

Report prepared for WWF-Australia



Roy Morgan  
— Research —



# INDEX

EXECUTIVE SUMMARY	3
RESEARCH APPROACH	8
HISTORICAL RESULTS	18
ENVIRONMENTAL ATTITUDES AND BEHAVIOUR	20
ATTITUDES TOWARDS WILDLIFE, NATURE AND TREES	24
OCEAN AND REEF	33
SUSTAINABLE FOOD	42
CLIMATE CHANGE AND LOW CARBON FUTURE	49
ENVIRONMENTAL ACTIONS	55
POLITICS AND ENVIRONMENT	60
CONTACT DETAILS	63
APPENDIX - HISTORICAL RESULTS IN DETAIL	64

© NATUREPL.COM / POLAND SETIRE / WWF





# Executive Summary

© SHUTTERSTOCK/DANGDUMRONG/WWF



# Executive Summary

- › Findings from the Roy Morgan Single Source historical data indicate that over the long term attitudes of Australians towards the environment have changed in the backdrop of larger economic and political developments. During the GFC, with economic and financial issues taking precedence, in general, attitudes towards the environment softened. However, after the financial crisis ended, concern levels are again rising and Australians' attitudes are also shifting in a way that reflects a higher recognition of the environmental issue(s).
  
- › Over the long term, Australians are less or equally concerned about the environment than they were in the year 2000. The last five years however, have clearly seen growing concerns around environmental issues.
  - › As on March 2017, 80% of Australians 14+ agree that if we don't act now, we'll never control our environmental problems (88% in Mar'03, 76% in Mar'13)
  - › 63% of Australians now agree that at heart they are an environmentalist at heart (compared to 55% in Mar'00 and 57% in Mar'13)
  - › Only one quarter of all Australians think that threats to the environment are exaggerated (20% in Mar'00, 34% in Mar'13)
  
- › Findings from the latest customized research conducted among Australians 18 years and above show that generally Australians are concerned about the pertinent environmental issues and their impact.
  - › Women in general are more concerned about environmental issues and their associated impacts

# Executive Summary

- › Encouragingly, a high proportion of Australians (68%) believe that a healthy environment and a prosperous economy go hand in hand, and 20% believe that the environment needs to be protected even if it impacts economic prosperity.
  
- › Oceans and water are an integral part of the Aussie way of life. For Australians, protecting the oceans and marine life in general, and specifically the Great Barrier Reef is the most important environmental issue.
  - › Nine out of ten agree that there is a need to do more to protect the suffering oceans and marine life
  - › Very few (5%) hold the view that oceans are so large that it is unlikely for humans to cause lasting damage to them
  - › A majority (65%) believes that the state of Australia's oceans, waterways and coastal waters is still good, though declining - pointing to the need for timely action. 16% believe that the state of Australia's oceans and coastal waters is bad and getting worse
  - › Plastic and chemical pollution followed by warming are seen as biggest threats to the oceans and coastal waters
  
- › There is a high degree of concern around the state of the Great Barrier Reef among Australians:
  - › Protecting the Great Barrier Reef is the most important environmental issue for Australians (94% finding it important)
  - › 89% of Australians think that the Great Barrier Reef is the most important natural place to be protected
  - › 42% think that compared to 10 years ago the overall state of the GBR is bad and getting worse
  - › 44% of the Australians agree that the Great Barrier Reef is in terminal decline
  - › 33% disagree that it can recover from coral bleaching
  - › Coral bleaching followed by climate change are considered to be the two greatest threats to the Great Barrier Reef

# Executive Summary

- › The next important environmental issues are reducing pollution, protecting Australia's endangered animals, its forests and trees.
  - › 67% of Australians think that the state of Australia's natural environment and wildlife is good but declining
  - › 15% think that the natural environment and wildlife are already in a bad state and getting worse
  - › 89% agree that there should be investment in restoring wildlife habitats and natural places that have become degraded
  - › 81% agree that there is a need to be growing more trees (which is not happening right now) and that they are worried about future generations growing up with lesser access to nature and wildlife than them
  - › Introduced animals and weeds along with urban expansion are seen to be the biggest threats to natural environment and wildlife
  - › Most Australians prefer introduction of stronger land clearing laws for protecting the wildlife and nature and will support action by their state government to stop excessive land and clearing
- › The reason most Australians believe it is important to protect oceans, wildlife and nature is because these are critical to maintain the balance of nature and also there is a high consciousness that it is the responsibility of the current generation to leave these healthy for the future generations.



# Executive Summary

- › Looking after farmland sustainably is also an important environmental concern for Australians.
  - › Almost two thirds of the population is aware of one or more the food certifications
  - › 83% agree that the food that they eat should come from sustainable sources
  - › 68% agree that locally grown food is better for the environment than imported food
  - › 60% are willing to pay more for sustainable food
  - › Australians see climate change, water pollution and food wastage to be the biggest threats to food sustainability
  
- › Even though as many as 86% think that climate change is happening and many think that human activity is the cause, climate change is considered much less of a concern compared to other environmental issues.
  - › Australians are concerned about the impact of climate change with destruction of the Great Barrier Reef being their top most concern
  - › Other concerns are the impact on food supply with the droughts or floods and animal and plant species becoming extinct
  - › 71% of the population agree that Australia should be the world leader in climate change solutions and 69% would want Australia to act on climate change without waiting for the major emitters
  - › There is high agreement on the risk to the planet from that coal and gas pollution and a majority agree that the federal government should not allow new coal mines
  - › Over 50% are in agreement with the introduction of a carbon price

# Research Approach



© NATUREPL / PHOTOLIBRARY / WWF



# Research Objectives

## BACKGROUND

- › The World Wildlife Fund (WWF) is the leading Australian conservation organisation, with a supporter base of close to 1 million Australians with a new Strategic Plan for 2017-2021.
- › The Strategic Plan has several aims:
  - › Positioning WWF as a thought leader on its conservation priorities
  - › Benchmarking and track changes in attitudes over time
  - › Further improving on communication and campaigning
  - › Positioning WWF as an innovator through interactive research; and
  - › Developing news media and supporter stories that show a broad cross-section of Australians care about nature and want more action to protect it.

## OBJECTIVES

- › This research is designed to support WWF's strategic goals by providing benchmark measures on current Australian attitudes.
- › The research will inform communication campaigns and media opportunities to position WWF as a thought leader in conservation.
- › The research aimed at measuring attitudes of Australians towards nature and environment, specifically:
  - › Wildlife, Nature and Trees
  - › Oceans and Reef
  - › Sustainable Food
  - › Climate Change and Low Carbon Future

# HISTORICAL DATA (ENVIRONMENTAL INDEX)

- › This document reports findings from the analysis of historic data available from Single Source
- › The attitudinal statements analysed within the scope of this project are:
  - › At heart I'm an environmentalist (from January 1998)
  - › If we don't act now we'll never control our environmental problems (from April 2002)
  - › Environmentally products are over-priced (from January 1998)
  - › Threats to the environment are exaggerated (from October 1998)
  - › I avoid staying in accommodation that does not have genuine environmental policies (from October 2000)
  - › For my next holiday, I would like a total ecotourism experience (from October 2000)
  - › The most important issue to you, which includes Global Warming and Climate Change

# HOW THE HISTORICAL DATA IS COLLECTED

The data in this report is from the Roy Morgan Single Source survey as well as Roy Morgan CATIBus telephone surveys.

Roy Morgan Research Single Source has been designed to represent the ideal single source model. It provides an integrated understanding of consumers - what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. In Australia, Roy Morgan Single Source incorporates approximately 50,000 predominantly face-to-face interviews nationwide each year, with people aged 14+. Interviews are conducted each week over the year. Around 15,000 self-completion surveys (Product Poll & Media Diaries) provide enriched detail of consumption habits and attitudes. The overriding benefit of Roy Morgan Single Source is the strategic insights it affords by the linkage of so many aspects.

Most of the data in this report is from the Single Source Product Poll where, amongst other questions, respondents are asked if they agree or disagree with the following statements relating to the environment:

1. If we don't act now we'll never control our environmental problems
2. At heart I'm an environmentalist
3. Threats to the environment are exaggerated
4. 'Environmentally friendly' products are overpriced
5. I avoid staying at accommodation that does not have genuine environmental policies
6. For my next holiday, I'd really like a total ecotourism experience



# HOW THE HISTORICAL DATA IS COLLECTED (CONTD.)

As well as the data from Roy Morgan Single Source, Roy Morgan regularly asks respondents through CATIBus what are some of the issues that face Australia and the world.

These include issues relating to the environment, the economy, government and human issues, terrorism and war, social issues, and more. An analysis of these statements is also part of the delivery for this project.

This report explores in detail the top 4 environmental attitudinal statements from Single Source by different demographics and geography, i.e.,

1. If we don't act now we'll never control our environmental problems
2. At heart I'm an environmentalist
3. Threats to the environment are exaggerated
4. 'Environmentally friendly' products are overpriced

It also provides an overview of all six attitudinal statements by time periods

This report is updated to reflect the data that has been collected in CATIbus (as a high level summary). This data has been delivered to WWF in an Excel report.

# BENCHMARK SURVEY - Methodology Overview

## METHODOLOGY

- › Online self-completion survey
- › Average survey length = 26 minutes
- › Research carried out in compliance with ISO 20252 Market, Opinion & Social Research standards

## TARGET AUDIENCE

- › Australians aged 18+ years
- › Nationally representative sample with boosts in Brisbane, South East Queensland (excl. Brisbane) and Western Sydney to allow for data to be read within these geographies

## SAMPLE SOURCE & SIZE

- › Sample sourced from Roy Morgan consumer panel
- › n=1810; Maximum sampling variance of  $\pm 2.30$  at 95% confidence level
- › Response rate of 5.3% (*completes* ÷ [*completes* + *incompletes* + *not started*])

## WEIGHTING

- › Post weighted by region x age x gender ((based on data collected from Roy Morgan Single Source)
- › Further weighted by voting preference at 2016 Federal Election

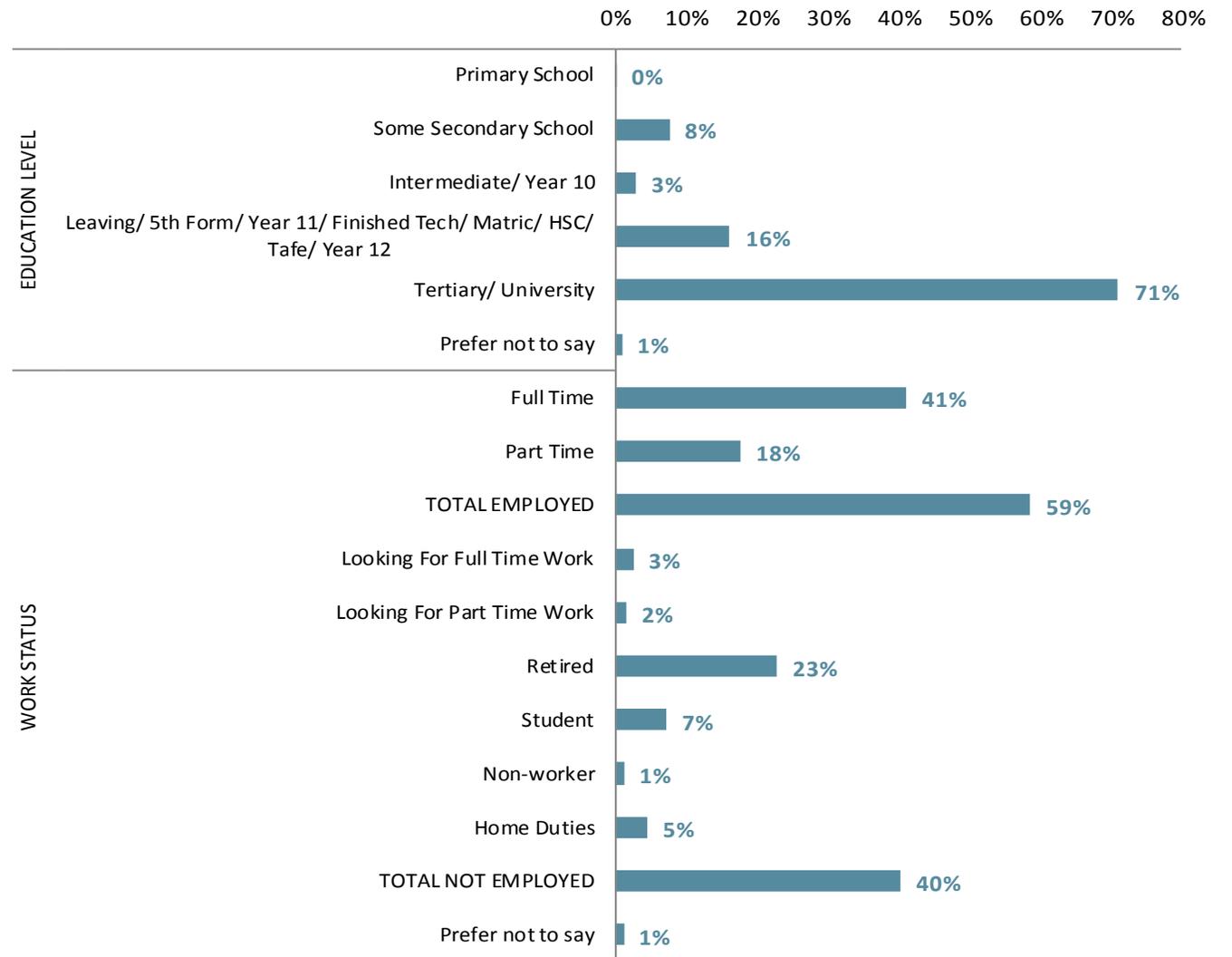
## TIMING

- › In field approximately 4 weeks
- › Field dates: Monday 13 November - Wednesday 6 December 2017

# Questionnaire Overview

- › Questionnaire designed collaboratively between WWF Australia and Roy Morgan Research
- › Themes include: awareness of issues, behavioural measures, attitudes and demographic data for analysis
- › Designed keeping in mind existing benchmarks that WWF would like to monitor and to accommodate tracking
- › Includes the following sections
  - › Overall Environmental Attitudes and Behaviours
  - › Wildlife, Nature and Trees
  - › Ocean and Reef
  - › Sustainable Food
  - › Climate Change and Low Carbon Future
  - › Environmental Actions
  - › Politics and Environment
  - › Demographics
  - › *Introductions to each of the sections were carefully designed to ensure that they warm up respondents to the upcoming topic, however, do not influence the way they respond.*
  - › *Order of exposure for the first and last two sections kept consistent across all respondents, whilst order for the other sections was rotated across respondents to minimize the impact of any order bias on the responses.*

# Sample Profile

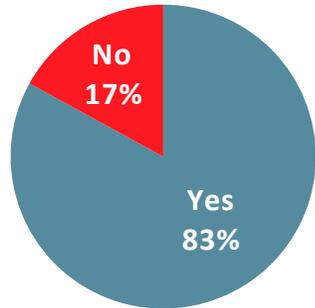


Base: Australians 18+, n= 1810;

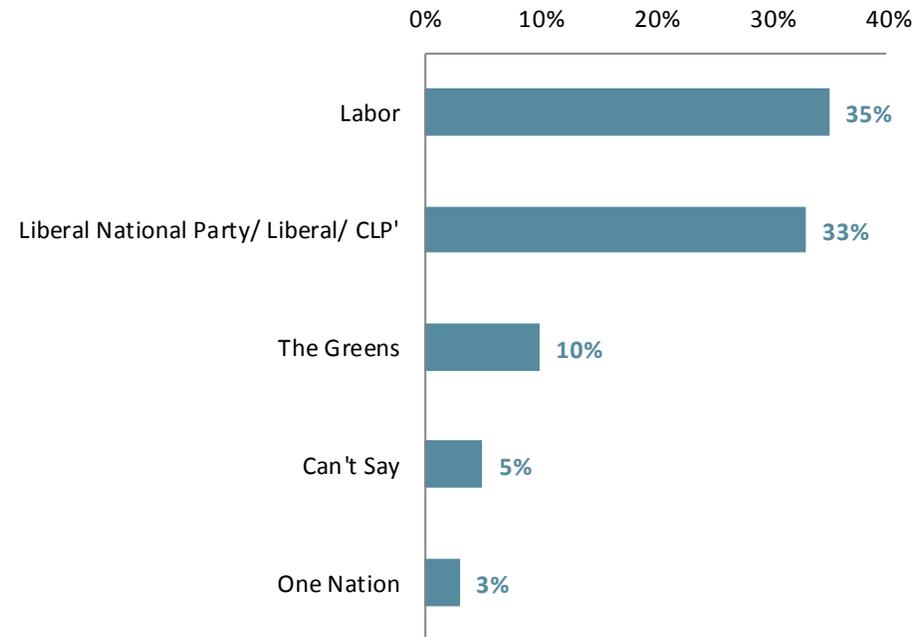


# Sample Profile

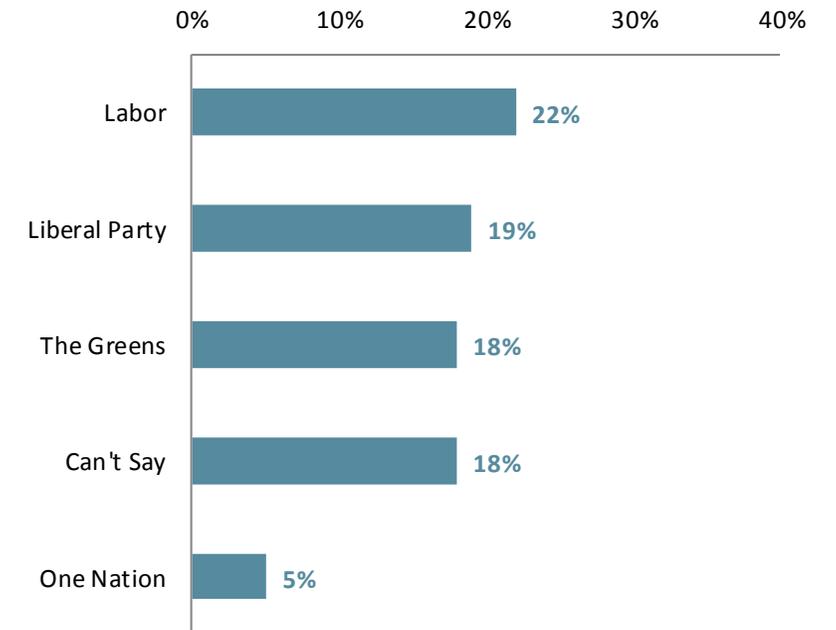
ENROLLED TO VOTE AT FEDERAL OF STATE ELECTION



VOTING PREFERENCE AT 2016 FEDERAL ELECTION



POLITICAL PARTY WHICH REPRESENTS RESPONDENTS OPINIONS



Base: Australians 18+, n= 1810; enrolled to vote n=1080

Only top 5 political parties shown

PE3. Are you enrolled to vote at Federal or State elections? (single Response)

PE4. Thinking back to the LAST Federal Election in 2016. Which party or candidate received your first preference at the LAST Federal Election? (Single Response)

PE5. Thinking now about politics generally, which political party do you feel comes closest to representing your opinions? (Single Response)



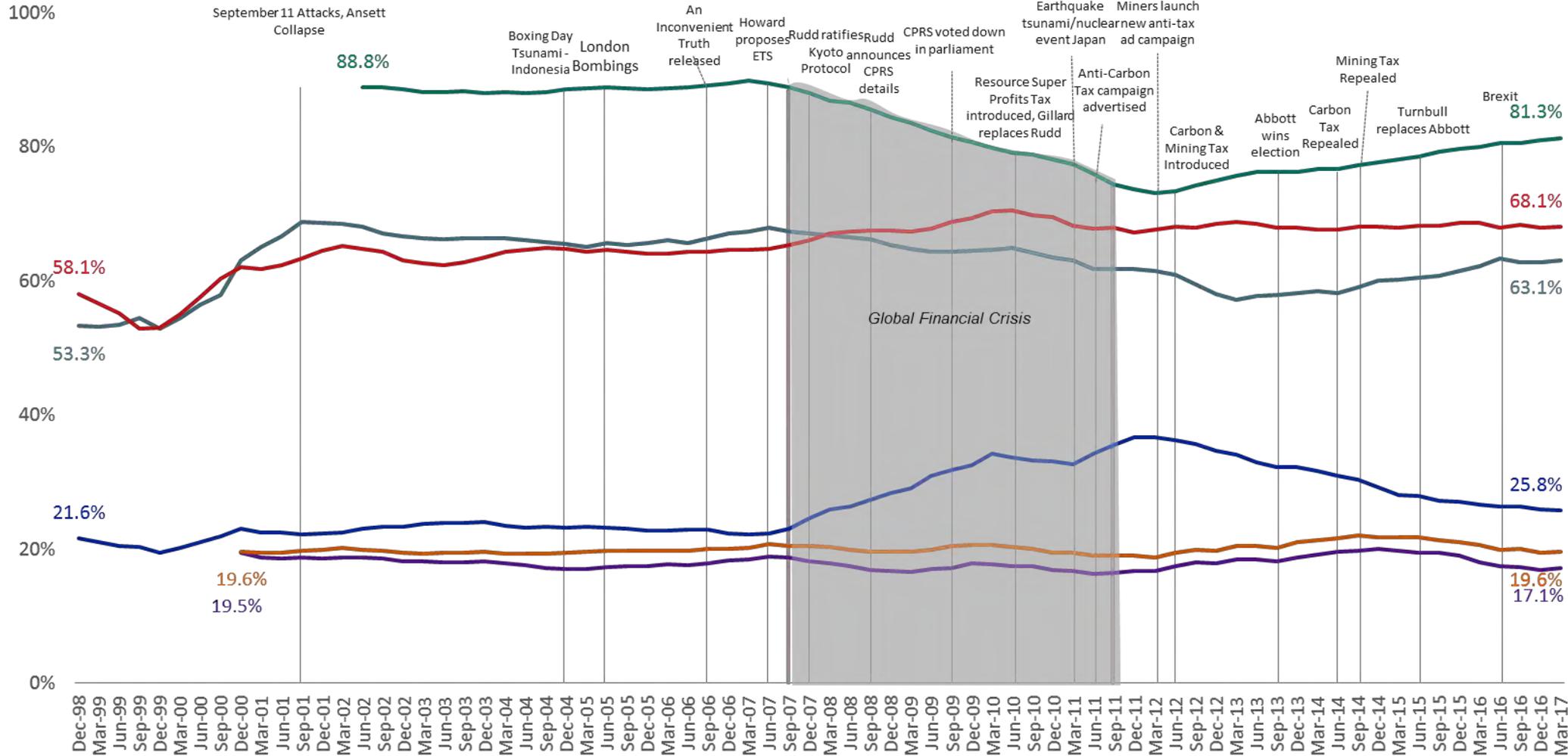
# Results

© IAN MCCONNELL / WWF-AUS



# RESULTS - HISTORICAL DATA OVERALL TREND

## Societal Issues Year Trends



If we don't act now, we'll never control our environmental problems

'Environmentally friendly' products are overpriced

At heart I'm an environmentalist

Threats to the environment are exaggerated

For my next holiday, I'd really like a total ecotourism experience

I avoid staying at accommodation that does not have genuine environmental policies



# HISTORICAL DATA OVERALL TRENDS

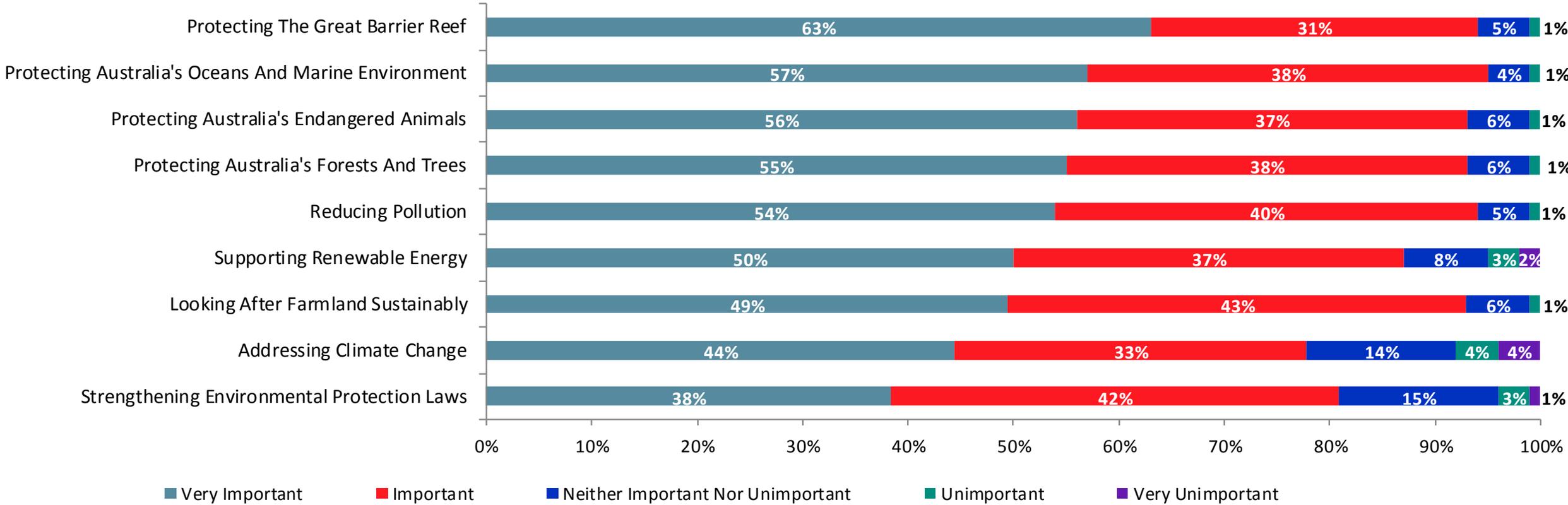
- › The period of the GFC had one of the biggest impacts on attitudes to nature, with more Australians agreeing that threats to the environment are exaggerated and fewer agreeing that acting now will control environmental problems. This illustrates that in the backdrop of the financial crisis and other economic concerns taking precedence, environmental concerns take a backseat.
- › This is also reflected in the trend of people agreeing with the statement I'm an environmentalist at heart - with a drop in the percentage of Australians agreeing with this (compared to pre-crisis period).
- › However, a shift is observed in the post crisis period.
- › Recent years indicate that more Australians are concerned about the environment, with an increasing number now agreeing that they are an environmentalist at heart (63%). There is also a growing sense of the urgency around taking action – an increasing percentage agreeing that “if we don't act now, we'll never control our environmental problems” (81% now, grown sharply in last five years). Additionally, a lower percentage of the population now finds environmental threats to be exaggerated.
- › While the above is encouraging, it must be noted that nearly 70% of the population find 'environment friendly' products to be overpriced - higher now than in the last 19 years.
- › Holiday intentions relating to the environment have decreased or stayed the same in the 19 years to March 2017, fewer than 20% of people agree with the statements 'for my next holiday, I'd really like a total ecotourism experience', and 'I avoid staying at accommodation that does not have genuine environmental policies'.

# Environmental Attitudes and Behaviour



# Importance of Environmental Issues

Protecting Australia's oceans and marine environment and specifically the Great Barrier Reef are the two most important environmental issues for Australians, with 95% of the general population stating considering it very important or important. Issues that follow are reducing pollution, protecting Australia's endangered animals, and forests & trees. Climate change considered lower in importance when compared to other concerns.

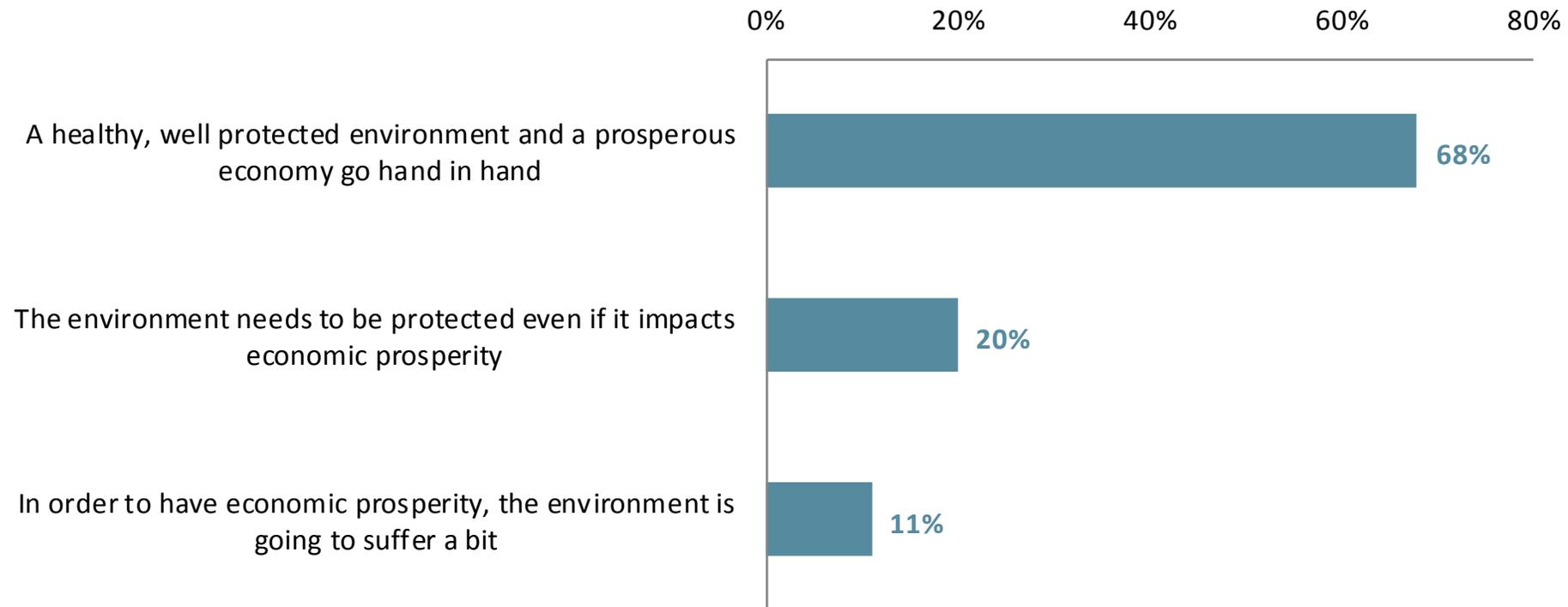


Base: Australians 18+, n= 1810;  
 OEAB1: To begin with, tell us to what extent are the following issues important/ unimportant to you. How important are the following environmental issues?  
 (5 point Scale: Very Important to Very Unimportant, Single Response)



# Environment Economy Balance

A majority of Australians believe in the environment-economy balance, with approximately two-thirds saying that a healthy, well protected environment and a prosperous economy go hand in hand. One-fifth are of the view that the environment needs to be protected even if it impacts economic prosperity. Only one-tenth of the population is of the view that in the pursuit of economic prosperity, the environment is going to suffer.



Base: Australians 18+, n= 1810;

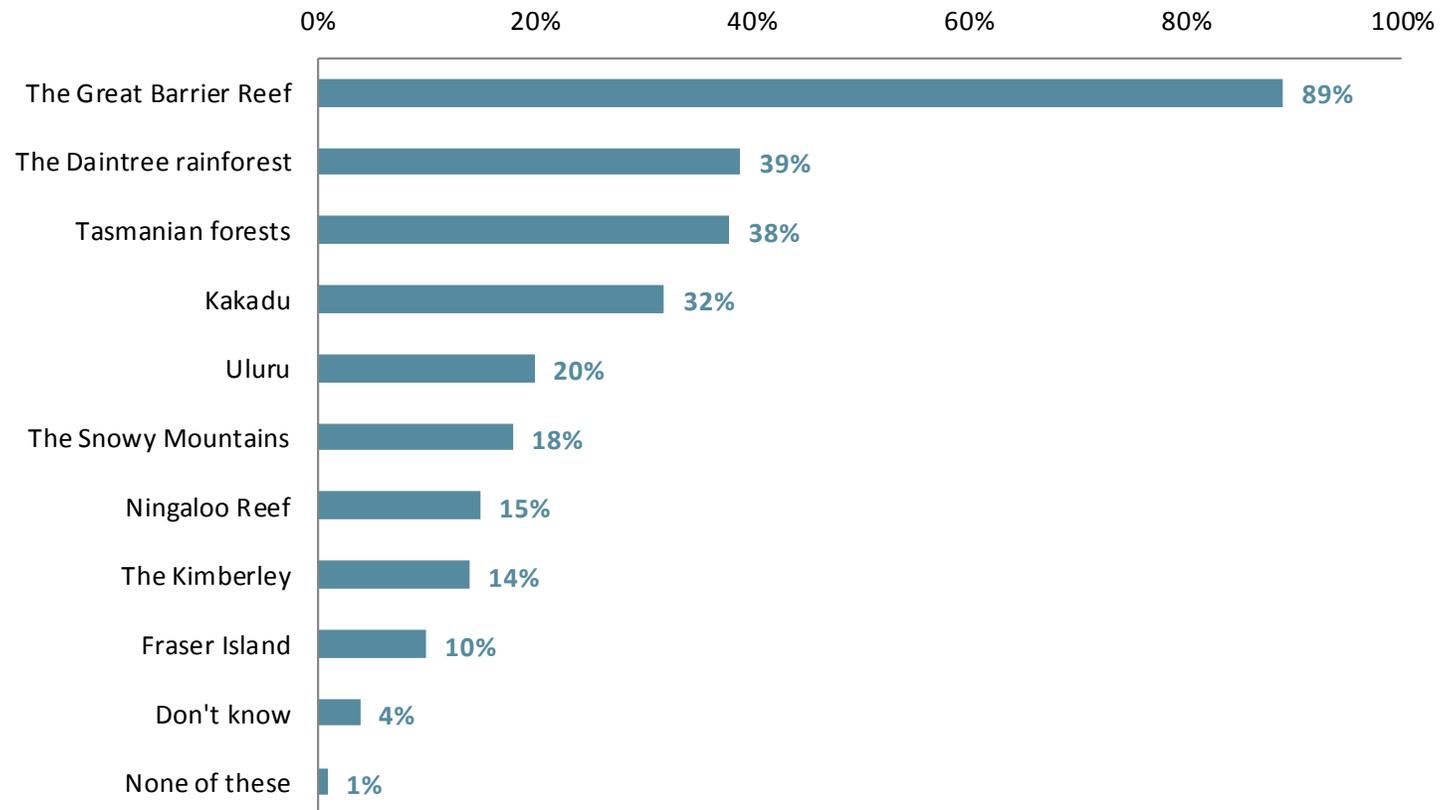
OEAB2. Which of the following statements best describes your view regarding a balance between the economy and the environment?

(Single Response)



# Important Places to be Protected

Given the high concern around Australia's oceans noted earlier, a majority of Australians (89%) think that the Great Barrier Reef is the most important natural place to be protected. This is followed by the Daintree rainforest and the Tasmanian forests - 39% and 38% respectively.



Base: Australians 18+, n= 1810;

OEAB3. Which of the following well-known natural places do you think are most important for Australia to protect?

(Maximum 3 Selections)





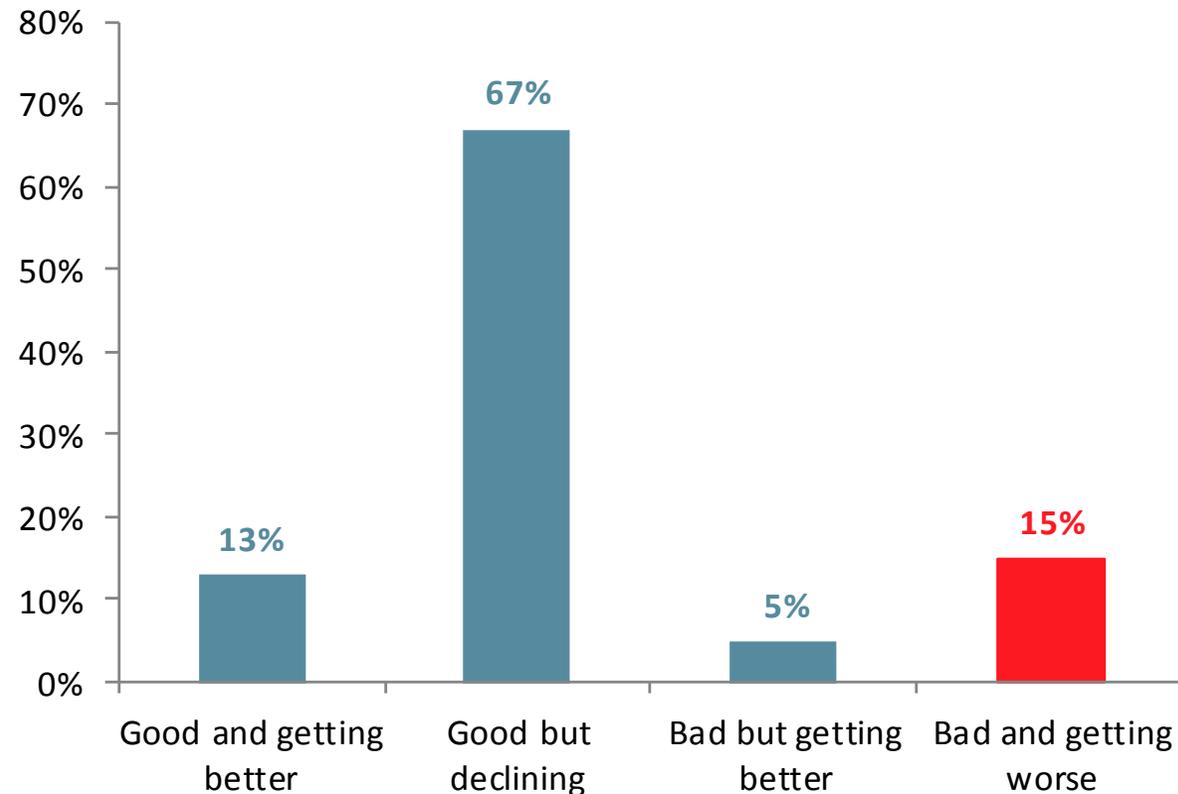
# Attitudes towards Wildlife, Nature and Trees

SHUTTERSTOCK / GANNER / WWF



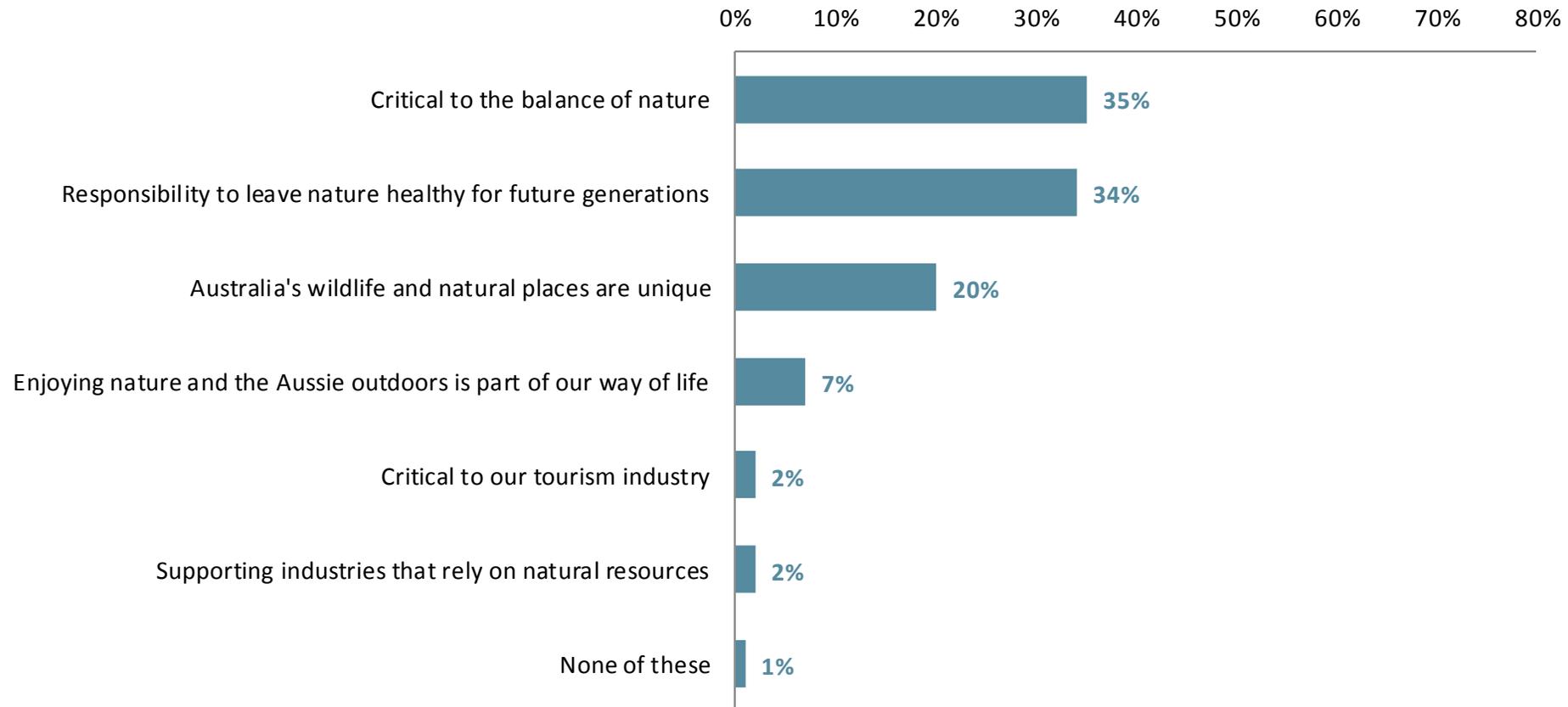
# State of Australia's Natural Environment and Wildlife

Overall, 80% of Australians consider the natural environment and wildlife to be in a good state. However 67% believe that though good, it is declining. Males in general are more optimistic compared to females (15% of the males believe it is in a good state and getting better c.f. 11% females). The 65+ age group is also more optimistic (19% of those 65+ stating that the state of Australia's natural environment and wildlife is good and getting better).



# Reasons for Importance of Wildlife, Forests and Natural Places

Overall, the top reasons why Australians believe wildlife, forests and natural places are important are; that these are critical to maintaining the balance of nature, and that it is the responsibility of the current generation to leave the nature healthy for the future generations. For men, responsibility towards future generations is the most important reason while for women the criticality of maintaining the balance of nature is key.



Base: Australians 18+, n= 1810;

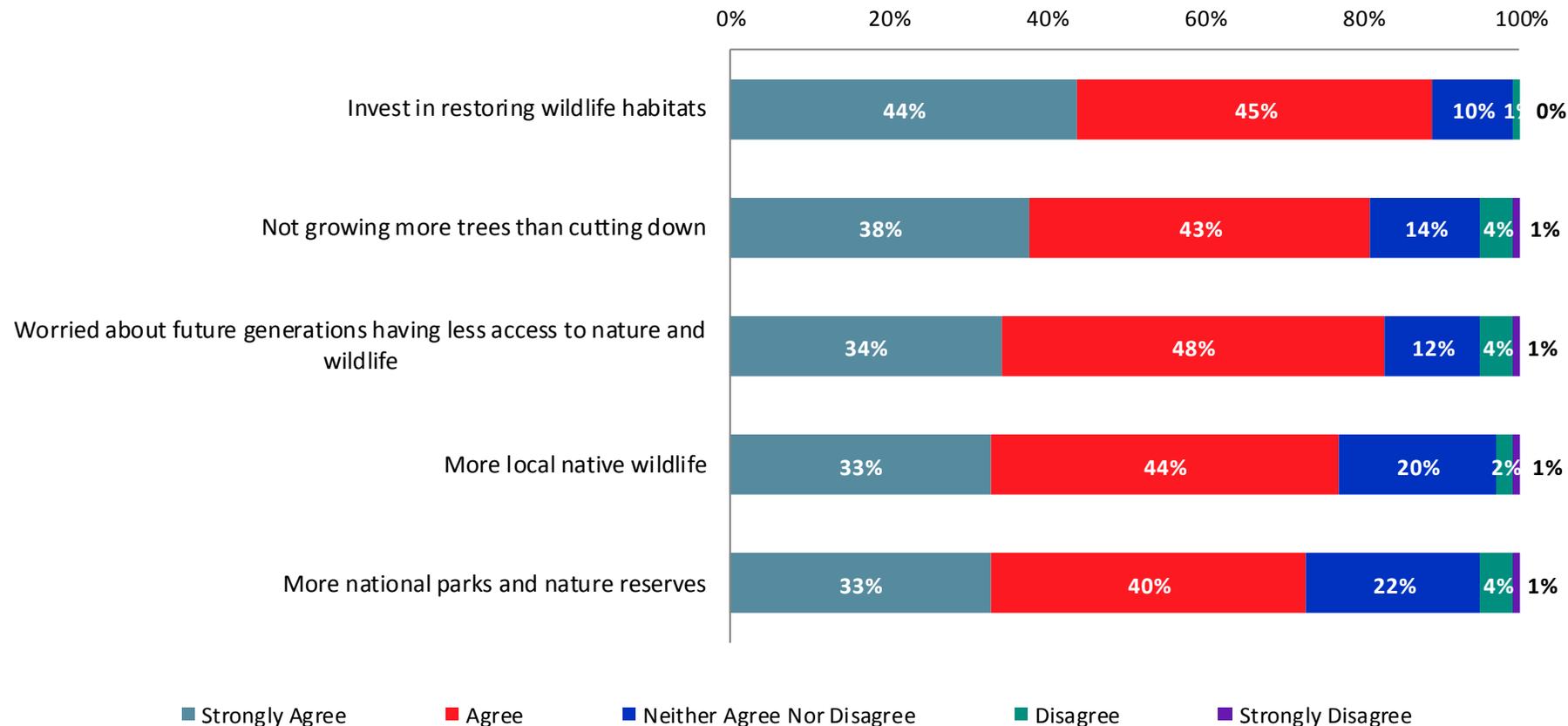
WNT2. Thinking about our wildlife, forests and natural places. In your opinion, which **one** of the following best describes why they are important?

(Single Response)



# Attitudes to Australia's Wildlife and Natural Environment

As many as 89% of Australians agree that there should be investment in restoring wildlife habitats and natural places that have become degraded. Over 80% agree that there is a need to be growing more trees (which is not happening right now) and that they are worried about future generations growing up with lesser access to nature and wildlife than them. 77% would like to see more native wildlife and thriving nature in their local area, and 72% would like to have more national parks and nature reserves.



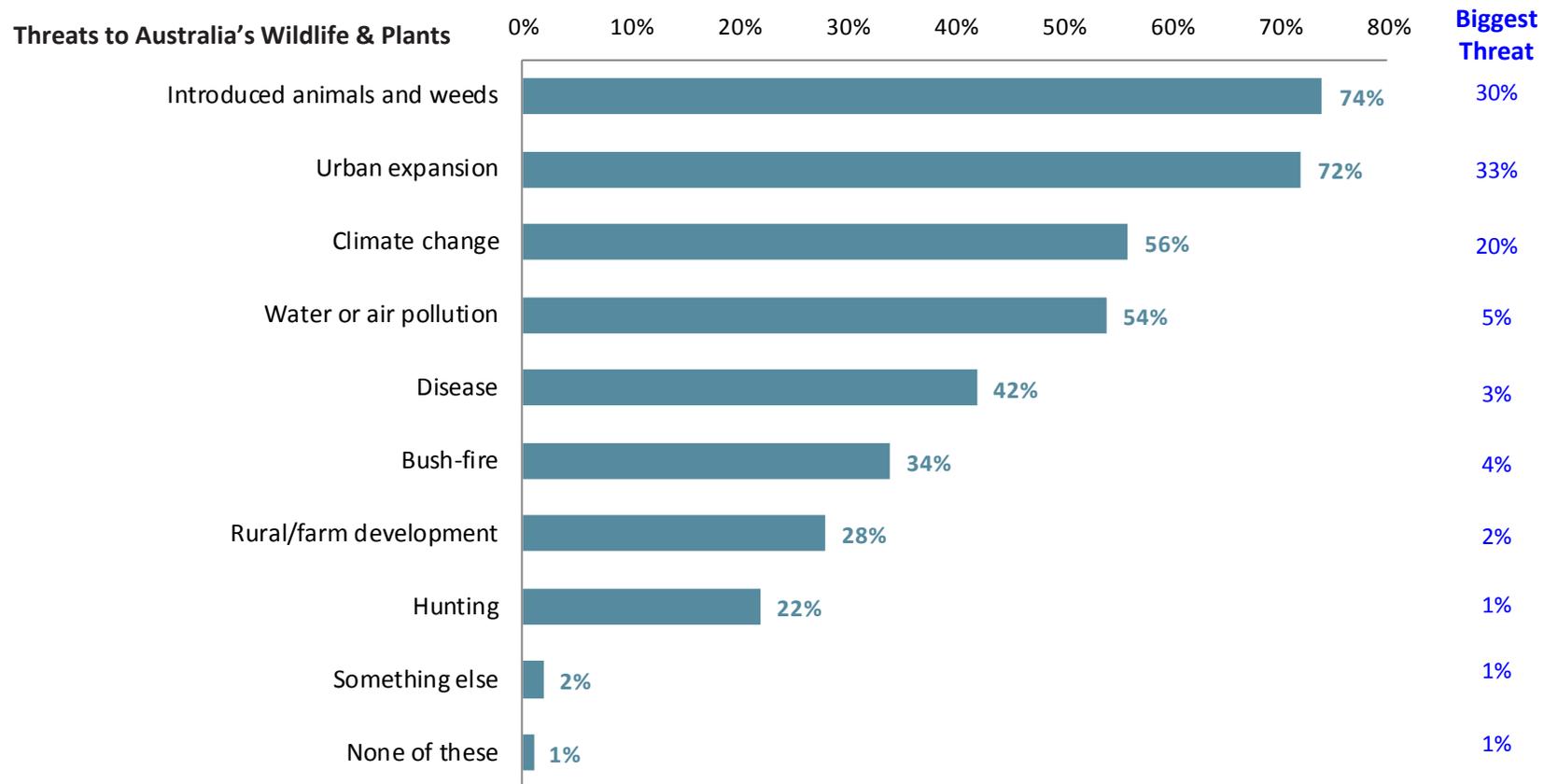
Base: Australians 18+, n= 1810;

WNT5. How strongly do you agree or disagree with each of the following statements? 1. We need to be growing more trees and plants than we're cutting down, and right now that's not happening, 2. I'm worried future generations of Australians will grow up with less access to nature and wildlife than we had, 3. I would like to see more native wildlife and thriving nature in my local area, 4. We should have more national parks and nature reserves across Australia, 5. We should invest in restoring wildlife habitats and natural places that have become degraded. (5 point Scale: Strongly Agree to Strongly Disagree, Single Response)



# Threats to Australia's Wildlife and Plants

Most Australians view urban expansion, and introduced animals and weeds as threats to Australia's wildlife and plants. This is followed by climate change which is believed to be a threat by 56% of Australians.



Base: Australians 18+, n= 1810;

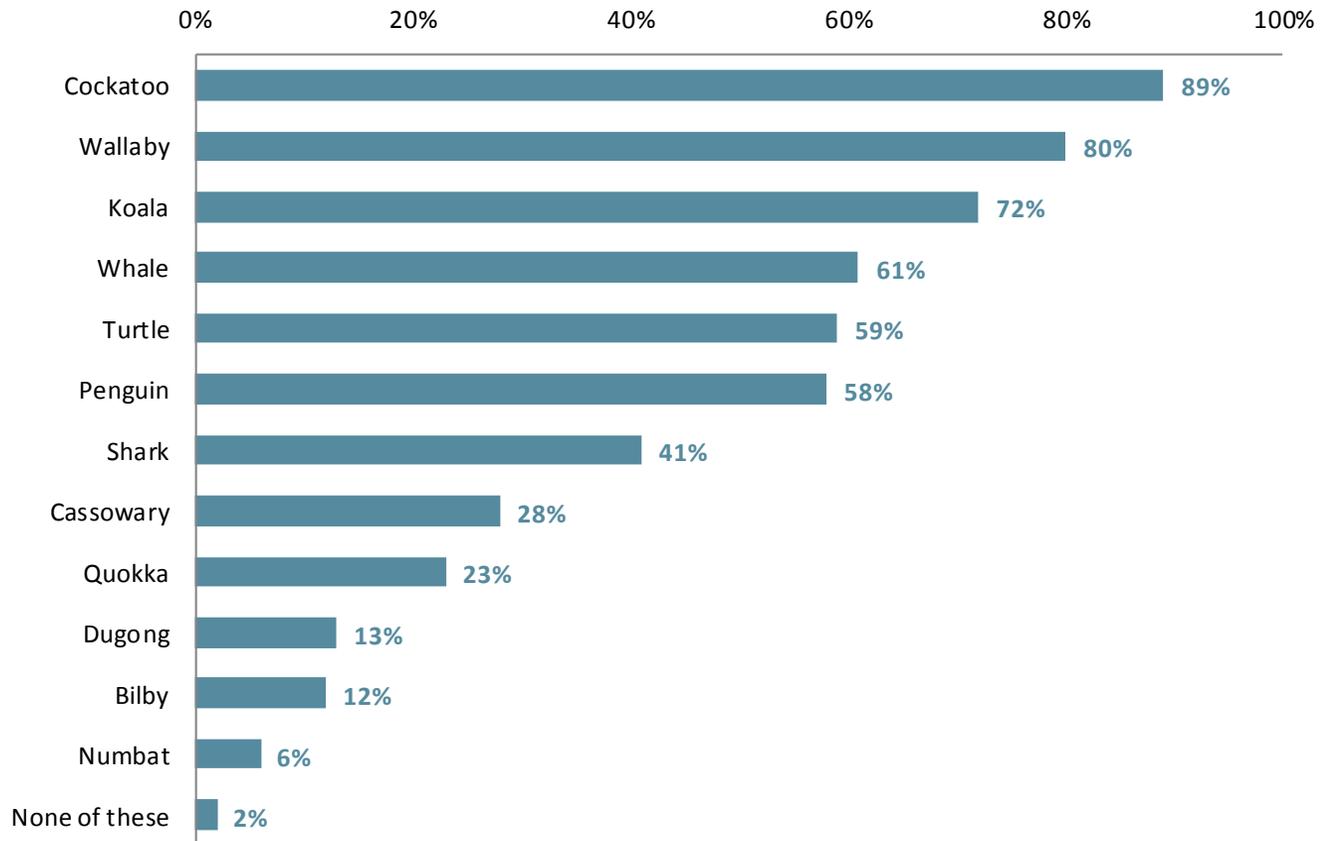
WNT3. And which, **if any**, of the following do you believe are a threat to Australia's wildlife and plants? (Multiple Responses)

WNT4. Which **one** of the following is the biggest threat to Australia's wildlife and plants? (Single Response)



# Native Animals Seen in the Wild or Ocean

More than half the population has seen one or more of cockatoos, wallabies, koalas, whales, turtles and penguins outside of a zoo or captivity – the cockatoo, wallaby and koala having been seen by over two-thirds of the population. As expected, this is higher for the 50 years plus segment.



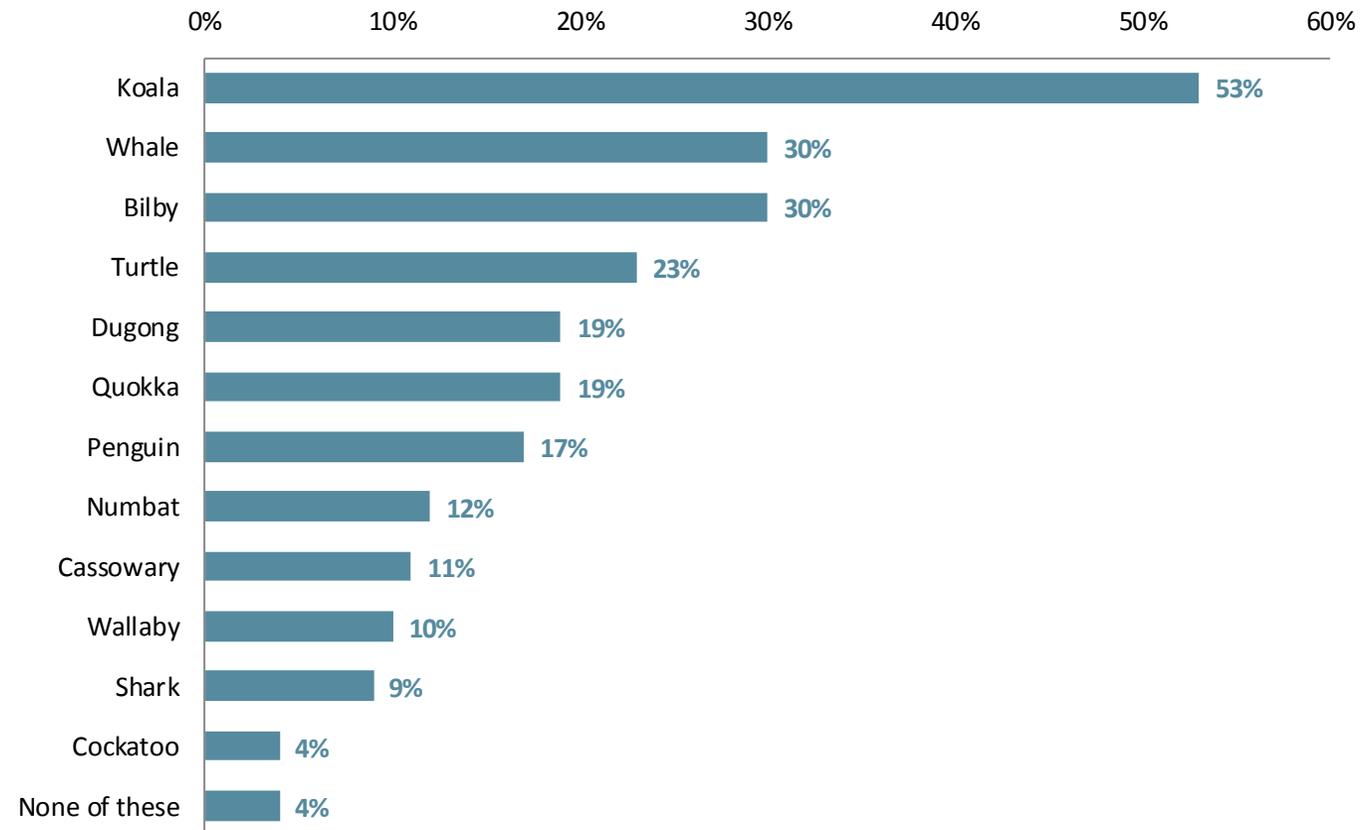
Base: Australians 18+, n= 1810;

WNT7. In your lifetime, have you ever seen any of the following native animals in the wild or in the ocean in Australia (i.e. not in a zoo or in captivity)? (Multiple Responses)



# Iconic Species to be Protected

Generally considered as one of the most popular animals in Australia, koala gets the top spot when it comes to the iconic wildlife species that Australians would most like to see protected. The whale and bilby follow with an equal 30% of Australians wanting to see them protected the most.



Base: Australians 18+, n= 1810;

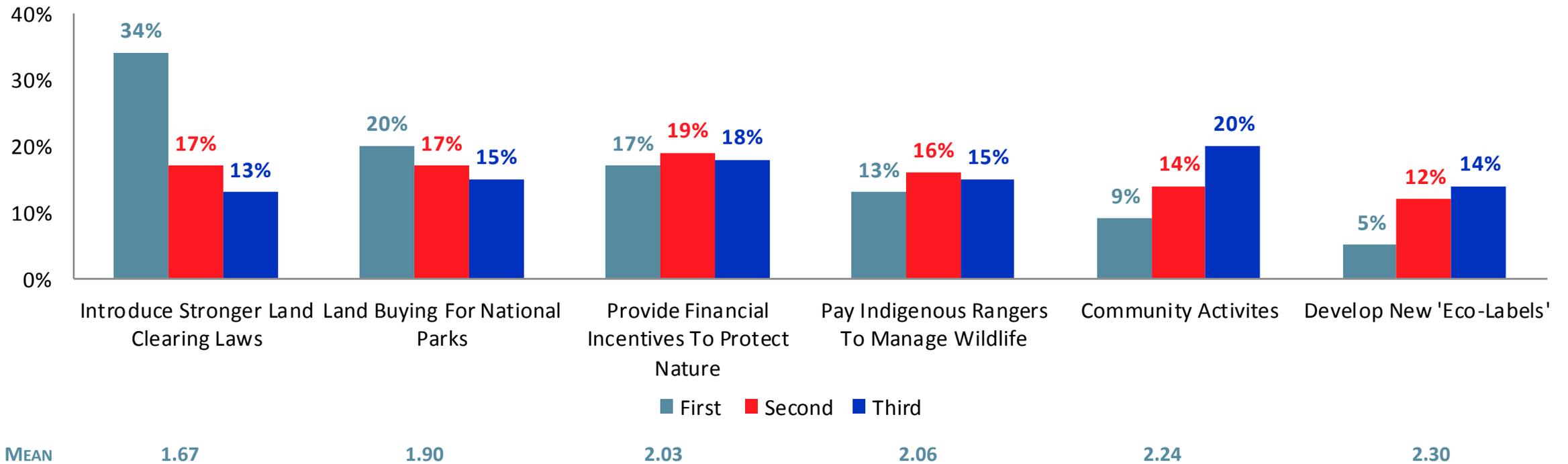
WNT8. Environment groups, local communities and governments are working to protect Australian wildlife, but they have limited resources.

Which **one** iconic wildlife species would you most like to see protected? (Single Response)



# Preferred Government Policies for Protecting Wildlife and Nature

'Introducing stronger land clearing laws' is the most preferred government policy amongst Australians with 34% ranking it as their first choice. The other favoured policies are to 'buy land that has high biodiversity and dedicate it as a national park' (ranked 1 by 20%) and 'provide financial incentives for landholders to protect nature on their land' (ranked 1 by 17%).

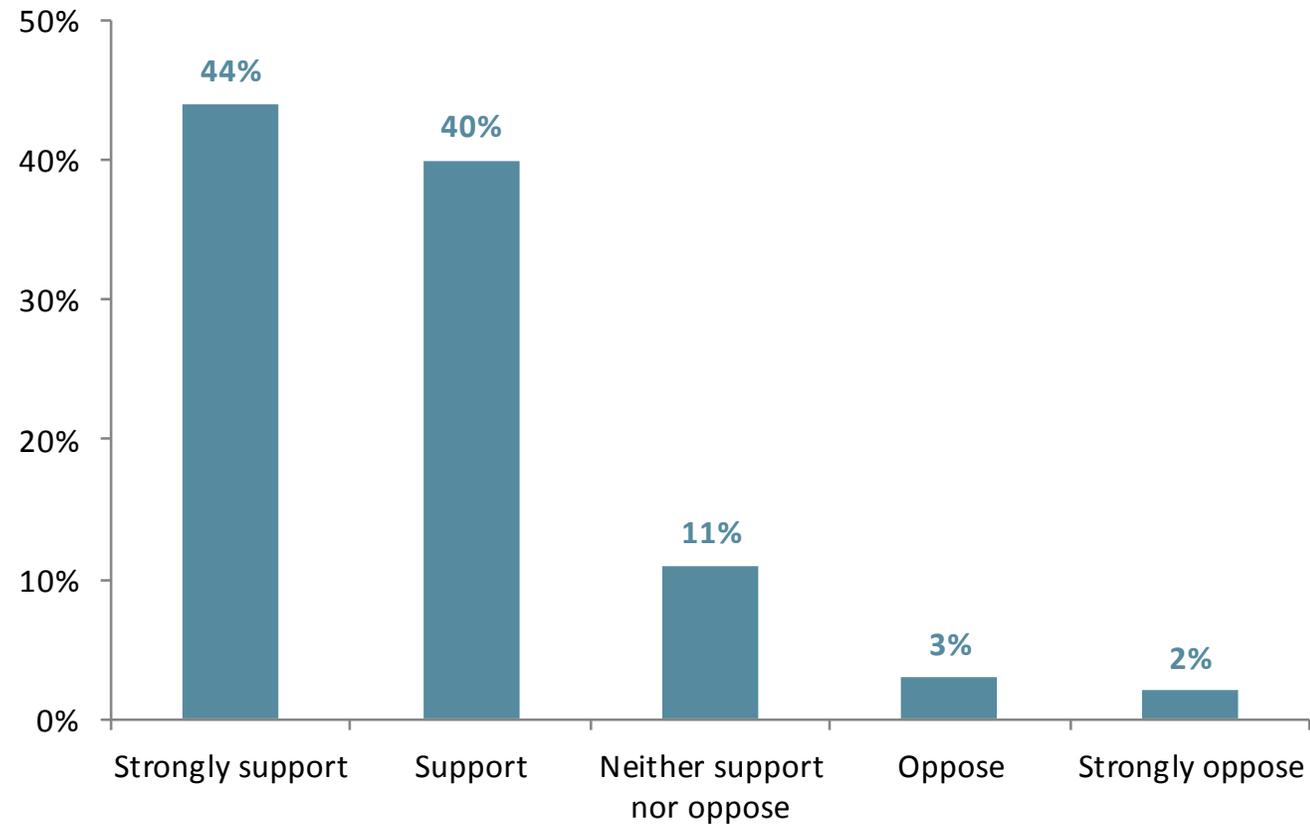


Base: Australians 18+, n= 1810; WNT9. If you had the choice, which three of the below government policies for protecting wildlife and nature would you adopt? Please rank in order from 1 to 3.  
 1. Provide financial incentives for landholders to protect nature on their land. 2. Fund community activities like tree planting days and bush regeneration. 3. Pay Indigenous ranger groups to manage important wildlife habitat for conservation. 4. Introduce strong laws to stop excessive tree clearing and forest destruction on private land. 5. Develop new 'eco labels', for example 'tree friendly beef', that reward farmers who produce food without harming wildlife. 6. Buy land that has high biodiversity and dedicate it as a national park or similar. 7. I don't think we need any of these policies (Single)



# Response to State Government Stopping Excessive Land and Tree Clearing

84% of Australians will either strongly support or support actions by state government to stop excessive land and tree-clearing. Only 5% will oppose such an action being taken by their state government while the remaining 11% will be indifferent.



Base: Australians 18+, n= 1810;

WNT10. Would you support or oppose action by your State Government to stop excessive land and tree-clearing in your state?

(5 Point Scale: Strongly Support to Strongly Oppose), Single Response



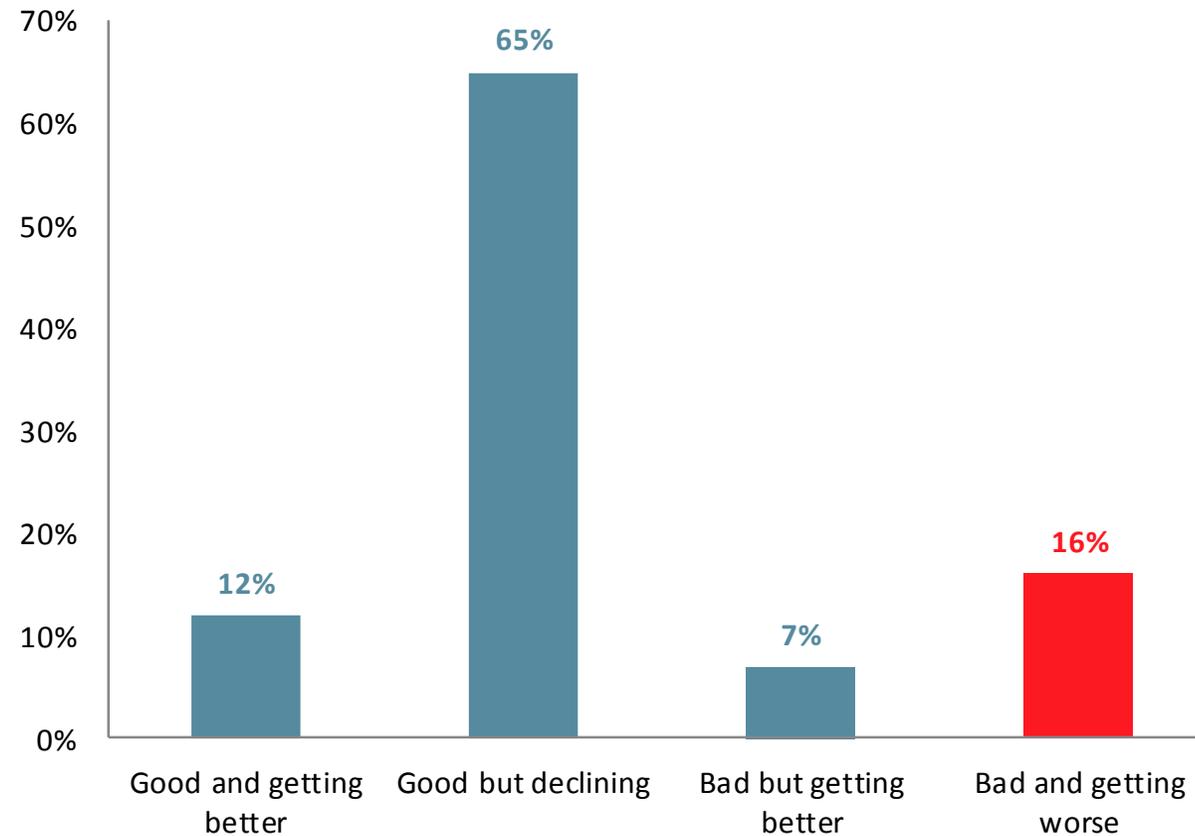
# Ocean and Reef

© WWF-AUS / CHRISTIAN MILLER



# State of Australia's Oceans, Waterways and Coastal Waters

76% of Australians believe the overall state of Australia's oceans, waterways and coastal waters is in a good condition, albeit 65% think this is declining. 16% believe that the oceans and waterways are in a bad state and worsening. Males and individuals aged 35-49 years old have a relatively more positive view of the state of the oceans and waterways.

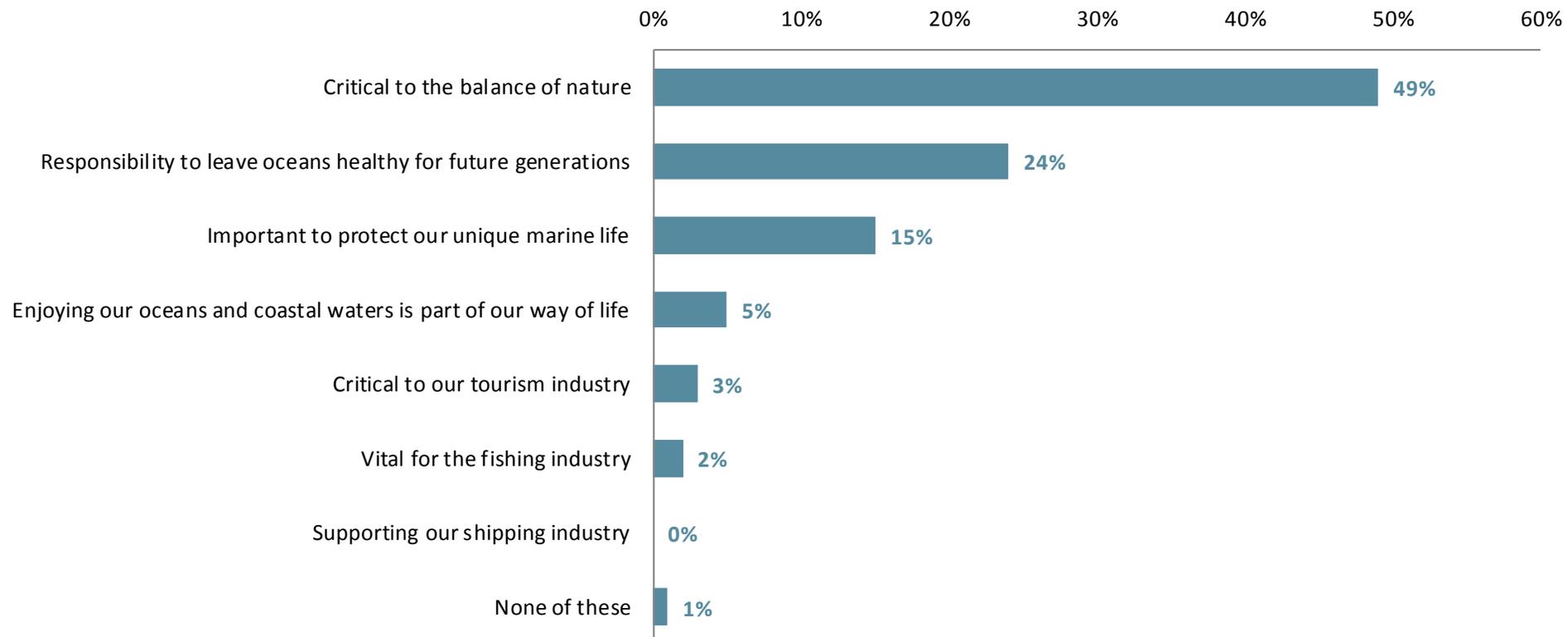


Base: Australians 18+, n= 1810;  
OR1. The overall state of Australia's oceans, waterways and coastal waters, is...  
(Single Response)



# Reasons for Importance of Oceans, Coastal Waters and Great Barrier Reef

Similar to views on wildlife and trees, the top reasons for importance of oceans and coastal waters for the Australians are these being critical to maintain the balance of nature, followed by a responsibility to leave oceans healthy for future generations.



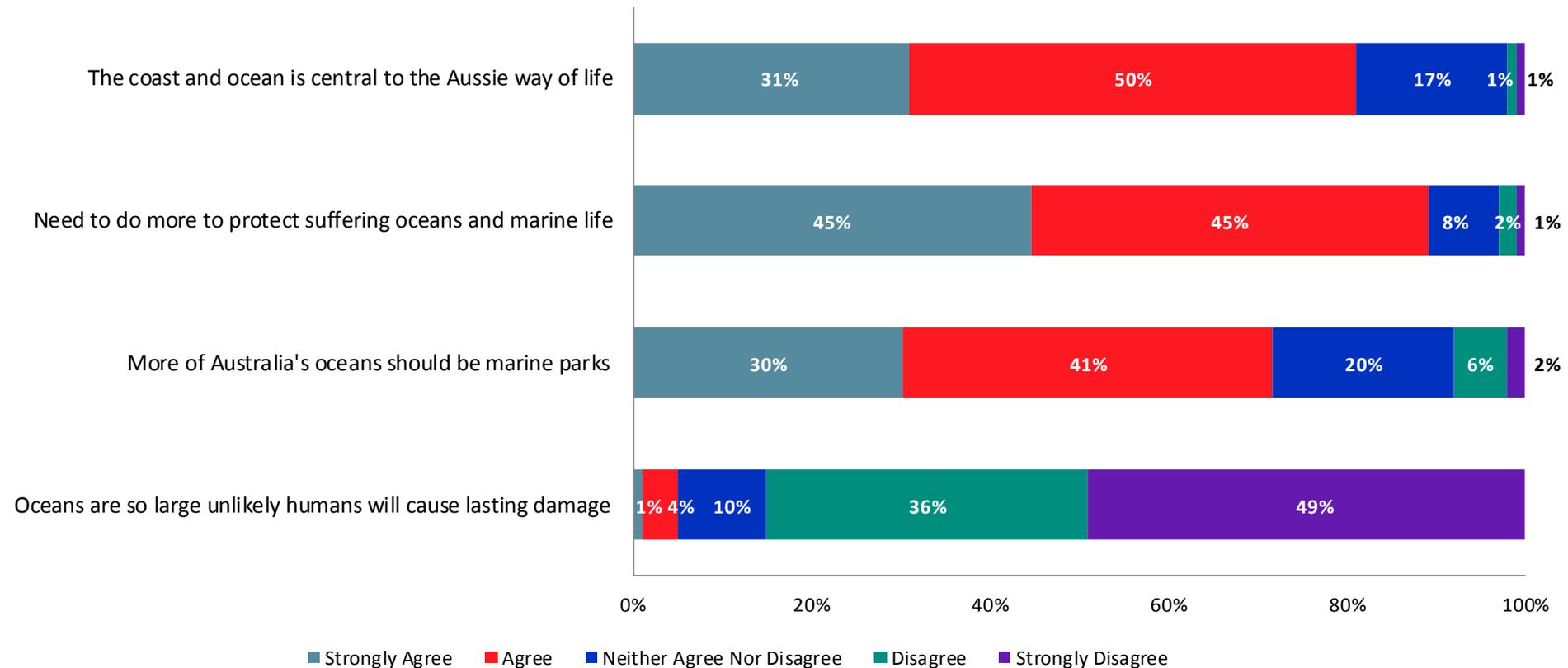
Base: Australians 18+, n= 1810;

OR2. Thinking now about our oceans, coastal waters and the Great Barrier Reef. In your opinion, which **one** of the following best describes why oceans are important? (Single Response)



# Attitudes to Australia's Oceans and Coastal Waters

Eight in ten Australians agree that oceans and water are an integral part of the Aussie way of life and nine out of ten agree that there is a need to do more to protect the suffering oceans and marine life. Eight in ten also disagree that the oceans are so large that it is unlikely that humans will cause lasting damage. Nearly three-quarters agree that more of Australia's oceans should be marine parks.



Base: Australians 18+, n= 1810;

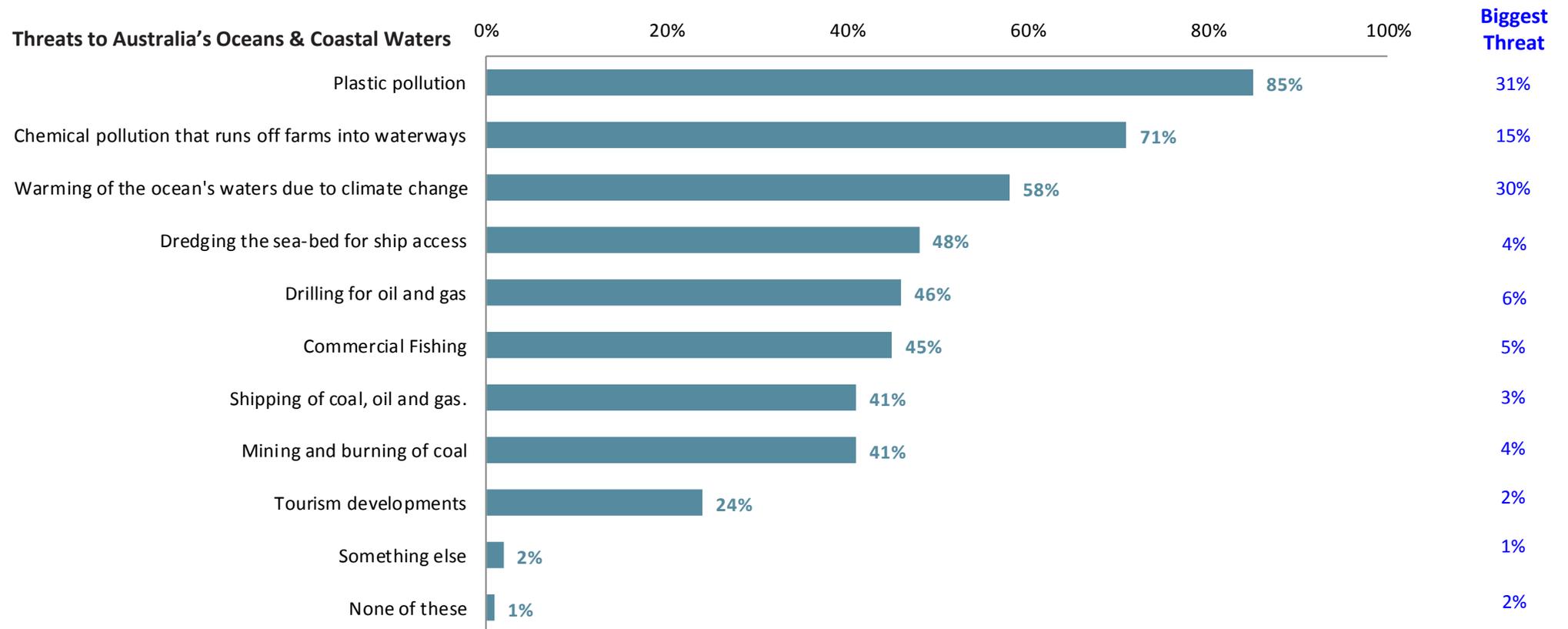
OR5. How strongly do you agree or disagree with each of the following statements? 1. The oceans are so large, it is unlikely that humans will cause lasting damage to them.

2. Our oceans and marine life are suffering, we need to do more to protect them. 3. Enjoying the coast and the ocean is central to the Aussie way of life. 4. With time, the Great Barrier Reef can recover from coral bleaching. 5. The Great Barrier Reef is in terminal decline. 6. More of Australia's oceans should be dedicated as 'marine parks' (i.e. marine protected areas, similar to national parks on land). 5 Point Scale: Strongly Agree to Strongly Disagree, Single Response)



# Threats to Australia's Oceans and Coastal Waters

Most Australians see plastic and chemical pollution followed by warming as threats to the oceans and coastal waters (85%, 71% and 58% respectively) – plastic pollution and warming of the ocean's waters are seen as the two biggest threats.



Base: Australians 18+, n= 1810;

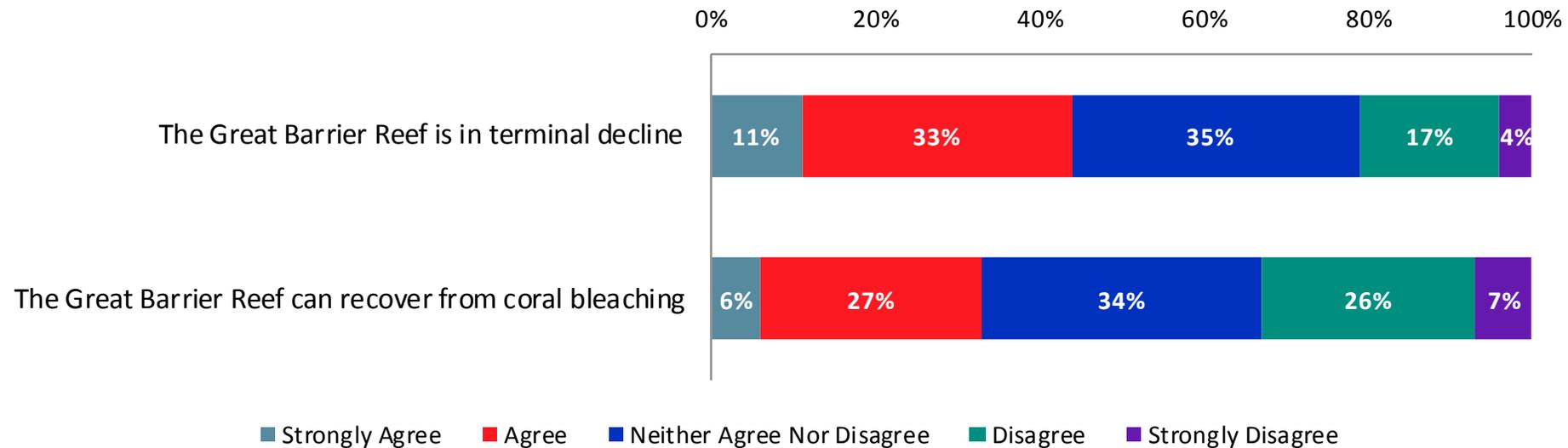
OR3. Which, **if any**, of the following do you believe are a threat to Australia's oceans and coastal waters? (Multiple Response)

OR4. Which **one** of the following is the biggest threat to Australia's oceans and coastal waters? (Single Response)



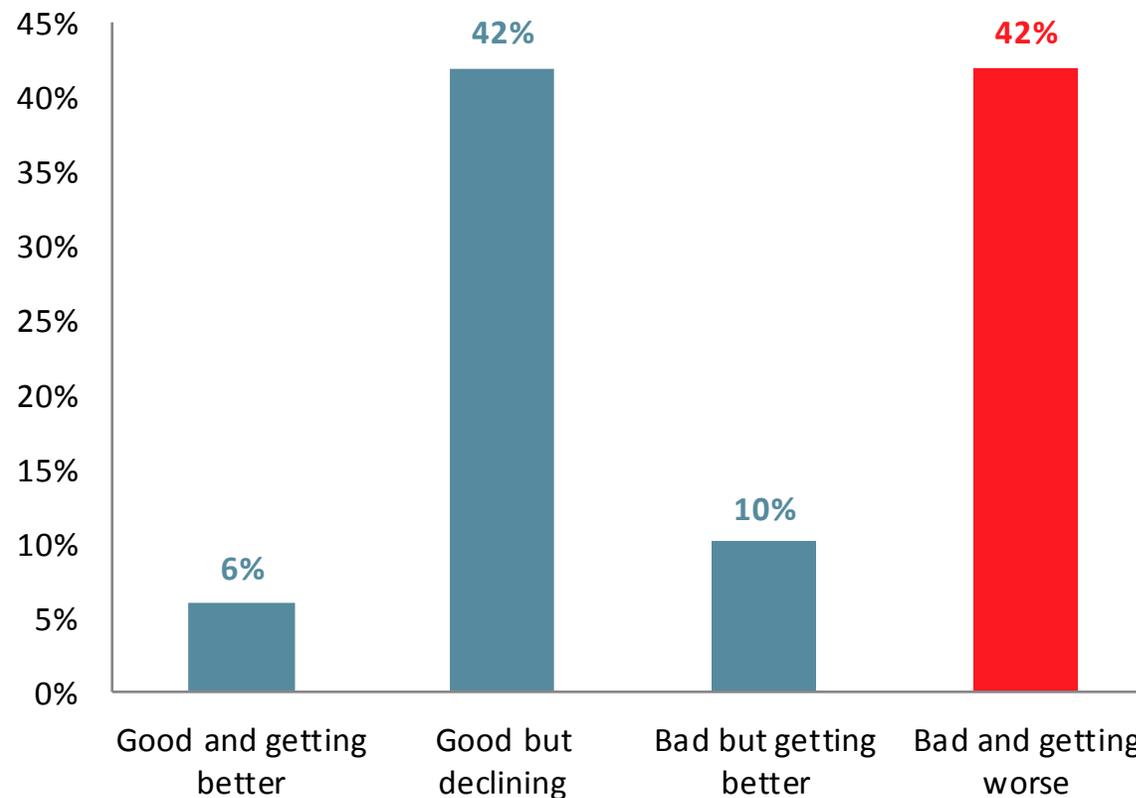
# Attitudes to the Great Barrier Reef

44% of the Australians agree that the Great Barrier Reef is in terminal decline, while one-fifth disagree; over one-third neither agree nor disagree. With respect to the reef's recovery from coral bleaching, Australians appear to be divided - one third agree that it can recover, another third disagree and the remaining third are undecided.



# State of Australia's Great Barrier Reef

Clearly, there are varying views that Australians share with respect to the Great Barrier Reef. A majority (84%) think that the state of the reef is declining for sure. Within these, half believe that it is still in a good state while the other half thinks that it is bad and getting worse. Interestingly, amongst those whose first preference at the 2016 Federal elections was the LNP, 62% think that the reef is overall in a good state.



Base: Australians 18+, n= 1810;

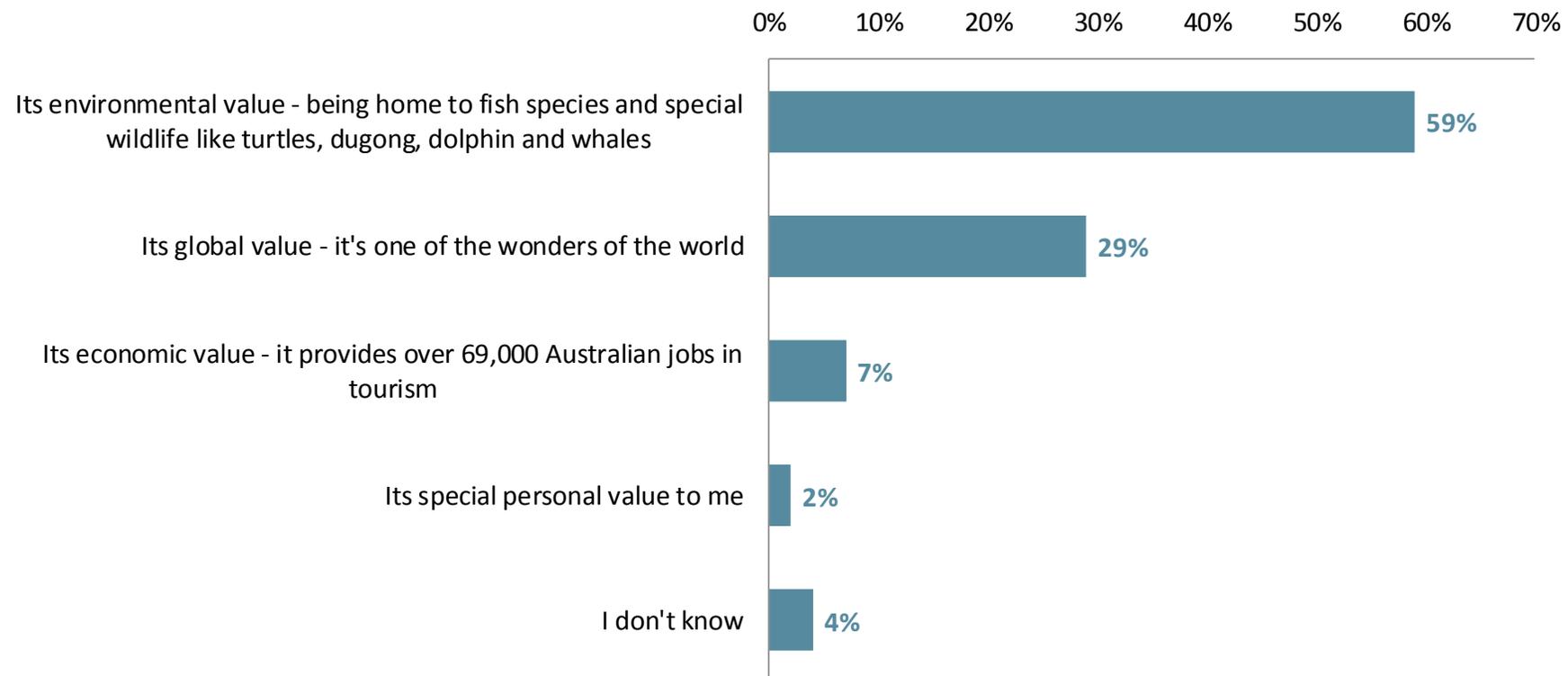
OR7. Thinking now specifically about the Great Barrier Reef. The overall state of Australia's Great Barrier Reef, compared to the past 10 years, is...

(Single Response)



# Value of the Great Barrier Reef

59% of Australians described the Great Barrier Reef as having environmental value to them - with the reef encompassing a unique and special array of fish species and wildlife . A little under one third of Australians cited the global value of the reef as to why they value it.



Base: Australians 18+, n= 1810;

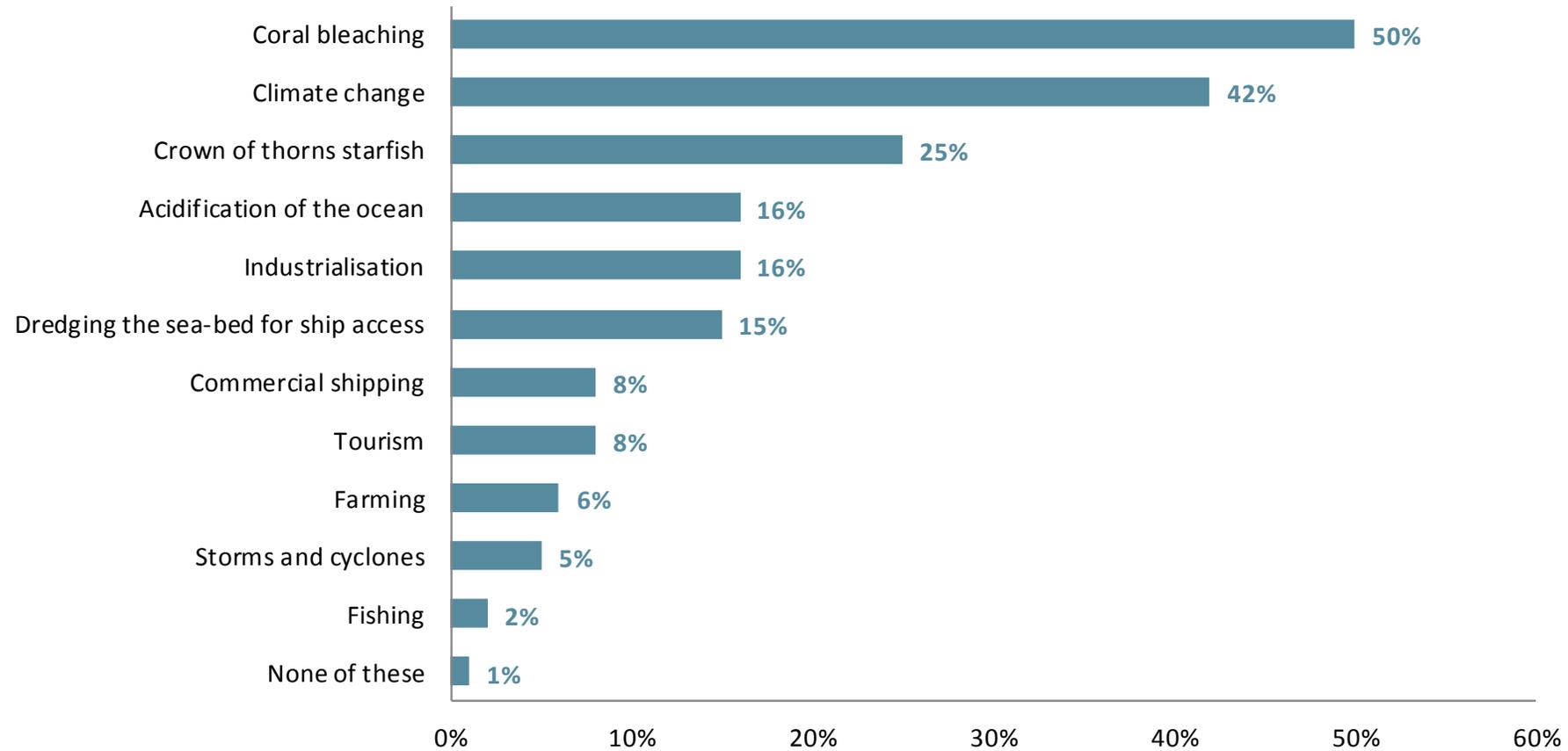
OR8. If you had to describe why you value the Great Barrier Reef, which of the following would you say is closest to your view:

(Single Response)



# Threats to the Great Barrier Reef

Coral bleaching followed by climate change are perceived to be the two greatest threats to the Great Barrier Reef amongst the general population (50% and 42% respectively).



Base: Australians 18+, n= 1810;  
OR9. Which of the following do you think are the two greatest threats to the Reef?  
(Maximum 2 Selections)



# Sustainable Food

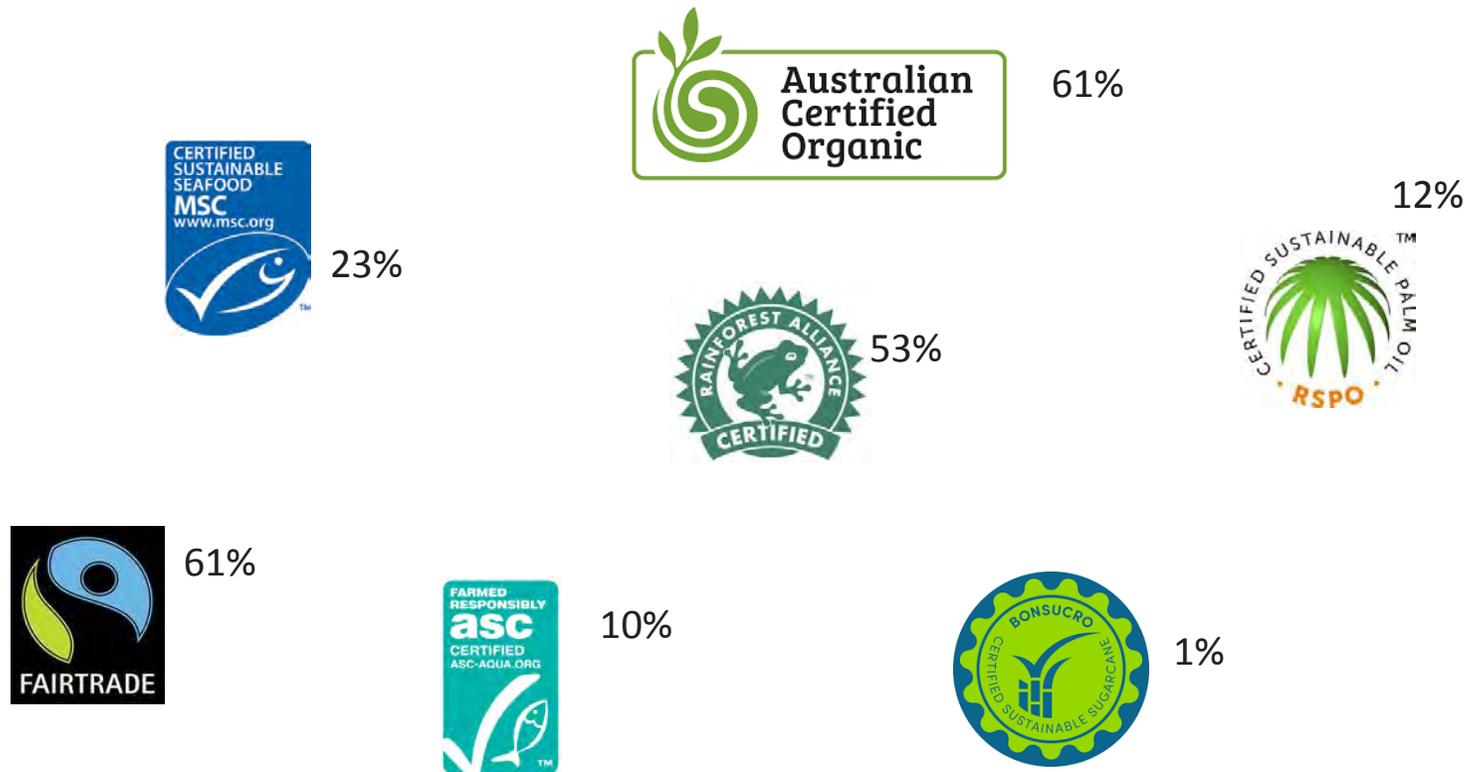


© KERRY TRAPNELL / WWF-AUS



# Awareness of Food Certifications

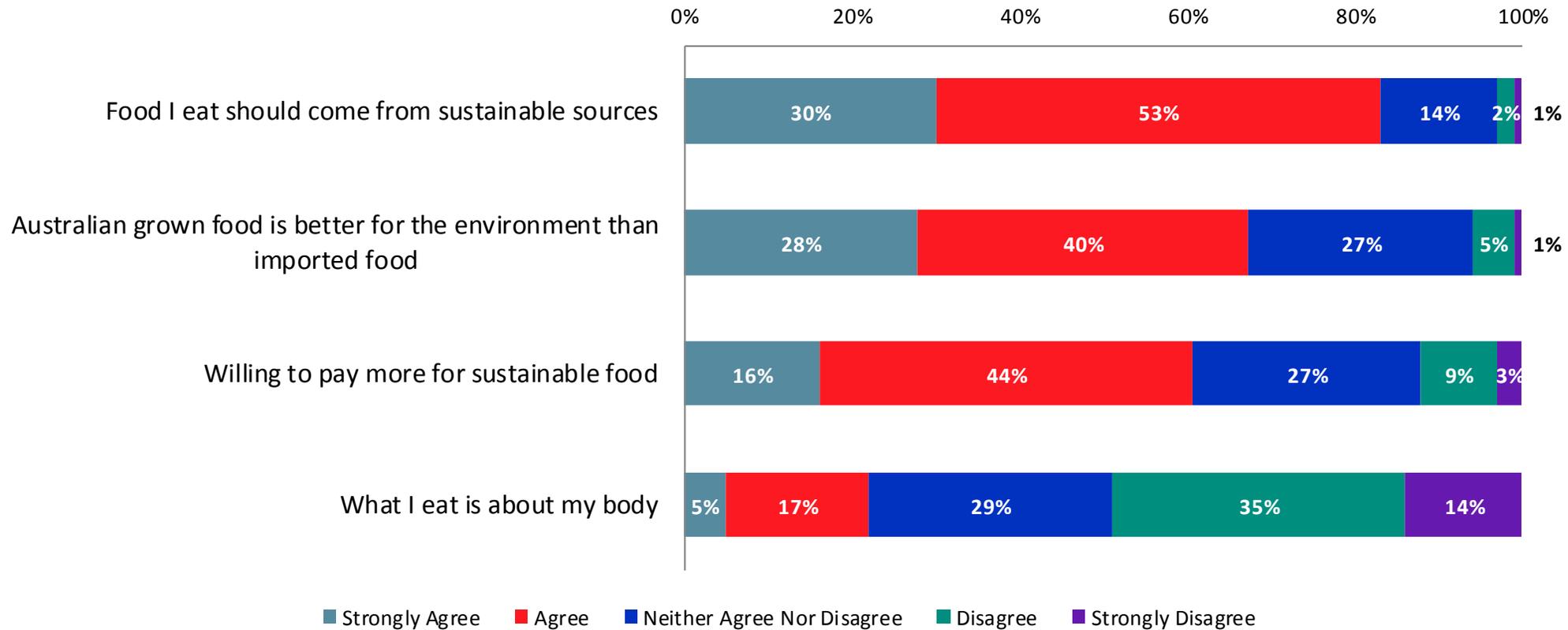
A good number of Australians are aware of the food certifications, with Fair Trade and ACO being the ones that most Australians are aware of (61% each). Rainforest Alliance follows, with more than half of the general population aware of this certification.



Base: Australians 18+, n= 1810;  
SF1. Thinking now about sustainable food. Before today, had you heard of any of the following certifications for food?  
(Multiple Responses)

# Attitudes to Food Sustainability in Australia

A high proportion of Australians claim to be conscious about sustainable food with 84% strongly agreeing or agreeing that food they eat should come from sustainable sources. Around 7 out of 10 Australians think Australian grown food is better for the environment than imported food. However, when it comes to paying more for sustainable food, only 6 in 10 say they are willing to pay more for it.



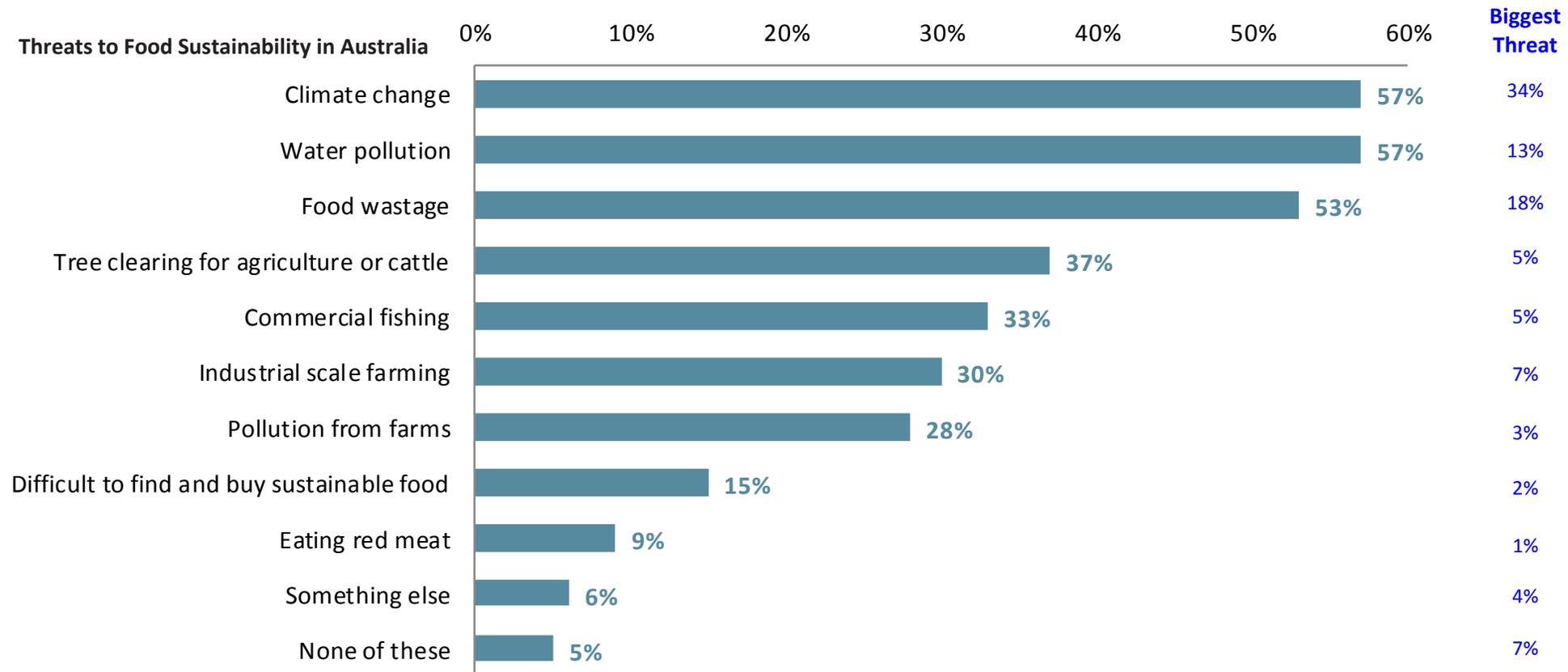
Base: Australians 18+, n= 1810;

SF4. How strongly do you agree or disagree with each of the following statements? 1. What I eat is about my body and has nothing to do with the natural world or the environment. 2. Australian grown food is better for the environment than imported food. 3. I want the food I eat to come from sustainable sources. 4. I'm willing to pay more for sustainably produced food. (5 Point Scale: Strongly Agree to Strongly Disagree, Single Response)



# Threats to Food Sustainability in Australia

The top three perceived threats to food sustainability in Australia are climate change and water pollution (both 57%) and food wastage (53%). Climate change is seen to be the biggest threat by one third of the general population (34%), followed by food wastage (18%).



Base: Australians 18+, n= 1810;

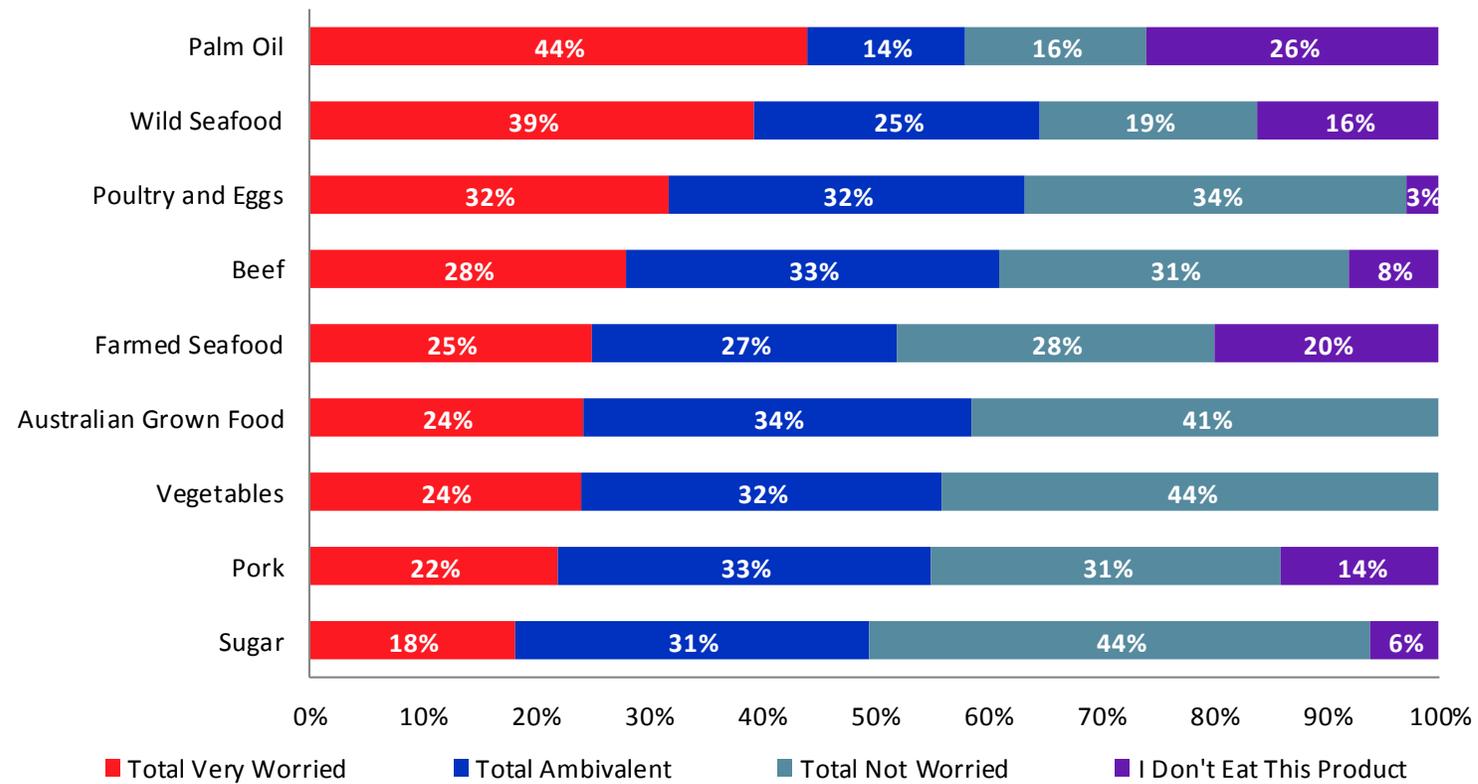
SF2. Which, **if any**, of the following do you believe are a threat to food sustainability in Australia? (Multiple Responses)

SF3. Which **one** of the following is the biggest a threat to food sustainability in Australia? (Single Response)



# Concern Around Effects of Food Products on the Environment

Coming to food products, Australians are most worried about palm oil, with almost every second Australian being worried (44%), and a further 26% stating they do not eat palm oil. The next most concerning food product for Australians is wild seafood (39% of Australians are worried about its effects on the environment). The food products with least level of worry were vegetables and other plant foods, and sugar (44% of Australians stating they were not worried about either).



Base: Australians 18+, n= 1810;

SF5. When you are shopping for food, how much do you worry about the effect on the environment for each of the following products on a scale of 0-10

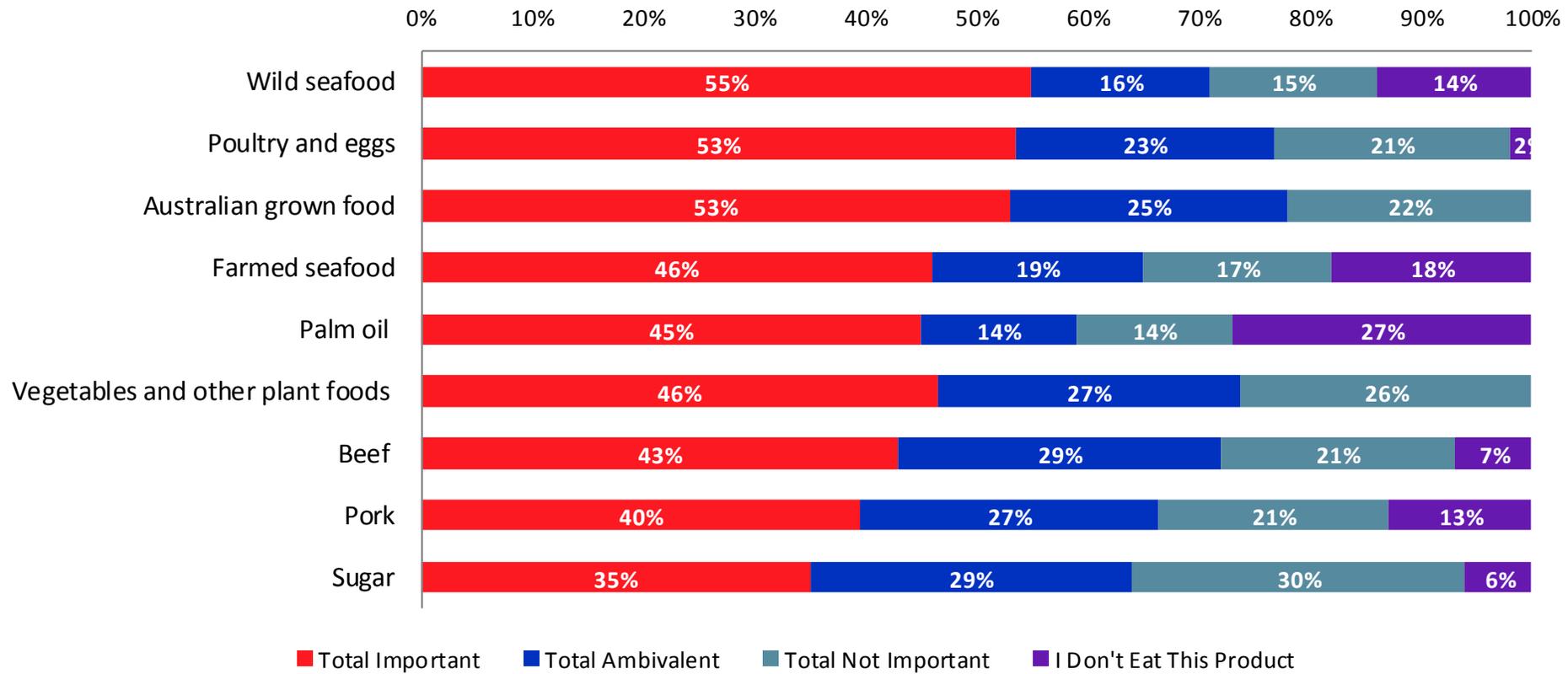
(where 0 is not at all worried, and 10 is very worried)?

Single Response



# Importance of Sustainable Food Labels

More than half of Australians consider it very important or important that wild seafood, poultry & eggs and Australian grown food have sustainable food label. The least important food category is sugar, with only 35% considering a sustainable food label important when shopping for it.

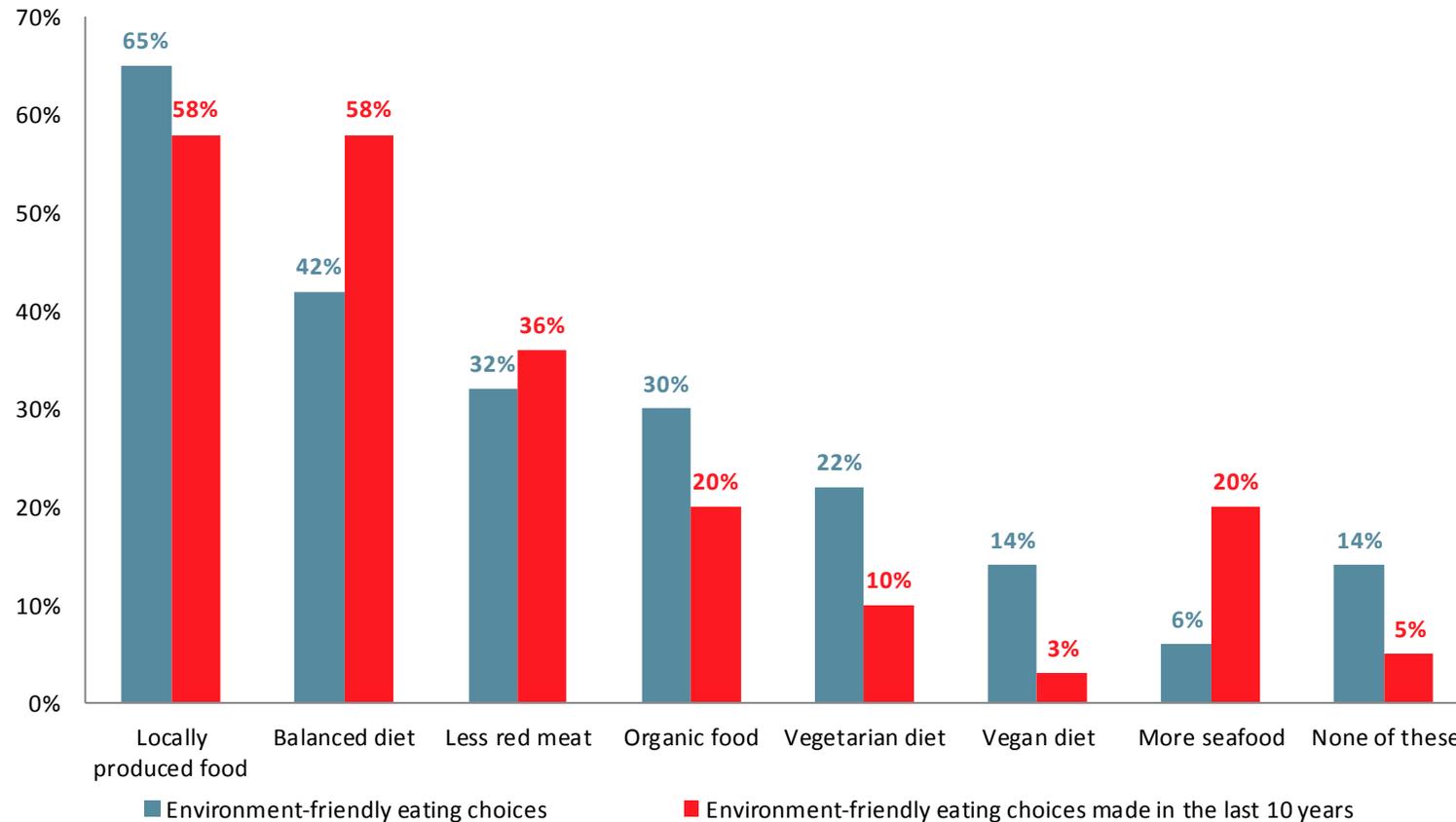


Base: Australians 18+, n= 1810;  
 SF6. On a scale of 0-10, when shopping for food, how important is it for the following products to have a sustainable food label?  
 Single Response



# Environment Friendly Eating Choices

Most Australians consider eating locally produced food to be an environment friendly choice (65%) and have made this choice in the last 10 years (58%). Eating a balanced diet follows with 42% considering it as an environment friendly choice and over half having made this choice in the last ten years. Eating organic food and less red meat are seen as environment friendly choices by almost one-third of Australians.



Base: Australians 18+, n= 1810;  
 SF7. Which of the following actions do you think are environmentally-friendly? Multiple Responses  
 SF8. And which, if any, of these actions have you taken in the last ten years? Multiple Responses



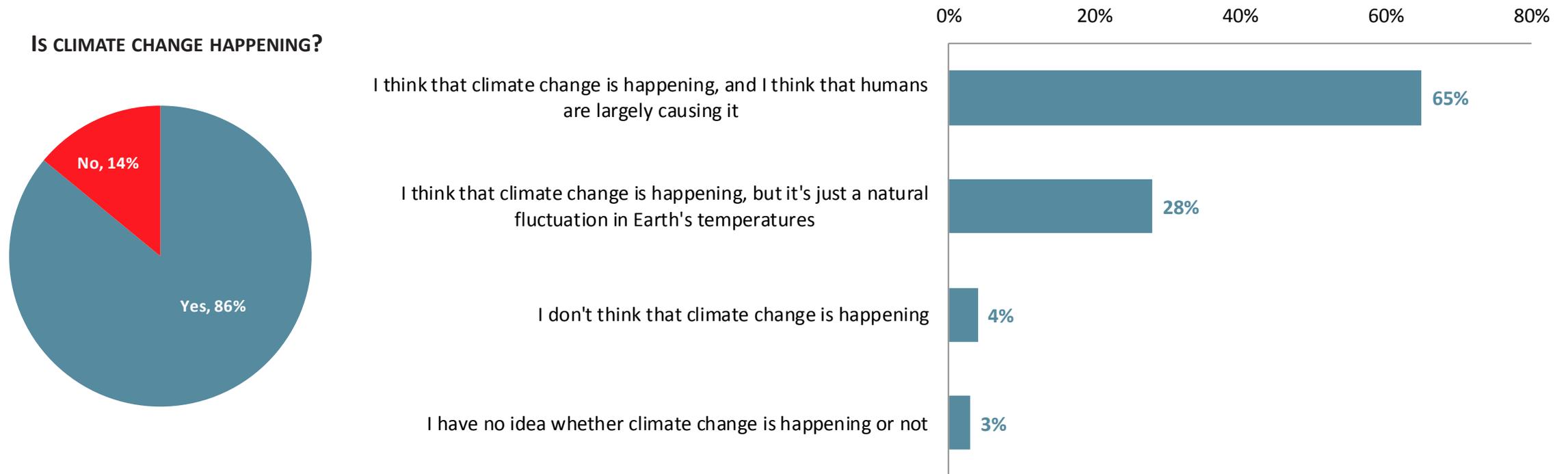
# Climate Change and Low Carbon Future

PHOTO BY HENGSTREEM / UNSPLASH



# Attitudes To Climate Change

An initial question asking about the existence of climate change suggests that roughly nine in ten people (86%) think climate change is happening. A higher proportion of the younger age group agree that climate change is happening (95% of 18-24 year olds and 90% of 25-34 year olds. Nearly two-thirds think that humans are largely causing the climate change, with under three-tenths thinking of climate change as a natural fluctuation in the Earth's temperature.

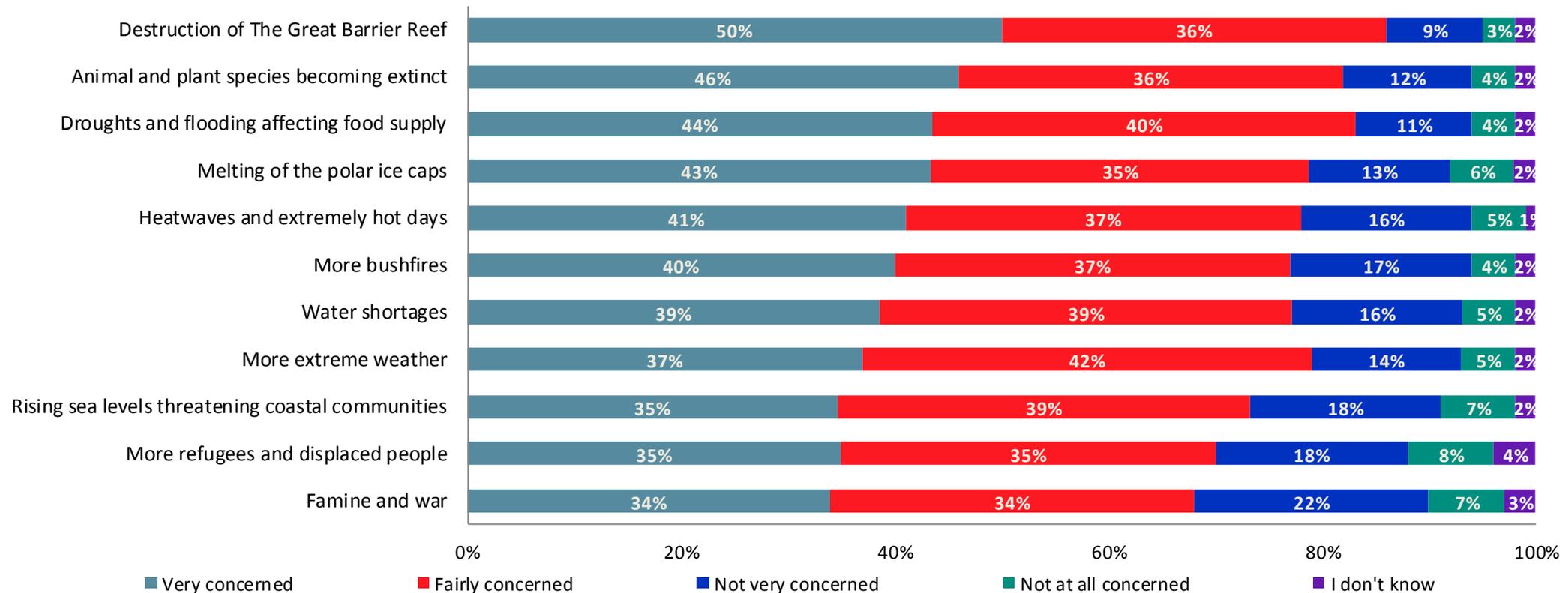


Base: Australians 18+, n= 1810;  
LCF1. Moving on to our planet's climate, do you think that climate change is happening? (Single Response)  
LCF2. And which of the following, best describes your thoughts about climate change? (Single Response)



# Concern About Impacts of Climate Change

The number one climate change concern amongst the general population is the destruction of the Great Barrier Reef, with around 9 out of 10 indicating they are concerned (86%). Amongst other concerns are droughts and flooding affecting food supply (84% being very concerned or fairly concerned) and animal and plant species becoming extinct (82% being very concerned or fairly concerned). The impact that worries Australians the least is famine and war with 68% being concerned.

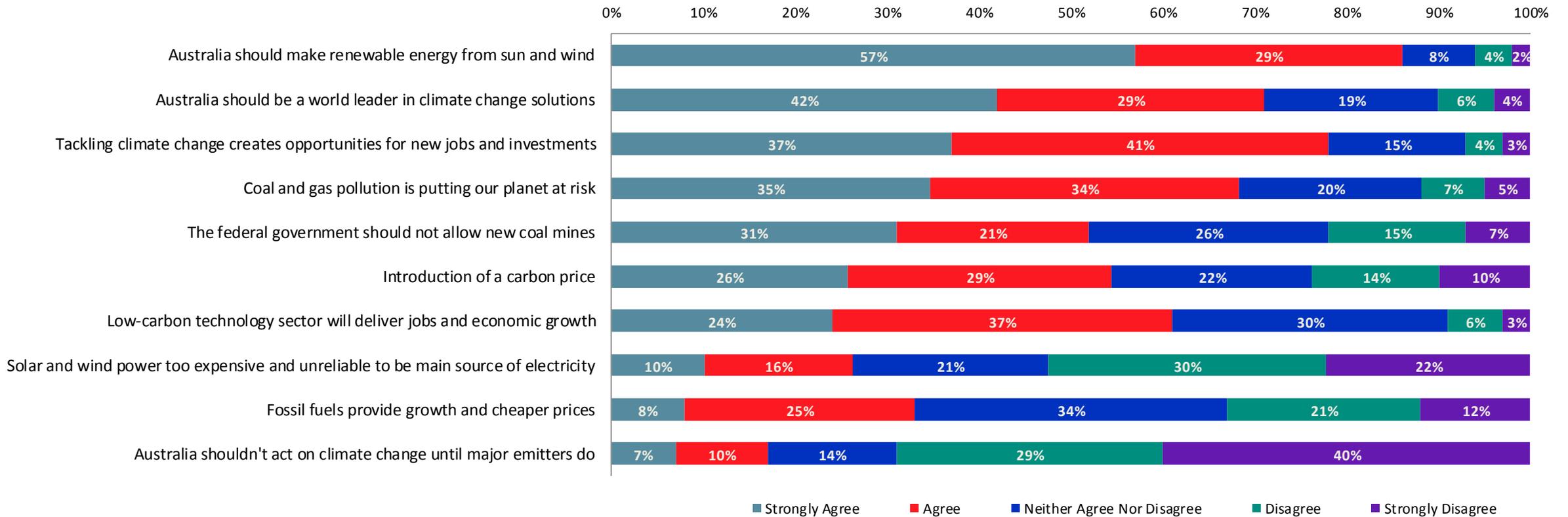


Base: Australians 18+, n= 1810;  
LCF3. How concerned are you about the following impacts of climate change?  
(Single Response Per Statement)



# Attitudes to Specific Climate Change Aspects

Around 9 in 10 Australians agree that Australia should make renewable energy from sun and wind (87%). Over two-thirds of the population thinks that Australia should be the world leader in climate change solutions (71%), should act on climate change without waiting for action by the major emitters (69%), and agree that coal and gas pollution is putting our planet at risk (69%). A little over half of Australians agree that the federal government should not allow new coal mines (52%), and that there should be an introduction of carbon price (55%).



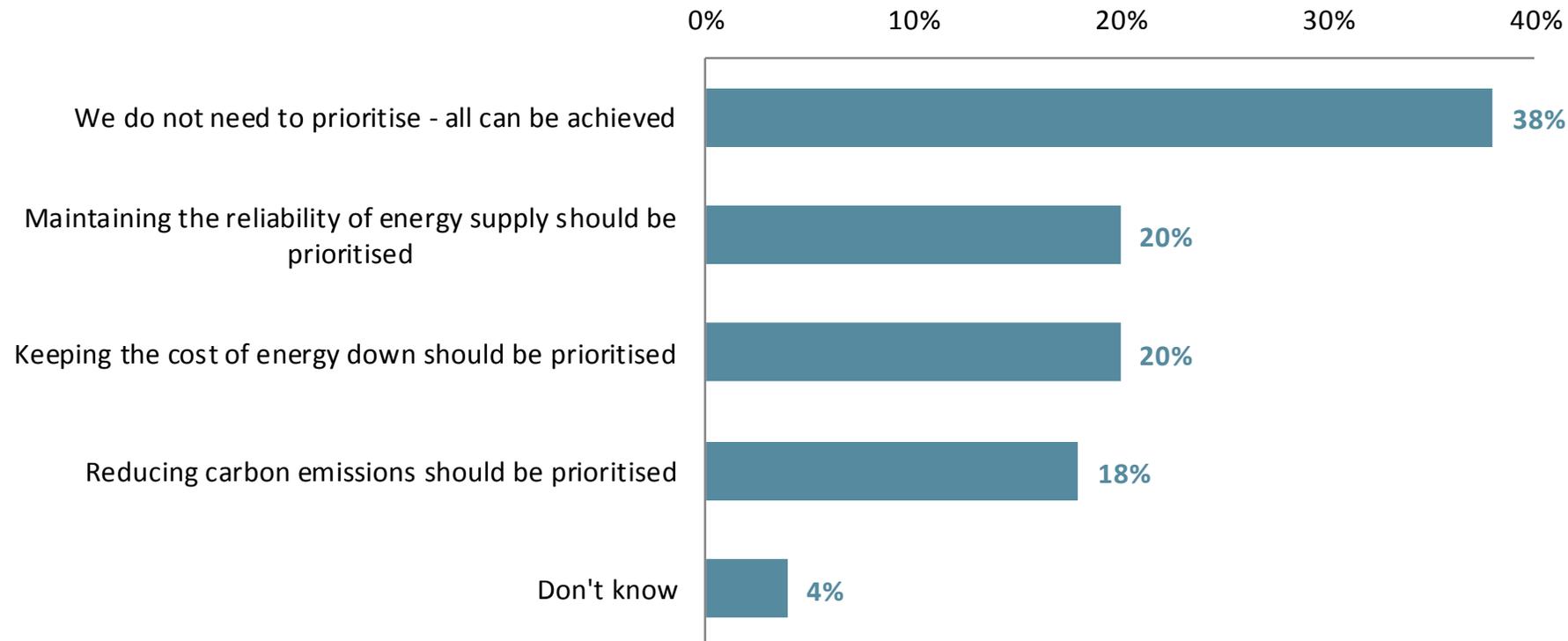
Base: Australians 18+, n= 1810;

LCF4. How strongly do you agree or disagree with each of the following statements? 1. There should be a carbon price (that is, people, governments and businesses should pay for producing greenhouse pollution). 2. The low-carbon technology sector will deliver jobs and economic growth. 3. Fossil fuels provide stable growth and cheaper prices. 4. Australia should make as much renewable energy as possible from sun and wind. 5. Pollution from burning coal and gas is putting our planet at risk. 6. The federal government should not allow any new coal mines to be built in Australia. 7. Solar and wind power is too expensive and unreliable to be Australia's main source of electricity. 8. Australia should be a world leader in finding solutions to climate change. 9. Tackling climate change creates opportunities for new jobs and investment in clean energy (e.g. solar, wind, geothermal). 10. Australia shouldn't act on climate change until other major emitters like the USA and China do. 5 Point Scale: Strongly Agree to Strongly Disagree, Single Response)



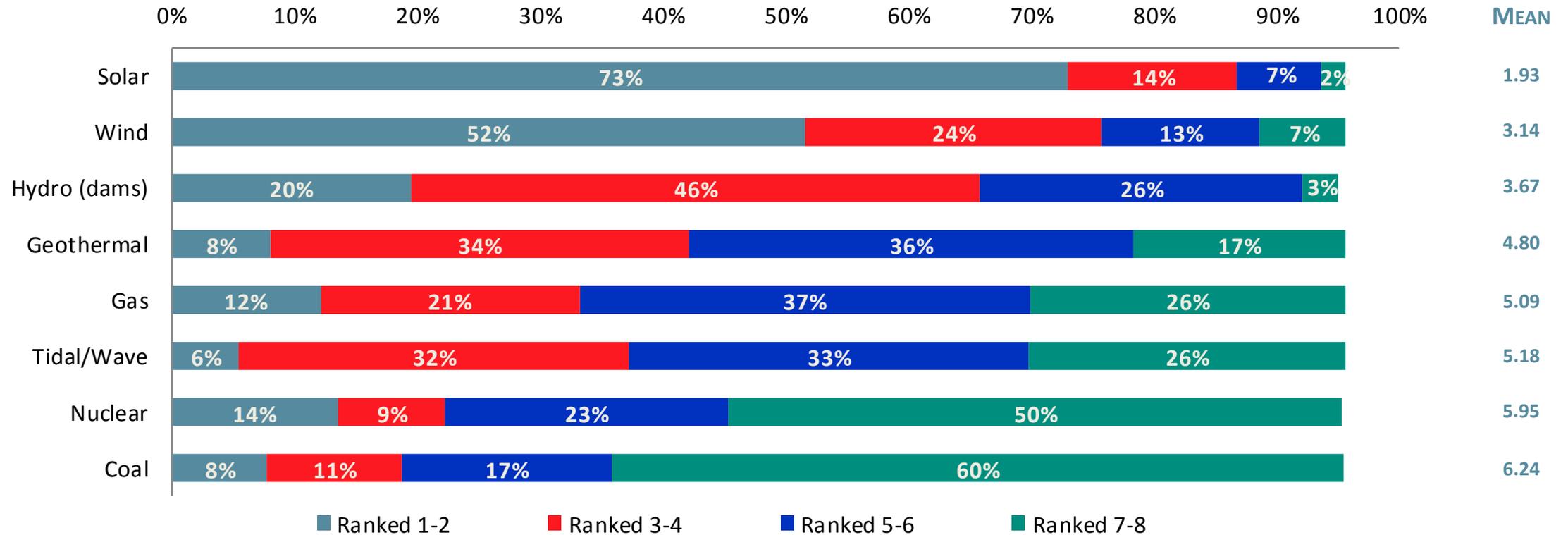
# Energy Policy Priorities

38% of the general population do not think it is necessary to prioritise between costs, reliability and reduction of emissions and that they can all be achieved. The remaining population is split equally on this - 20% would like to prioritize the reliability of energy supply, another 20% would prioritise reducing carbon emissions and 18% would like to prioritise keeping costs of energy down.



# Energy Source Preferences

Solar is a clear preference amongst Australians as an energy source, with almost three-quarters of Australians ranking this source highest (73%). Wind follows with half the population ranking this at the top (52%). Geothermal, coal, and tidal are the least preferred energy sources (8%, 8%, and 6% ranked 1-2) amongst Australians.



Base: Australians 18+, n= 1810;  
LCF6. Please order the following energy sources for Australia from your most preferred to least preferred.



# Environmental Actions

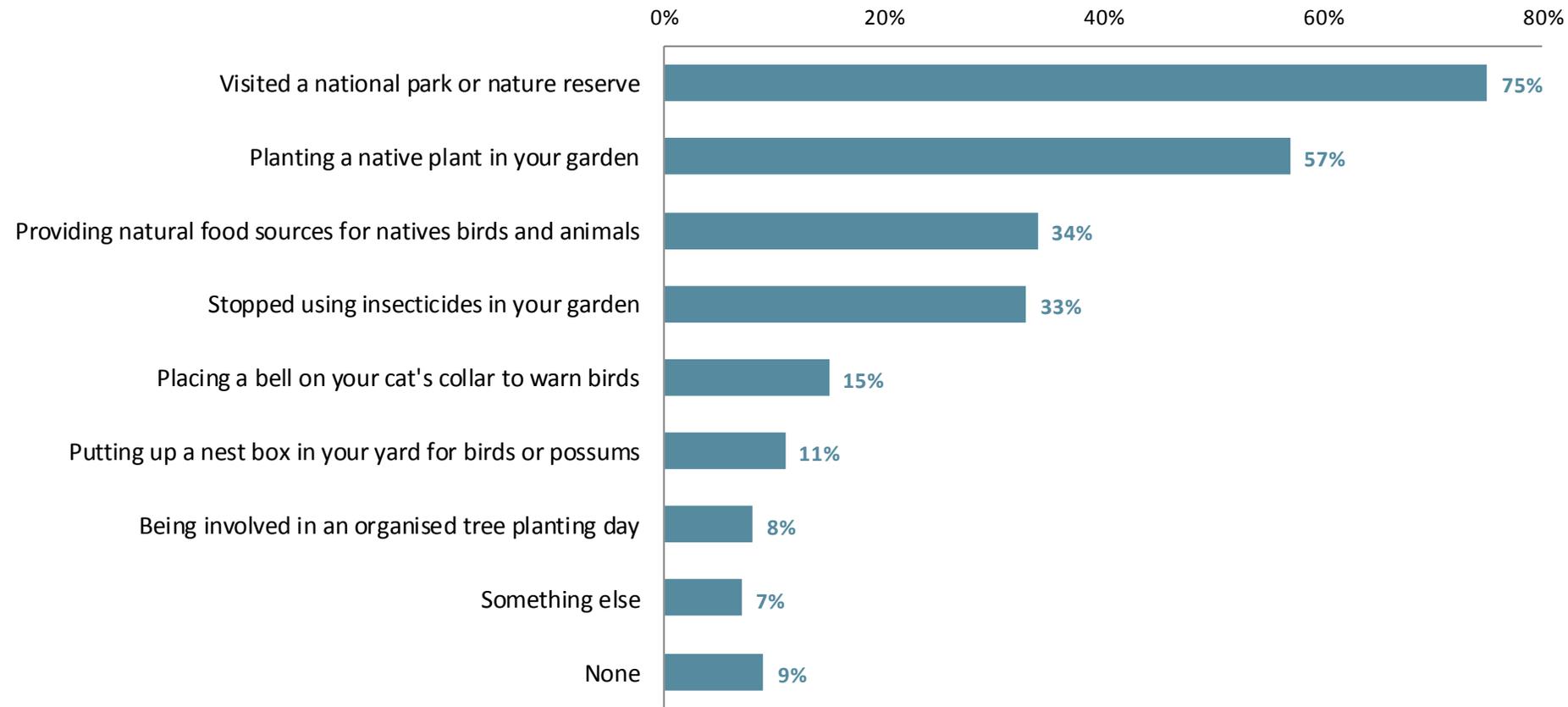
© SIMON SCOTT PHOTO / WWF-AUS



Roy Morgan  
— Research —

# Nature Related Activities Undertaken

Three-quarters of Australians have visited a national park or nature reserve (75%) whilst one-half of Australians (57%) have planted a native plant in their garden; However, only 8% have been involved in an organised tree planting day.



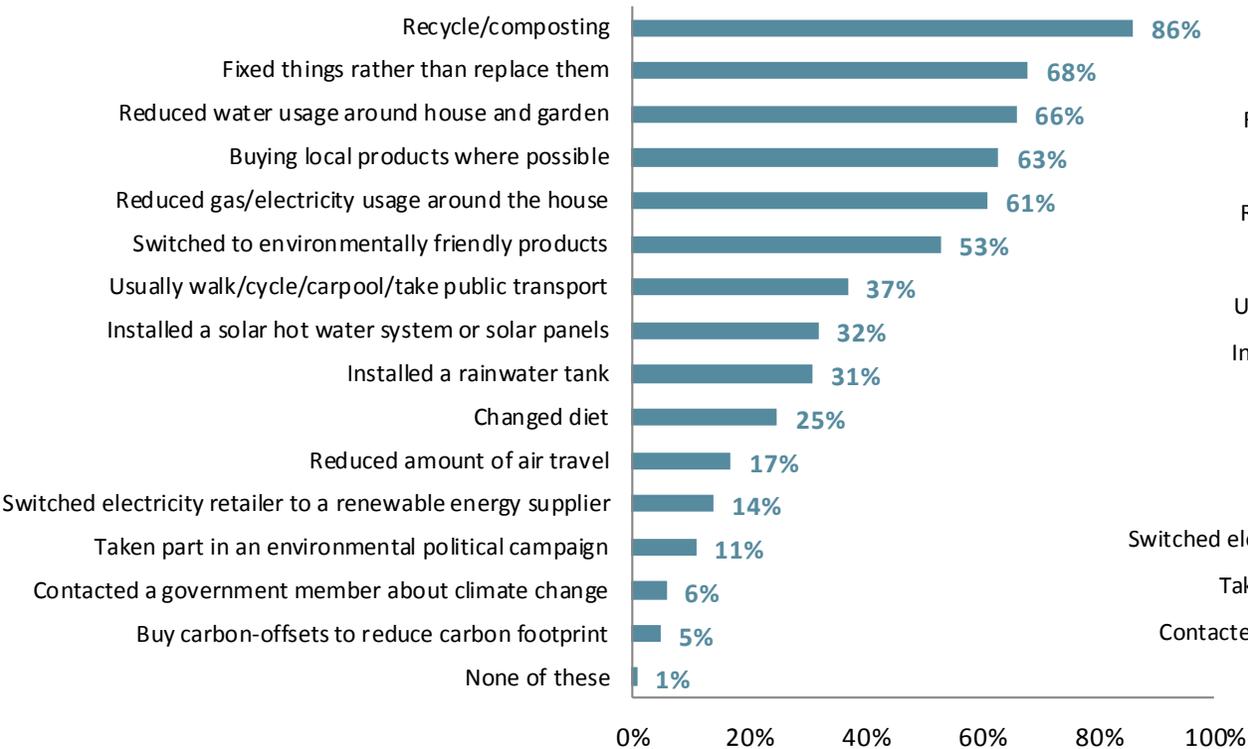
Base: Australians 18+, n= 1810;  
WNT6. Which, if any, of the following activities have you taken part in during the last **two years**? (Multiple Responses)



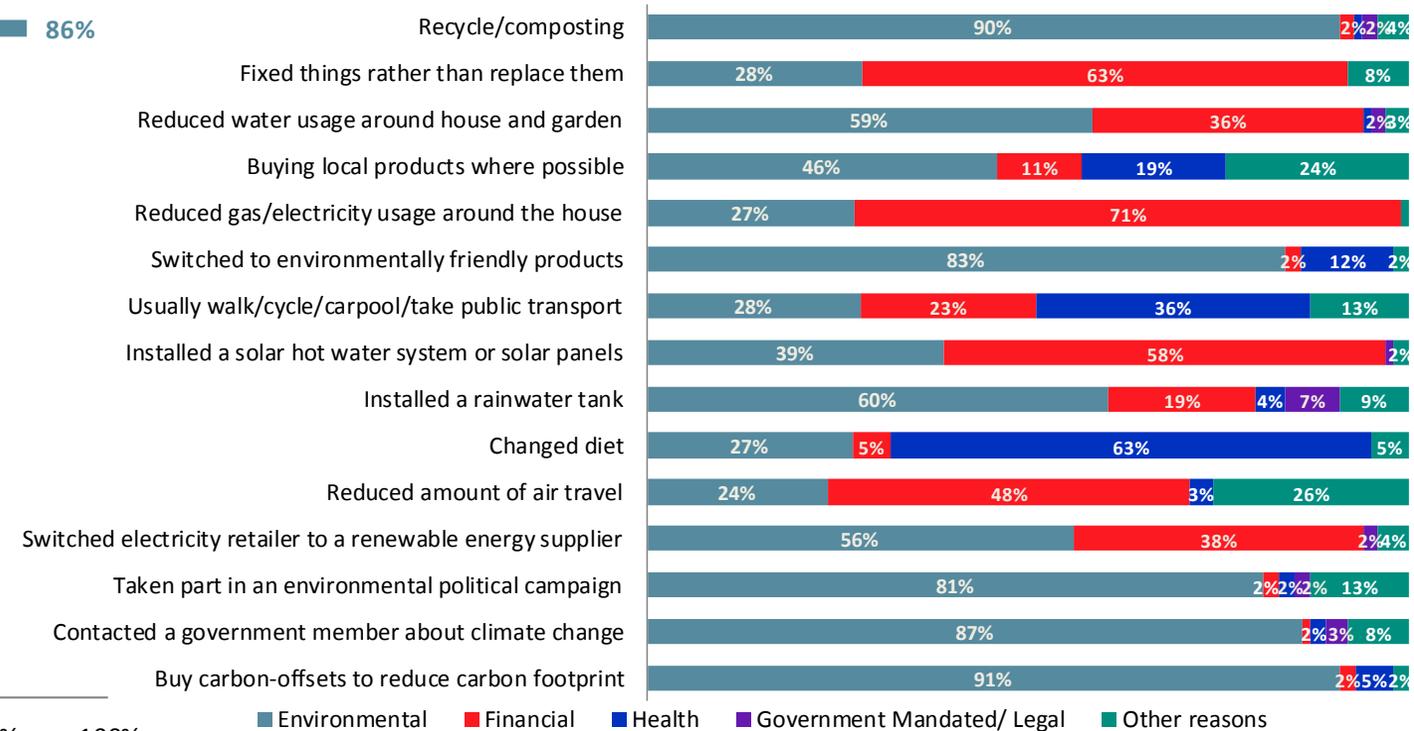
# Actions Taken Regularly to Help the Environment

A majority (86%) of Australians are recycling/composting as much household waste as possible to help the environment. Around two thirds indicate that they would rather fix things than replace them (68%), have reduced water usage in their household (66%), and/or buy products that are made locally when possible (63%). Environmental and financial reasons are largely driving Australians to undertake these activities.

### Behaviours Undertaken Regularly



### Reasons for Undertaking These Behaviours



Base (EA1): Australians 18+, n= 1810;

Base (EA2): Australians 18+, undertaking the particular behaviour regularly (as identified in EA1)

EA1. Which of the following behaviours do you do on a regular basis? (Multiple Responses)

EA2. Which of these reasons (environmental, financial, health or government/law) best describes why you engage in these behaviours? (Single Response per statement)



# Actions Likely to be Undertaken in Near Future

Actions	Being taken regularly	Likely to be undertaken in future
Switch my electricity retailer to a renewable energy supplier	14%	20%
Install a solar hot water system, or solar panels, in my house	32%	19%
Reduce the amount of gas and/or electricity I use around the house	61%	15%
Switch to products that are more environmentally friendly	53%	15%
Install a rainwater tank on my property	31%	13%
Walk/cycle/carpool/take public transport	37%	11%
Buy products that are made locally where possible	63%	11%
Reduce the amount of water I use around the house and garden	66%	10%
Try to fix things rather than replace them	68%	9%
Change my diet (e.g. vegetarian/vegan/less meat/seasonal food)	25%	7%
Contact a Government member about climate change	6%	5%
Buy carbon-offsets to reduce my carbon footprint	5%	5%
Take part in a political campaign about an environmental issue	11%	4%
Recycle/compost as much household waste as possible	86%	4%
Reduce my amount of air travel	17%	4%
None of these	1%	28%

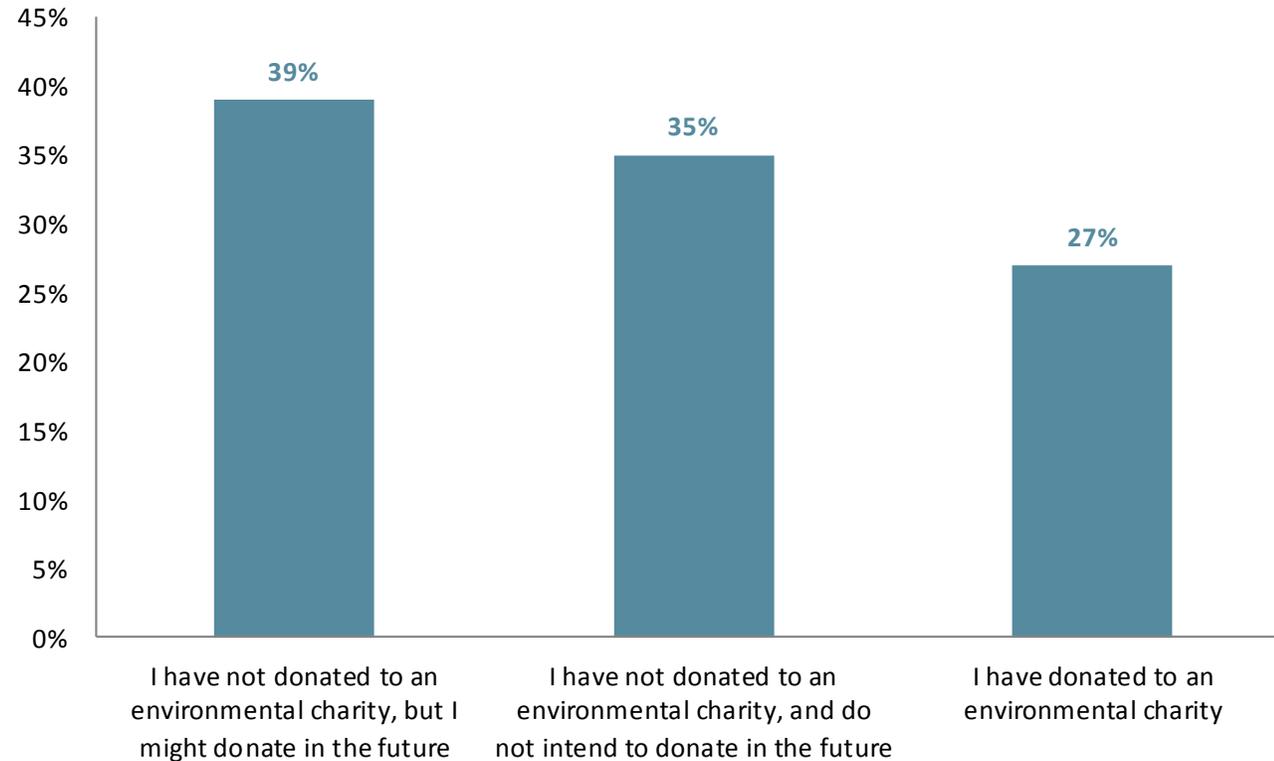
The actions Australians are most likely to undertake in the near future are switching electricity retailer to a renewable energy supplier (20%), and installing a solar hot water system or solar panels in their house (19%). 15% are also likely to reduce the amount of gas and electricity they use or switch to products that are more environmentally friendly. However, nearly 3 in 10 (28%) of the population are not likely to take up any of these actions in the near future.

Base: Australians 18+, n= 1810;  
 EA3. Which, if any, of these are you likely to start doing in the near future?  
 (Multiple Responses)



# Status of Donation to Environmental Charity

73% of Australians indicate they haven't donated to any environmental charity, with 39% indicating that even though they haven't donated yet, they might do so in the future.



Base: Australians 18+, n= 1810;

EA4. Many environmental charities rely on donations to fund their work. Which of the following best describes you in this regard?

(Single Response)



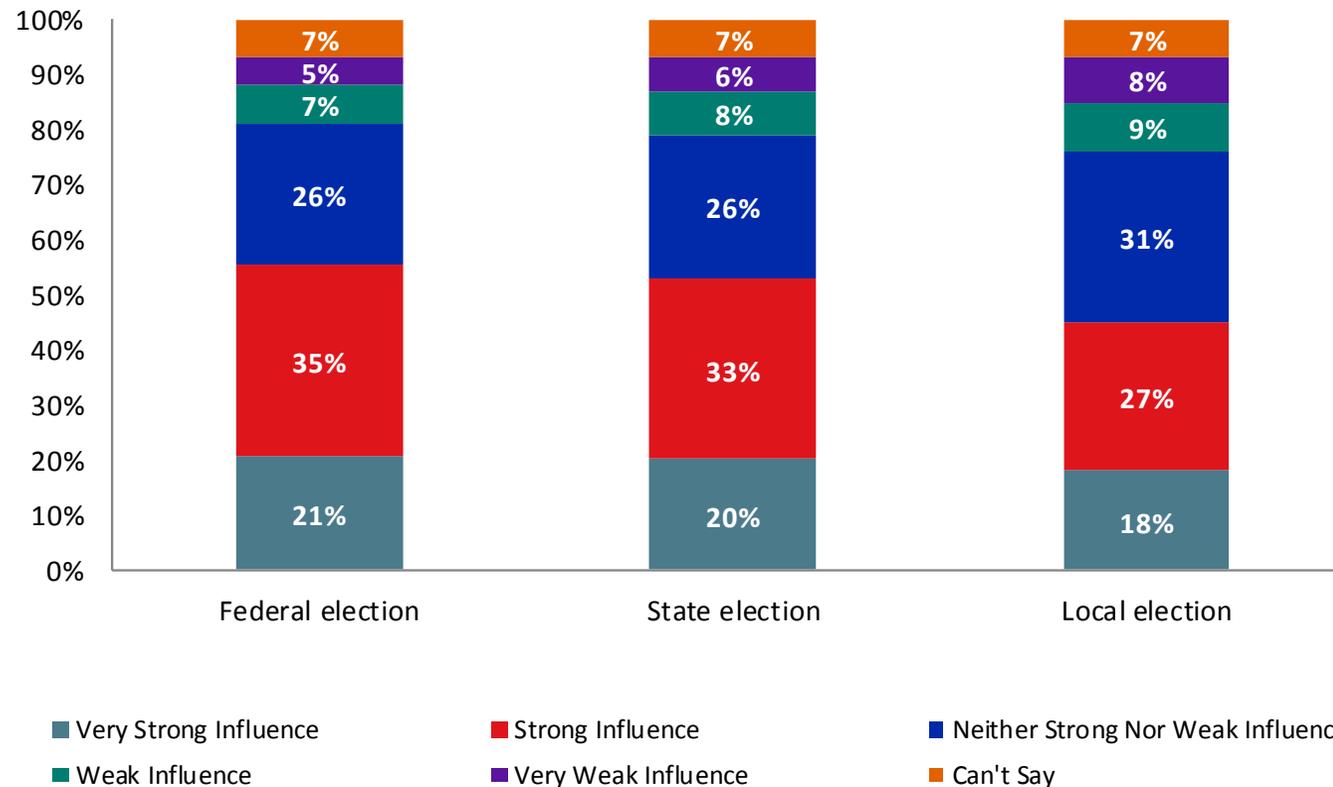
# Politics and Environment

© DIANA SCALFATI / WWF-AUS



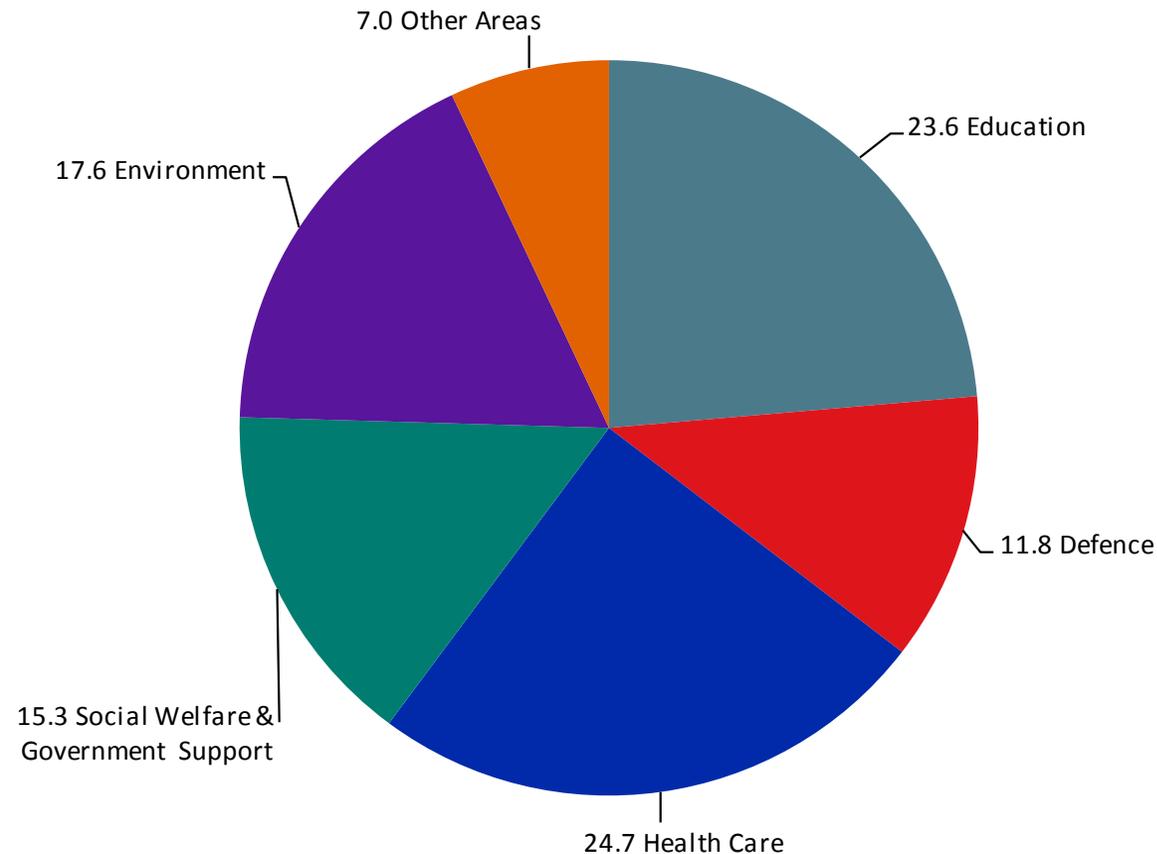
# Influence of Environment on Voting in Next Elections

The environment will have the strongest influence on voting intention at the federal election, with 55% of Australians indicating it will have either a strong or very strong influence on their decision. The likely influence slightly drops for state and local level elections (to 53% and 45% respectively).



# Federal Government Spending Allocation

Australians would like the highest allocation of taxpayer funds to be made towards healthcare, followed closely by education. Spending on environment takes third place and is followed by social welfare & government support and then defence.



Base: Australians 18+, n= 1810;

PE2. If you had \$100 million of taxpayer funds to allocate these areas of Federal government spending, how would you allocate it?

## PLEASE DIRECT ALL QUERIES TO

Neha Bagga  
Project Director  
**Roy Morgan Research**  
Tonic House 386 Flinders Lane Melbourne 3000

Telephone: (03) 9629 6888  
Direct: (03) 9224 5266  
[neha.bagga@roymorgan.com](mailto:neha.bagga@roymorgan.com)

[www.roymorgan.com](http://www.roymorgan.com)

ISO 9001:2008 Quality Management Systems  
ISO 20252:2012 Market, Opinion and Social Research



#### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[wwf.org.au](http://wwf.org.au)

**Roy Morgan**  
— Research —

# Appendix - Historical Results in Detail



© DEJAN STJANOVIC



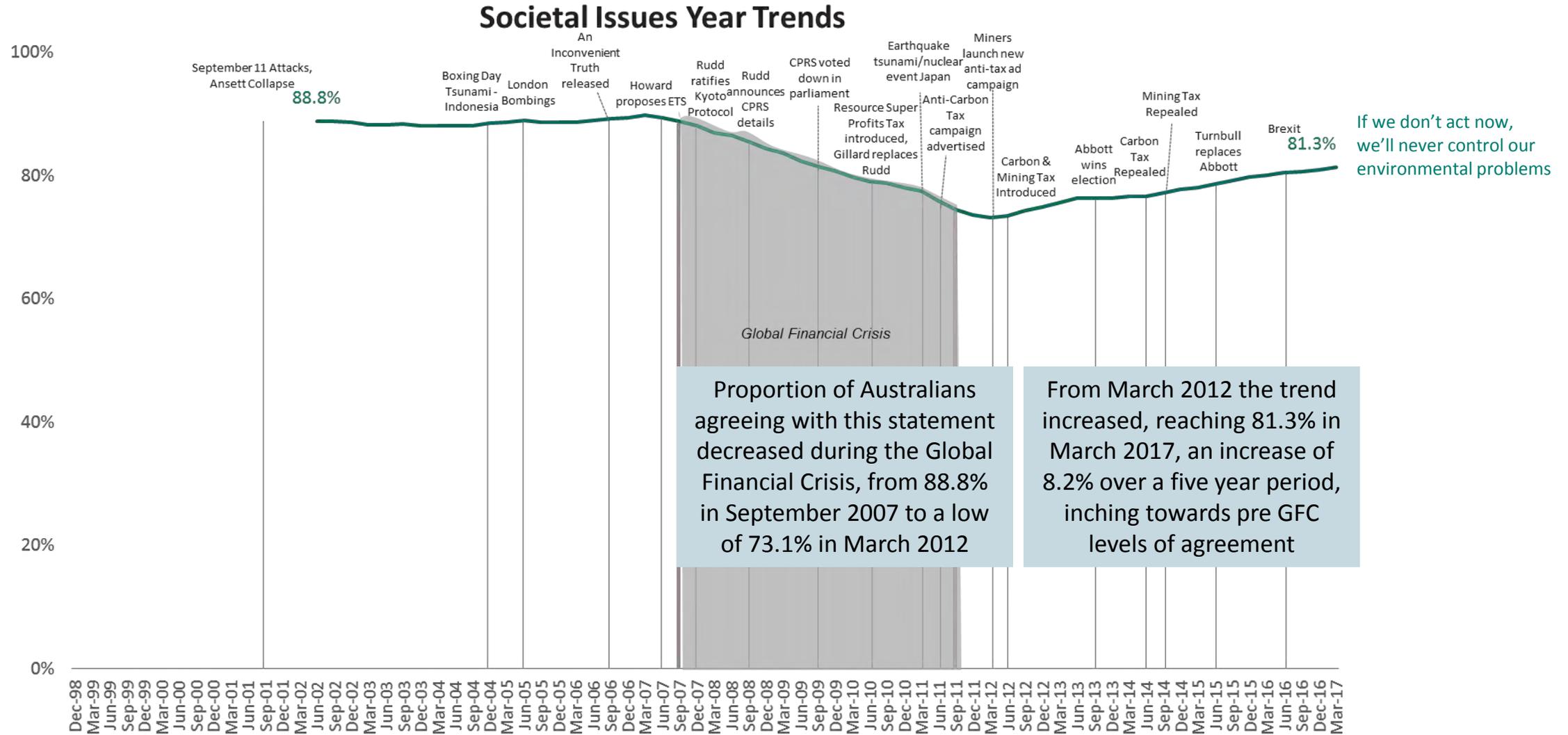
---

1

IF WE DON'T ACT NOW, WE'LL NEVER  
CONTROL OUR ENVIRONMENTAL PROBLEMS

---

# IN MARCH 2017, 81.3% OF AUSTRALIANS 14+ AGREE THAT 'IF WE DON'T ACT NOW, WE'LL NEVER CONTROL OUR ENVIRONMENTAL PROBLEMS.'



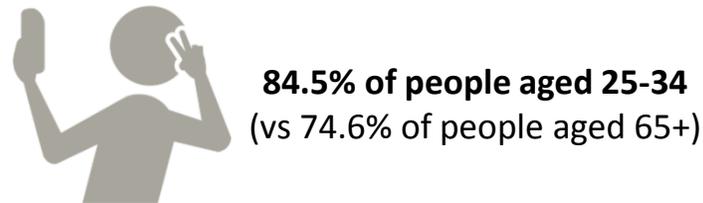
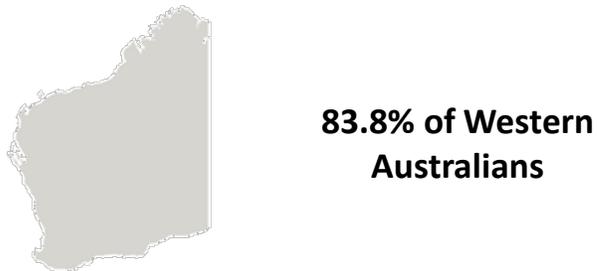
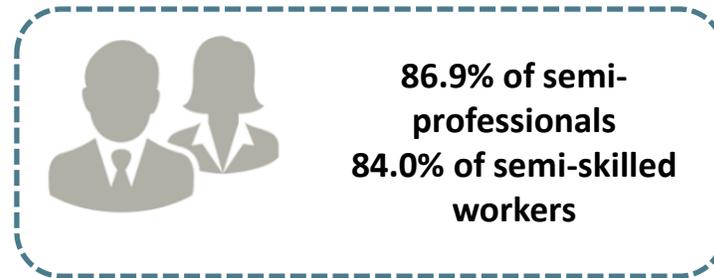
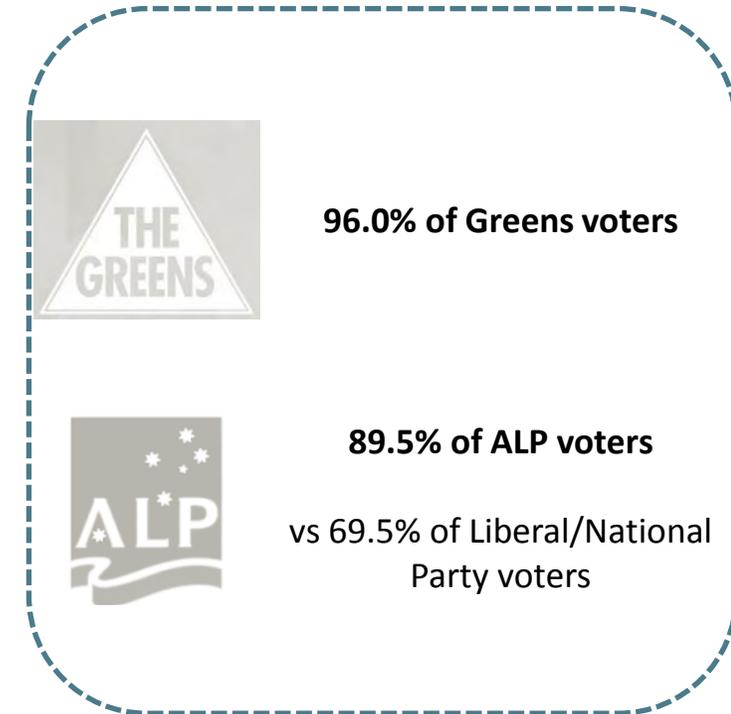
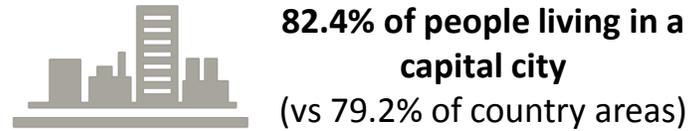
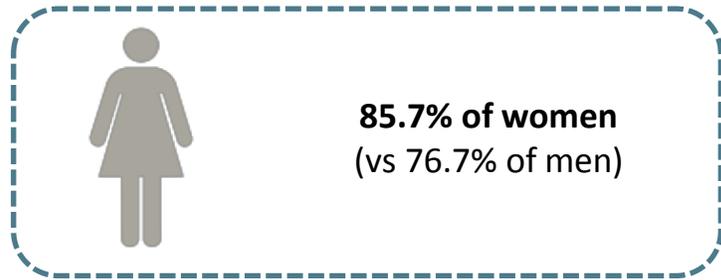
Proportion of Australians agreeing with this statement decreased during the Global Financial Crisis, from 88.8% in September 2007 to a low of 73.1% in March 2012

From March 2012 the trend increased, reaching 81.3% in March 2017, an increase of 8.2% over a five year period, inching towards pre GFC levels of agreement



# IN 2017, GREEN AND ALP VOTERS ARE SIGNIFICANTLY MORE LIKELY TO AGREE THAT WE MUST ACT NOW. WOMEN AND CITY DWELLERS ARE ALSO MORE LIKELY TO AGREE

81.3% of Australians agree with the statement that if we don't act now we will never control our environmental problems. But there are key demographic groups that feel more strongly than the average:

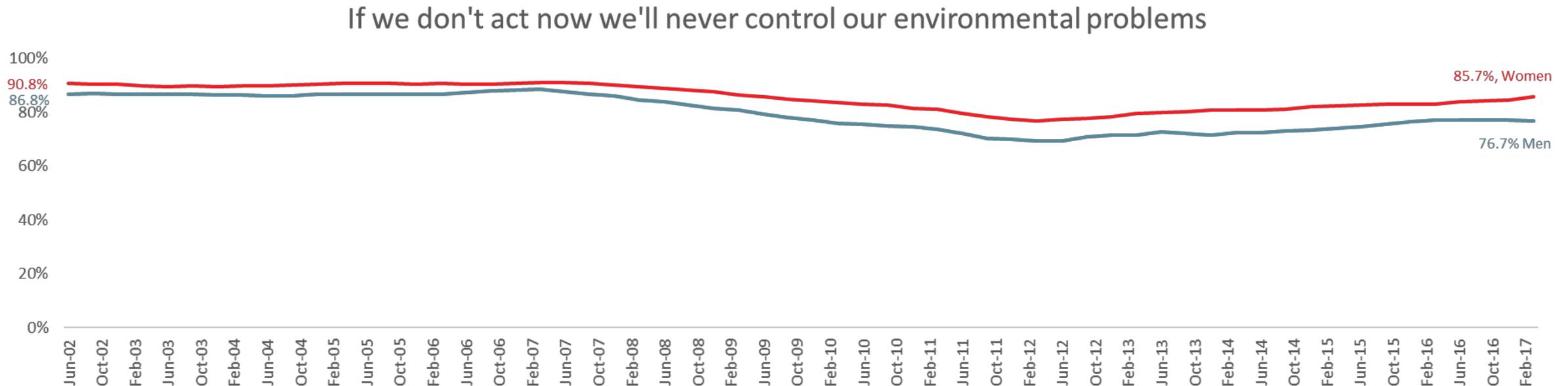


All are statistically significant using a one-tail test at the 95 percentile when compared to the total population.

# IN 2002, 90.8% OF WOMEN VS 86.8% OF MEN AGREED THAT WE MUST ACT NOW TO CONTROL OUR ENVIRONMENTAL PROBLEMS, IN 2017, THERE IS A 9% POINT DIFFERENCE.

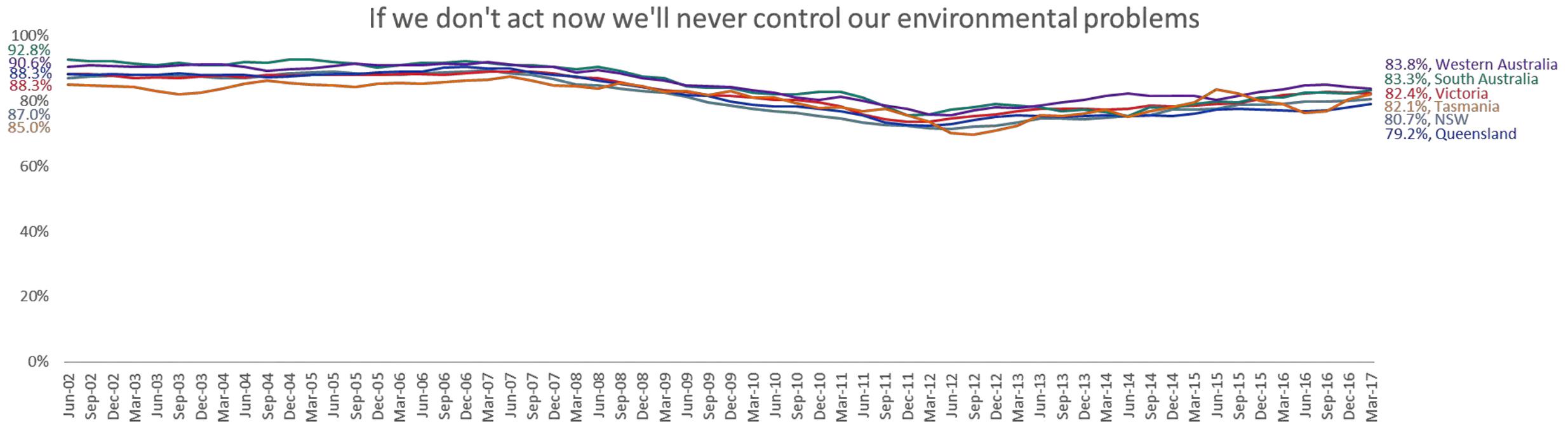
When Roy Morgan first asked Australians in June 2002 if they agreed or disagreed with the statement “If we don’t act now, we’ll never control our environmental problems”, a similar percentage of Australian men and women agreed that we needed to act.

This started to diverge from June 2007, with less men thinking it is as important to act now. As of March 2017, a significantly higher proportion of women agree with this, in comparison to men.



# At 84%, Western Australia has the highest percentage of people who agree with the statement 'If we don't act now we'll never control our environmental problems'; Queensland has the lowest.

While each state experienced a fall in people agreeing with this statement during the GFC, since mid 2012, it has picked back up. South Australia and Queensland had the largest fall since 2002 of 9.5% and 9.1% respectively, while Tasmania experienced the lowest percentage point of all states at 69.7% in September 2012.

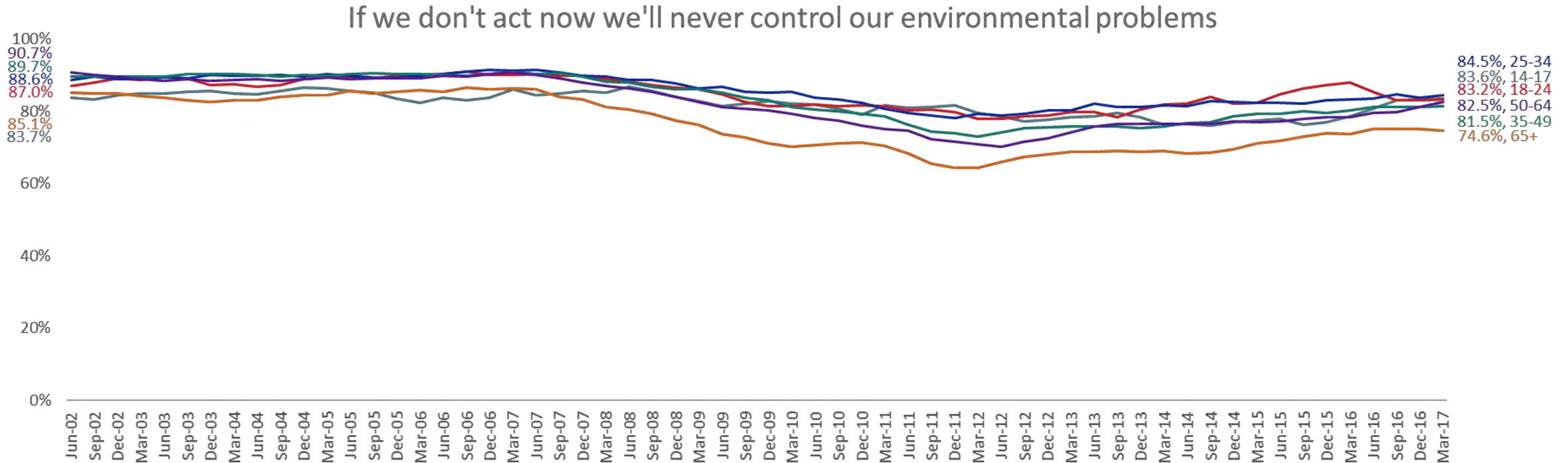


# FOR THE LAST 15 YEARS, OLDER AUSTRALIANS HAVE HAD LESS URGENCY TO ACT TO CONTROL ENVIRONMENTAL PROBLEMS

Australians aged 18-34 have historically had the highest agreement on the urgent need to act.

In the last 5 years, there are also more 35-64 year olds who agree with this statement following the GFC. In the last 5 years, 50-64 year olds had the highest percentage increase, from 74.1% to 82.5%.

The gap between the percentage of 65+ olds and others that existed within the decade starting 2004 appears to be narrowing from 2015 onwards.

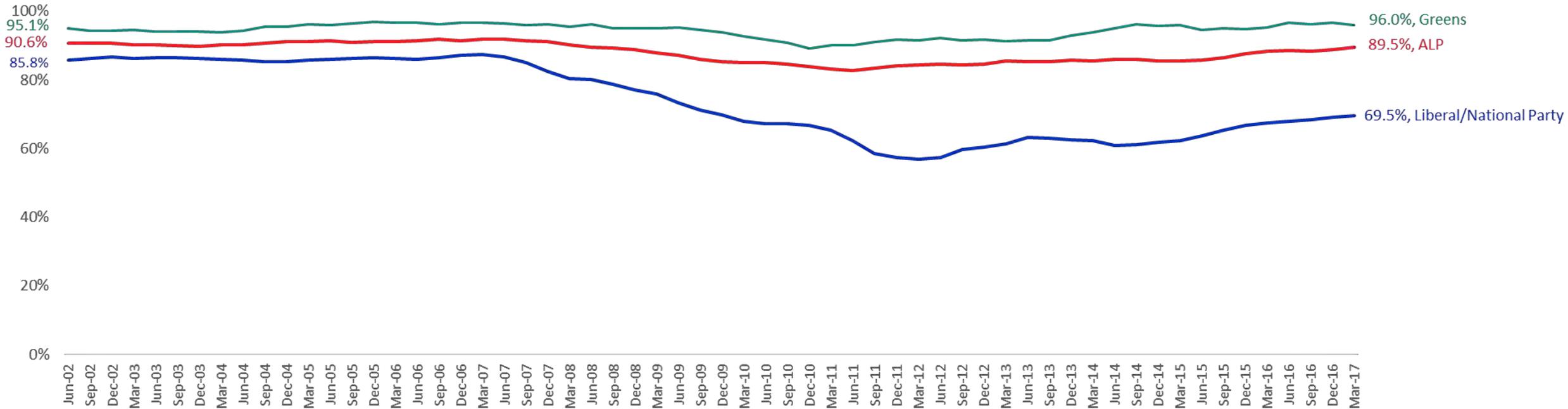


# PRIOR TO 2007, VOTERS OF MAJOR PARTIES ALL AGREED ON AN URGENT NEED TO ACT TO CONTROL ENVIRONMENTAL PROBLEMS. THIS CHANGED IN JULY 2007.

In July 2007, the percentage of Liberal/National Party supporters who agreed with the statement “If we don’t act now, we’ll never control our environmental problems” dropped substantially (reaching a low of 56.8% in March 2012) and it has not recovered (currently sitting at 69.5%), while almost 90% and above Green and ALP voters continue to agree.

This trend could be a reflection of either voters leaving the Liberal/National Party due to their position on the environment or it could be that once the issue became political, voters followed their respective parties’ policies.

If we don't act now we'll never control our environmental problems



---

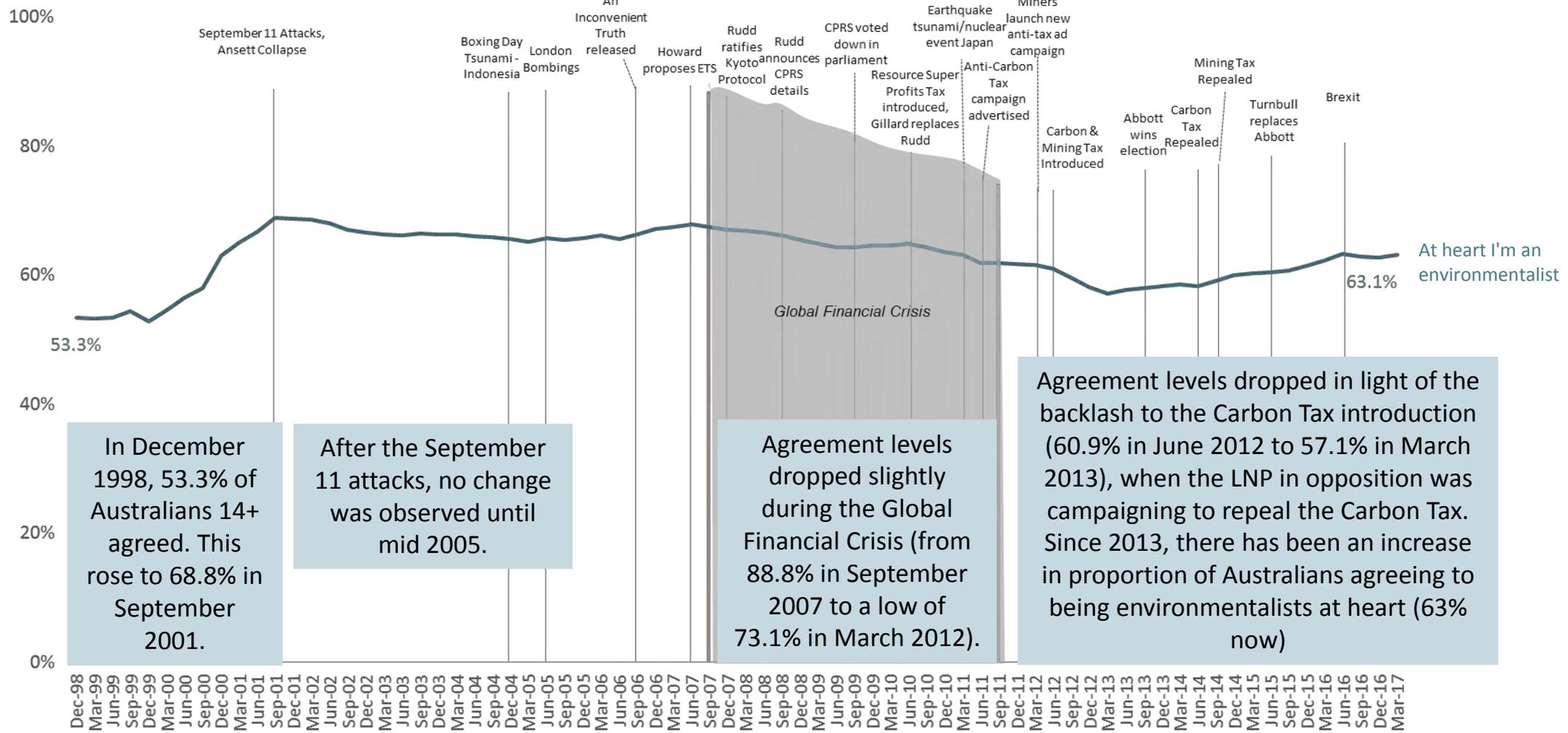
2

# AT HEART I'M AN ENVIRONMENTALIST

---

# IN MARCH 2017, 63.1% OF AUSTRALIANS 14+ AGREE THAT 'AT HEART I'M AN ENVIRONMENTALIST.'

## Societal Issues Year Trends



In December 1998, 53.3% of Australians 14+ agreed. This rose to 68.8% in September 2001.

After the September 11 attacks, no change was observed until mid 2005.

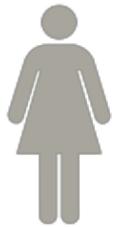
Agreement levels dropped slightly during the Global Financial Crisis (from 88.8% in September 2007 to a low of 73.1% in March 2012).

Agreement levels dropped in light of the backlash to the Carbon Tax introduction (60.9% in June 2012 to 57.1% in March 2013), when the LNP in opposition was campaigning to repeal the Carbon Tax. Since 2013, there has been an increase in proportion of Australians agreeing to being environmentalists at heart (63% now)

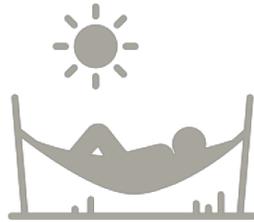


# IN 2017, ALP AND GREEN VOTERS ARE SIGNIFICANTLY MORE LIKELY TO AGREE THAT THEY ARE ENVIRONMENTALISTS AT HEART. WOMEN AND DEGREE HOLDERS ARE ALSO MORE LIKELY TO AGREE, AS ARE THOSE AGED 50-64 AND THOSE WHO ARE RETIRED.

63.1% of Australians agree with the statement that at heart they are environmentalists. But there are key demographic groups that feel more strongly than the average:



**65.4% of women**  
(vs 60.8% of men)



**69.4% of people who have retired.**



**69.9% of people with a diploma or degree**



**65.6% of professionals/managers**



**66.9% of Victorians**  
(vs. 60.7% of New South Welshman)



**69.4% of people aged 50-64**  
(vs 51.1% of people aged 18-24)



**86.8% of Greens voters**



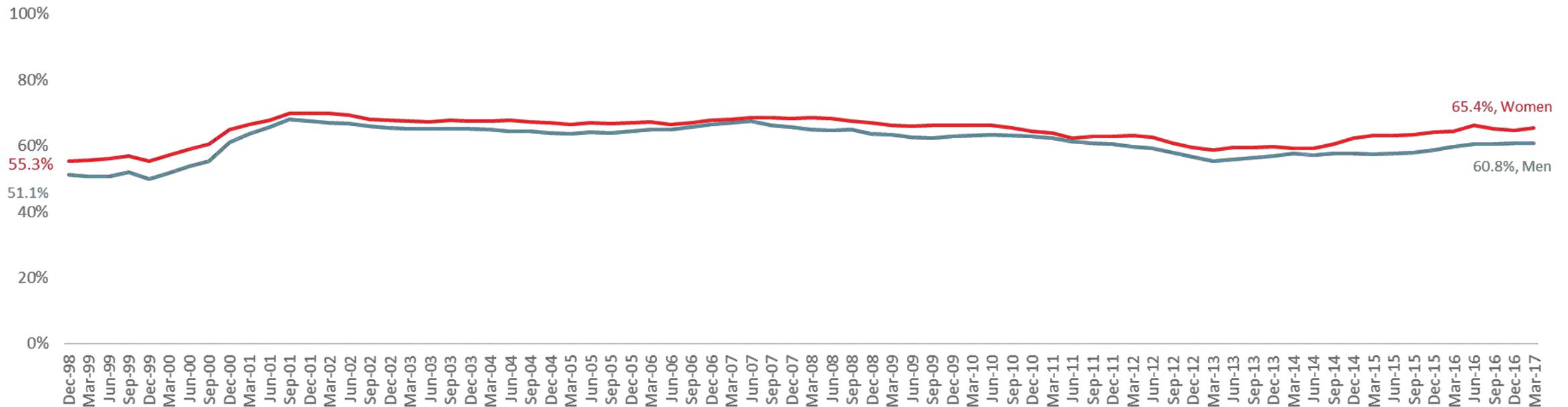
**68.3% of ALP voters**  
vs 55.0% of Liberal/National Party voters

All are statistically significant using a one-tail test at the 95 percentile when compared to the total population.

IN 1998, 55.3% OF WOMEN VS 51.1% OF MEN AGREED THAT AT HEART I'M AN ENVIRONMENTALIST; SIMILAR GAP EXISTS NOW, EVEN THOUGH BOTH GENDERS ARE AT HIGHER LEVELS OF AGREEMENT.

When Roy Morgan first asked Australians in December 1998 if they agreed or disagreed with the statement “At heart I’m an environmentalist”, about 4 percent more women than men agreed that they were (55.3%). This gap started to close from 1998 to September 2001, with more men agreeing to the statement. The gap has diverged since September 2014 and up until March 2017, the gap remains 4 percentage points.

At heart I'm an environmentalist



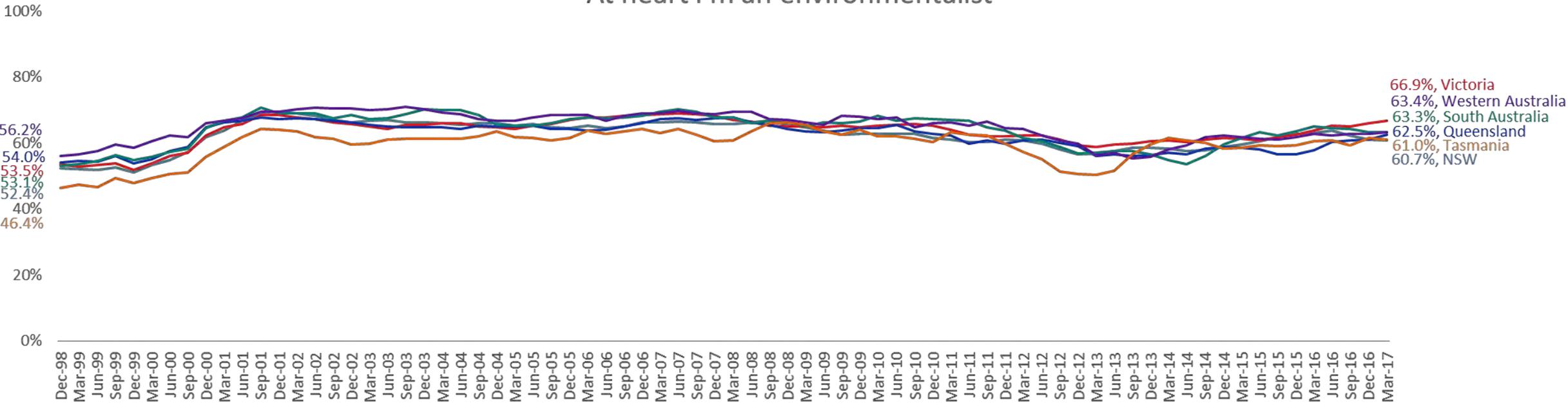


# At 67%, Victoria has the highest percentage of people who agree with the statement 'At heart I'm an environmentalist', NSW has the lowest.

Tasmania has had the largest increase over the past 19 years in percentage of people agreeing with the statement, followed by Victoria. The percentage of Tasmanians agreeing with the statement increased 14.6 percentage points from 46.4% to 61.0%, while Victoria increased 13.4 percentage points, from 53.5% to 66.9%.

Although Tasmania has had the largest increase, it continues to have the lowest levels of agreement across states, along with NSW.

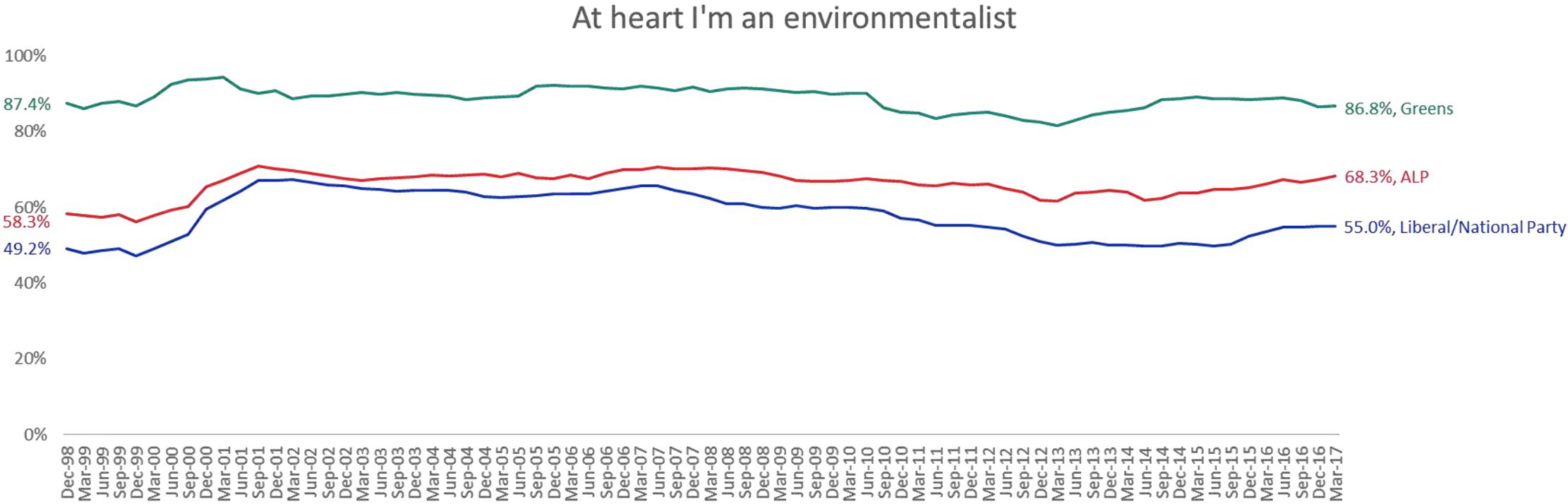
At heart I'm an environmentalist



# MORE VOTERS FOR THE GREENS PARTY CONSIDER THEMSELVES TO BE AN ENVIRONMENTALIST. THE ALP AND LNP TRACKED SIMILARLY UNTIL THE GFC

Once the issue became a political issue, voters followed party policies. From September 2001 to early 2007, Liberal/National Party and ALP voters were quite similar.

In June 2007, the percentage of Liberal/National Party supporters who agreed with the statement “At heart I’m an environmentalist” began to drop, falling from 65.6% to 50.4% in September 2015, while Green and ALP voters have continued to agree at a higher percentage. Currently 55.0% of LNP voters agree with the statement in March 2017.



---

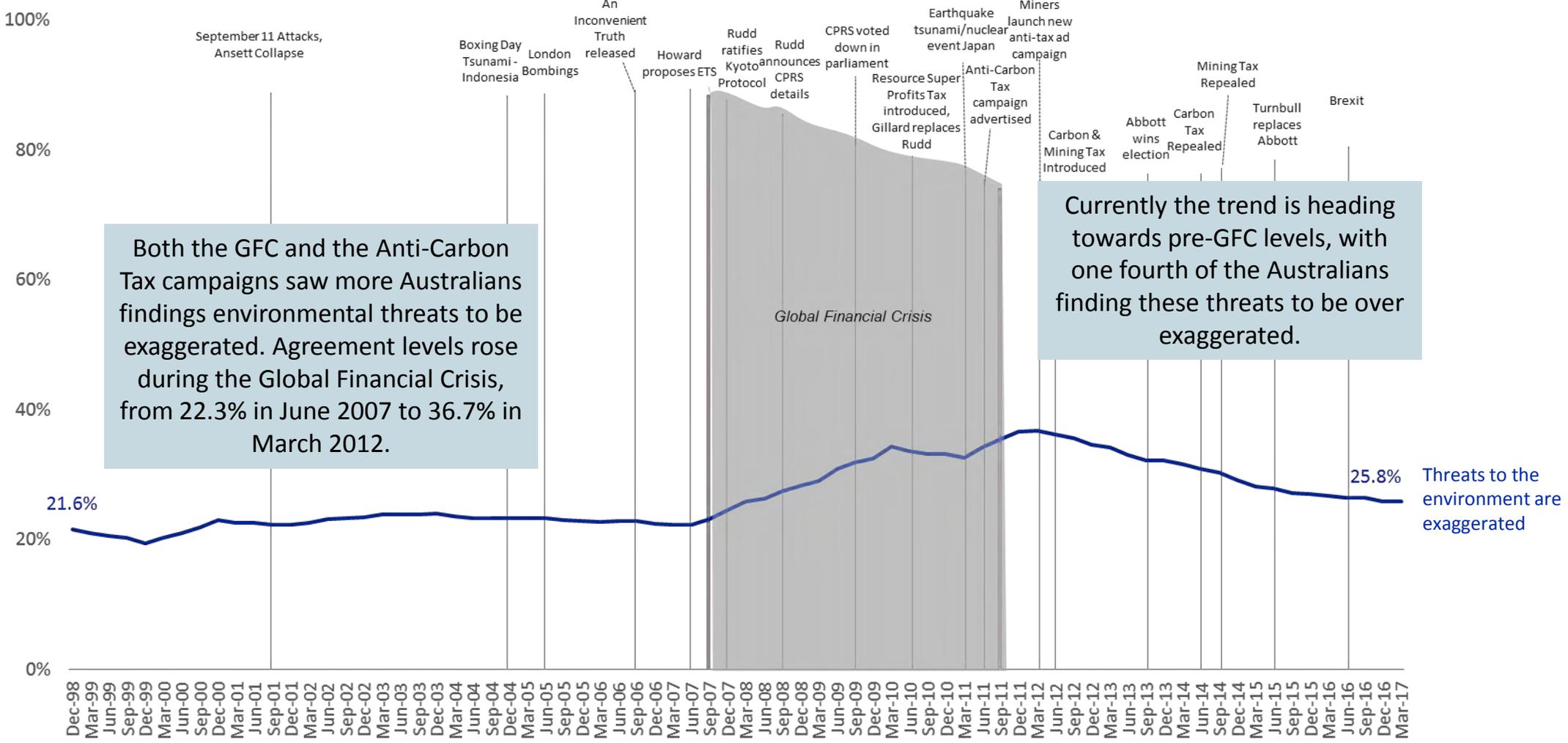
3

# THREATS TO THE ENVIRONMENT ARE EXAGGERATED

---

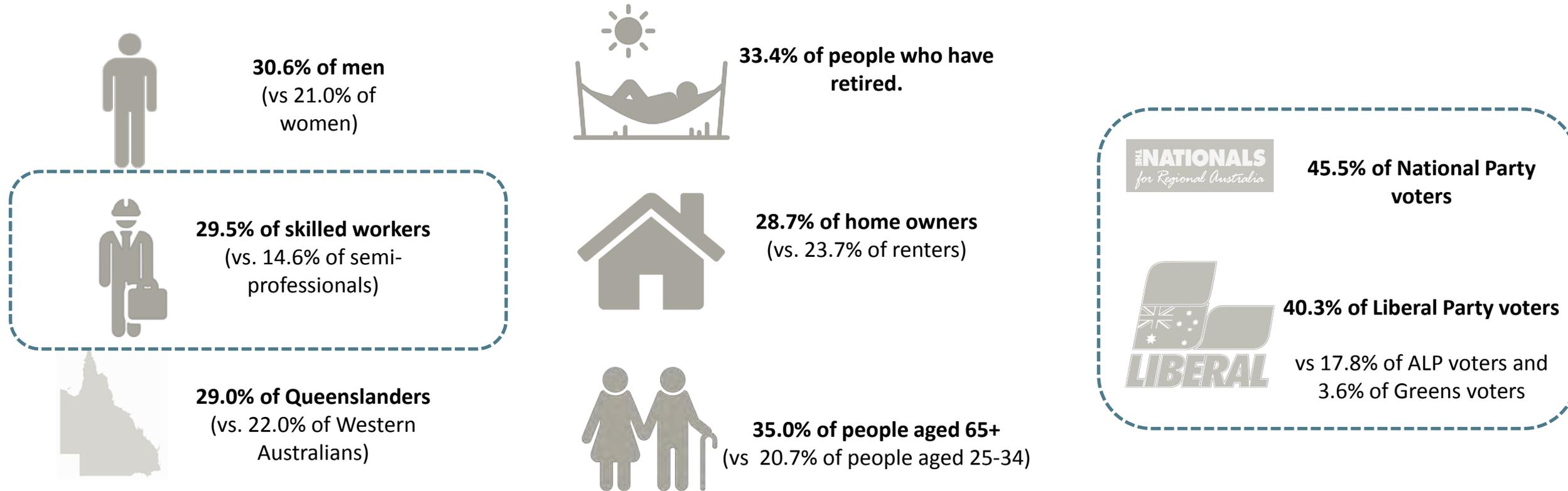
25.8% OF AUSTRALIANS 14+ AGREE THAT "THREATS TO THE ENVIRONMENT ARE EXAGGERATED" IN MARCH 2017 COMPARED TO 21.6% IN DECEMBER 1998.

### Societal Issues Year Trends



# IN 2017, LIBERAL AND NATIONAL PARTY VOTERS ARE SIGNIFICANTLY MORE LIKELY TO AGREE THAT THREATS TO THE ENVIRONMENT ARE EXAGGERATED. MEN AND SKILLED WORKERS ARE ALSO MORE LIKELY TO AGREE

25.8% of Australians agree with the statement that threats to the environment are exaggerated. But there are key demographic groups that feel more strongly than the average:



All are statistically significant using a one-tail test at the 95 percentile when compared to the total population.

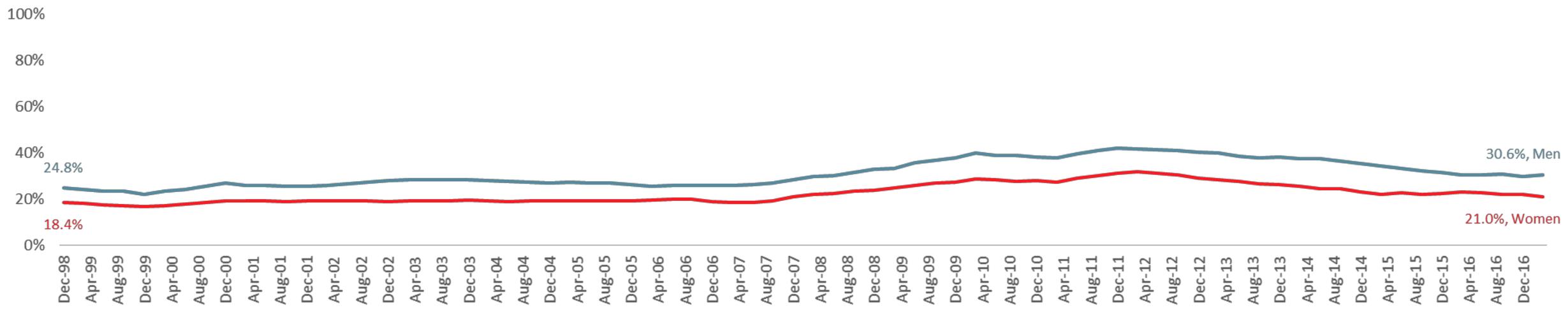
IN 1998, 24.8% OF MEN VS 18.4% OF WOMEN AGREED THAT THREATS TO THE ENVIRONMENT ARE EXAGGERATED. FROM 2007 PEOPLE AGREEING WITH THE STATEMENT INCREASED UNTIL MARCH 2012, AS ATTITUDES BEGAN TO CHANGE BACK.

Men have consistently agreed with the statement more than women in the last 19 years.

When Roy Morgan first asked Australians in October 1998 if they agreed or disagreed with the statement “Threats to the environment are exaggerated”, 6.4% more men than women agreed that they were.

After reaching a peak in March 2012 with 31.8% of women and 41.8% of men in December 2011 agreeing with the statement, the agreement levels have since decreased; 30.6% of men and 21.0% of women agreeing in March 2017.

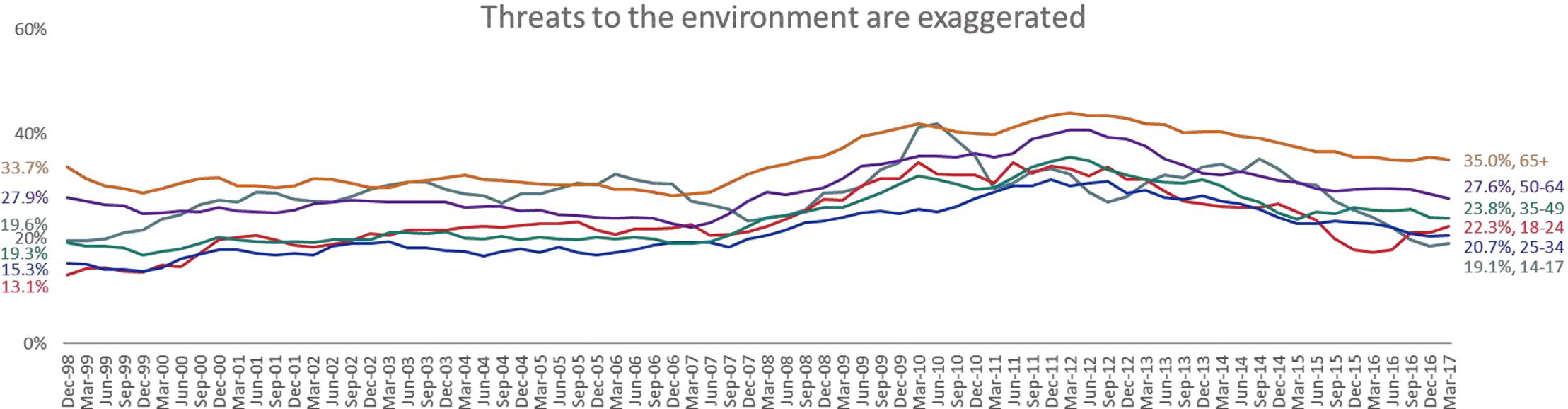
Threats to the environment are exaggerated



# 65+ AUSTRALIANS HAVE CONSISTENTLY FOUND THREATS TO THE ENVIRONMENT TO BE EXAGGERATED, MORE THAN ANY OTHER AGE GROUPS.

A higher proportion of older Australians (50+) agree with this statement than other age groups. However, during the GFC and Anti-Carbon Tax campaign, all age groups saw an increase in the percentage of people who agreed with this statement.

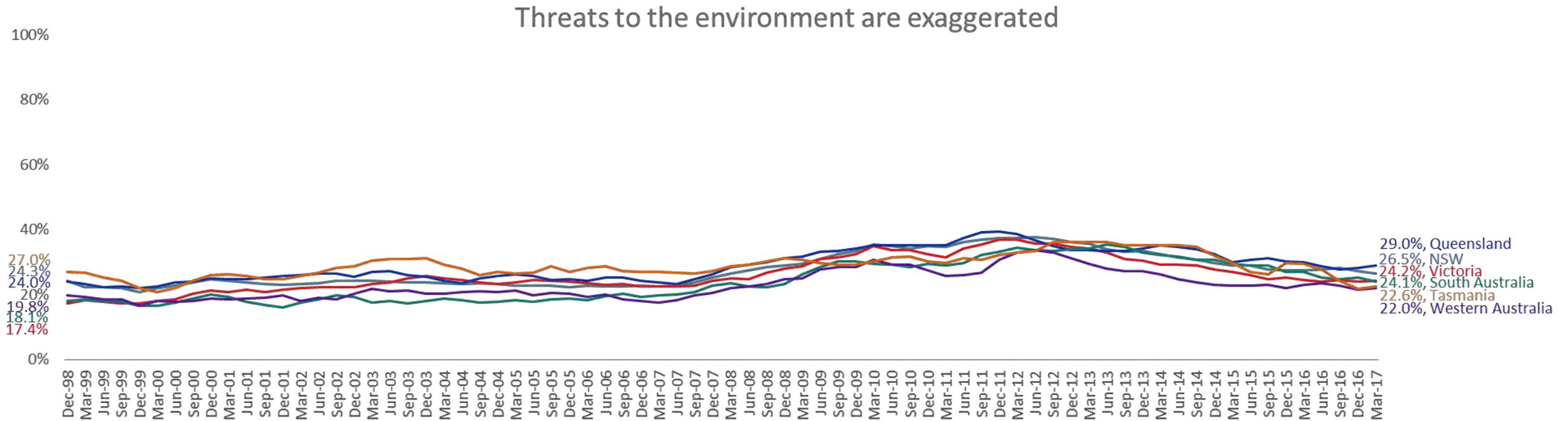
People aged 14-17 had large fluctuations through the period, with peaks in March 2006 to March 2007 and in June 2010 and then a drop in March 2017 at 19.1%. The percentage of 18-24 year olds who agreed increased 5% from 17.3% to 22.3%, close to where it had been two years prior at 25.0%.



# A HIGHER PROPORTION OF QUEENSLANDERS AGREE THAT THREATS TO THE ENVIRONMENT ARE EXAGGERATED THAN ANY OTHER STATE – 29% VS THE NATIONAL AVERAGE OF 26%

Victoria went from having the lowest percentage who agree with the statement in 1998 at 17.4% to the third highest in 2017 at 24.2%.

Each state experienced a similar trend increase over December 1998 to September 2007, with Tasmania consistently having the highest percentage who agree. From 2007 to 2011, with a few fluctuations, Queensland overtook to be at the top, with 29.0% agreeing currently.

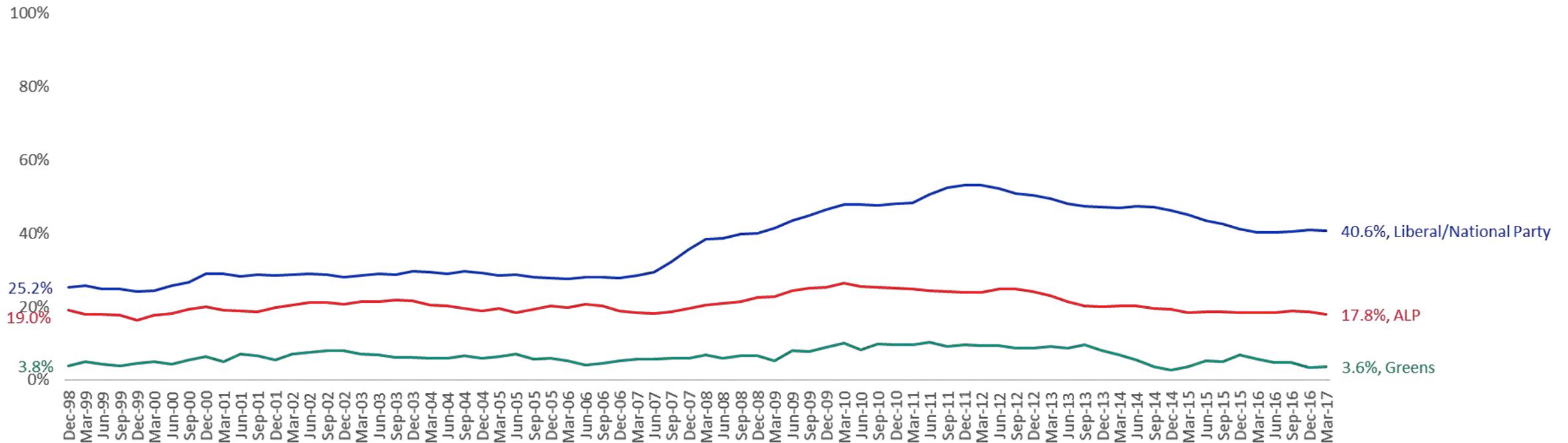


PRIOR TO 2007, VOTERS OF THE MAJOR PARTIES HAD SIMILAR VIEWS ON WHETHER THREATS WERE EXAGGERATED. THIS CHANGED DRAMATICALLY WITH LNP VOTERS AFTER THE GFC - NOW TWO IN FIVE BELIEVE THREATS TO THE ENVIRONMENT ARE EXAGGERATED.

A higher proportion of LNP voters began to agree with the statement during the GFC, from 29.5% in June 2007 to 53.1% in March 2012. Greens and ALP voters also rose slightly but this reversed after 2012 to lower levels in March 2017 than in 1998.

The LNP is beginning to return to lower levels, but it is still higher than any of the major parties, currently 40.6% of LNP voters agree with the statement.

Threats to the environment are exaggerated



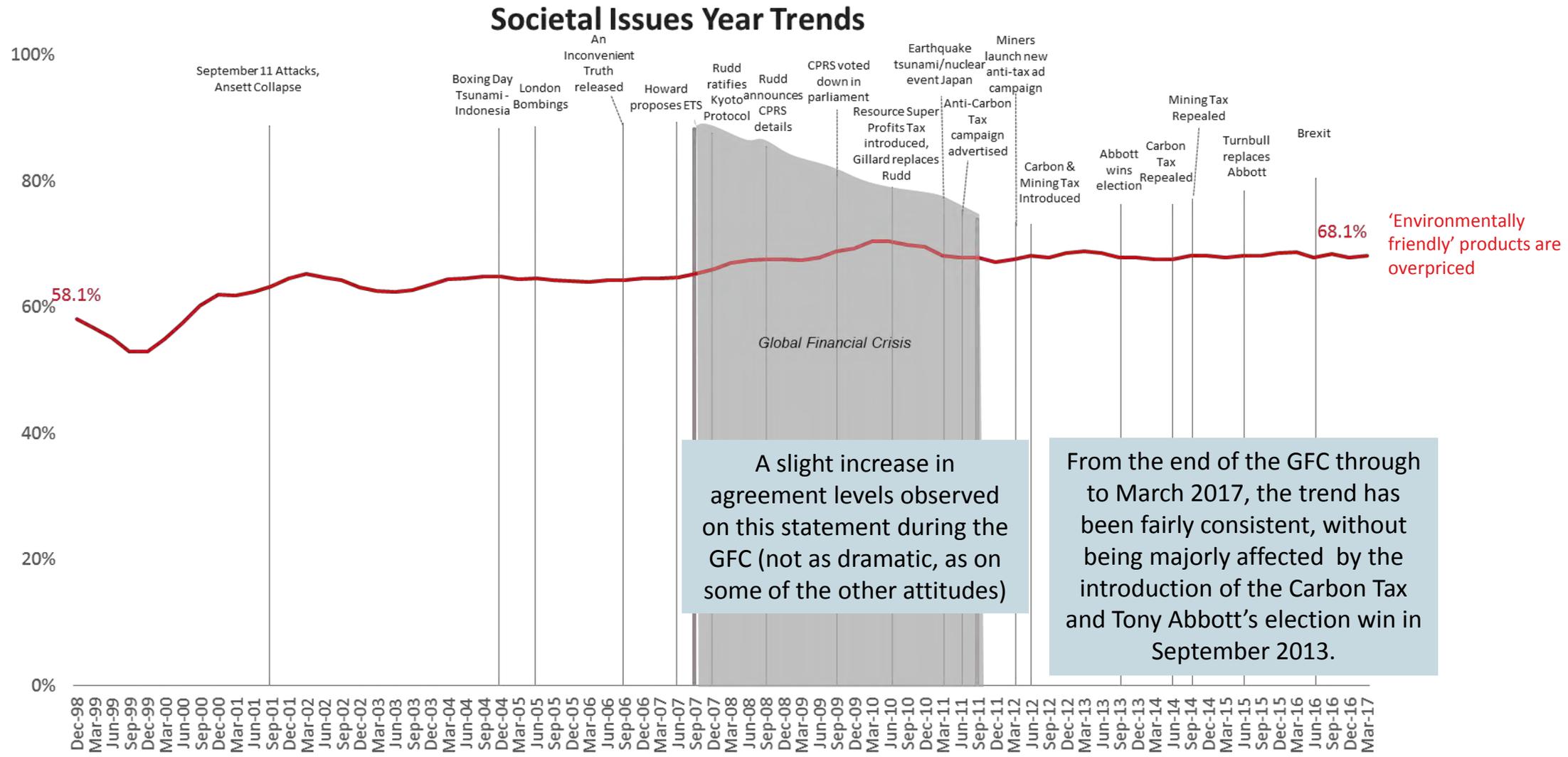
---

4

‘ENVIRONMENTALLY FRIENDLY’  
PRODUCTS ARE OVERPRICED

---

IN MARCH 2017, 68.1% OF AUSTRALIANS 14+ AGREE THAT “‘ENVIRONMENTALLY FRIENDLY’ PRODUCTS ARE OVERPRICED” COMPARED TO 58.1% IN DECEMBER 1998.

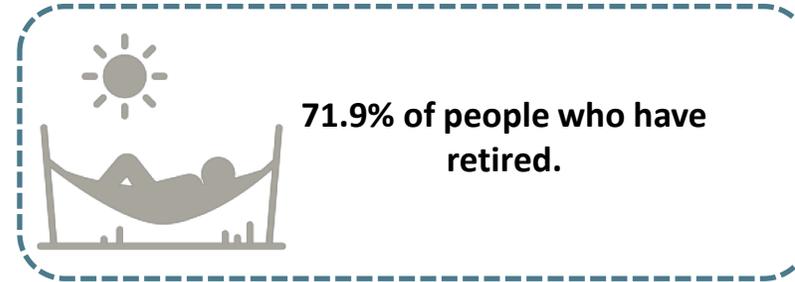


# IN 2017, LIBERAL AND NATIONAL PARTY VOTERS ARE SIGNIFICANTLY MORE LIKELY TO AGREE THAT ENVIRONMENTALLY FRIENDLY PRODUCTS ARE OVERPRICED. 65+ AND QUEENSLANDERS ARE ALSO MORE LIKELY TO AGREE

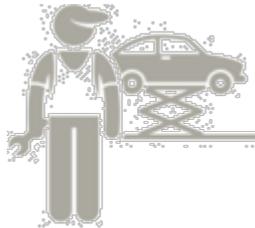
68.1% of Australians agree with the statement that 'environmentally friendly' products are overpriced. But there are key demographic groups that feel more strongly than the average:



**69.3% of men**  
(vs 66.3% of women)



**71.9% of people who have retired.**



**71.0% of semi-skilled workers**  
(vs. 57.1% of professionals)



**69.9% of renters**  
(vs. 66.3% of paying off home)



**70.9% of Queenslanders**  
(vs. 66.5% of New South Welshman)



**73.0% of people aged 65+**  
(vs 62.0% of people aged 14-17)



**73.2% of National Party voters**



**72.4% of Liberal Party voters**

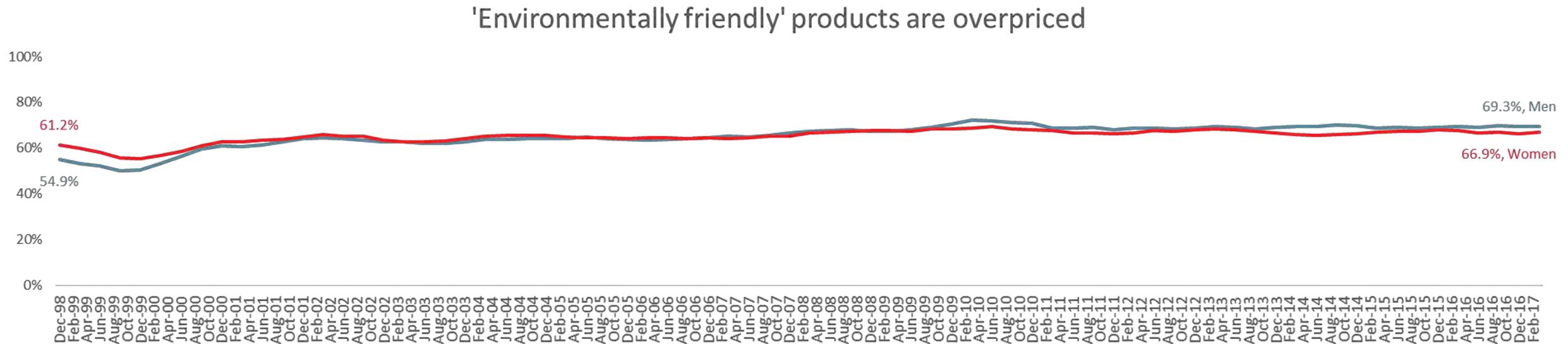
vs 67.1% of ALP voters and 45.7% of Greens voters

All are statistically significant using a one-tail test at the 95 percentile when compared to the total population.

# IN 1998, 61.2% OF WOMEN VS 54.9% OF MEN AGREED THAT ENVIRONMENTALLY FRIENDLY PRODUCTS ARE OVERPRICED. OVER 19 YEARS, AN INCREASING NUMBER OF MEN AND WOMEN AGREE, ALTHOUGH THERE HAS BEEN A SHARPER INCREASE AMONG MEN

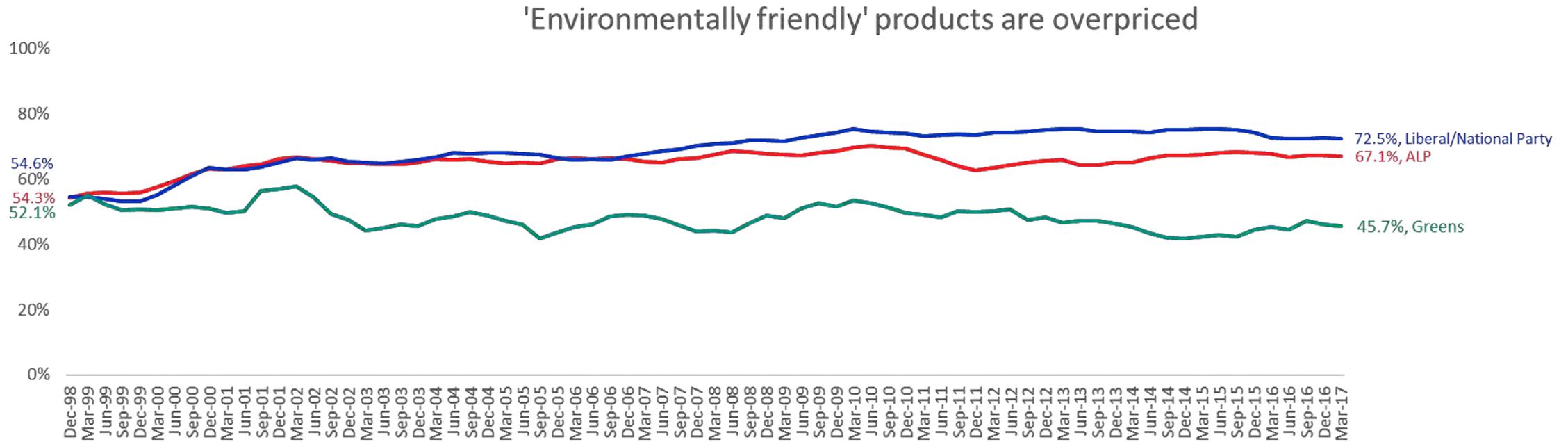
In October 1998, 6.3% more women than men agreed with the statement “‘Environmentally friendly’ products are overpriced”.

Since 1998, both men and women’s attitudes have grown more and more alike, with now slightly more men than women agreeing with the statement.



# IN 1999, AN EQUAL PROPORTION OF LABOR VOTERS AND LNP VOTERS AGREED THAT ENVIRONMENTALLY FRIENDLY PRODUCTS ARE OVERPRICED. OVER TIME, MORE OF BOTH GROUPS AGREE, ALTHOUGH SLIGHTLY MORE LNP VOTERS AGREE VS. ALP)

LNP voters have steadied their agreement levels, but continue to be higher than any of the major parties, currently 72.5% of LNP voters agree with the statement.



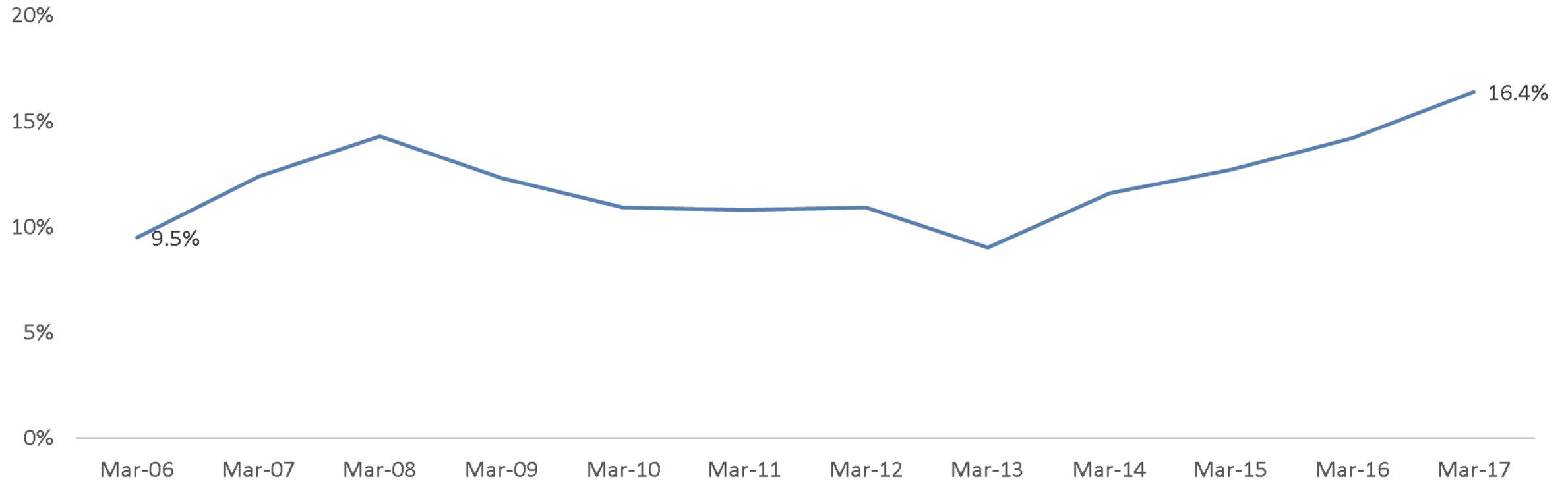
---

# ISSUE OF MOST IMPORTANCE

---

IN MARCH 2017, 16.4% OF AUSTRALIANS 14+ AGREE THAT GLOBAL WARMING AND CLIMATE CHANGES ARE ISSUES OF MOST IMPORTANCE COMPARED TO 9.5% IN MARCH 2006.

### Issues of Most Importance

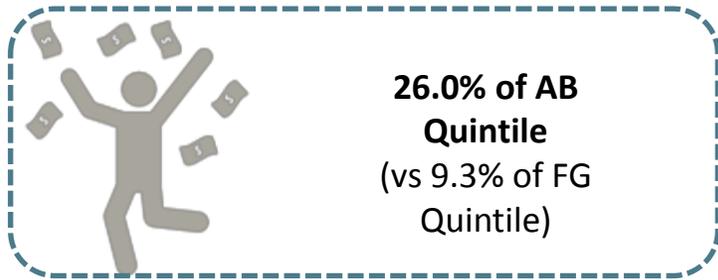


# ISSUE OF MOST IMPORTANCE

- › Australians 14+ are asked in Single Source which three issues are most important to them. These issues include:
  - › Global warming and climate change
  - › Managing the economy
  - › Improving education
  - › Reducing unemployment
  - › Improving health services and hospitals
  - › Defence and national security

# IN 2017, SEMI-PROFESSIONALS, AB QUINTILE, AND UNIVERSITY STUDENTS AND GRADUATES ARE SIGNIFICANTLY MORE LIKELY TO AGREE THAT GLOBAL WARMING AND CLIMATE CHANGE IS THE ISSUE OF MOST IMPORTANCE TO THEM.

16.5% of Australians agree with the statement that Global Warming and climate change is one of the three most important issues to them. But there are key demographic groups that feel more strongly than the average:



**17.4% of people living in a capital city**  
(vs 14.9% of country areas)



**24.6% of people with some/now at university and 21.7% of people with a diploma or degree**



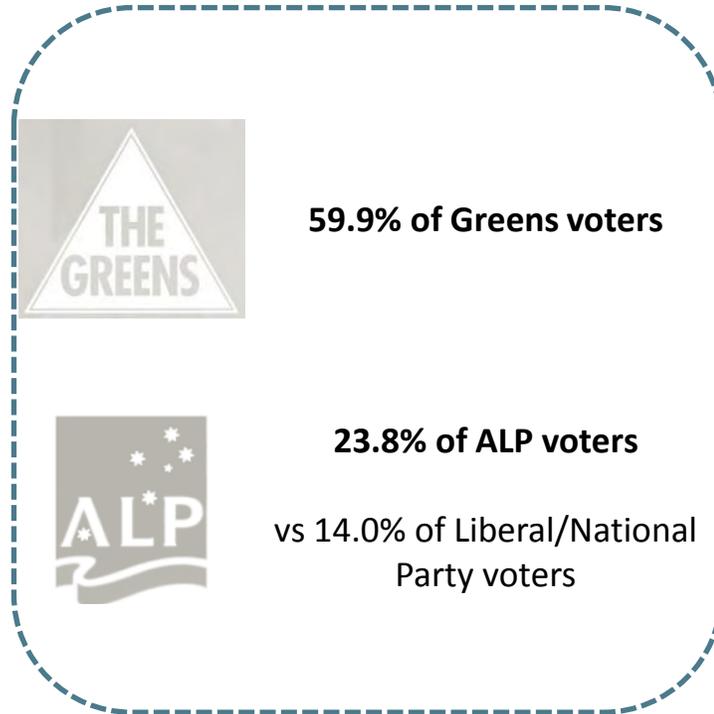
**27.9% of semi-professionals and 25.3% of professionals**



**19.4% of Victorians**



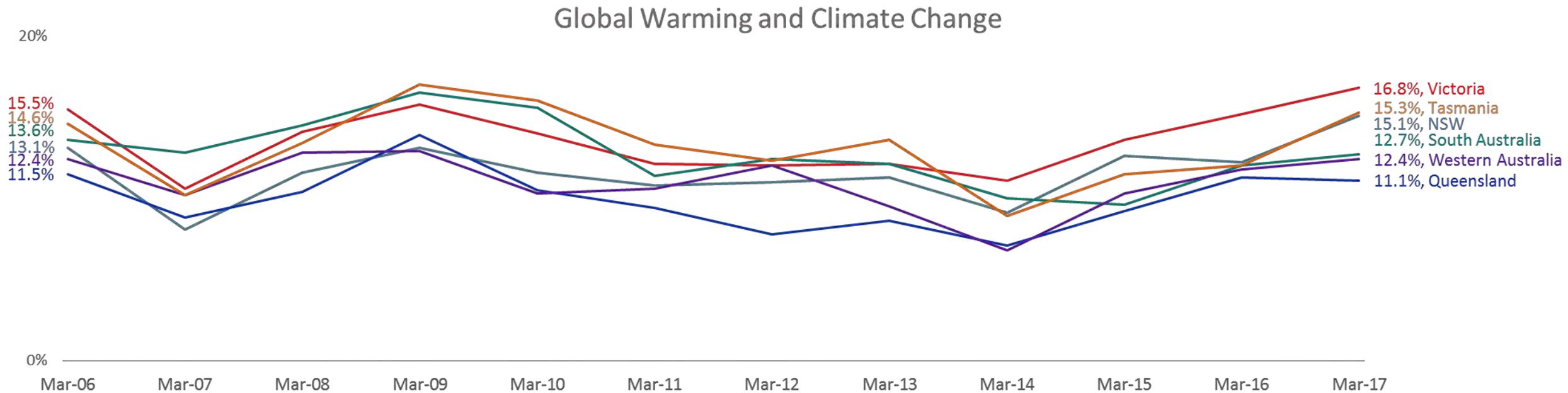
**20.6% of people aged 18-24**  
(vs 15.0% of people aged 65+)



All are statistically significant using a one-tail test at the 95 percentile when compared to the total population.

# A HIGHER PROPORTION OF VICTORIANS AGREE THAT GLOBAL WARMING AND CLIMATE CHANGE ARE ISSUES OF MOST IMPORTANCE THAN ANY OTHER STATE – 17% VS THE NATIONAL AVERAGE OF 14%

Queensland and Western Australia had the lowest proportion of those who agreed with the statement, with Queensland decreasing from 12% to 11% when the question was first asked in 2006.



# GREENS VOTERS HAVE INCREASED IN THEIR AGREEMENT THAT GLOBAL WARMING AND CLIMATE CHANGE ARE THE ISSUES OF MOST IMPORTANCE

LNP voters have steadied their agreement levels, but continue to be higher than any of the major parties, currently 72.5% of LNP voters agree with the statement.

