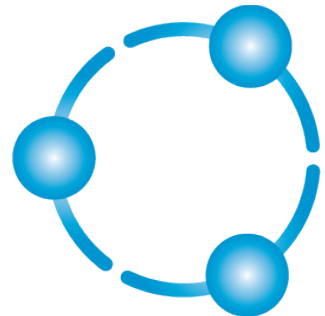


Cost of Climate Change Survey

Prepared for:
Institute of Public Affairs
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1. Methodology



Methodology

- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 18-20 May, 2012.
- ▶ The sample was 1,048 respondents aged 18 years and older distributed throughout Australia, as follows:
 - NSW/ACT 319
 - Victoria/Tasmania 297
 - Queensland 187
 - South Australia 125
 - Western Australia 120
- ▶ Interviews were conducted using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers were personally trained and briefed on the requirements of the study.
- ▶ Age, gender and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.



2. Main Findings



Main Findings

- ▶ Over the past 2 years there has been little change in community attitude towards paying higher taxes and utility costs in order to generate cleaner energy and fight global warming.
- ▶ Most Australians (56%) are still willing to pay to generate cleaner energy and fight global warming. However, only 14% would willingly pay more than \$500 per year.
- ▶ Older Australians (46% of those aged 50 years and older) and those from low income households (47% of those earning less than \$40K) remain less willing to pay for cleaner energy than younger Australians and the well off.

Amount willing to pay	May 2010	May 2012
Over \$1,000	6%	5%
\$1,000	9%	9%
\$500	22%	16%
\$300	14%	14%
\$100	12%	12%
Nothing	35%	37%
Don't know	3%	7%



3. Questionnaire

SECTION A – ASK RESPONDENTS AGED 18+. OTHERS GO TO NEXT SECTION

A1. Thinking now about energy. To generate cleaner energy and fight global warming, it might cost Australians more money each year in taxes and utility costs. How much are you willing to pay each year in higher taxes and utility costs? **READ OUT 1-6**

Over \$1,000..... 1
\$1,000 2
\$500 3
\$300 4
\$100 5
Or, nothing..... 6
Don't know..... 7



4. Detailed Tabular Findings



Tables

▶ **The tables of findings are set out such that they include the following details:**

1 BASE: Wght Sample (000's):

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000's). The percentages in the table are based on these weighted figures.

2 WEIGHTS:

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age, gender and area.

3 FILTERS (Where applicable):

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

4 RESPONDENTS:

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.



Tables ... continued

▶ Each question has been analysed by a series of demographic variables as follows:

→ **SEX:**

- Male
- Female

→ **AGE:**

- 18-24 years
- 25-34 years
- 35-49 years
- 50 years or older

→ **MARITAL STATUS:**

- Married (married/de facto/living together)
- Not married (never married/separated/divorced/widowed)

→ **MAIN GROCERY BUYER:**

- Yes/Shared
- No

→ **CHILDREN AT HOME:**

- Children under 18 living in the household
- No children under 18 living in the household



Tables ... continued

→ WORK STATUS:

- Working full-time
- Working part-time
- Not working

→ SOCIO-ECONOMIC STATUS:

- *Occupation of the main income earner of the household:*
 - White collar (professional/senior management, upper white collar, lower white collar)
 - Blue collar (upper blue collar, lower blue collar)

→ LOCATION:

- NSW / ACT
- Victoria / Tasmania
- Queensland
- South Australia
- Western Australia

→ CAPITAL CITY:

- Sydney, Melbourne, Brisbane, Adelaide or Perth
- Rest of Australia



Tables ... continued

- **HOUSEHOLD INCOME:**
 - Under \$40,000
 - \$40,000 - \$69,999
 - \$70,000 plus

- **HIGHEST LEVEL OF SCHOOLING:**
 - Below Year 12
 - Year 12

GALAXY RESEARCH

TABLE 1 Standard Banner 1 *BY* A1 Amount willing to pay in higher taxes/ utility costs

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50+	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1048	518	530	94	110	384	460	700	348	716	332	410	638	433	263	352	601	447
WGHT SAMPLE (000s)	17173	8362	8811	2070	2765	5317	7021	11200	5973	11503	5670	6765	10408	7223	4412	5538	9858	7315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A1 Amount willing to pay in higher taxes/ utility costs																		
Over \$1,000	926 5%	427 5%	500 6%	216 10%	126 5%	272 5%	312 4%	731 7%	196 3%	633 6%	293 5%	502 7%	425 4%	441 6%	279 6%	206 4%	717 7%	209 3%
\$1,000	1477 9%	958 11%	519 6%	249 12%	296 11%	541 10%	391 6%	1000 9%	477 8%	857 7%	620 11%	798 12%	679 7%	590 8%	479 11%	408 7%	1136 12%	341 5%
\$500	2821 16%	1433 17%	1389 16%	445 21%	489 18%	873 16%	1014 14%	1800 16%	1021 17%	1934 17%	887 16%	1136 17%	1685 16%	1305 18%	665 15%	852 15%	1723 17%	1098 15%
\$300	2372 14%	966 12%	1406 16%	224 11%	662 24%	802 15%	684 10%	1436 13%	936 16%	1673 15%	699 12%	909 13%	1463 14%	1161 16%	688 16%	523 9%	1452 15%	920 13%
\$100	2013 12%	878 10%	1135 13%	336 16%	248 9%	663 12%	765 11%	1199 11%	813 14%	1381 12%	631 11%	716 11%	1297 12%	825 11%	648 15%	540 10%	1173 12%	840 11%
Or, nothing	6379 37%	3289 39%	3091 35%	359 17%	870 31%	1951 37%	3199 46%	4434 40%	1945 33%	4229 37%	2151 38%	2331 34%	4048 39%	2606 36%	1340 30%	2433 44%	3106 32%	3273 45%
Don't know	1184 7%	413 5%	772 9%	240 12%	73 3%	214 4%	657 9%	599 5%	585 10%	795 7%	389 7%	372 6%	812 8%	296 4%	313 7%	575 10%	550 6%	634 9%
TOTALS	17173 100%	8362 100%	8811 100%	2070 100%	2765 100%	5317 100%	7021 100%	11200 100%	5973 100%	11503 100%	5670 100%	6765 100%	10408 100%	7223 100%	4412 100%	5538 100%	9858 100%	7315 100%

GALAXY RESEARCH

TABLE 2 Standard Banner 2 *BY* A1 Amount willing to pay in higher taxes/ utility costs

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling	
		NSW Vic/Tas	Qld	SA	WA		Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12
RESPONDENTS	1048	319	297	187	125	120	666	382	285	207	463	295	753
WGHT SAMPLE (000s)	17173	6004	4757	3367	1347	1698	10587	6586	4512	3620	7578	4604	12569
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A1 Amount willing to pay in higher taxes/ utility costs													
Over \$1,000	926	451	260	97	62	56	619	307	96	228	579	106	820
	5%	8%	5%	3%	5%	3%	6%	5%	2%	6%	8%	2%	7%
\$1,000	1477	584	463	268	58	104	966	511	348	338	725	203	1274
	9%	10%	10%	8%	4%	6%	9%	8%	8%	9%	10%	4%	10%
\$500	2821	949	835	493	253	292	1692	1129	494	646	1512	508	2314
	16%	16%	18%	15%	19%	17%	16%	17%	11%	18%	20%	11%	18%
\$300	2372	875	598	434	194	271	1627	745	350	506	1316	554	1817
	14%	15%	13%	13%	14%	16%	15%	11%	8%	14%	17%	12%	14%
\$100	2013	622	692	352	91	255	1238	775	566	545	734	425	1587
	12%	10%	15%	10%	7%	15%	12%	12%	13%	15%	10%	9%	13%
Or, nothing	6379	2110	1620	1451	596	603	3741	2638	2139	1203	2396	2473	3906
	37%	35%	34%	43%	44%	36%	35%	40%	47%	33%	32%	54%	31%
Don't know	1184	413	288	272	93	117	704	480	519	154	317	334	850
	7%	7%	6%	8%	7%	7%	7%	7%	12%	4%	4%	7%	7%
TOTALS	17173	6004	4757	3367	1347	1698	10587	6586	4512	3620	7578	4604	12569
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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