



# Victorian's perceptions of climate change

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

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Key findings

# 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**

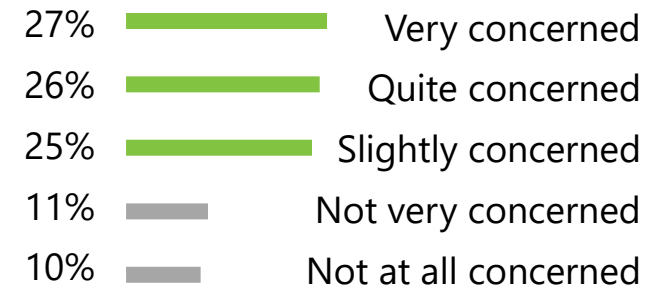


- 3% ■ There is no such thing as climate change
- 4% ■ Entirely due to natural processes



**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



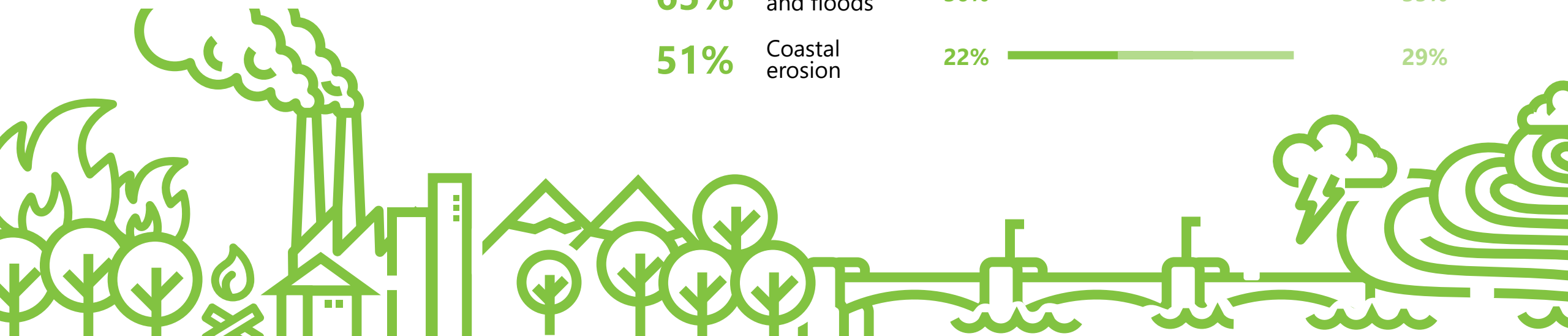
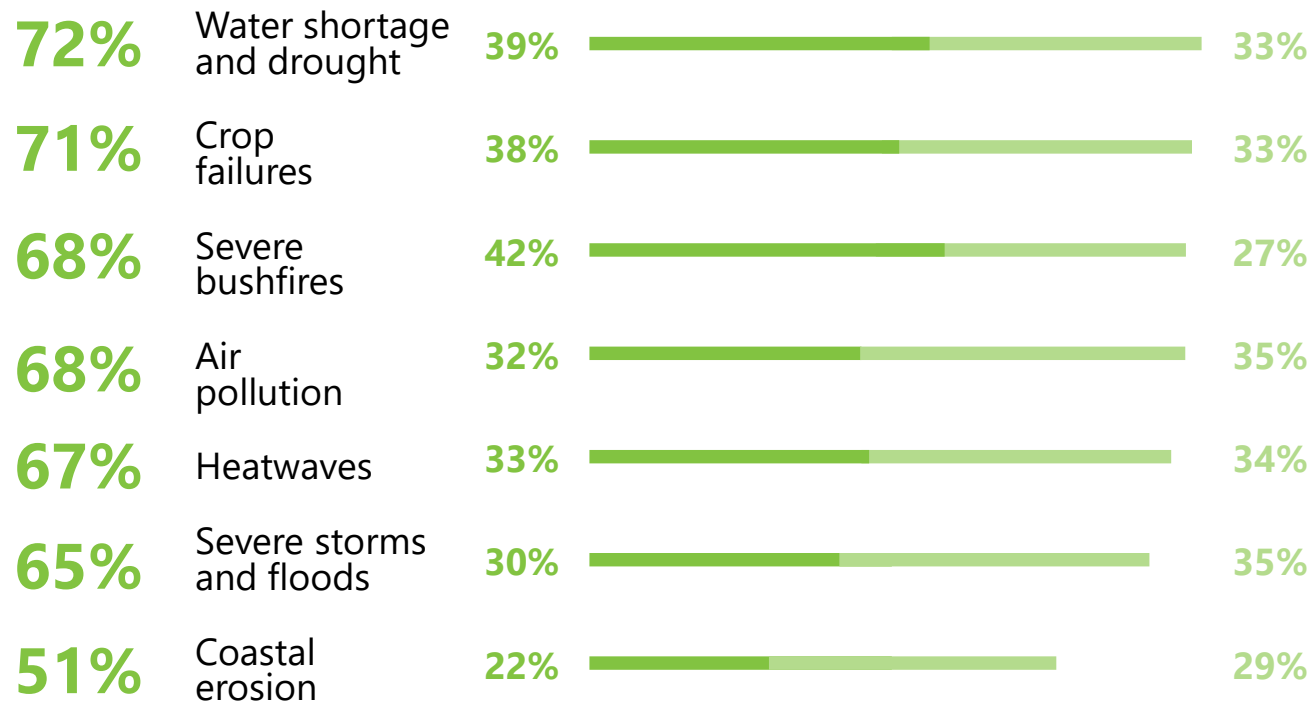
# Concern

about future impacts

**4 in 5**  
**Victorians**



say these weather events are due to the influence of climate change



# Top concerns

about environmental impacts of climate change from each region

**Mallee**  
Crop failure 86%  
Drought 85%

**Wimmera  
Southern  
Mallee**  
Bushfires 84%  
Drought 80%

**Loddon  
Campaspe**  
Bushfires 90%  
Drought 85%

**Oven Murray**  
Bushfires 98%  
Crop failure 86

**Goulburn  
/Hume**  
Bushfires 85%

**Great South  
Coast**  
Coastal  
erosion 63%  
Bushfires 86%

**Central Highlands**  
Crop failure 85%  
Bushfires 86%

**Melbourne**  
Air pollution 72%  
Drought 70%

**Barwon**  
Coastal erosion 69%  
Drought 81

**Gippsland**  
Bushfires 82%



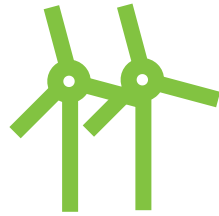


# Leadership – strong support for government action



**78%**  
Support  
target:

Victoria's government  
target of net zero  
emissions by 2050



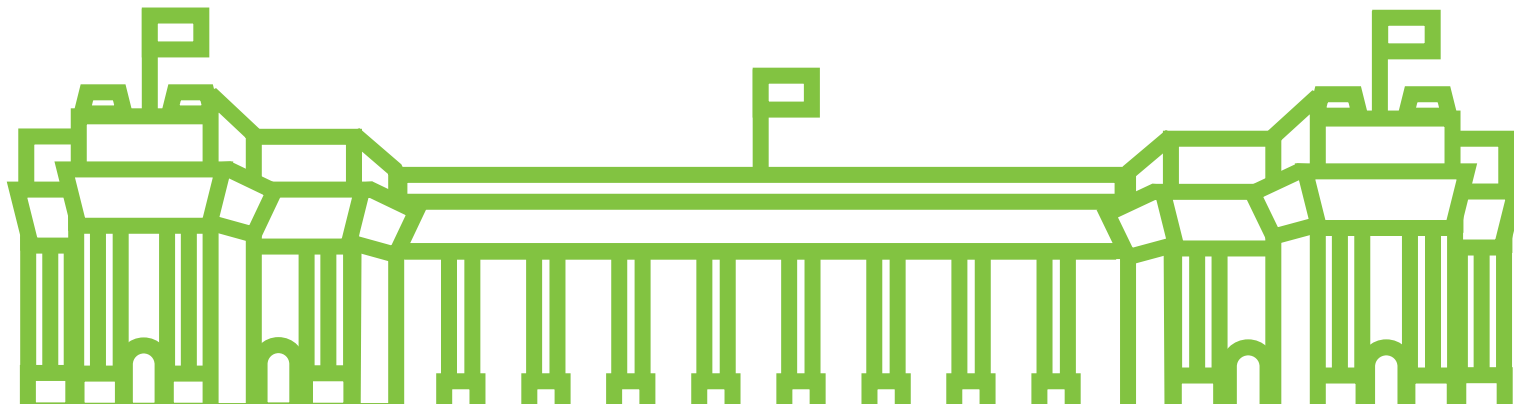
**84%**  
Support  
target:

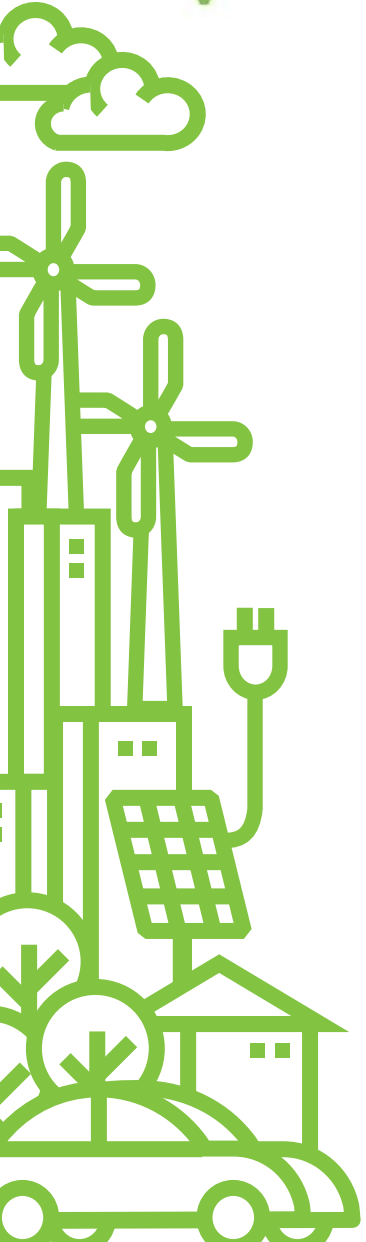
25% of power from  
renewable energy  
sources by 2020 and  
40% by 2025



**79%**  
Are proud:

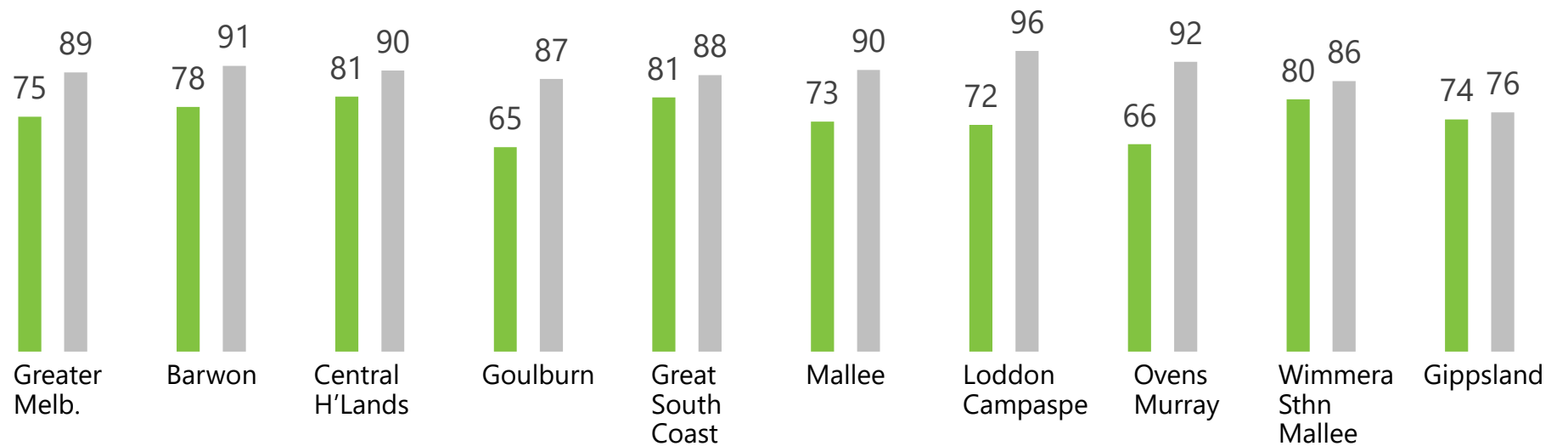
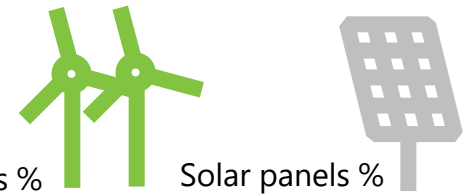
To live in a State that  
is leading the way on  
climate change action





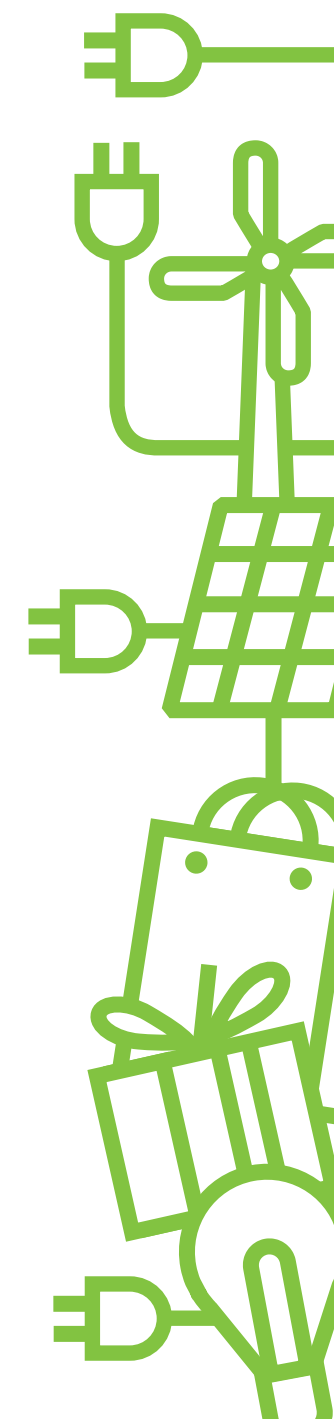
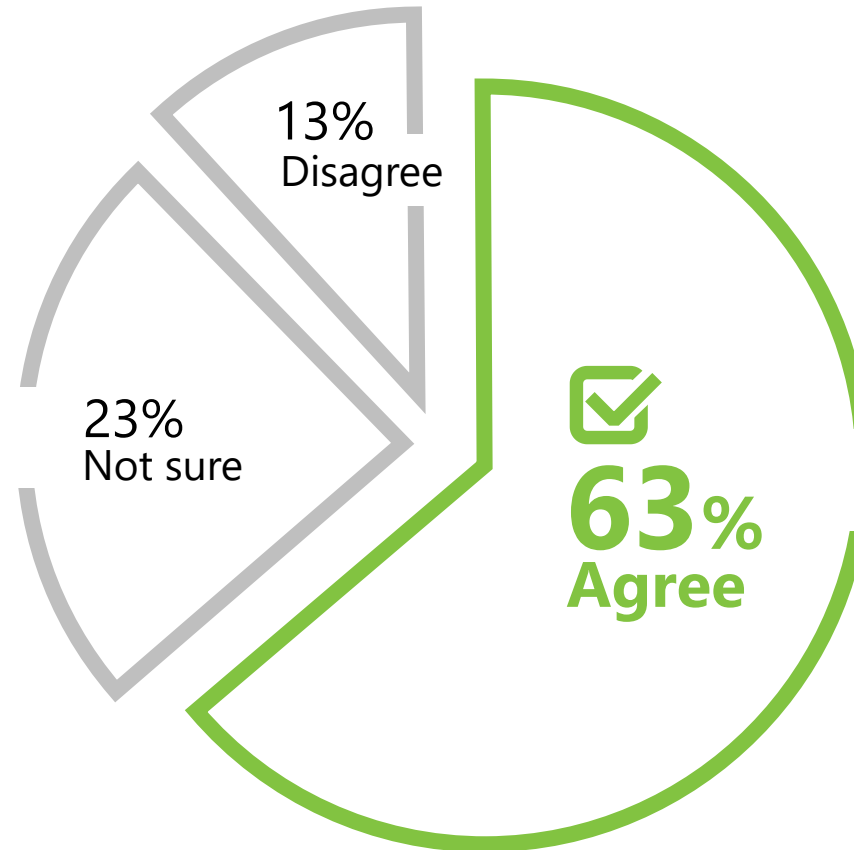
# Regional findings

Support for renewable energy infrastructure consistent across the state



# Household energy efficiency

Agree/disagree that there is a **Direct link** between energy used at home and climate change

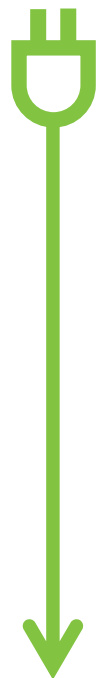




# Household energy efficiency

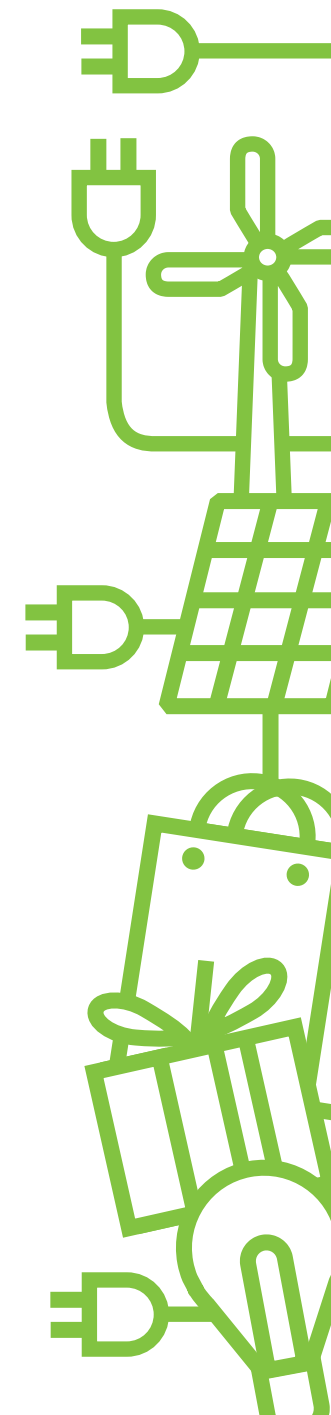
**84%**  
**People are taking  
action to reduce  
energy use**

I do everything that I can 24%  
Doing some thing but could do more 62%



## Motivators

- 60% Financial benefits
- 59% Proof that actions makes difference
- 53% Securing the environment for future generations
- 50% Rebates
- 42% Understanding benefits vs cost
- 40% To feel good about doing my bit
- 38% Health benefits





## 'Everyday' behaviours

'always' or 'often' performed

**75%**

Limit the amount  
of food thrown out

**74%**

Buy household appliances  
with high energy rating

**66%**

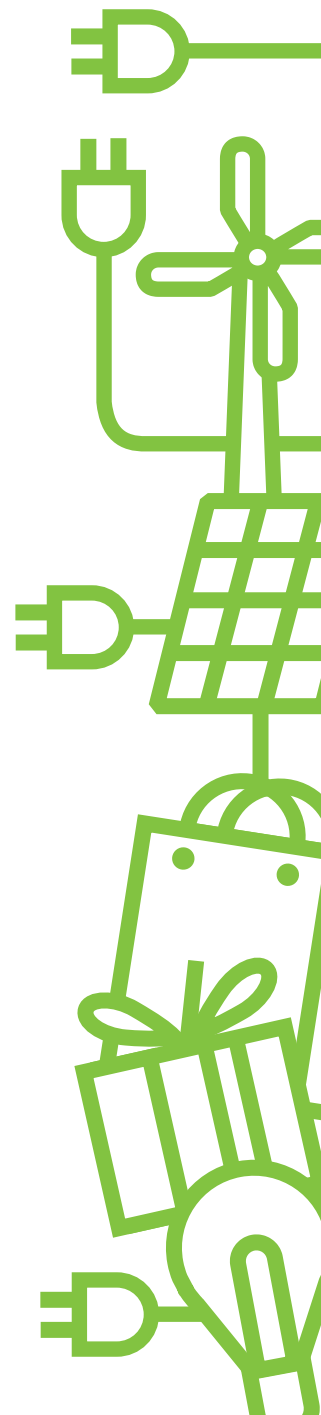
Actively reduce energy  
used for heat/cooling

**37%**

Encourage others to  
adopt pro-climate  
change behaviours

**36%**

Reduce car use





# Purchasing behaviour



Concern about climate change translates into purchasing behaviour

Climate change action is seen as a market differentiator for goods and services



**84%**  
**Agree**

Many actions I can take to help tackle climate change will also help reduce my energy bills



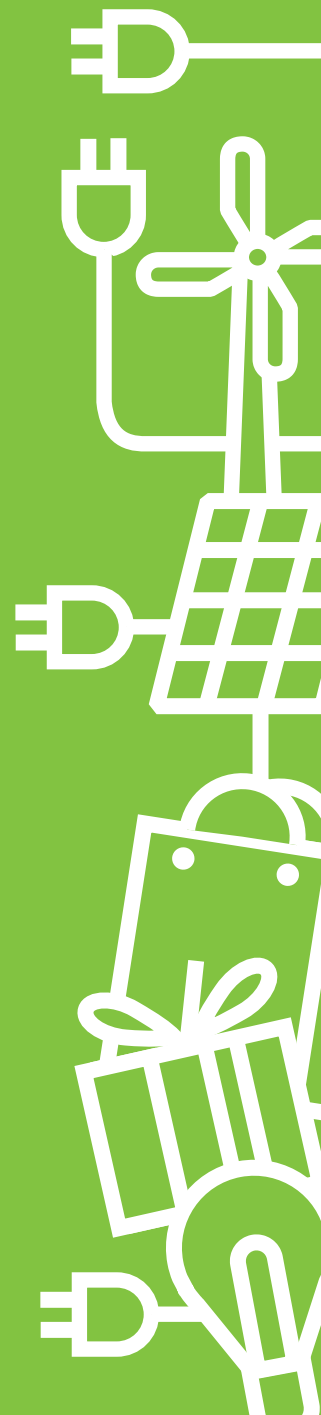
**51%**  
**Always**

Buy household appliances with a high energy rating



**73%**  
**Agree**

They prefer to buy goods and services from businesses that show they care about climate change



# Thank you for viewing

You can read the published  
Key Findings Report [here](#)

