



NSW Community Pulse Long, Hot Summer-2020

Prepared by: Micromex Research
Date: February 2020

Background



Background & Methodology

Why?

- Measure levels of concern and identify how concern has changed over the past 12 months, in regards to community issues.
- Identify how concern differs across demographics and personal experience with natural events.
- Understand how respondents believe they will be personally impacted by climate change.
- Assess the different actions respondents believe the Government should be undertaking in order to help address human induced climate change.

How?

- A total of N=1,786 respondents participated from Micromex's NSW online panel.
- We use a 5 point scale (e.g. 1 = not at all concerned, 5 = very concerned).

When?

- The survey was emailed to participants and available for completion between 14th – 18th February 2020.

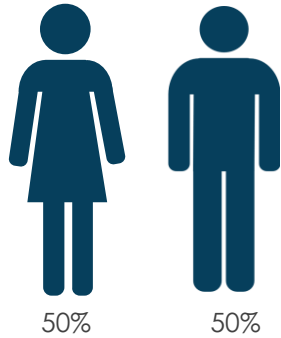


Sample Profile

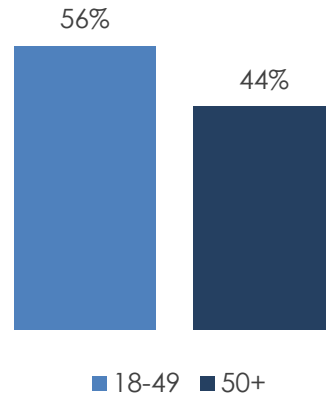


Sample Profile

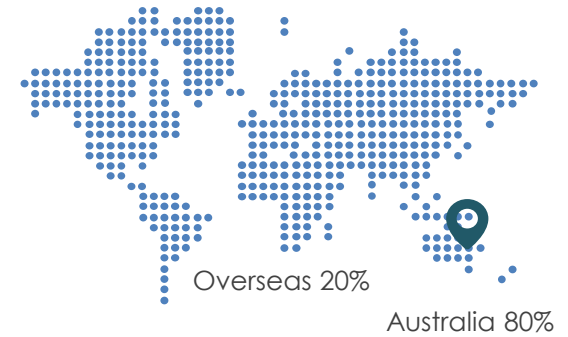
Gender



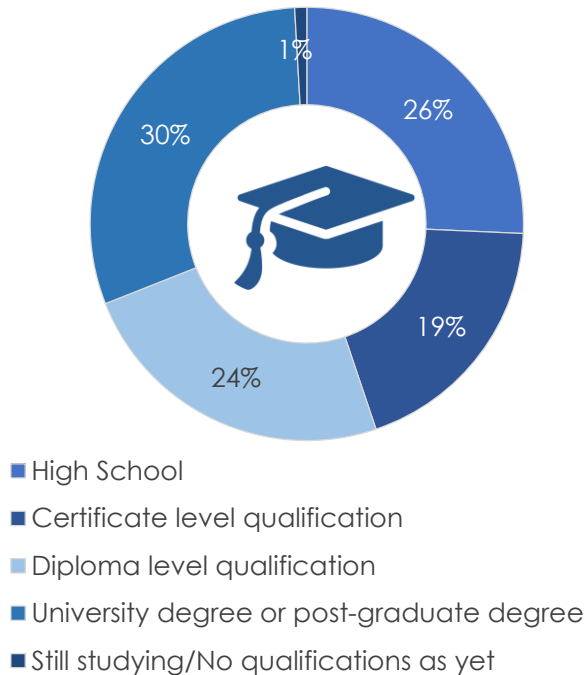
Age



Country of birth



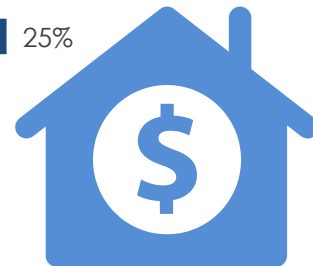
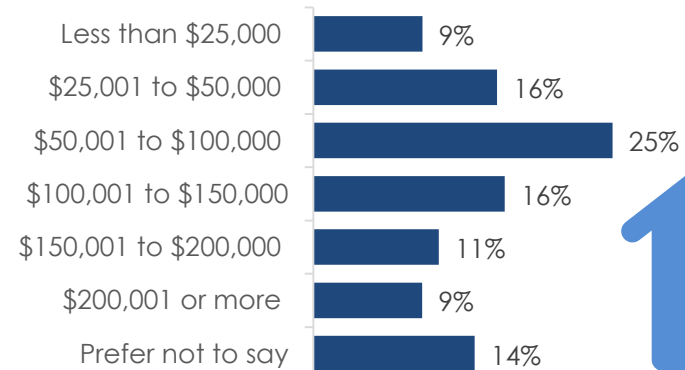
Education



Location



Household income



Key Findings



Key Findings

Micromex usually provide analysis and summaries of the key findings of the research we conduct, to help organisations interpret the data we collect.

We have elected not to do this in the case of “Long, Hot Summer – 2020”

Instead, we have taken the decision to make the underlying data open-source and publicly available. We invite individuals and organisations to evaluate the results and draw their own independent conclusions.

The survey was undertaken to provide an up-to-date understanding of the NSW community’s attitudes on a range of topics, including (but not exclusive to) environmental and climate change-related issues.

The one interpretation of the data Micromex is confident of making: the events of this summer have shifted community perceptions.

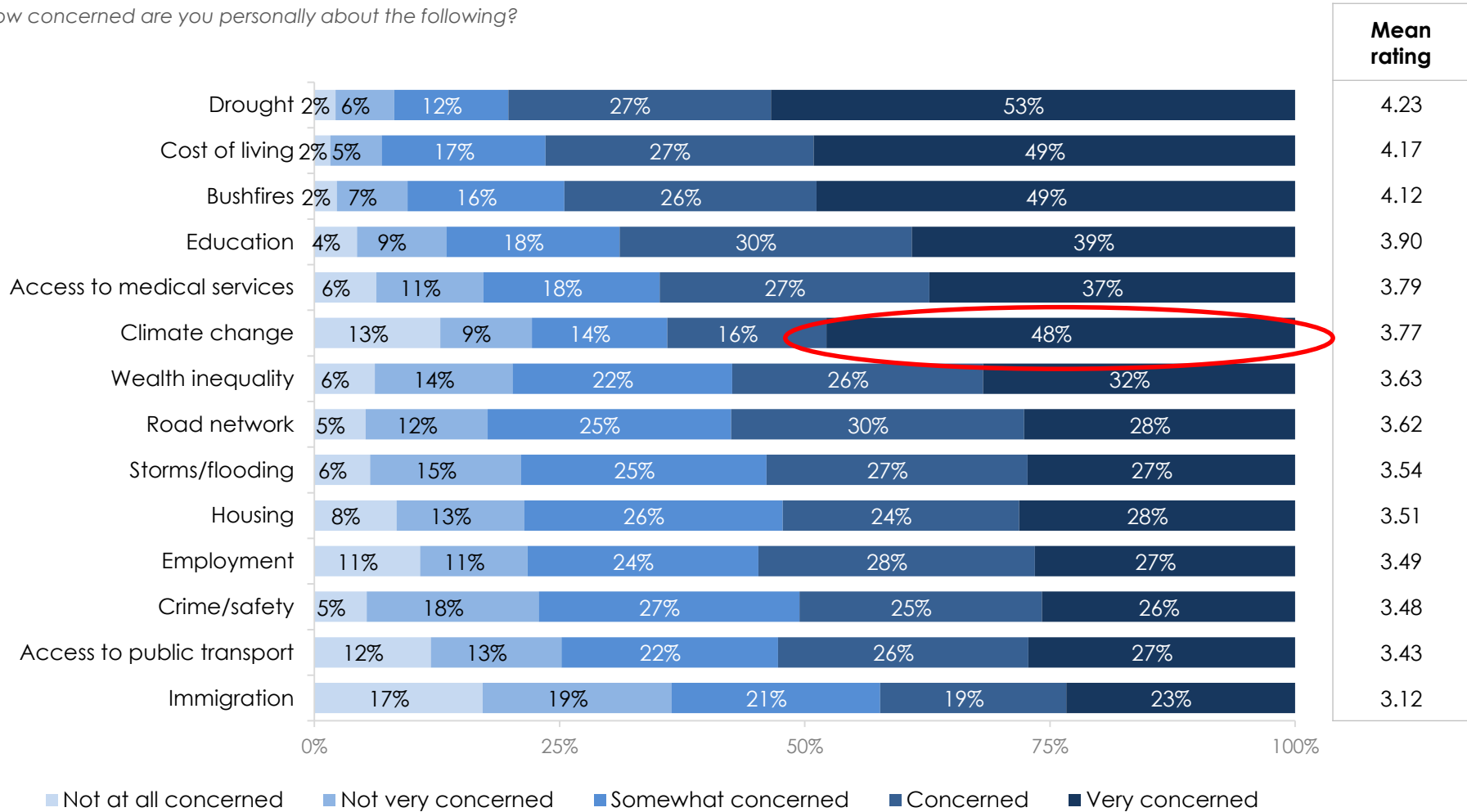


Survey Results



Personally concerned

Q1. How concerned are you personally about the following?



Base: N = min 1,765 to max 1,782 (don't know responses are not included in the above chart)

Scale: 1 = not at all concerned, 5 = very concerned

Respondents were most concerned about drought, the cost of living and bushfires. The issue of climate change was slightly more polarising, the 4th highest proportion (48%) expressing that they are 'very concerned', but in the distribution it drops to 6th, behind education and access to medical services.

Personally concerned

Q1. How concerned are you personally about the following?

	Total Mean N=1,709	Sydney Metro N=1,021	Regional NSW N=689	Under 50 years N=963	Over 50 years N=748	NOT Impacted by natural event N=785	Impacted by natural event N=925	Has a degree N=517	No degree N=1,192
Drought	4.23	4.20	4.28	4.18▼	4.31▲	4.16	4.29	4.18	4.26
Cost of living	4.17	4.18	4.15	4.34▲	3.96▼	4.15	4.19	3.94▼	4.27▲
Bushfires	4.12	4.16	4.04	4.06▼	4.19▲	4.05	4.17	4.07	4.14
Education	3.90	3.87	3.95	3.92	3.88	3.91	3.90	3.84	3.93
Access to medical services	3.79	3.71▼	3.90▲	3.75	3.83	3.79	3.79	3.62▼	3.86▲
Climate change	3.77	3.91▲	3.55▼	3.85▲	3.66▼	3.73	3.80	4.04▲	3.65▼
Wealth inequity	3.63	3.66	3.59	3.67	3.57	3.62	3.64	3.68	3.61
Road network	3.62	3.62	3.63	3.52▼	3.75▲	3.52▼	3.71▲	3.44▼	3.70▲
Storms/Flooding	3.54	3.61▲	3.44▼	3.50	3.60	3.46	3.61	3.52	3.55
Housing	3.51	3.60▲	3.37▼	3.61▲	3.38▼	3.54	3.48	3.51	3.51
Employment	3.49	3.43	3.57	3.64▲	3.29▼	3.44	3.53	3.38▼	3.54▲
Crime/Safety	3.48	3.42▼	3.57▲	3.35▼	3.65▲	3.55	3.42	3.11▼	3.64▲
Access to public transport	3.43	3.58▲	3.21▼	3.40	3.46	3.50	3.37	3.44	3.42
Immigration	3.12	3.10	3.15	2.82▼	3.50▲	3.12	3.12	2.79▼	3.26▲

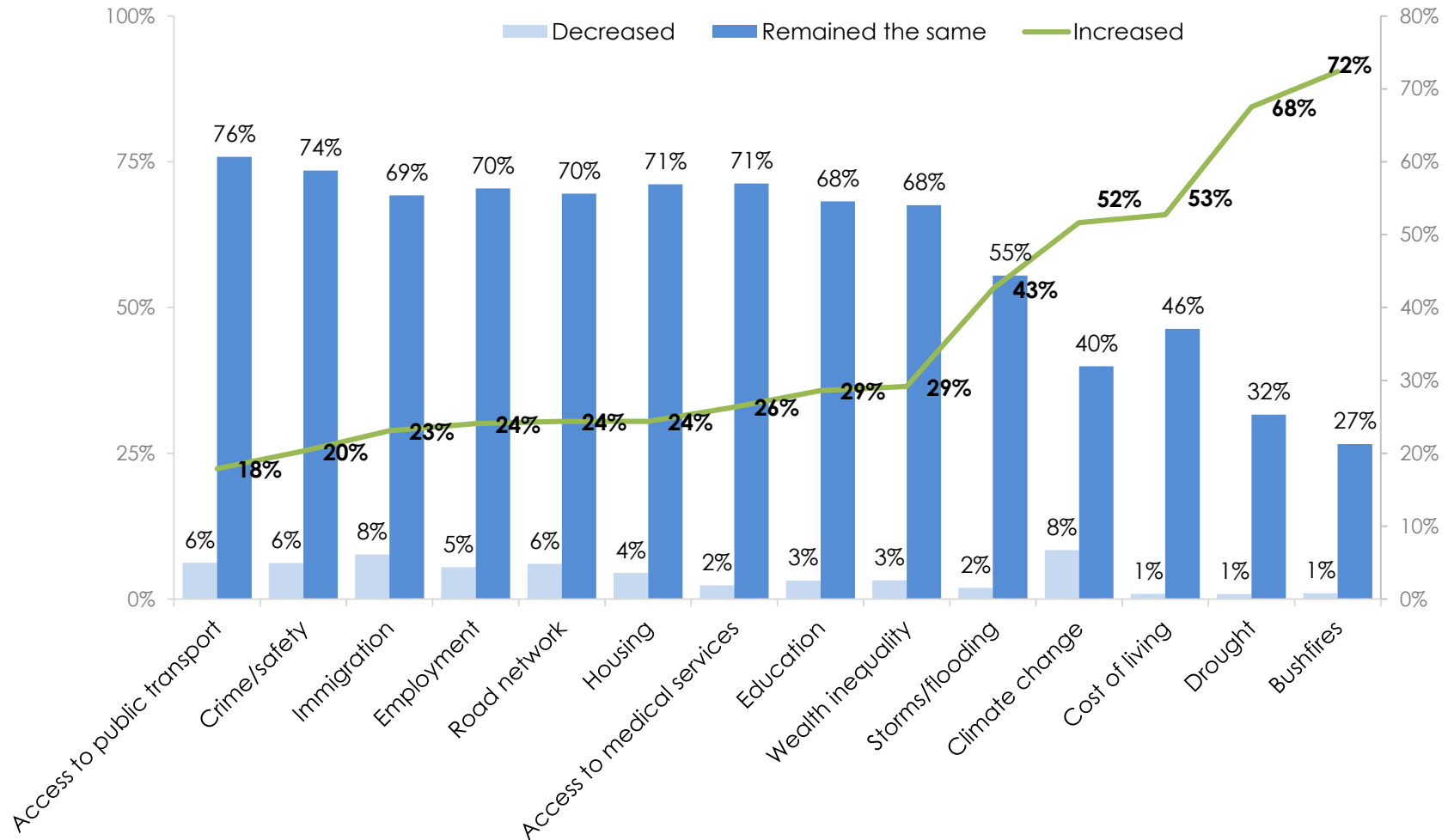
Scale: 1 = not at all concerned, 5 = very concerned
▲ ▼ = A significantly higher/lower level of concern (by group)

Base: N = min 1,765 to max 1,782

Age, location, and level of education seem to play a role in levels of concern.

Changing levels of concern

Q2. In the last 12 months how has your level of concern changed, if at all, with the following?



Base: N = 1,786

Seen on the right hand side of the chart - Environmental issues round out four of the five largest increases in concern.

Increasing concern

Q2. In the last 12 months how has your level of concern changed, if at all, with the following?

	Total % N=1,786	Sydney Metro N=1,066	Regional NSW N=720	Under 50 years N=991	Over 50 years N=795	NOT Impacted by natural event N=825	Impacted by natural event N=961	Has a degree N=538	No degree N=1,248
Bushfires	72%	73%	71%	77%▲	67%▼	67%▼	77%▲	78%▲	70%▼
Drought	68%	68%	67%	72%▲	62%▼	60%▼	74%▲	70%	67%
Cost of living	53%	51%	55%	61%▲	42%▼	47%▼	58%▲	42%▼	58%▲
Climate change	52%	55%▲	47%▼	57%▲	45%▼	49%	54%	61%▲	48%▼
Storms/Flooding	43%	46%▲	37%▼	46%▲	38%▼	38%▼	47%▲	47%▲	41%▼
Wealth inequity	29%	29%	30%	31%	26%	29%	30%	28%	30%
Education	29%	28%	30%	34%▲	22%▼	27%	30%	26%	30%
Access to medical services	26%	22%▼	32%▲	28%	25%	23%▼	30%▲	18%▼	30%▲
Housing	24%	27%▲	20%▼	30%▲	18%▼	25%	24%	23%	25%
Road network	24%	26%	22%	23%	26%	21%▼	27%▲	22%	25%
Employment	24%	24%	25%	29%▲	18%▼	23%	25%	19%▼	26%▲
Immigration	23%	24%	22%	20%▼	27%▲	24%	23%	15%▼	26%▲
Crime/Safety	20%	18%	23%	19%	21%	21%	20%	14%▼	23%▲
Access to public transport	18%	20%	15%	18%	17%	19%	17%	18%	18%

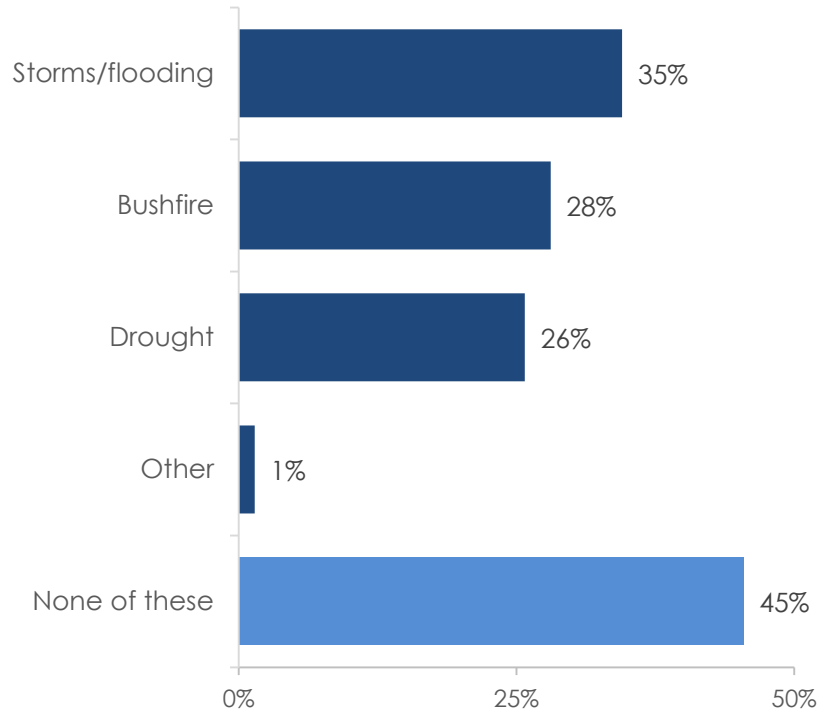
Base: N = 1,786

▲ ▼ = A significantly higher/lower level of concern (by group)

Age, location, level of education and experience have an impact on how much level of concern has increased over the last 12 months..

Impacted by natural events

Q3. In the last 12 months have you or anyone in your household been affected by any of the following natural events?



	Sydney Metro N=1,066	Regional NSW N=720	Under 50 years N=991	Over 50 years N=795	Has a degree N=538	No degree N=1,248
Storms/flooding	38%▲	30%▼	39%▲	29%▼	36%	34%
Bushfire	22%▼	38%▲	30%	26%	29%	28%
Drought	16%▼	40%▲	25%	26%	22%▼	27%▲
Other	2%▲	1%▼	0%▼	3%▲	1%	2%
None of these	51%▲	37%▼	42%▼	50%▲	45%	46%

Base: N = 1,786

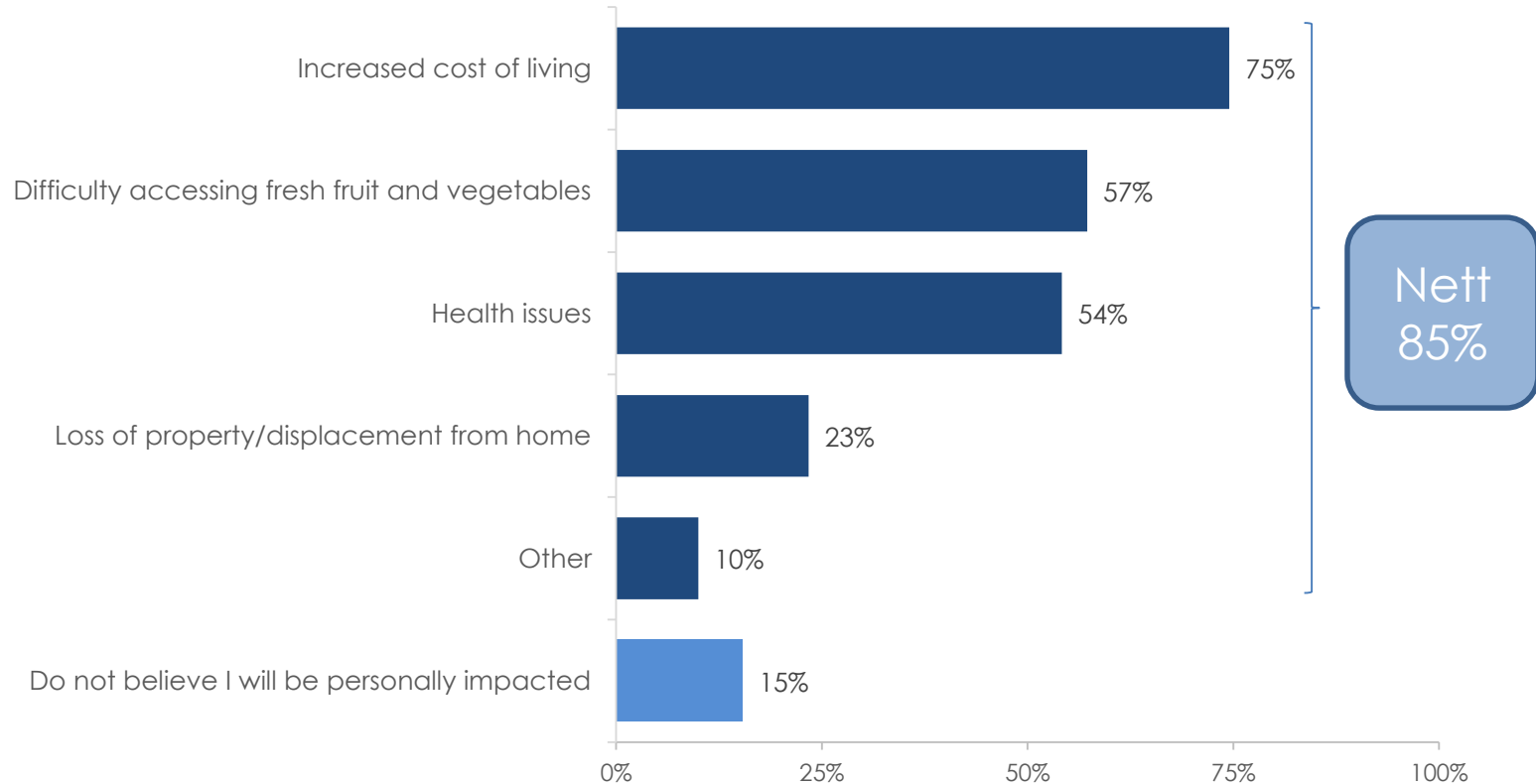
▲ ▼ = A significantly higher/lower level of agreement (by group)

Nearly half (45%) of all participants had been impacted by at least one natural event over the past 12 months.

Not surprisingly, greater impact skews are observed in Regional NSW.

Future impact of climate change

Q4a. How, if at all, do you think you personally may be impacted by climate change in the future?



Base: N = 1,786

**85% indicated that in some way they would be personally impacted by climate change.
Just 15% suggested that they will not be personally impacted.**

Future impact of climate change

Q4a. How, if at all, do you think you personally may be impacted by climate change in the future?

	Total % N=1,786	Sydney Metro N=1,066	Regional NSW N=720	Under 50 years N=991	Over 50 years N=795	NOT Impacted N=825	Impacted by natural event N=961	Has a degree N=538	No degree N=1,248
Increased cost of living	75%	76%	72%	81%▲	67%▼	70%▼	78%▲	76%	74%
Difficulty accessing fresh fruit and vegetables	57%	59%	55%	61%▲	53%▼	56%	58%	62%▲	55%▼
Health issues	54%	56%	51%	58%▲	49%▼	53%	56%	62%▲	51%▼
Loss of property/ displacement from home	23%	24%	22%	31%▲	14%▼	17%▼	29%▲	29%▲	21%▼
Other	10%	10%	10%	11%	9%	8%	11%	16%▲	8%▼
Do not believe I will be personally impacted	15%	14%▼	18%▲	10%▼	22%▲	20%▲	12%▼	12%▼	17%▲

Base: N = 1,786

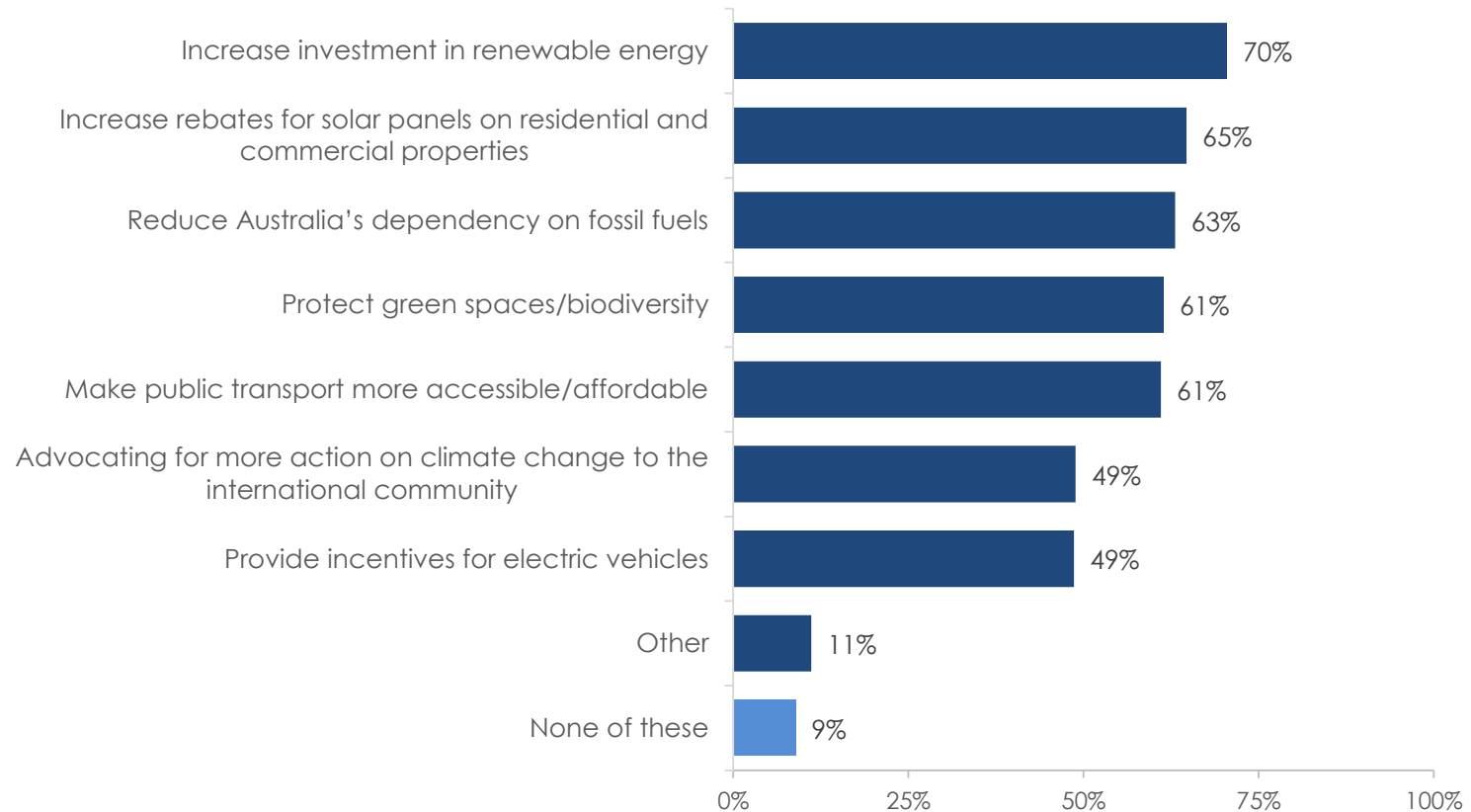
▲ ▼ = A significantly higher/lower level of agreement (by group)

Respondents in Sydney Metro, those under 50 years of age, those that have previously been impacted by a natural event and respondents with a degree level education, were more likely to believe they will be impacted by climate change in the future.

A significant cohort of participants over 50 don't believe they will be personally impacted.

Government intervention

Q4b. Which of the following, if any, do you believe the Government should be doing to help address human induced climate change?



Base: N = 1,786

The clear lesson is that the community want an increase in renewables and a reduced dependency on fossil fuels. Nearly half believe we should be providing leadership on the international stage.

Government intervention

Q4b. Which of the following, if any, do you believe the Government should be doing to help address human induced climate change?

	Total % N=1,786	Sydney Metro N=1,066	Regional NSW N=720	Under 50 years N=991	Over 50 years N=795	NOT Impacted N=825	Impacted by natural event N=961	Has a degree N=538	No degree N=1,248
Increase investment in renewable energy	70%	72%	68%	73%	67%	71%	70%	81%▲	66%▼
Increase rebates for solar panels on residential and commercial properties	65%	67%	61%	68%▲	60%▼	64%	66%	68%	63%
Reduce Australia's dependency on fossil fuels	63%	67%▲	58%▼	68%▲	57%▼	62%	64%	76%▲	57%▼
Protect green spaces/ biodiversity	61%	64%	58%	61%	62%	61%	62%	73%▲	57%▼
Make public transport more accessible/ affordable	61%	66%▲	54%▼	63%	59%	63%	59%	67%▲	59%▼
Advocating for more action on climate change to the international community	49%	51%	45%	49%	49%	49%	49%	57%▲	45%▼
Provide incentives for electric vehicles	49%	54%▲	41%▼	53%▲	44%▼	50%	48%	57%▲	45%▼
Other	11%	11%	12%	11%	11%	9%	13%	14%	10%
None of these	9%	8%	10%	6%▼	12%▲	9%	9%	5%▼	11%▲

Base: N = 1,786

▲ ▼ = A significantly higher/lower level of agreement (by group)

Across all segments there is clearly an expectation that the government should act decisively. Even regionally, there is a majority agreement that we need to reduce our reliance on fossil fuels.

Appendix



About Micromex

Micromex has extensive experience in assisting State and Local Government organisations in undertaking effective attitudinal and behavioural market research. We are the NSW Performance and Management Supplier Panel and the current NSW Transport Surveys & Fieldwork Services Supplier Panel. We are also listed on the Australian Government's Environmental Research and Analysis panel.

Public Sector Community Research Experience

Micromex has extensive experience in assisting government organisations in undertaking effective attitudinal, behavioural and satisfaction market research amongst community members/customers – covering service provision, facilities, communications, social wellbeing and image.

We have worked with almost 100 local governments since March 2010. We have also worked with around 20+ state government departments across the ACT, NSW, QLD and Vic.



Methodology & Sample

Background

This report summarises the results of a Micromex Research community perceptions survey.

Data collection

Micromex Research independently developed the questionnaire.

Data collection period

The survey was emailed to 10,000 members of Micromex's NSW panel, and available online for completion from the 14th – 18th of February.

Sample

Online survey was emailed to 10,000 members of Micromex's community panel (composed of respondents who were previously randomly sampled to participate in our previous telephone surveys). N=1,786 interviews were conducted. A sample size of 1,786 provides a maximum sampling error of plus or minus 2.3% at 95% confidence. This means that if the survey was replicated with a universe of N=1,786 participants, that 19 times out of 20 we would expect to see the same results, i.e. +/- 2.3%.

Data analysis

The data within this report was analysed using Q Professional.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.





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