



Australian Government
Department of Climate Change

Ms Sharon Grierson MP
Committee Chair
Joint Committee of Public Accounts and Audit
Parliament House
CANBERRA ACT 2600

Dear Ms Grierson

Thank you for your letter of 28 October 2009 regarding the questions I took on notice during my appearance at the Joint Committee of Public Accounts and Audit on 9 September 2009.

I apologise for the delay in the provision of responses to the questions taken on notice. The responses to these questions are enclosed.

Yours sincerely

Dr Martin Parkinson
Secretary

November 2009



thinkchange

GPO Box 854 Canberra ACT 2601 Tel: 02 6159 7000 www.climatechange.gov.au

Joint Committee of Public Accounts and Audit
Role of the Auditor-General in scrutinising government advertising
ANSWER TO QUESTION ON NOTICE
Prime Minister and Cabinet Portfolio
Department of Climate Change
9 September 2009

QoN: 1

Question: (Senator)

Senator BARNETT- In relation to the evidence that supports the views you have on your website and the propositions made in the climate change advertisement, can you provide the evidence, supporting material or information which says that information on the climate change advertisements is fact.

Answer:

- The following documents provide evidence and support in relation to the statements concerning the science of climate change and its impacts on Australia which were made in the Climate Change Householder Action Campaign:
 - *Climate Change 2007: Impacts, Adaptation and Vulnerability* (The Intergovernmental Panel on Climate Change's Fourth Assessment Report);
 - *Stern Review on the Economics of Climate Change* (2006);
 - *The Garnaut Climate Change Review* (2008); and
 - *Stronger Evidence but New Challenges: Climate Change Science 2001-2005* (2006).
- The above is not an exhaustive list of documents containing evidence to support statements made concerning the science of climate change or its impacts on Australia. However, each of the aforementioned publications has an extensive reference list that identify publications which further support the claims put forward in the Climate Change Householder Action Campaign.

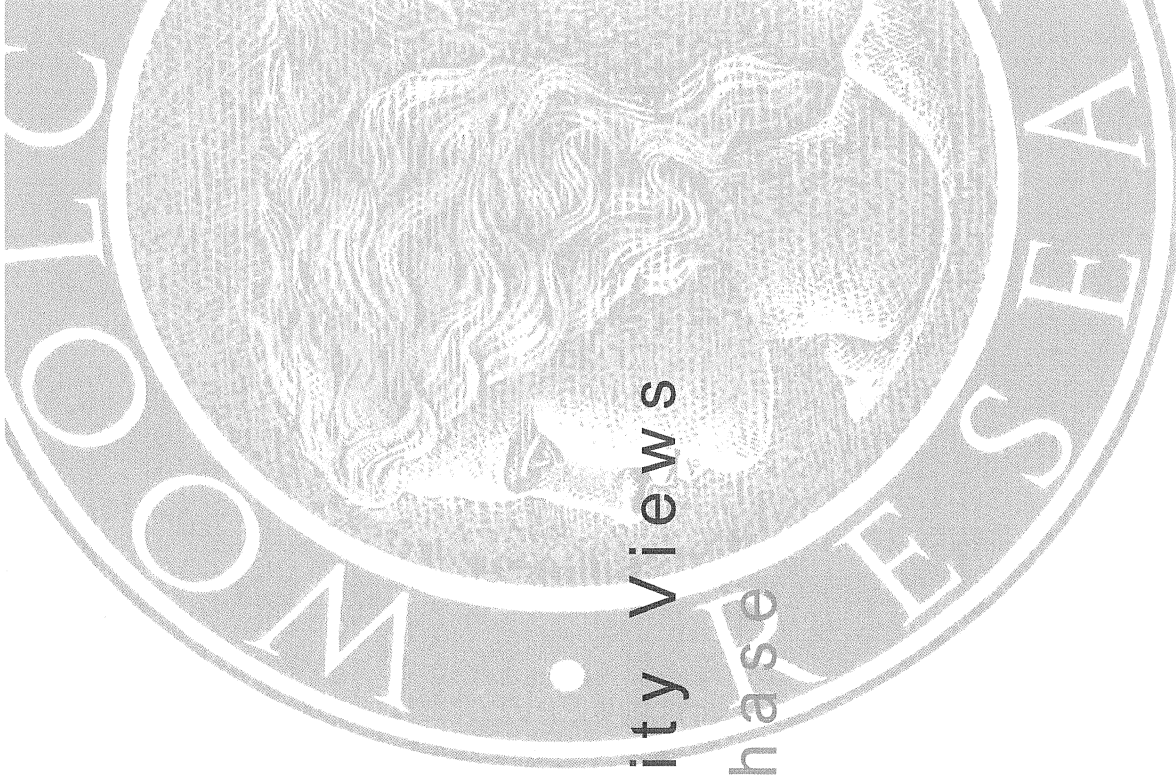
QoN: 2, 3 & 4

Question: (Senator)

Senator BARNETT – In relation to the Climate Change Householder Action Campaign. Did you do any opinion polling or market analysis prior to preparing the advertisement?

Answer:

- Market research was conducted by the Department in July 2008 to guide the development of the Climate Change Household Action Campaign including the development of the television advertisement. A copy of this research, which was conducted by Woolcott Research on behalf of the Department, is at [Attachment A](#).



Climate Change Community Views Quantitative Omnibus Phase

Prepared for:
The Department of Climate Change

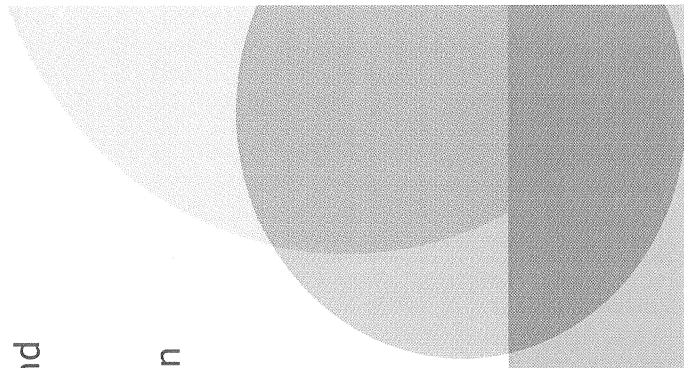
July 2008

Contacts: Karyn Wong kwang@woolcott.com.au, Helen Laverick hloverick@woolcott.com.au and Jacky Heath jheath@woolcott.com.au
Job No: 7598-G

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Methodology

- This study was conducted using the OmniAccess Consumer service between the 4th – 6th July 2008.
- The questions for the Department of Climate Change were run for all respondents aged 16+ nationally, excluding specified industry professions such as Media, Government etc. (n=879)
- Following completion of interviewing, the data was weighted by age, gender and location to reflect the latest ABS population estimates.
- This document contains details of the methodology and a graphical presentation of the topline findings.



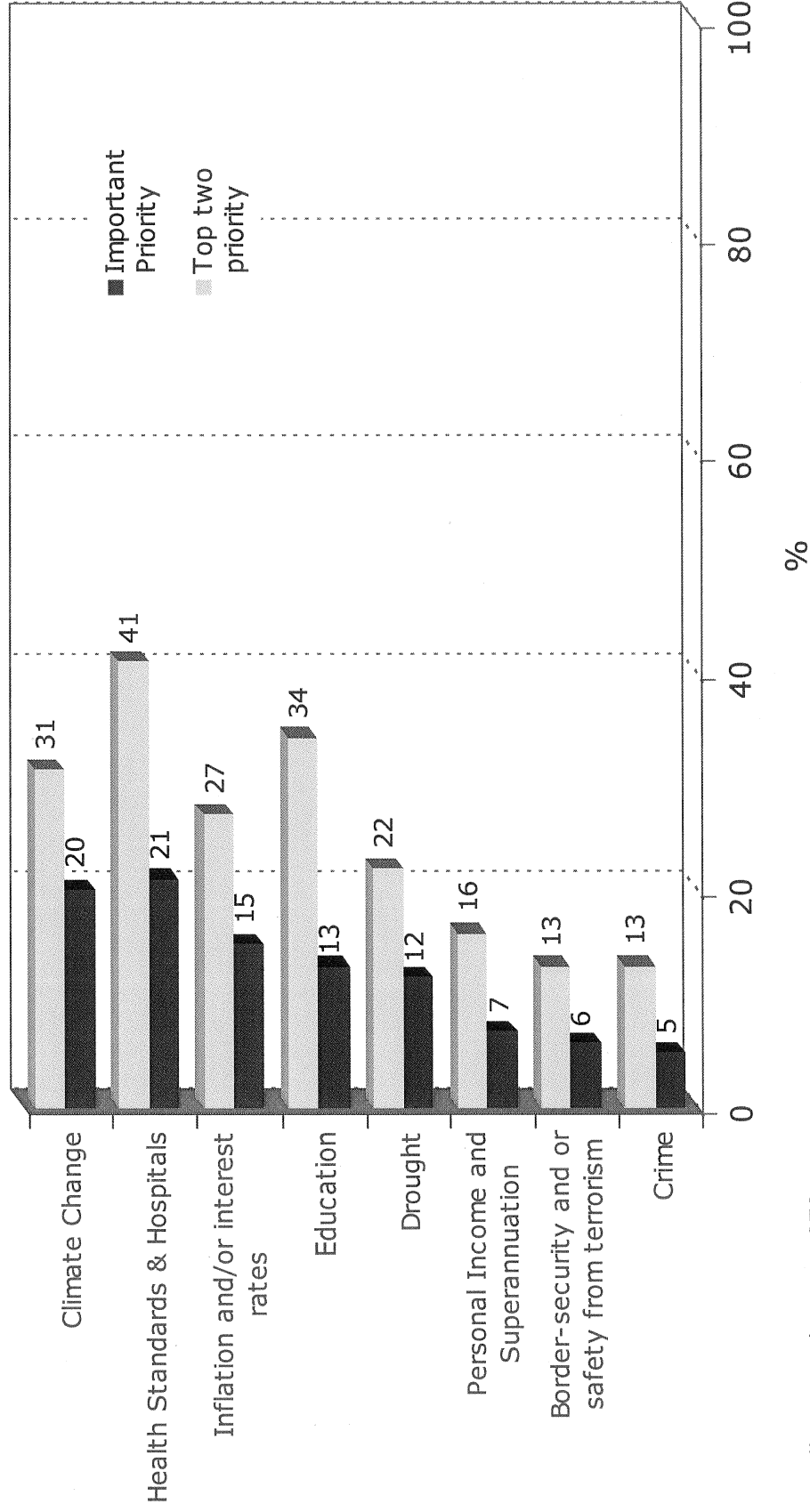
Methodology Cont...

- Interviewing was conducted in-house using CATI (Computer assisted telephone interviewing) with numbers generated using Random Digit Dialing software,
- Quotas were applied to sample and interviews were split between males and females within each geographical area.

	<u>Capital City</u>	<u>Rest of State</u>	<u>Total</u>
NSW	240	100 (incl.ACT)	340
VIC	180	60	240
QLD	70	70	140
SA	70	40	110
WA	70	40	110
TAS	-	-	40
NT	-	-	20
		Total Sample Size	1,000

Priority of Issues Facing Australia

Q1a) I'm going to read you out a list of issues facing Australia and I'd like you to tell me which one is most important in your mind right now? ROTATE. READ OUT. SR b) And which is second most important in your mind right now?



Base: All Respondents n=879

Priority of Issues Facing Australia – Top 3 by Age

Q1a) I'm going to read you out a list of issues facing Australia and I'd like you to tell me which one is most important in your mind right now? ROTATE. READ OUT. SR b) And which is second most important in your mind right now?

16 – 24 year olds

1 st	Education 38%
2 nd	Inflation/Interest rates 31%
3 rd	Climate Change 31%

25 – 34 year olds

1 st	Education 42%
2 nd	Health Standards & Hospitals 41%
3 rd	Inflation/Interest rates 32%

35 – 44 year olds

1 st	Climate Change 38%
2 nd	Education 37%
3 rd	Health Standards & Hospitals 36%

45 – 54 year olds

1 st	Health Standards & Hospitals 42%
2 nd	Education 33%
3 rd	Climate Change 30%

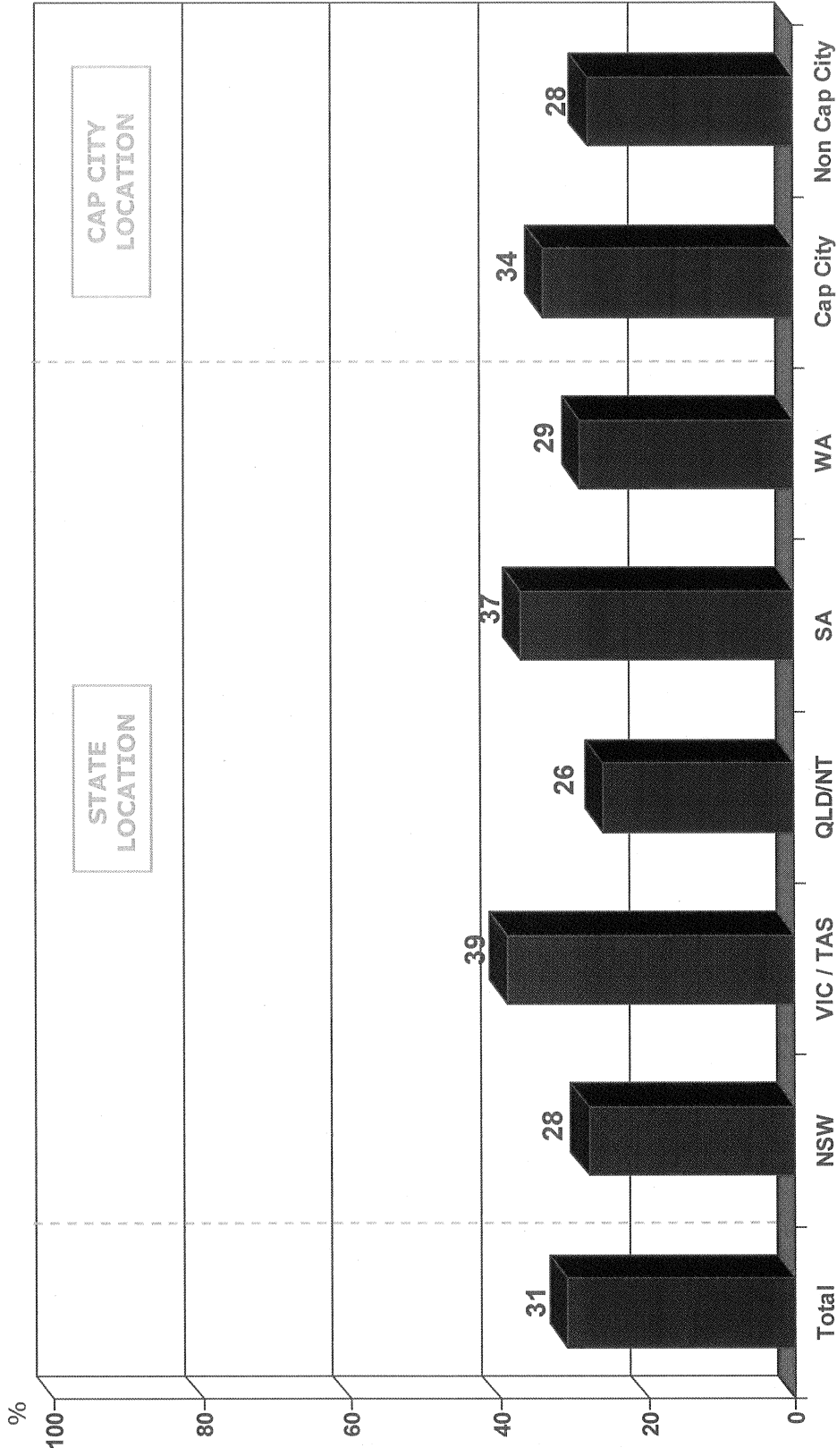
55+ year olds

1 st	Health Standards & Hospitals = 51%
2 nd	Climate Change 29%
3 rd	Drought 27%

Base: All Respondents n=879

The Priority of Climate Change - by Location

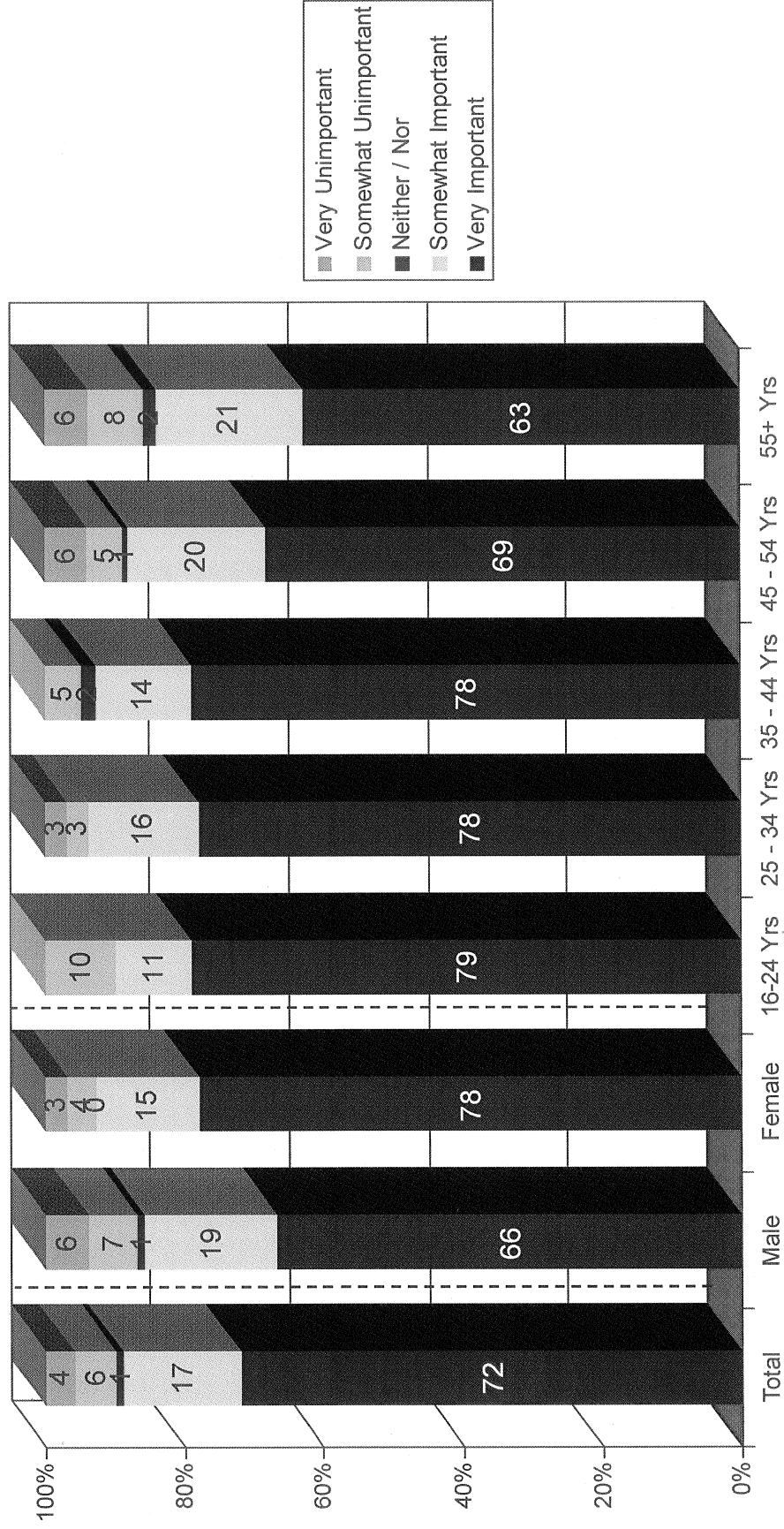
Q1a) I'm going to read you out a list of issues facing Australia and I'd like you to tell me which one is most important in your mind right now? ROTATE. READ OUT. SR b) And which is second most important in your mind right now?



Base: All Respondents n=879

Importance of Addressing Climate Change – By Age / Gender

Q2. Focussing for a moment on climate change, in your opinion how important is it, that climate change be addressed? Would you say its important or unimportant? Would that be very or somewhat?

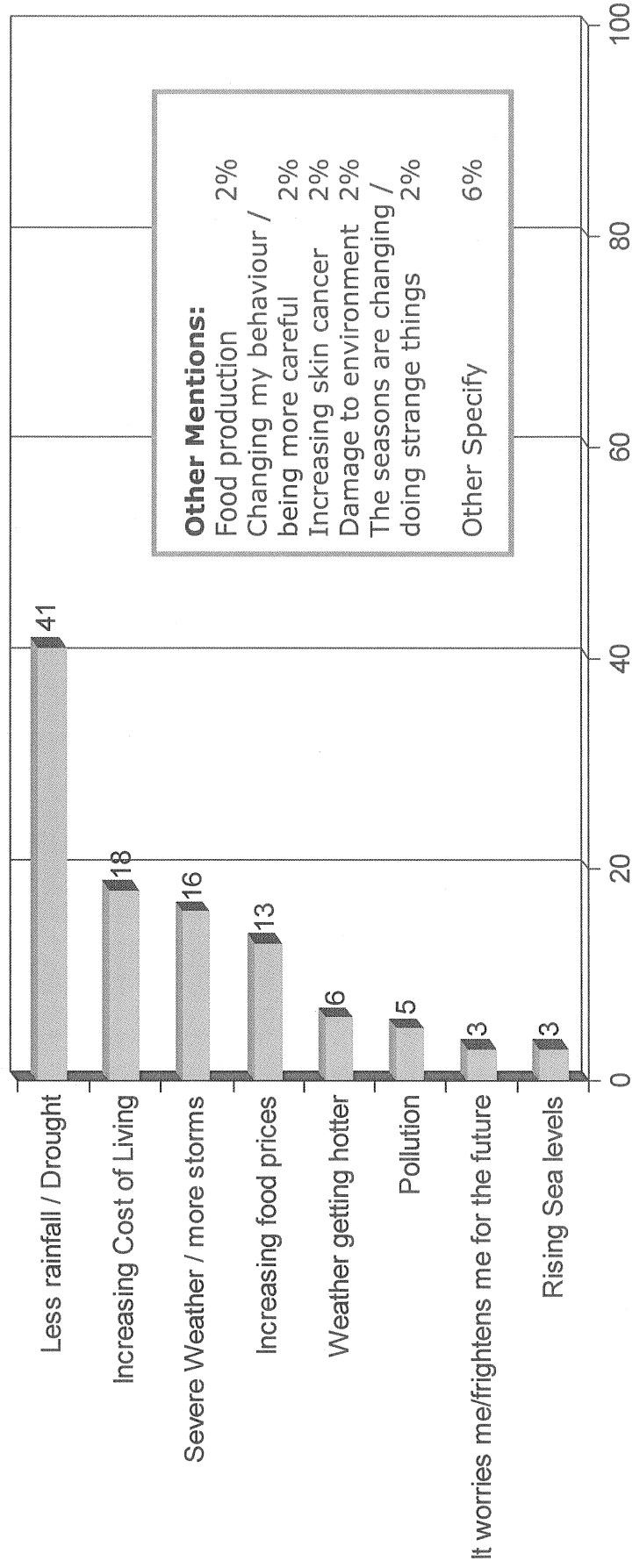


Base: All Respondents n=879

Perceived Effects of Climate Change - Unaided

Q3 a) Just in Australia, in what ways do you think climate change is affecting you? DNRO. PROBE FULLY. MR

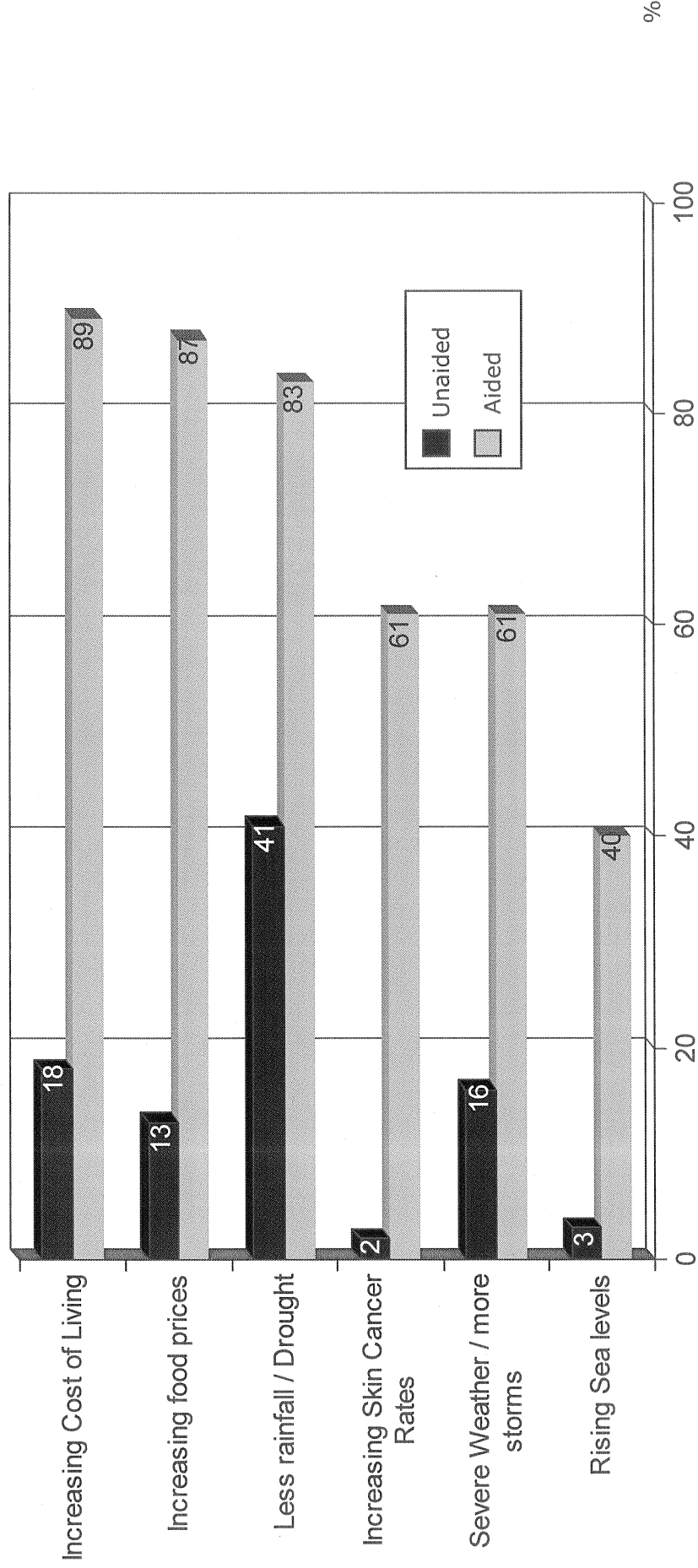
23% of respondents could *not* name an effect of Climate Change in an unaided sense



Base: All Respondents n=879

Perceived Effects of Climate Change – Unaided + Aided

Q3a) Just in Australia, in what ways do you think climate change is affecting you? DNRO. PROBE FULLY. MR b) And which of these ways would you say climate change is affecting you? READ OUT. WAIT FOR A YES /NO AFTER EACH.

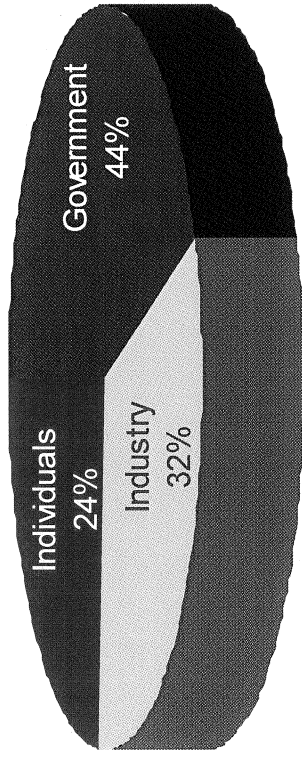


Base: All Respondents n=879

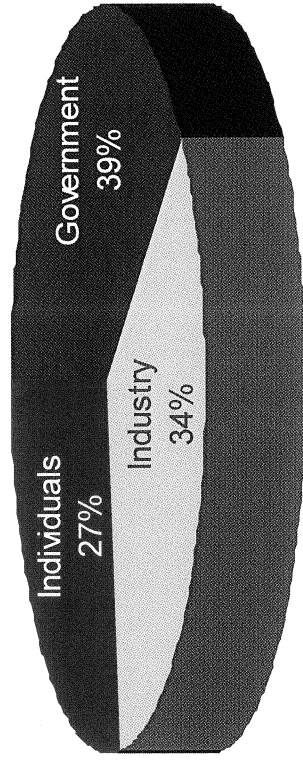
Responsibility for Addressing Climate Change

Q4. Thinking now about who has responsibility for addressing climate change, in your opinion, where do you think the main responsibility lies for successfully addressing climate change in percentage terms between [READ OUT, ROTATE]? ENTER A PERCENTAGE FOR EACH MUST ADD UP TO 100%

Total (n=879)



Neutral/low Climate Change Concern (n=95)

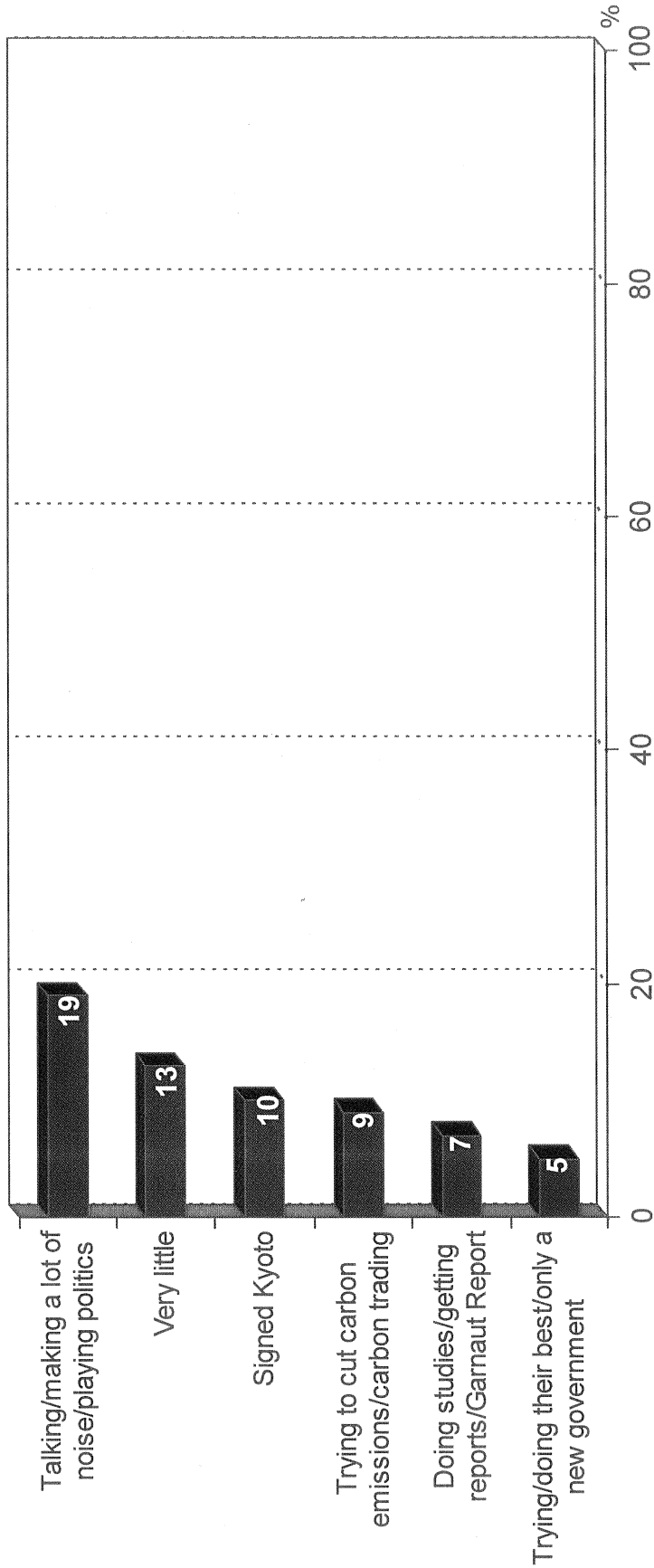


High Climate Change Concern (n=632)



Perceived Action by Government

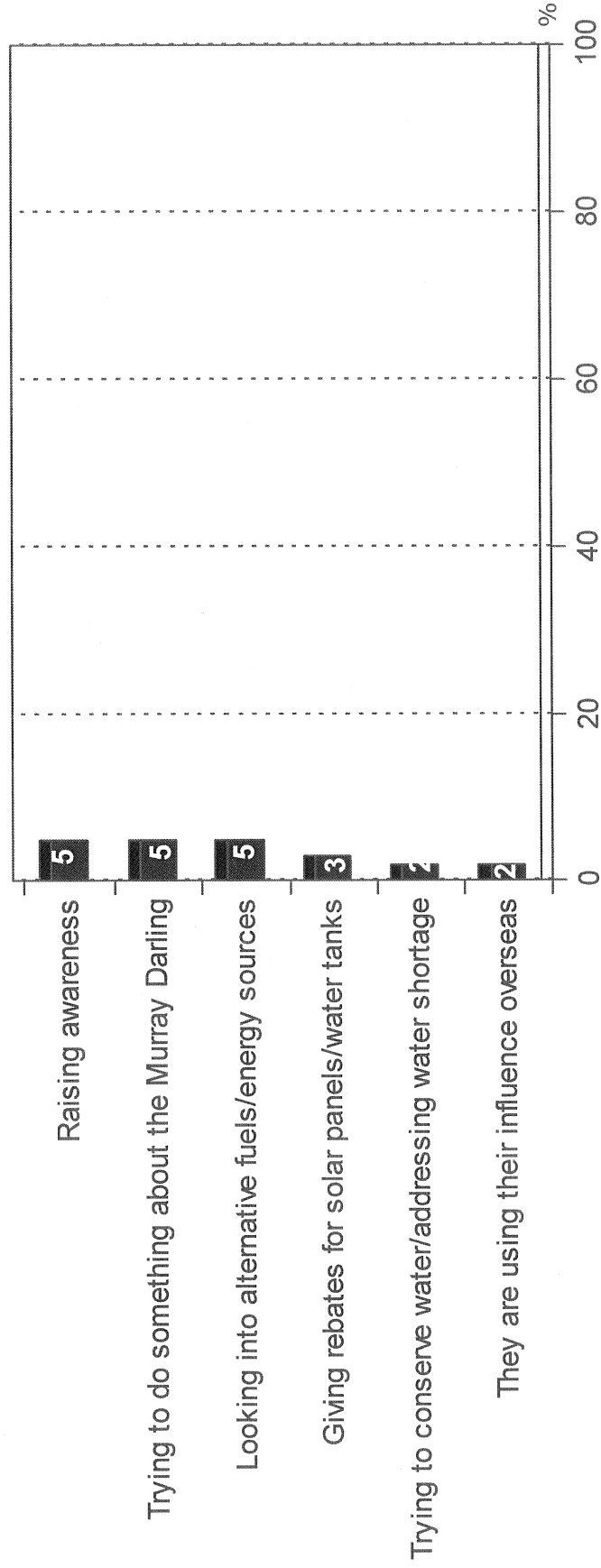
Q5. In your own words could you tell me what, if anything, you think the Government is doing about climate change at present? What else are they doing? OPEN RESPONSE PROBE FULLY.



Base: All Respondents n=879

Perceived Action by Government Cont.....

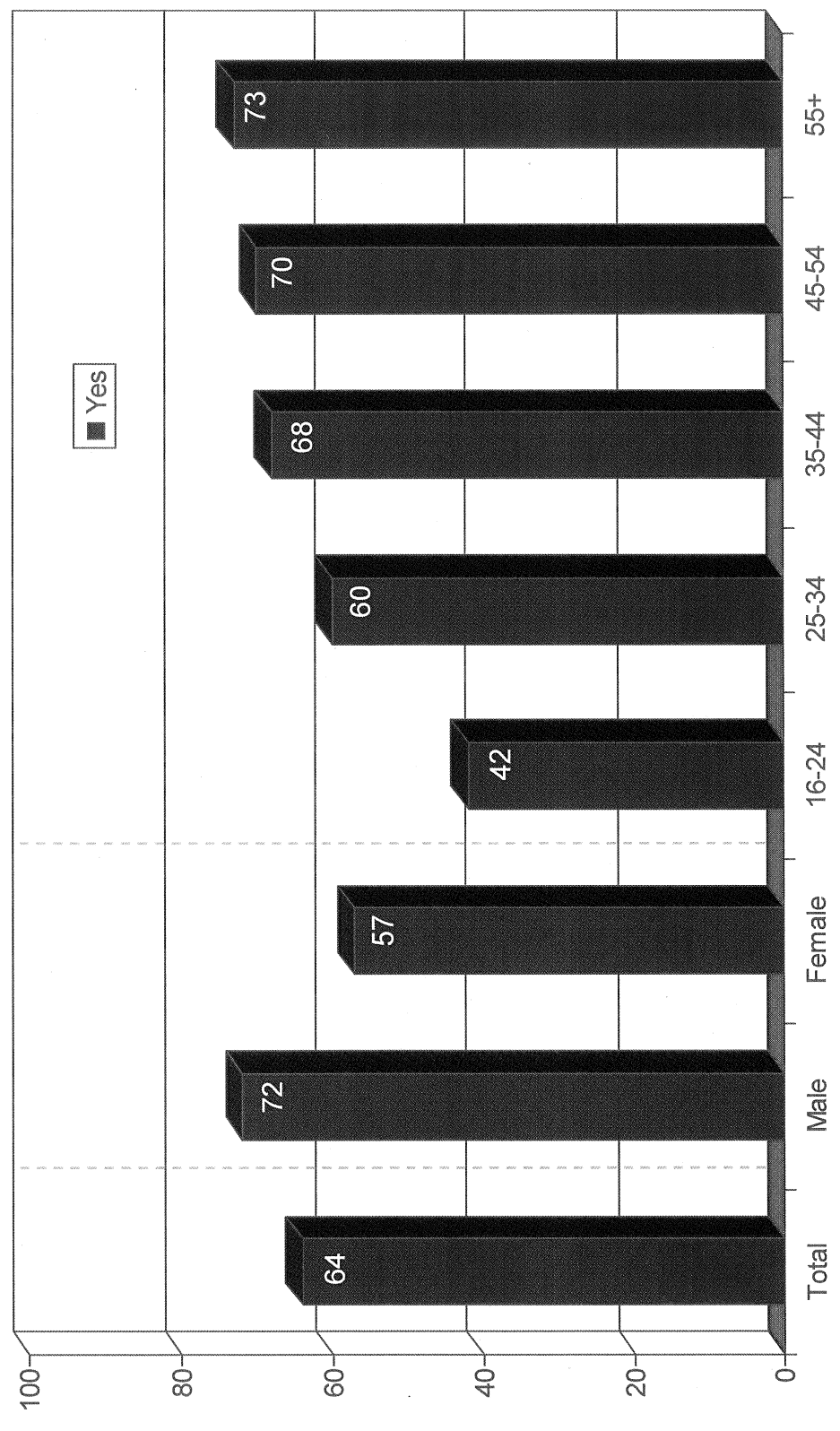
Q5 In your own words could you tell me what, if anything, you think the Government is doing about climate change at present? What else are they doing? OPEN RESPONSE PROBE FULLY.



Base: All Respondents n=879

Awareness of Emissions Trading Scheme by Age & Gender

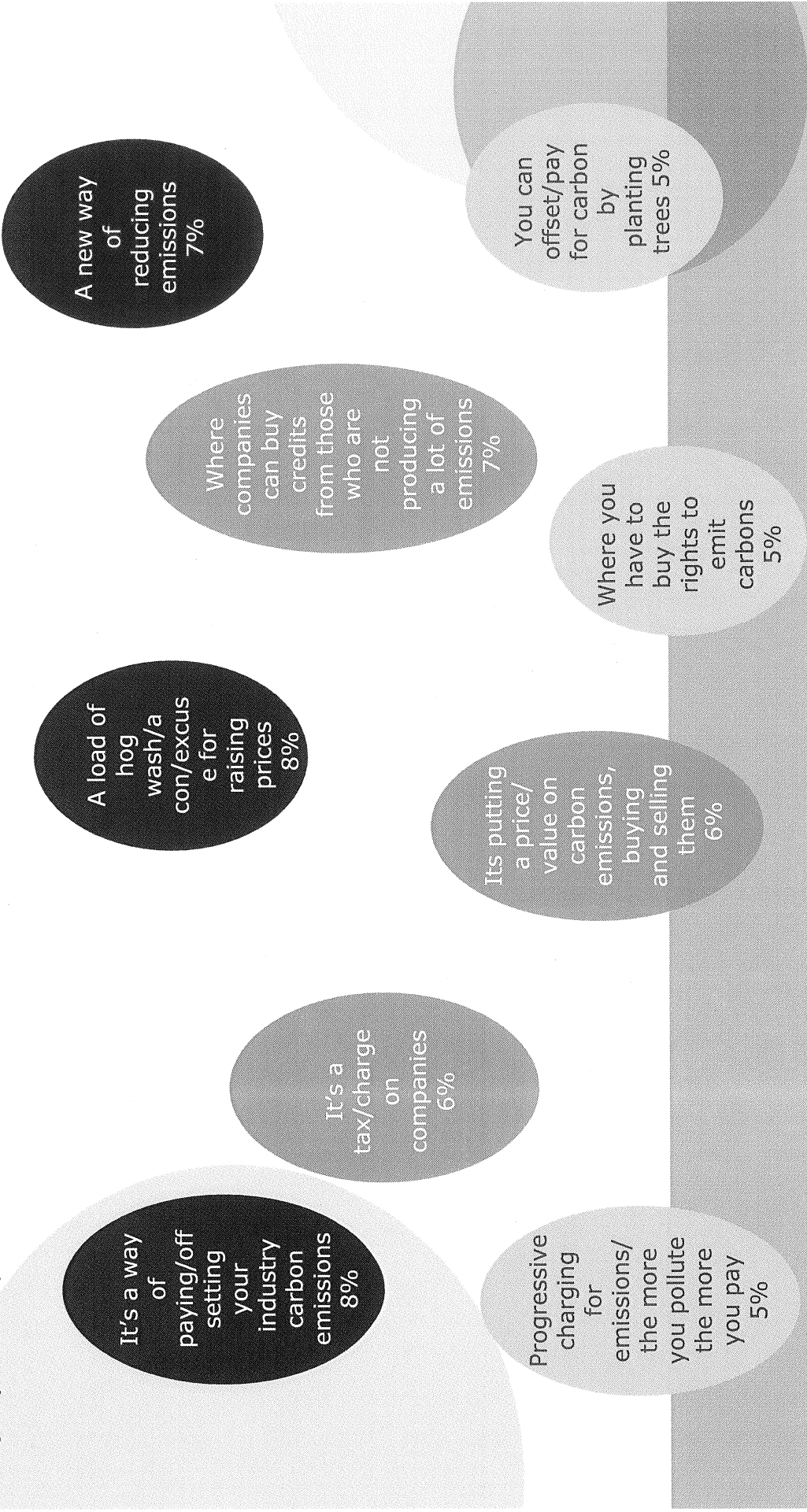
Q6. a) Before today had you heard of an 'Emissions Trading Scheme' or ETS?



Base: All Respondents n=879

Definitions of Emissions Trading

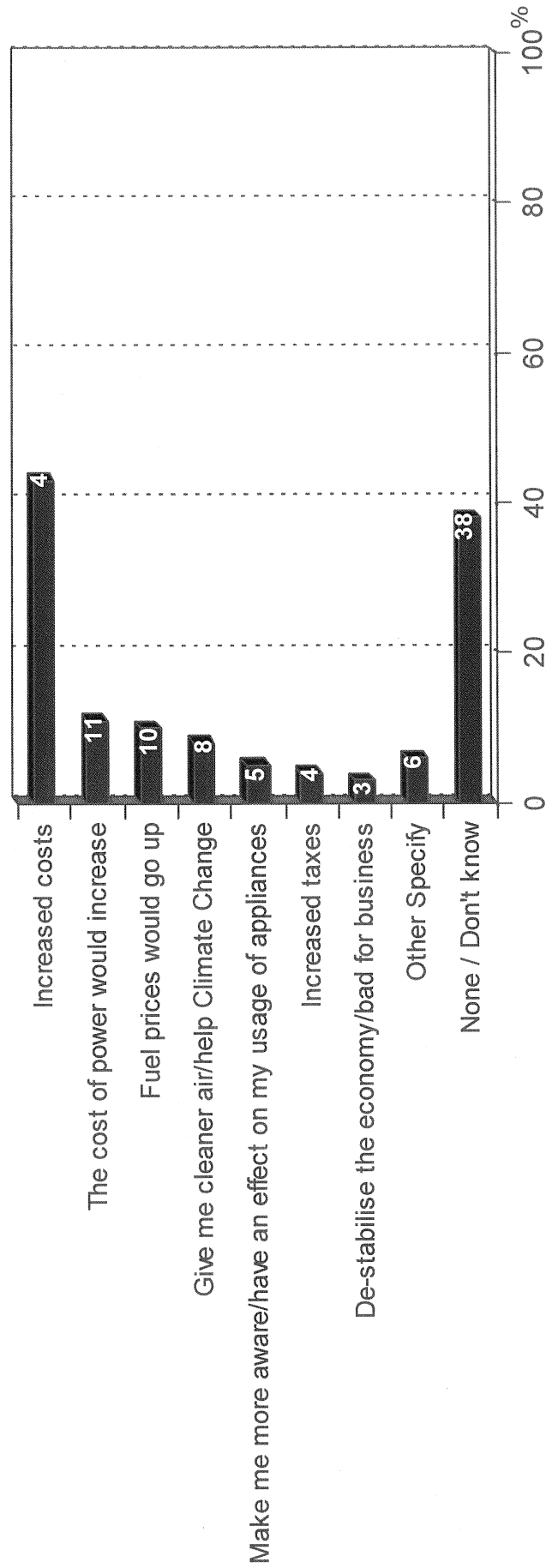
Q6. b) What do you think an Emissions Trading Scheme is?



Base: Respondents aware of Emissions Trading scheme (n=568)

Perceived Impact of an Emissions Trading Scheme

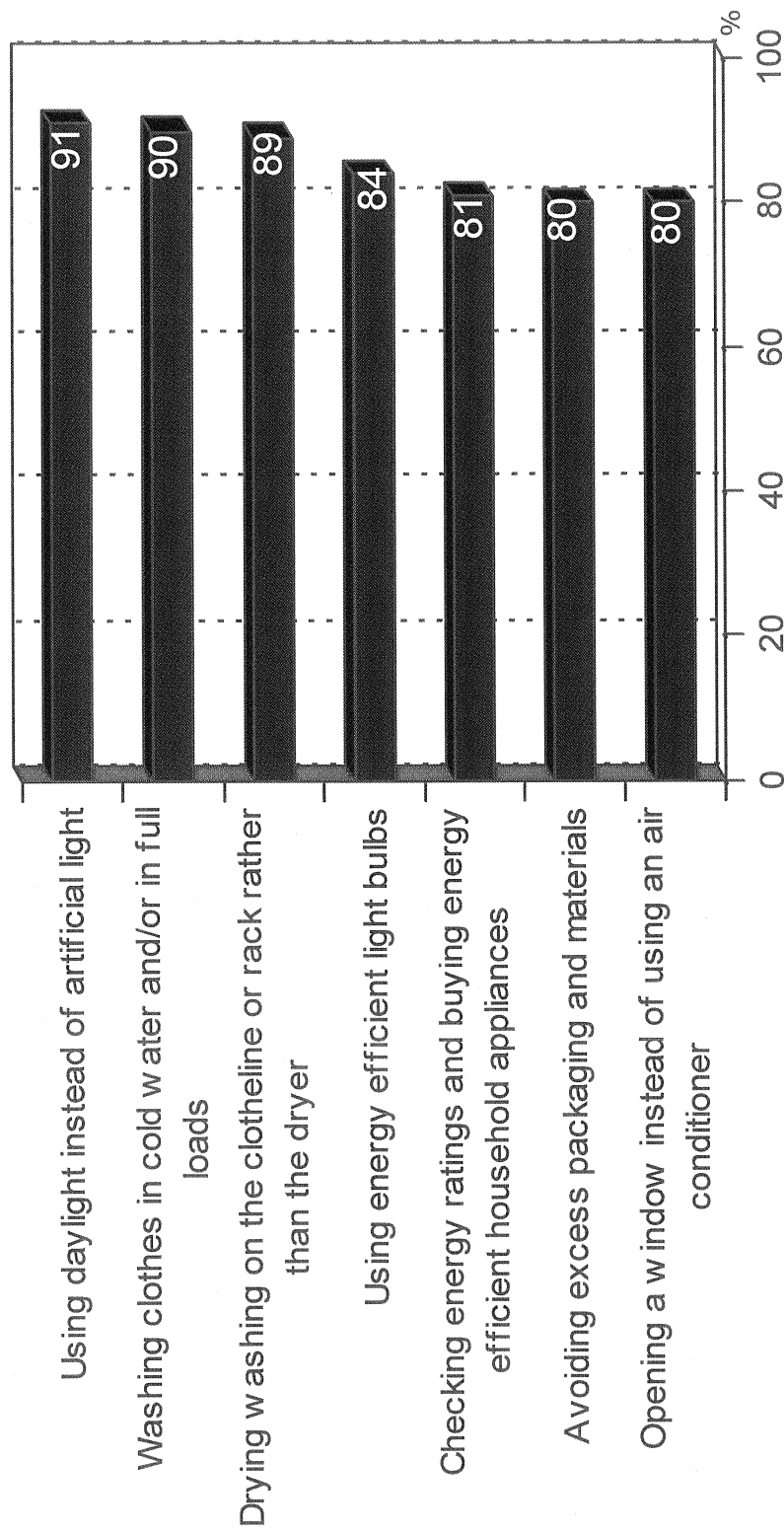
Q6. c) If Australia was to introduce an Emissions Trading Scheme, how do you think it might affect you?



Base: Respondents aware of Emissions Trading scheme (n=568)

Individual/household Action in Relation to Climate Change

- a) Which of these things, if any, relating to climate change, are you doing currently? If they don't apply to you please just say so. So firstly

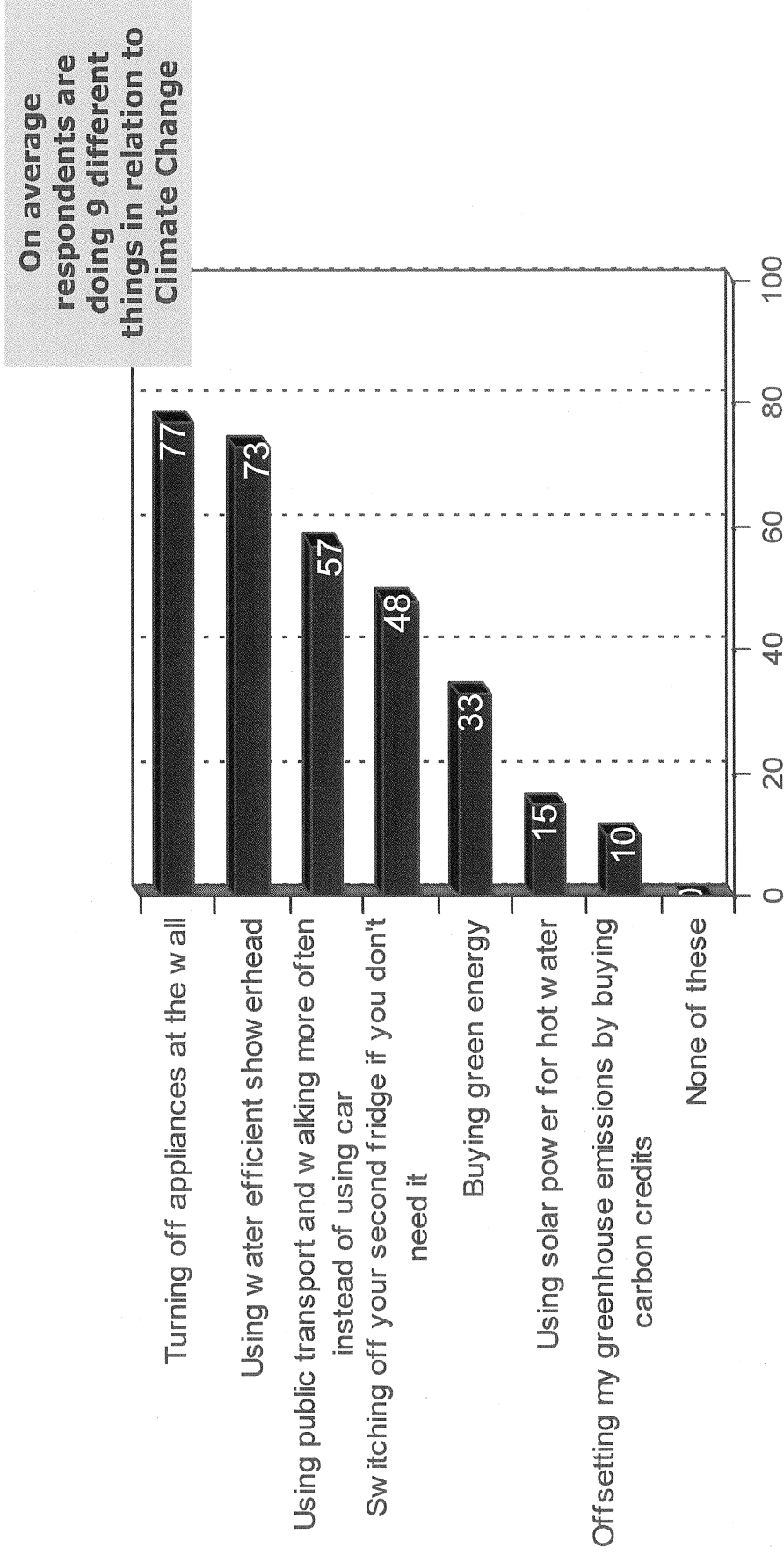


Base: All Respondents n=879

Individual/household Action in Relation to Climate Change

Cont...

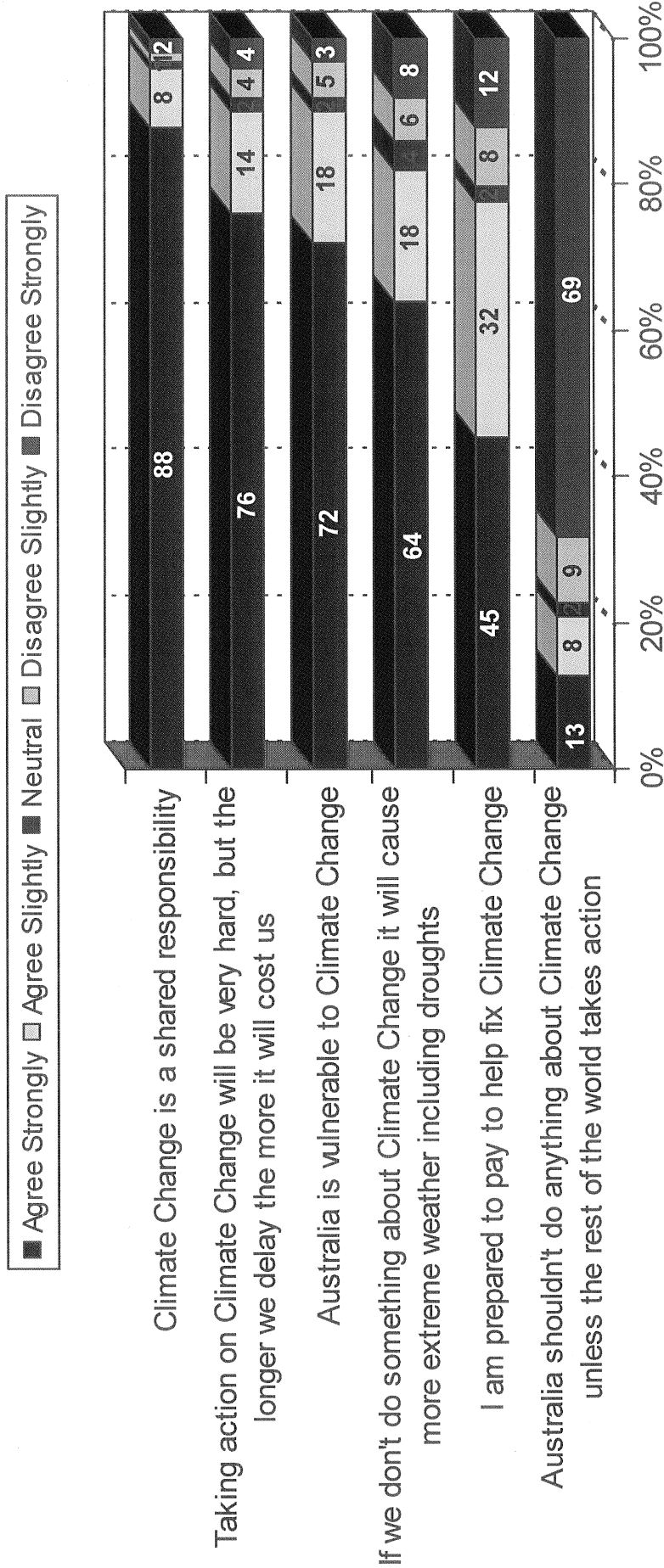
- a) Which of these things, if any, relating to climate change, are you doing currently? If they don't apply to you please just say so. So firstly



Base: All Respondents n=879

Attitudes towards Climate Change

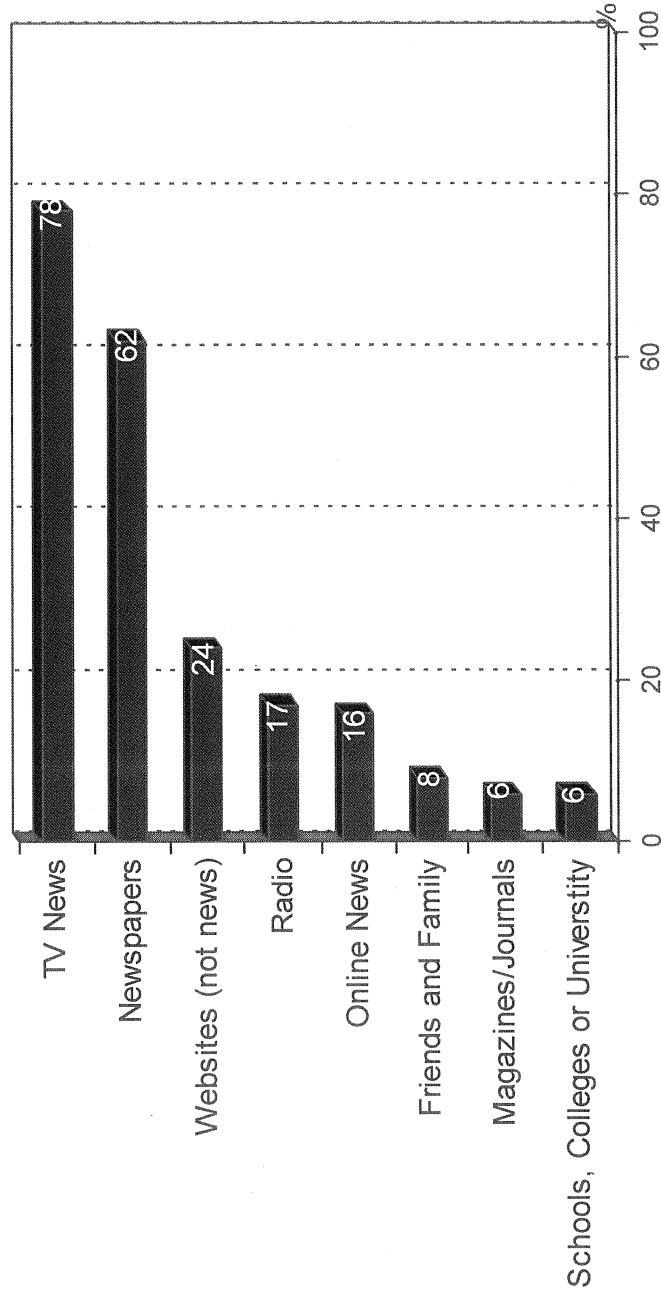
Q8. Here are some statements other people have made about climate change here in Australia and as I read each out please tell me to what extent you agree or disagree with each one. So firstly [INSERT STATEMENT] would you agree or disagree? Would that be strongly or slightly?



Base: All Respondents n=879

Sources of Information about Climate Change

Q9. Where do you currently get your information from about climate change ? MR.

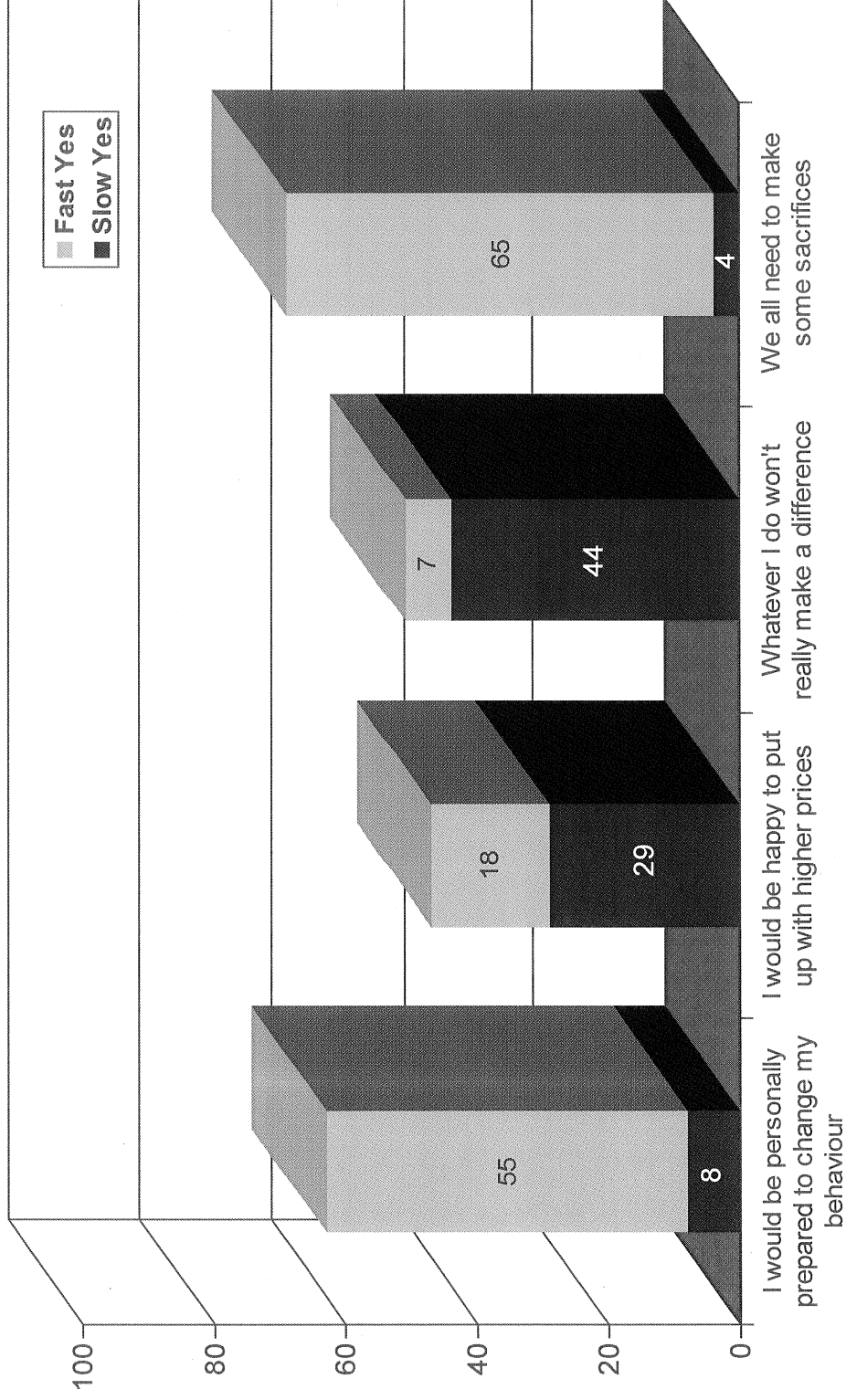


Sources Cont...	Total %
TV Programs	4
Documentaries	4
Books	2
Newsletters/scientific	2
Commonsense/Observation	2
Government	2
Work	1
Greenpeace/Community groups	1
Other/Individual people	1
Other commercial organisations	1
Somewhere else	1
Don't know	1

Base: All Respondents n=879

Fast Response – Feelings Towards Climate Change

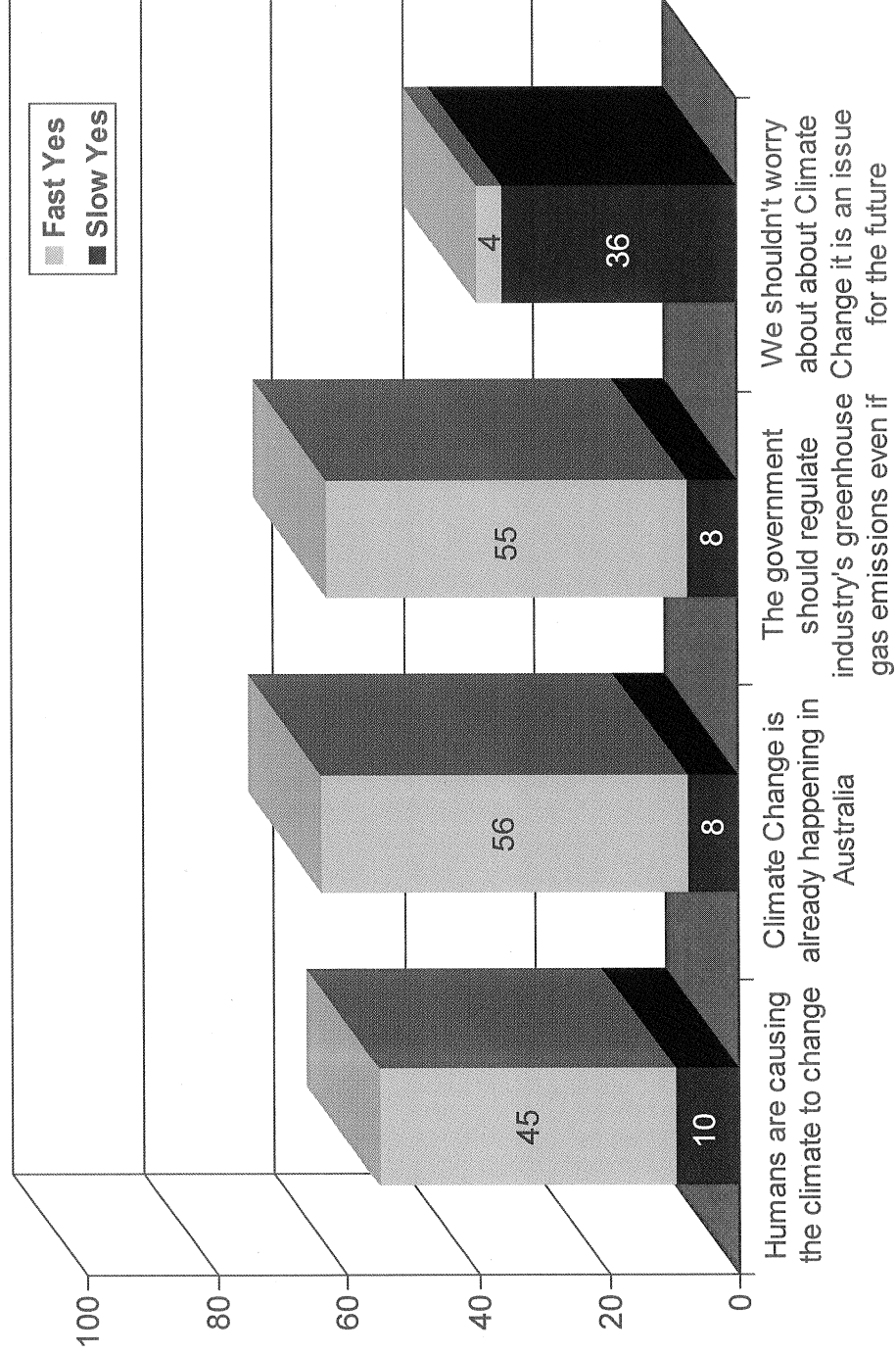
Q10. Just finally on this topic, I'm going to read you out a short list of statements that others have made relating to climate change, and I'd like you to tell me just by answering just Yes or No as quickly as you can, to tell me whether you agree or not with each one. It's just your first impressions or gut feel that we are interested in and we will move through the statements as quickly as we can. Is that clear?



Base: All Respondents n=879

Fast Response – Feelings Towards Climate Change

Q10. Just finally on this topic, I'm going to read you out a short list of statements that others have made relating to climate change, and I'd like you to tell me just by answering just Yes or No as quickly as you can, to tell me whether you agree or not with each one. It's just your first impressions or gut feel that we are interested in and we will move through the statements as quickly as we can. Is that clear?



Base: All Respondents n=879

Questionnaire



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Questionnaire

SECTION B: Climate Change (XXXX-M)

TIMED RESPONSE TEST:

For this next question I'd like you to briefly tell me what you think of banks.

I'm going to read you out a list of adjectives that other people have used to describe banks. For each one please indicate whether you think that word applies to banks just by answering yes or no. It's important for this question that you answer as quickly as you can by answering just yes/no.

RESPONSE FRAME: YES / NO

So firstly.....

- | | |
|---------------|---|
| Honest | 1 |
| Greedy | 2 |
| Safe | 3 |
| Friendly | 4 |
| Fun | 5 |
| Profit Hungry | 6 |
| Cold | 7 |
| Caring | 8 |

Thinking now about something different.....

Q1 ASK ALL

- a) I'm going to read you out a list of issues facing Australia and I'd like you to tell me which one is most important in your mind right now? ROTATE. READ OUT. SR

Questionnaire

b) And which is second most important in your mind right now? READ OUT AGAIN IF NECESSARY. SR.

	Q1a	Q1b
Personal income and superannuation		
Inflation and / or interest rates		
Crime		
Education		
Climate change		
Border-security and or safety from terrorism		
Drought		
Health standards and or hospitals		
Other SPECIFY (DNRO)		
Don't know		

Q2 ASK ALL

Focussing for a moment on climate change, in your opinion how important is it, that climate change be addressed? Would you say its important or unimportant? Would that be very or somewhat?

Questionnaire

Very important	1
Somewhat important	2
Neither nor / Neutral (DNRO)	3
Somewhat unimportant	4
Very Unimportant	5
Don't Know (DNRO)	6

Q3 ASK ALL

- a) Just in Australia, in what ways do you think climate change is affecting you? DNRO. PROBE FULLY. MR
- b) And which of these ways would you say climate change is affecting you? READ OUT. WAIT FOR A YES /NO AFTER EACH. ROTATE.

	Q3a UNAIDED	Q3b AIDED (ROTATE)
Less rainfall / Drought		
Rising sea levels		
Severe weather / more storms		
Increasing food prices		
Increasing skin cancer rates		
Increasing the cost of living		
Other specify _____		

Questionnaire

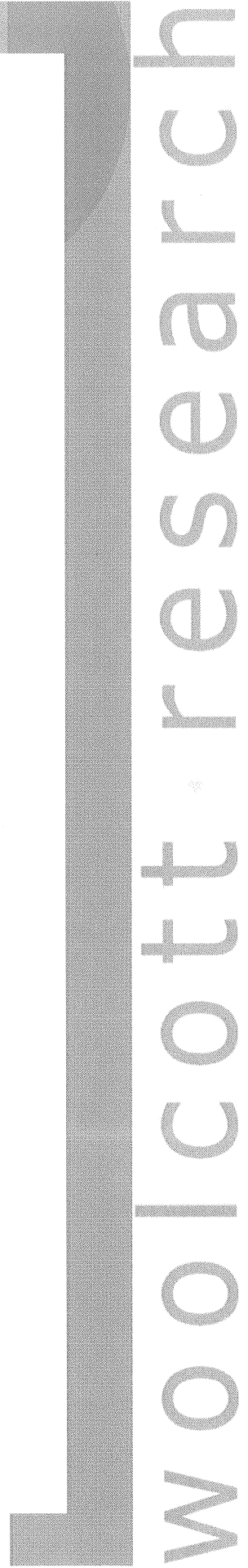
Q4 ASK ALL

Thinking now about who has responsibility for addressing climate change, in your opinion, where do you think the main responsibility lies for successfully addressing climate change in percentage terms between [READ OUT, ROTATE]? ENTER A PERCENTAGE FOR EACH MUST ADD UP TO 100%

- Government _____ %
- Industry _____ %
- Individuals _____ %
- Don't know DNRO

Q5 ASK ALL

In your own words could you tell me what, if anything, you think the Government is doing about climate change at present? What else are they doing? OPEN RESPONSE PROBE FULLY.



Questionnaire

Q6. a) Before today had you heard of an 'Emissions Trading Scheme' or ETS?

- | | | |
|------------|---|------------|
| Yes | 1 | CONTINUE |
| No | 2 | SKIP TO Q7 |
| Don't Know | 3 | SKIP TO Q7 |

b) What do you think an Emissions Trading Scheme is? PROBE FULLY

c) If Australia was to introduce an Emissions Trading Scheme, how do you think it might affect you?

Q7 ASK ALL

a) Which of these things, if any, relating to climate change, are you doing currently? If they don't apply to you please, so. So firstly?READ OUT, ROTATE. WAIT FOR A YES / NO AFTER EACH.

Questionnaire

	Yes	No	Not Applicable
Using public transport and/or walking more often instead of using the car			
Turning off appliances at the wall.			
Using energy efficient light bulbs			
Opening a window instead of using an air conditioner			
Using solar power for hot water			
Avoiding excess packaging and materials.			
Checking energy ratings and buying energy efficient household appliances			
Washing clothes in cold water and / or in full loads.			
Drying washing on the clothesline or rack, rather than in the dryer.			
Using a water efficient showerhead.			
Using daylight instead of artificial light.			
Buying green energy			
Offsetting my greenhouse emissions by buying carbon credits			
Switching off your second fridge if you don't need it.			

Questionnaire

Q8 ASK ALL

Here are some statements other people have made about climate change here in Australia and as I read each out please tell me to what extent you agree or disagree with each one. So firstly [INSERT STATEMENT] would you agree or disagree ?
 Would that be strongly or slightly? READ OUT, ROTATE STATEMENTS.

	Agree Strongly	Agree Slightly	n / n DNRO	Disagree Slightly	Disagree Strongly
If we don't do something about Climate Change it will cause more extreme weather, including droughts, floods and bushfires in Australia	1	2	3	4	5
Australia is vulnerable to climate change					
Taking action on climate change will be very hard, but the longer we delay the more it will cost us.					
Climate change is a shared responsibility					
I am prepared to pay to help fix climate change					
Australia shouldn't do anything about climate change unless the rest of the world takes action					

Questionnaire

Q9 Where do you currently get your information from about climate change ? MR. PROBE FULLY (unprompted) DNRO

- | | |
|--|---|
| TV News | 1 |
| Online News | 2 |
| Newspapers | 3 |
| Websites (not news) | 4 |
| Friends and family | 5 |
| Schools, Colleges or University, | 6 |
| Government | 7 |
| Other commercial organisations _____ specify | |
| Other individual people, | |
| Somewhere else _____ specify | |

TIMED RESPONSE QUESTION

Q10 Just finally on this topic, I'm going to read you out a short list of statements that others have made relating to climate change, and I'd like you to tell me just by answering just Yes or No as quickly as you can, to tell me whether you agree or not with each one. It's just your first impressions or gut feel that we are interested in and we will move through the statements as quickly as we can. Is that clear? REPEAT IF NECESSARY. SR PER STATEMENT. ROTATE.

So just thinking about **climate change** and by giving just a 'yes' or 'no' answer in response to these statements

- I would be personally prepared to change my behaviour
- I'd be happy to put up with higher prices
- Whatever I do won't really make a difference
- We all need to make some sacrifices
- Humans are causing the climate to change
- Climate change is already happening in Australia
- The government should regulate industry's greenhouse gas emissions, even if it costs me more money.
- We shouldn't worry about climate change; it is an issue for the future.

Contact Us

- ➔ Karyn Wong – Director
kwong@woolcott.com.au
- ➔ Helen Laverick – Senior Manager, Research
hlaverick@woolcott.com.au

Woolcott Research

40 Gloucester Street, The Rocks

P: 02 9261 5221

www.woolcott.com.au

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