

CLIMATE CHANGE – WHAT WEST AUSTRALIANS REALLY THINK

Metrix recently conducted a survey with 300 Western Australians.

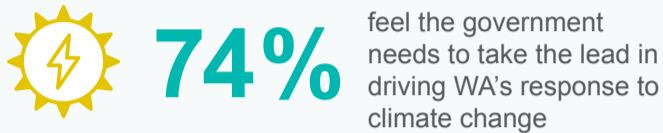
The Goal: To obtain some baseline data that helps government and the private sector take additional positive steps towards a sustainable WA.



Who's Responsible For Change?

WA residents feel the onus for driving climate change action should be on the federal and state governments. However, they also feel these bodies are not doing enough and residents are holding the burden.

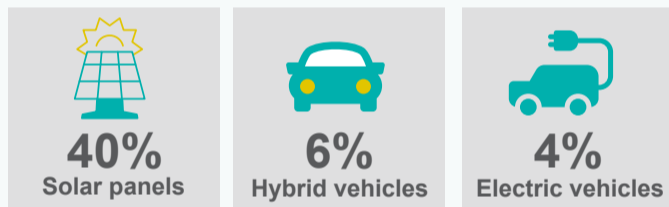
Ultimately, however, residents recognise everyone is responsible for minimising climate change. Therefore, it is in WA's best interest to take further action.



How Much Are We Invested?

4/10 have already invested in solar panels with many considering other ways to make their homes more energy efficient. Due to financial barriers, there is less interest in electric vehicles (EVs).

The percentage of West Australians who have invested in the following:



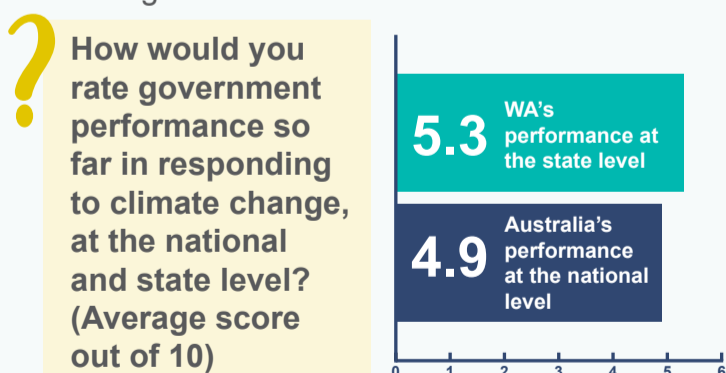
Barrier to Investing

69% claim the cost of efficient products is the main barrier holding them back from investing in sustainability



How's WA Doing So Far?

West Australians believe WA is outperforming Australia in the terms of climate change performance responsibility, but ultimately, they both rate low at around 5/10. WA's positive response could be linked to a strong state government commitment.

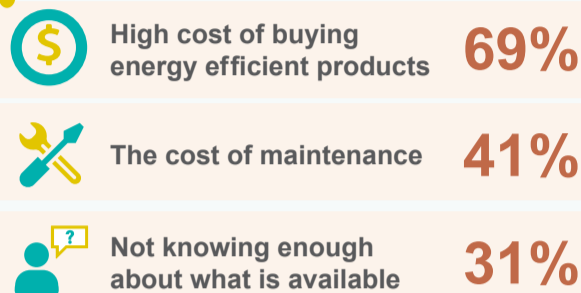


Barriers To Change

Whilst residents recognise the importance of climate change action for environmental reasons, cost and knowledge are the biggest barriers.



What could hold you back from investing in sustainable energy?



How Much Do We Know?

Very few West Australians consider themselves to have a poor level of climate change knowledge, with just over half claiming moderate knowledge, and a third claiming to be highly knowledgeable.

People are most knowledgeable about climate related topics that directly impact them such as solar power and batteries for the home.

However, they are less knowledgeable about Australia's (or even WA's) plans to combat climate change.

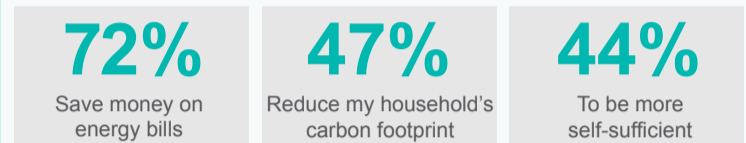
Outside of solar and renewable energy sources, knowledge of broader climate related topics is low (sub 20%).

Solar knowledge can be linked to the strong government push over the last 15 years.

Motivators For Change

The primary motivation to switch to sustainable solutions is financial, followed by carbon footprint reduction and affordability of energy efficient products. All key barriers are financially driven – cost to acquire and cost to maintain. In short, residents are mostly driven by the savings sustainable solutions yield, personally. Limiting their carbon footprint is a secondary consideration along with self-sufficiency.

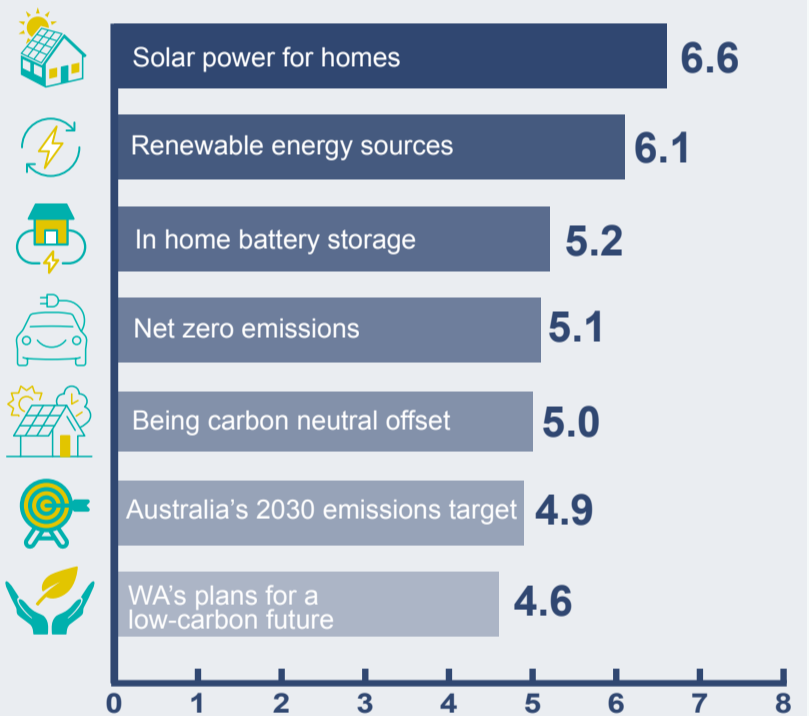
Which motivates you personally to invest in sustainable solutions?



36% feel well informed (rating 8 or higher out of 10)



How much do you feel you know about the following? (Average score out of 10)

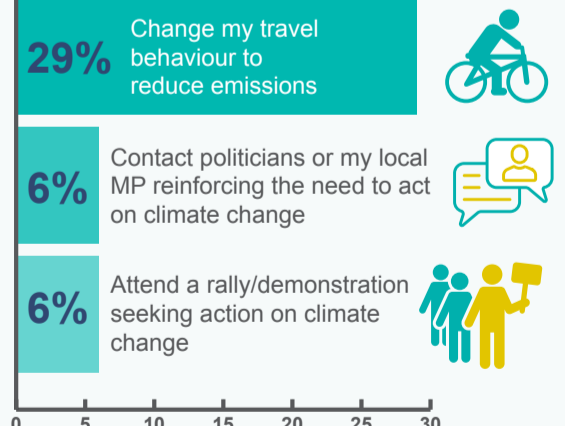


Action &/or Activism

People are open to small changes, but at least half have no intention to advocate for change (e.g., move investments, talk to MPs, attend demonstrations).

In short, outside the home, people are more likely to adjust their personal behaviour than take political action.

Outside the home, which of these actions, if any, have you taken or would you consider taking, in response to climate change?



In Summary

The more people know and understand about climate change, the more likely they will be to take action to reduce their own impact on the environment. Greater levels of community awareness may lead to individual decision making that is less about money and more about emission reduction. There is a perception that government can and should do more, this is largely due to people believing government actions can have a bigger impact than the efforts of individual households. A combination of public education and stronger commitments to climate change initiatives by government is what will inspire meaningful change.



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