



Have you got  
Climate Intelligence?



**Climate Intelligence**

Australia's best research on  
climate change issues.

# For any manager or policy maker, a full understanding of what Australians know, think and are willing to do about climate change is vital.

People, their attitudes and behaviour, will drive the wider economic and societal changes required to reduce greenhouse emissions. In recent years climate change has moved from being an issue discussed and understood only by scientists and environmental campaigners to one which is rarely out of the news.

Amidst all the debate it is easy to forget that it is people's understanding and concern about climate change which plays a significant role in driving current and future policy and business responses.

Australia has already experienced one Federal election in which climate change was a major issue. It may do so again.

For any modern manager or policy maker, a full understanding of what Australians know, think and are willing to do about climate change is vital. Each *Climate Intelligence* survey provides this understanding through the presentation of objective data and reveals how these factors are changing through time.

Each survey answers and tracks a set of critical questions and examines specific issues and perspectives on climate change. Vital questions are answered:

- How convinced (or unconvinced) are Australians about climate science?
- What do Australians think the impacts of climate change have been and what do they expect it to be in the future?
- What do Australians think businesses and governments should do to reduce emissions?
- How much extra expense or inconvenience might people be willing to bear?
- What changes will people accept and what will they oppose?

Formulating the right questions and analysing the responses requires the expertise of practitioners with a comprehensive understanding of the climate problem, and of those with a proven track record of conducting and analysing targeted market research.

Kinesis is one of Australia's leading firms advising business and government on climate change and achieving emissions reduction. UMR is Australia's leading issues management research company. UMR assists companies and governments consult with communities to ensure that their actions and decisions are relevant and will be accepted by key stakeholders and the community in general.

Together we have formed *Climate Intelligence* to undertake the most rigorous Australia wide survey of people's awareness, attitudes, intentions and behaviours in response to climate change. Each *Climate Intelligence* survey will provide extensive research, key insights and modelling on the Australian public's views on climate change.

Climate change is difficult for people to evaluate dispassionately. Energy generation and usage have helped drive the wealth and material comfort we enjoy today. Maintaining economic prosperity while reducing greenhouse pollution will require a transformation in our economy and society with fundamental political and industrial implications for the future.

We believe that any business or organisation wanting to maximise opportunities and minimise risk should understand the Australian public's views on climate change, not just at a single point in time, but through time. This is what *Climate Intelligence* offers.



# Find out what Australia is thinking.

## Government

- To what extent do people believe reducing emissions is the task of government?
- In what ways and how fast can behaviours be changed?
- Are current policies considered to be effective?
- Is how people think about different levels of government affected by how they perform on climate change?

*Climate Intelligence* will keep you informed about how the public views government actions and policies to address climate change and the extent to which people are willing to incur the costs associated with them.

## Science

- Do Australians believe in climate change?
- How strong is this belief?
- Which aspects of climate change do they feel most convinced, or unconvinced about?
- What impacts do people believe climate change has already had in Australia?
- Whom do they trust on this topic?

*Climate Intelligence's* comprehensive research will explore Australians' fundamental attitudes towards climate change. It will model what Australians believe, why they believe it, what they think will happen in the future and whose opinions and views they trust.

## Business

- Which businesses or industry sectors do Australians believe to be the most polluting?
- Which businesses or industry sectors do Australians believe should do most to reduce their emissions?
- How does climate change compare with other factors affecting corporate reputation?
- To what extent will people be more willing to purchase products or work for a company on the basis of perceived climate performance?

*Climate Intelligence* identifies Australians' opinions of the private sector's role in causing or addressing climate change.

## People

- In what ways do people believe global warming and climate change is already changing their lives?
- How do people believe it will change their lives in the future?
- Which sectors of the population are purchasing, or may start to purchase, different products or vote differently on the basis of perceived climate performance?
- To what extent do people's opinions about a business or of a government depend on how it deals with climate change?

*Climate Intelligence* will rigorously examine whether Australians are, or are willing to, make different decisions on the basis of the climate problem and the emissions performance of a business, a product or a government.

# Clear and clean information.



### THE REALITY OF GLOBAL WARMING

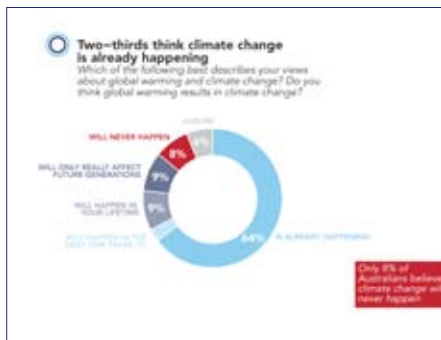
Nearly two-thirds of Australians (64%) believe 'global warming resulting in climate change' is already happening.

21% believe it will happen in the future. 15% think it will never happen. 4% are unsure.

Accepting the science is a crucial driver:

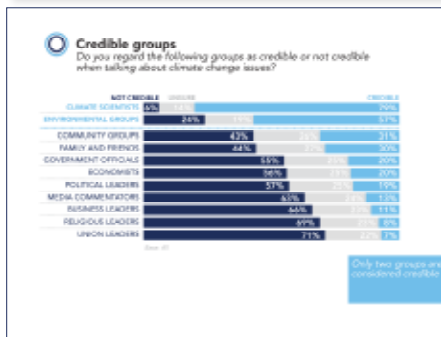
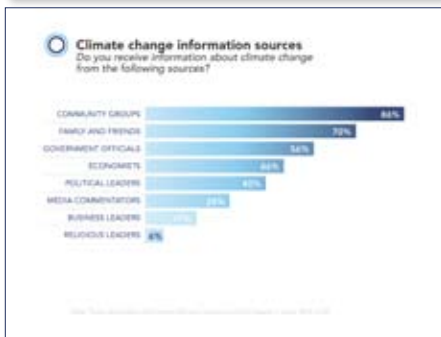
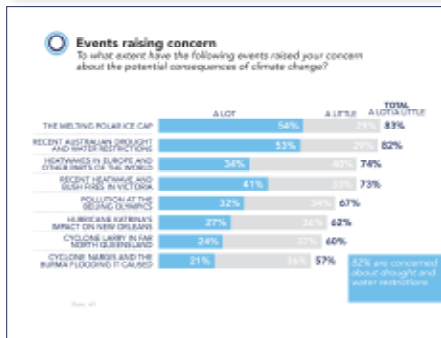
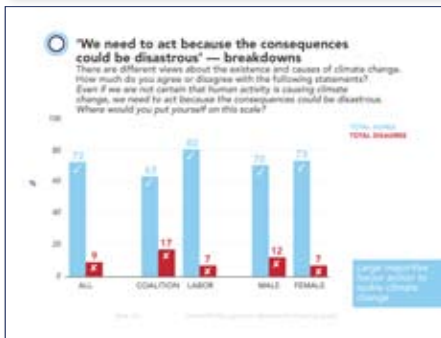
There's a sharp contrast in the views of people who believe that 'the climate change science' is right, versus those who think it's wrong. 64% believe climate change is already happening. And those who consider it wrong, only 21% believe the same thing.

**Nearly two-thirds of Australians believe global warming is already happening.**



## The Survey

Each quarter you will receive a comprehensive **Climate Intelligence** survey that includes high quality graphs and data analysis explaining, in detail, the Australian public's views on this vital issue.



[climateintelligence.org](http://climateintelligence.org)  
[umrresearch.com.au](http://umrresearch.com.au)  
[kinesis.org](http://kinesis.org)

telephone 02 9386 1622