HILLS & FLEURIEU

SOUTH AUSTRALIANS AND THE ENVIRONMENT SURVEY

March 2022 | 11897

LANDSCAPE SOUTH AUSTRALIA HILLS AND FLEURIEU

Contents

Methodology

The purpose of the research is to better understand current attitudes and behaviours regarding the SA environment and the extent to which these have shifted since the 2016 benchmark. Green Adelaide landscape board undertook this statewide survey on behalf of the environment sector of SA.

Market research has been conducted in accordance with ISO 20252. Research was distributed through McGregor Tan's online panel, the largest panel of South Australians used exclusively for market research purposes and is representative of age and gender. An e-mail survey invite was sent out to the panellists and follow-up strategies in terms of reminders were sent to maximise engagement.

To have the representation of the data as per ABS Statistics, CATI was used to top up the sample. We deployed a comprehensive five step call regime , seeking call pick up, return or engagement until an interview is successfully scheduled, conducted or declined.

This sample includes a total of 2000 South Australian residents. All surveys were conducted via online collection using the McGregor Tan database of South Australians and through social media handles.

The total sample is representative of age and gender as per ABS 2016 Census statistics for SA.

For comparisons purposes with 2016, landscape regions were re-sorted via postcode to represent 2016 NRM regions. Where possible, comparisons have been made between Total SA 2021 (sample 2,000) and 2016 data (1,000), sourced from the 2016 report.

Over the past 40 years, McGregor Tan has grown to be one of the largest independent market and social research companies in Australia.

We have achieved this through the vision of our researchers which is underpinned by a strong company ethos respecting tradition while driving innovation and new technologies.

2021 landscape region (n=9) boundaries

Background

As the research captures a snapshot in time it is useful to include a summary of major issues that were attracting the community's attention in the immediate period preceding and during the research. This is done so that, in future years in particular, research results can be considered in the context of the times in terms of community experiences, public debate and media attention. The following events were just some of the major talking points.

Covid-19:

From the beginning of 2020 to present, the coronavirus pandemic has caused long-lived global disruption. Lockdowns, hospital shortages, shortages of medical equipment and shortages of food supply were some of the issues that plagued SA throughout 2021. This event has had widespread impact across multiple aspects of SA, with many still feeling the effects of these events.

Tokyo Olympic Games:

Due to the Covid-19 pandemic, the 2020 Tokyo Olympics were postponed and held in 2021, despite them still occurring during a pandemic. The Olympics drew much attention, notably for being the largest sporting event held during the Covid pandemic and with all the attention around isolation and quarantine requirements for athletes.

Also of note, just before the Olympic Games, Brisbane won the bid to host the 2032 Olympic Games as the only bidding city.

Lead up to COP26 about Global Emissions:

During the lead up to COP26, many leaders were pressed with the issues of climate change and emissions reduction targets, from both their own citizens and other countries. In Australia, Prime Minister Scott Morrison faced contention for not heading to Glasgow with an emissions reductions target by 2030, nor 2050. Many Western European Countries and some private firms committed to ban new combustion-engine vehicle sales by 2040, limit Methane production by 30% by 2030, transition away from coal, as well as other Financial and Forest Conservation initiatives.

2020 US Presidential Election:

In Late 2020, the US presidential election occurred, with Joe Biden defeating Donald Trump. The election was one of the most controversial in US history, with Trump refusing to concede defeat, and accuse Biden of systematic cheating and 'stealing' the election. Biden eventually was sworn in early 2021, but not before the infamous Capitol riots in Washington D.C., which shocked democracies across the world.

Background

Black Summer Bushfires (Australia 2019-2020) and California Wildfires (2020):

By the end of 2020, the Black Summer and California Wildfires caused significant and extensive damage to property, wildlife, and a variety of ecosystems, whilst also causing several human deaths.

The Black Summer Bushfires burnt through various regions of NSW, East to North-East VIC, ACT and Kangaroo Island in SA. Thick plumes of smoke heavily impacted populations away from fire regions (particularly Sydney) and were so large they travelled across the Pacific Ocean to Chile.

The 2020 California Bushfire season was the largest bushfire season in modern Californian history. Response efforts were complicated due to the ongoing Covid-19 pandemic.

The conditions that lead to and caused both the Black Summer Bushfires and California Wildfires were widely attributed to the increased effects of Climate Change. Both events lead to widespread declines and deaths in many animals and displaced those that survived.

Adelaide voted 3rd most livable city 2021:

During 2021 The Economist Intelligence Unit's Global Livability Index ranked Adelaide as the 3rd most livable city in the world. It was the highest ranking for Adelaide on the index since 2015, where it ranked 5th.

State and Federal Elections:

There was ongoing media coverage concerning both South Australia and State and Federal Elections for 2022, with many issues including the economy, Covid-19 recovery, and Climate Change & emissions reductions some of the major talking points.

Snapshot

MOST IMPORTANT ISSUE TO BE ADDRESSED BY THE STATE GOVERNMENT.

Health, Hospitals and healthcare: Nominated by 39% of respondents, and mainly driven by females (45%) and those aged 40-59 (42%).

The Environment: Nominated by 18% of respondents. Particularly for those who belong to, or volunteer for, an environmental group (62%).

Unemployment/ Under-employment: Nominated by 13% of respondents.

MOST IMPORTANT ENVIRONMENTAL ISSUE TO BE ADDRESSED BY THE STATE GOVERNMENT.

Climate change: Nominated by almost one quarter of respondents (23%). Addressing climate change/ reducing greenhouse emissions is important for Males (34%) and those under 40 (41%).

Water pollution/ water quality: Nominated by 17% of respondents. The River Murray (60%) is considered the most important natural resource in SA by respondents in the landscape region.

ENVIRONMENTAL ENGAGEMENT

Most are concerned about the environment (74%), and the overwhelming majority are slightly to extremely interested in it (94%). Opportunities exist to increase engagement through education, particularly for those who consider their knowledge about sustainability activities and initiatives to be low, and for those less invested in environmental outcomes due to lack of concern or indifference.

AWARENESS OF THE LANDSCAPE BOARD

Almost half (47%) were unaware of either NRM Boards or landscape boards, and knowledge of the name change is low (10%). Communicating the brand change and activities of the LB, potentially through avenues such as the local council, online and in traditional media will help build awareness in the community.

Environment in the Public Eye

Most important issues are health, environment and unemployment/under-employment.

For residents in the Hills & Fleurieu landscape region:

Health, hospitals & healthcare was more important to:

- Females (45%)

- Those aged 40-59 (42%)

The **Environment** was important for:

- Those who belong to, or volunteer for, an environmental group (62%)

- Undergraduates/ Postgraduates at University (34%)

Unemployment/ under-employment

- Is a concern for those not employed (47%)

The fourth ranked area of concern, **Economy/ Economic growth** was more likely to be important for those not interested in environmental activities.

MOST IMPORTANT
Issue that needs attention from the State Government

■ TOTAL SA (n=2,000) ■ Hills & Fleurieu LB (n=225)

Issue	TOTAL SA	Hills & Fleurieu LB
Health/ hospitals & healthcare	37%	39%
Environment	13%	18%
Unemployment/ under-employment	12%	13%
Economy/ economic growth	6%	9%
Road maintenance	6%	3%
Housing	3%	2%
Crime/ law and order/ vandalism	3%	1%
Cost of living	3%	3%
Education/ schools	3%	2%
Government performance	3%	4%
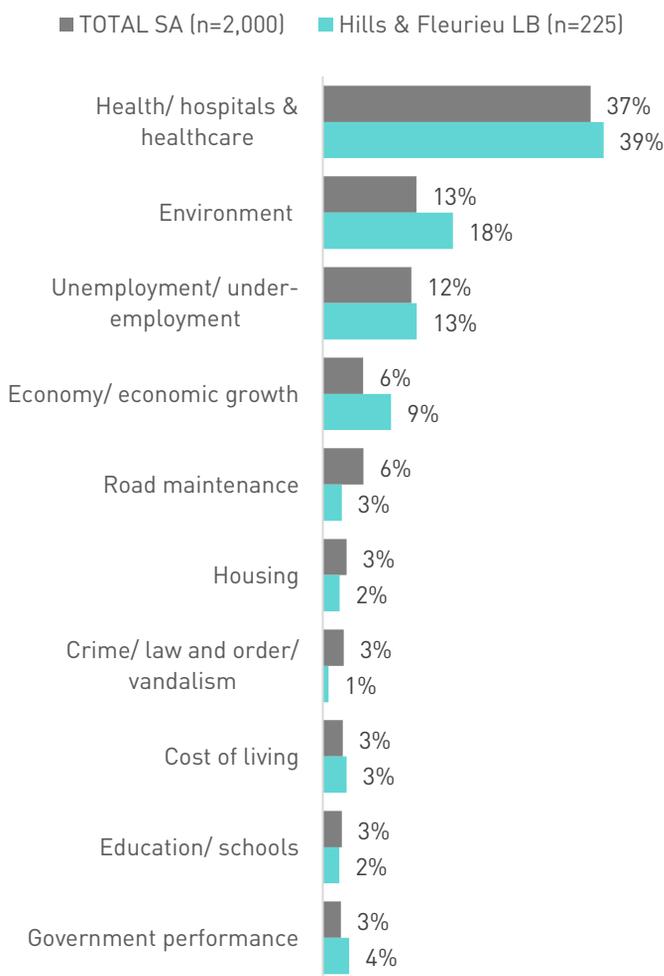
3 core issues needing attention - health, employment and the environment.

Health, hospitals and healthcare is the standout issue needing to be addressed by the State Government; ranked in the top three by 62%, with 39% listing it as their most important concern.

Unemployment/ Underemployment (33%) and the Environment (32%) are closely ranked in the top 3, however, more people are likely to consider the Environment to be the most important issue (18%).

Hills & Fleurieu LB
Issues that need attention from the State Government

Issue	Most important	Top 3
Health/ hospitals & healthcare	39%	62%
Unemployment/ under-employment	13%	33%
Environment	18%	32%
Education/ schools	2%	23%
Economy/ economic growth	9%	23%
Road maintenance	3%	15%
Government performance	4%	14%
Cost of living	3%	10%
Housing	2%	9%
Public transport	2%	9%

■ Most important
■ Top 3
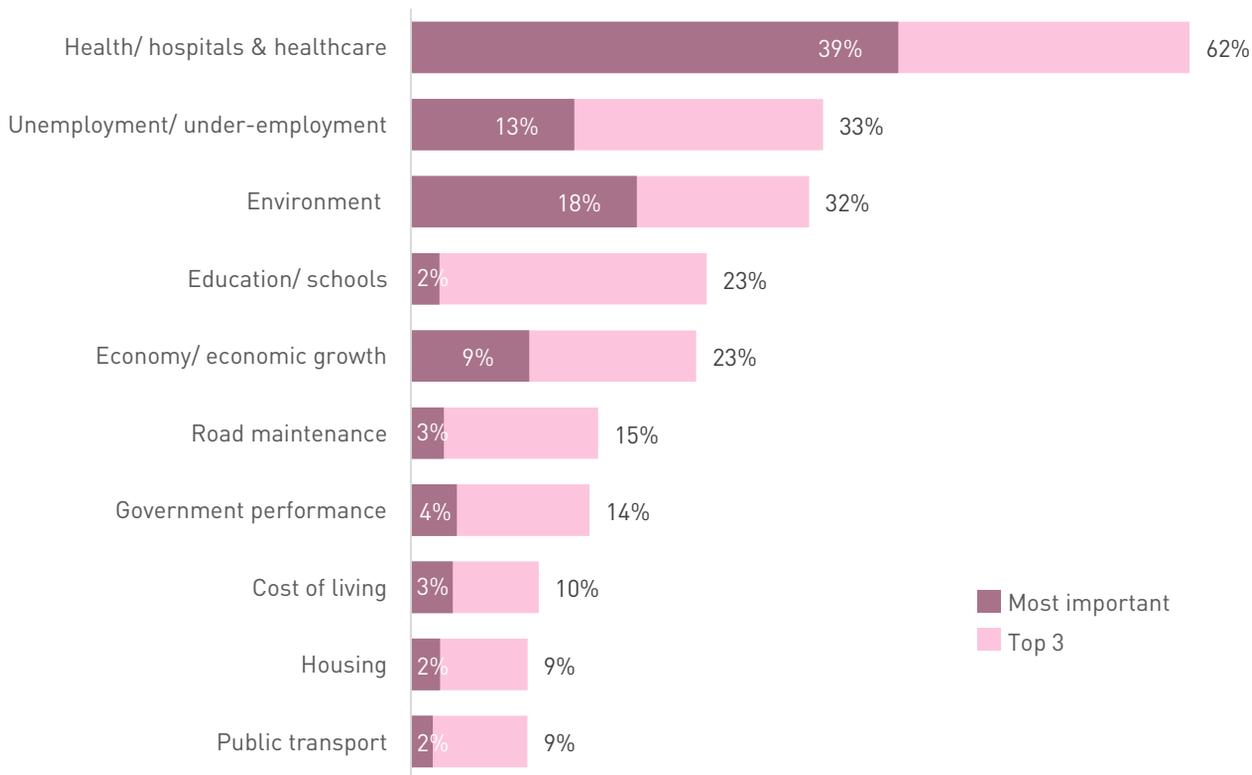
Climate change is the most important environmental issue.

MOST IMPORTANT
Environmental issue that needs attention from the State Government

■ TOTAL SA (n=2,000)   ■ Hills & Fleurieu LB (n=225)

Climate change
- 22%
- 23%

Water pollution/ water quality
- 17%
- 17%

Waste
- 16%
- 13%

Forest/ bushland preservation/ biodiversity
- 8%
- 8%

Air pollution/ air quality
- 8%
- 6%

Other pollution
- 8%
- 7%

Water supply/ conservation/ drought
- 7%
- 6%

Renewable energy
- 5%
- 6%
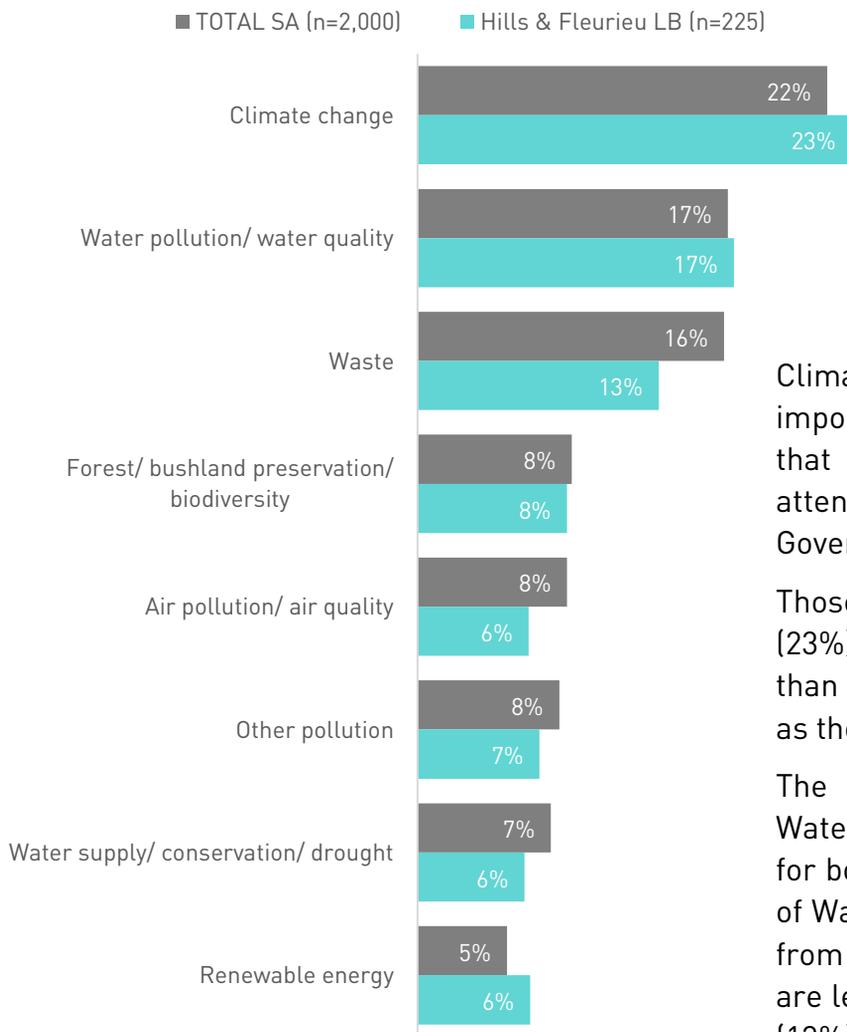
Climate change is the most important environmental issue that respondents feel needs attention from the State Government.

Those in the Hills & Fleurieu LB (23%) are slightly more likely than Total SA (22%) to rank this as the most important issue.

The second ranked issue is Water pollution/ water quality for both areas (17%), just ahead of Waste, however, respondents from the Hills & Fleurieu LB are less concerned about Waste (13%) than Total SA (16%).

Climate change and Water pollution/quality are key areas for the State Government to address.

While Climate change and Water pollution/quality are similarly ranked for being in the top three issues, Climate change is easily the most important issue. This is driven by those who are generally concerned about environmental issues (35%) and are interested in being actively involved in creating a sustainable natural environment (32%).

Hills & Fleurieu LB
Environmental issues that need attention from the State Government

Issue	Most important	Top 3
Climate change	23%	30%
Water pollution/ water quality	17%	30%
Waste	13%	24%
Forest/ bushland preservation/ biodiversity	8%	20%
Air pollution/ air quality	6%	15%
Renewable energy	6%	13%
Other pollution	7%	13%
Land degradation	5%	13%
Water supply/ conservation/ drought	6%	12%
Development and planning	6%	10%

Legend: Most important, Top 3

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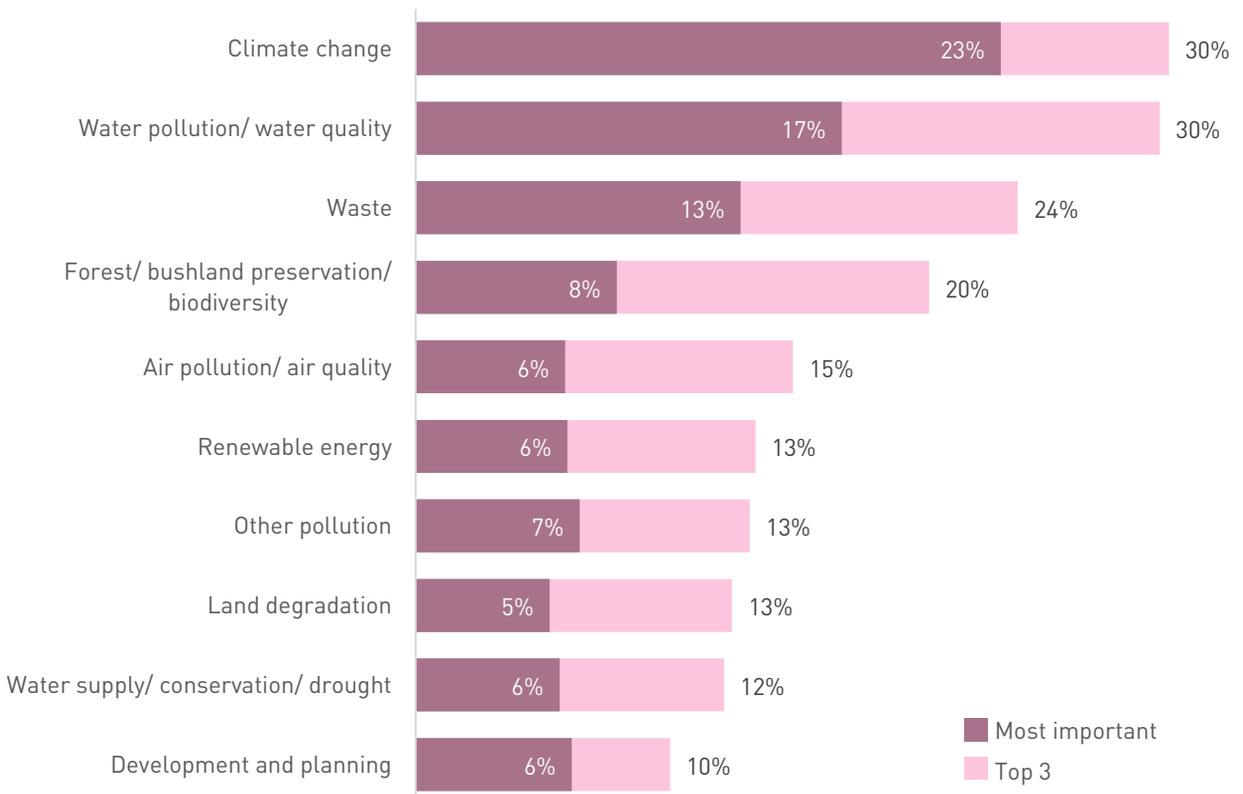
Climate change/greenhouse emissions is the most important issue for Government to address in the next few years.

Top 10 important things that SA Government can do to protect and look after the environment

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Address climate change/ reduce greenhouse emissions	23%	31%
Better urban planning	11%	14%
Promote renewable energy/ solar/ wind	13%	13%
Protect water resources/ waterways	11%	10%
Recycle more waste	10%	8%
Not proceed with a nuclear dump	6%	6%
Reduce water pollution	3%	3%
Introduce nuclear power	6%	3%
Maintain our national parks and bushland	4%	2%
Protect threatened species	2%	1%

■ TOTAL SA (n=2,000)   ■ Hills & Fleurieu LB (n=225)

A higher incidence of Males (34%) compared to Females (29%) rate Addressing climate change/reducing greenhouse emissions as the most important issue to address in coming years.

While all age groups rate this the most important issue, those Under 40 (41%) had the highest incidence compare to 40+ (27%).

Those aged 40+ (15%) place a higher importance on Better Urban Planning than those under 40 (10%).
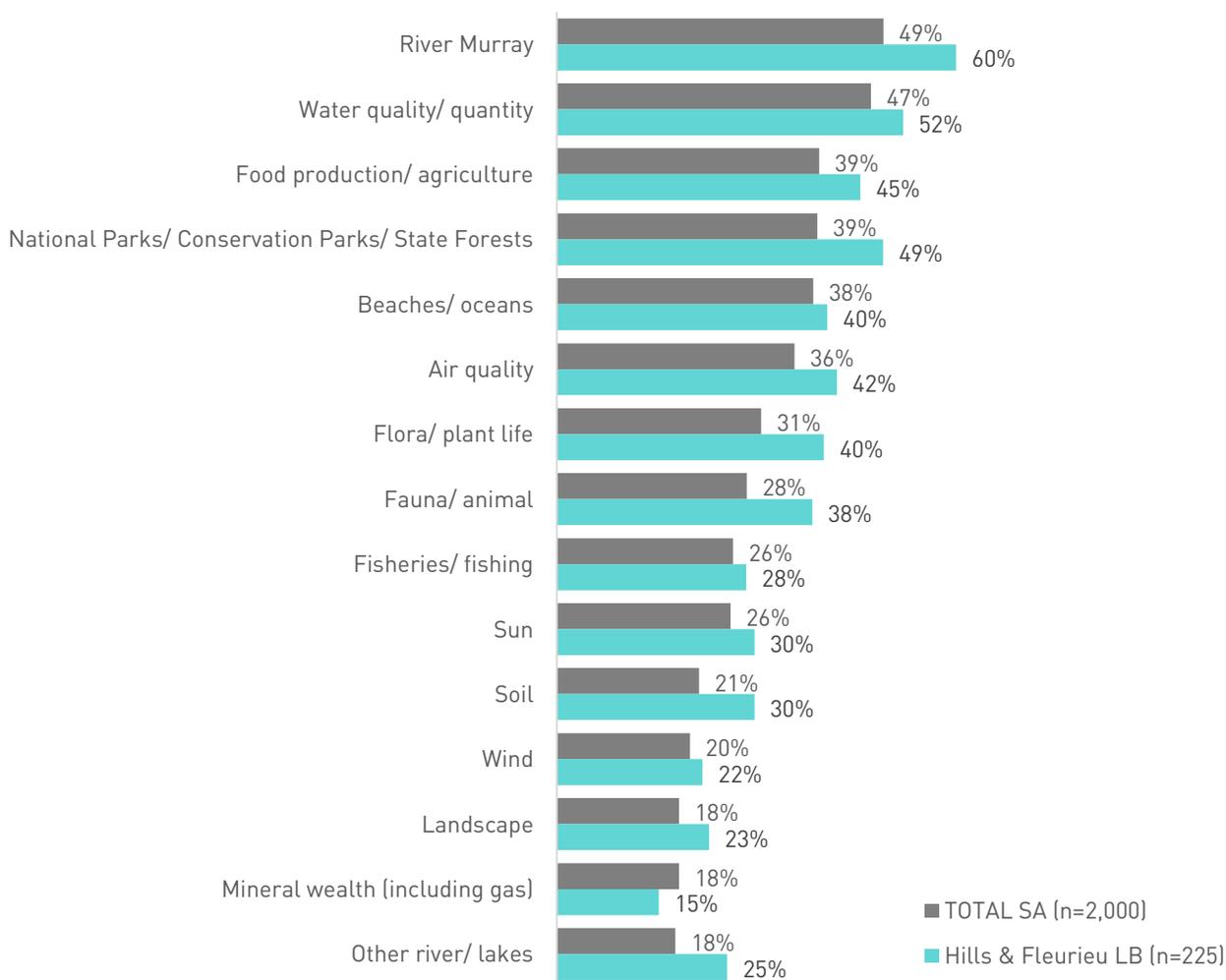
Most Important Natural Resources and Responsible Parties

Overall, fresh water is the most important natural resource – 74%.

Residents in the Hills & Fleurieu LB generally place more importance on natural resources, with the exception of Mineral Wealth, compared to Total SA.

Three quarters (77%) who rate fresh water related resources such as rivers and lakes, and water quality/quantity as the most important, are concerned about environmental issues in SA.

Most important natural resources in SA

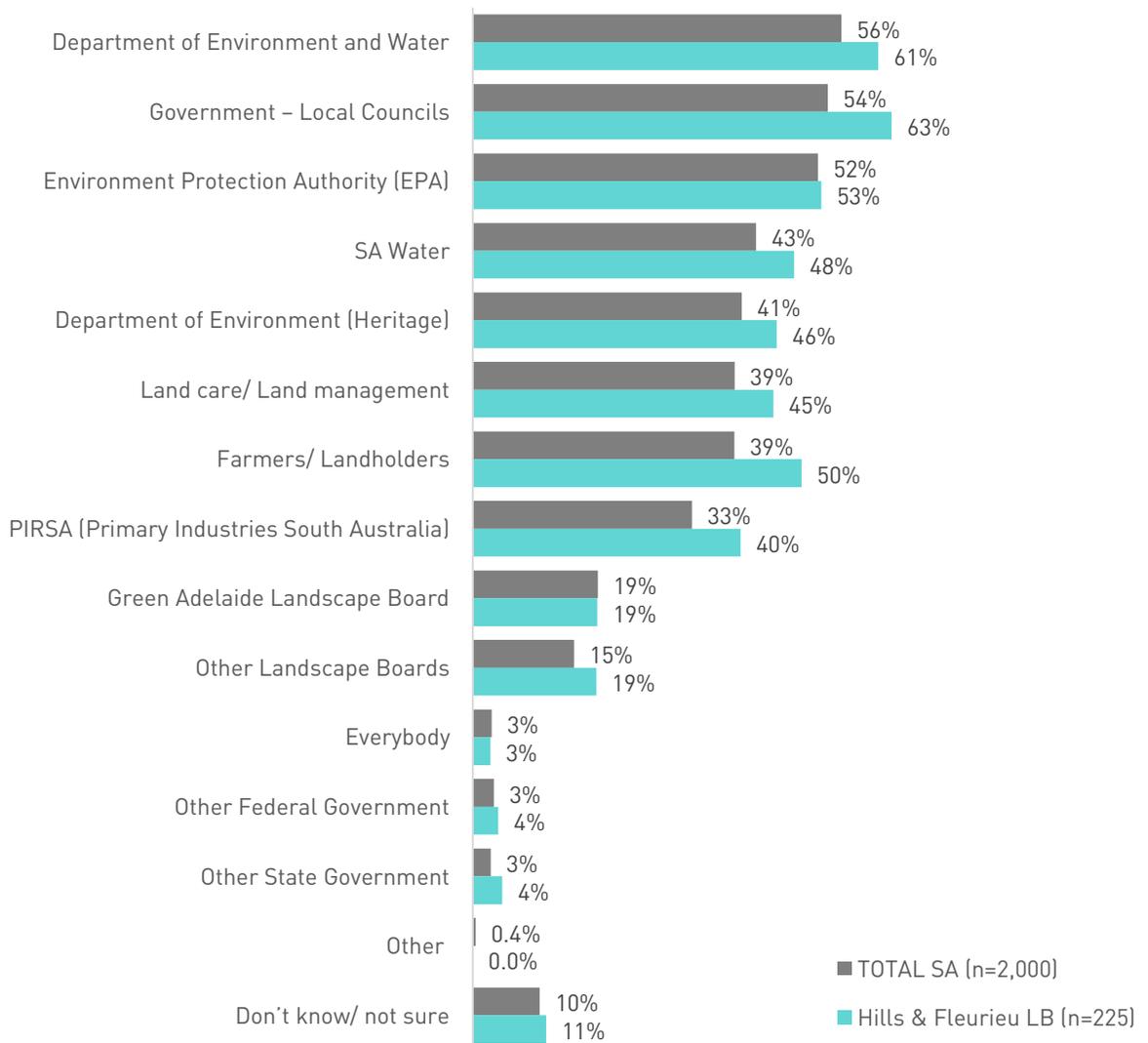| Resource	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
River Murray	49%	60%
Water quality/ quantity	47%	52%
Food production/ agriculture	39%	45%
National Parks/ Conservation Parks/ State Forests	39%	49%
Beaches/ oceans	38%	40%
Air quality	36%	42%
Flora/ plant life	31%	40%
Fauna/ animal	28%	38%
Fisheries/ fishing	26%	28%
Sun	26%	30%
Soil	21%	30%
Wind	20%	22%
Landscape	18%	23%
Mineral wealth (including gas)	18%	15%
Other river/ lakes	18%	25%

Almost two in three believe Government – Local Councils to be responsible for natural resources (63%).

One in five (19%) nominated the Green Adelaide landscape board, and 19% nominated other landscape boards to be the responsible party looking after natural resources.

Males (67%) are more likely to think that the responsibility lies with the EPA.

The responsible party for looking after natural resources

Category	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Department of Environment and Water	56%	61%
Government – Local Councils	54%	63%
Environment Protection Authority (EPA)	52%	53%
SA Water	43%	48%
Department of Environment (Heritage)	41%	46%
Land care/ Land management	39%	45%
Farmers/ Landholders	39%	50%
PIRSA (Primary Industries South Australia)	33%	40%
Green Adelaide Landscape Board	19%	19%
Other Landscape Boards	15%	19%
Everybody	3%	3%
Other Federal Government	3%	4%
Other State Government	3%	4%
Other	0.4%	0.0%
Don't know/ not sure	10%	11%

■ TOTAL SA (n=2,000)
■ Hills & Fleurieu LB (n=225)

GREEN ADELAIDE SA AND THE ENVIRONMENT | DECEMBER 2021

Q6. Ask all: In general, how concerned are you about environmental issues in South Australia, where 1 is not at all concerned and 5 is very concerned?
Base: All respondents (n=2000) : Hills & Fleurieu LB (n=225)
Q6A For what reasons would you say that you are not concerned about environmental issues? Base: Not concerned (n=16)
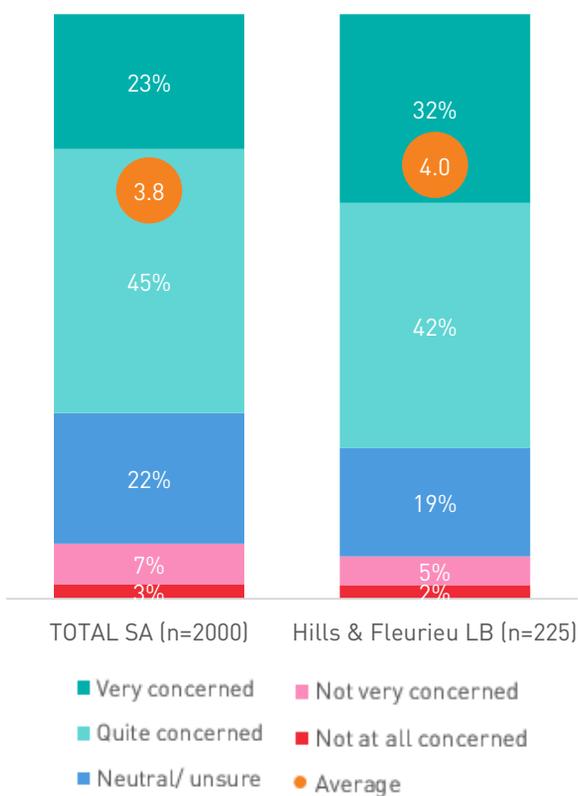
Three quarters are concerned about environmental issues in SA with one in three very concerned.
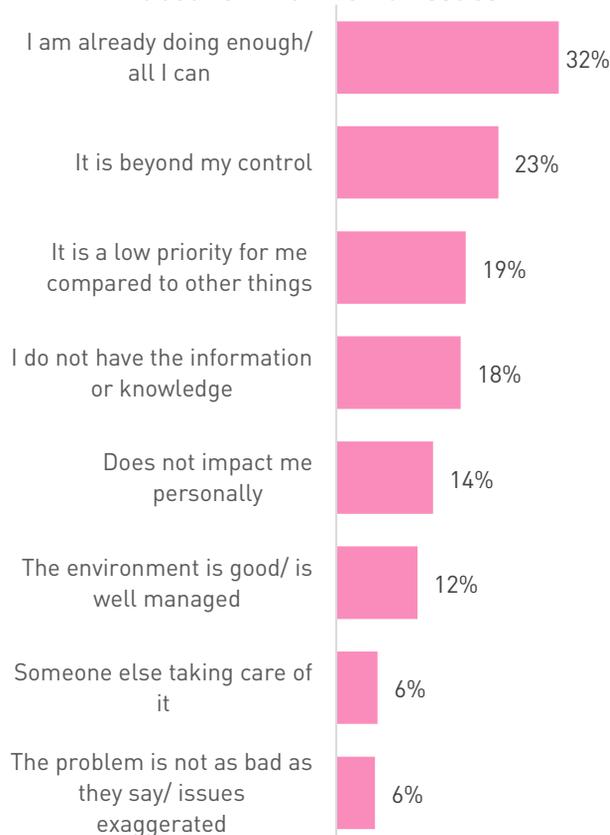
Compared to Total SA (68%), those from the Hills & Fleurieu LB (74%) are more likely to be concerned about environmental issues in South Australia.

Respondents aged 60+ (87%) are more likely to be concerned about environmental issues, while those aged 40-59 (8%) are more likely to be not at all concerned.

Concern level about environmental issues in SA

TOTAL SA (n=2000)
- Very concerned: 23%
- Average: 3.8
- Quite concerned: 45%
- Neutral/ unsure: 22%
- Not very concerned: 7%
- Not at all concerned: 3%

Hills & Fleurieu LB (n=225)
- Very concerned: 32%
- Average: 4.0
- Quite concerned: 42%
- Neutral/ unsure: 19%
- Not very concerned: 5%
- Not at all concerned: 2%

Legend:
- ■ Very concerned
- ■ Quite concerned
- ■ Neutral/ unsure
- ■ Not very concerned
- ■ Not at all concerned
- ● Average

Reasons for not being concerned about environmental issues

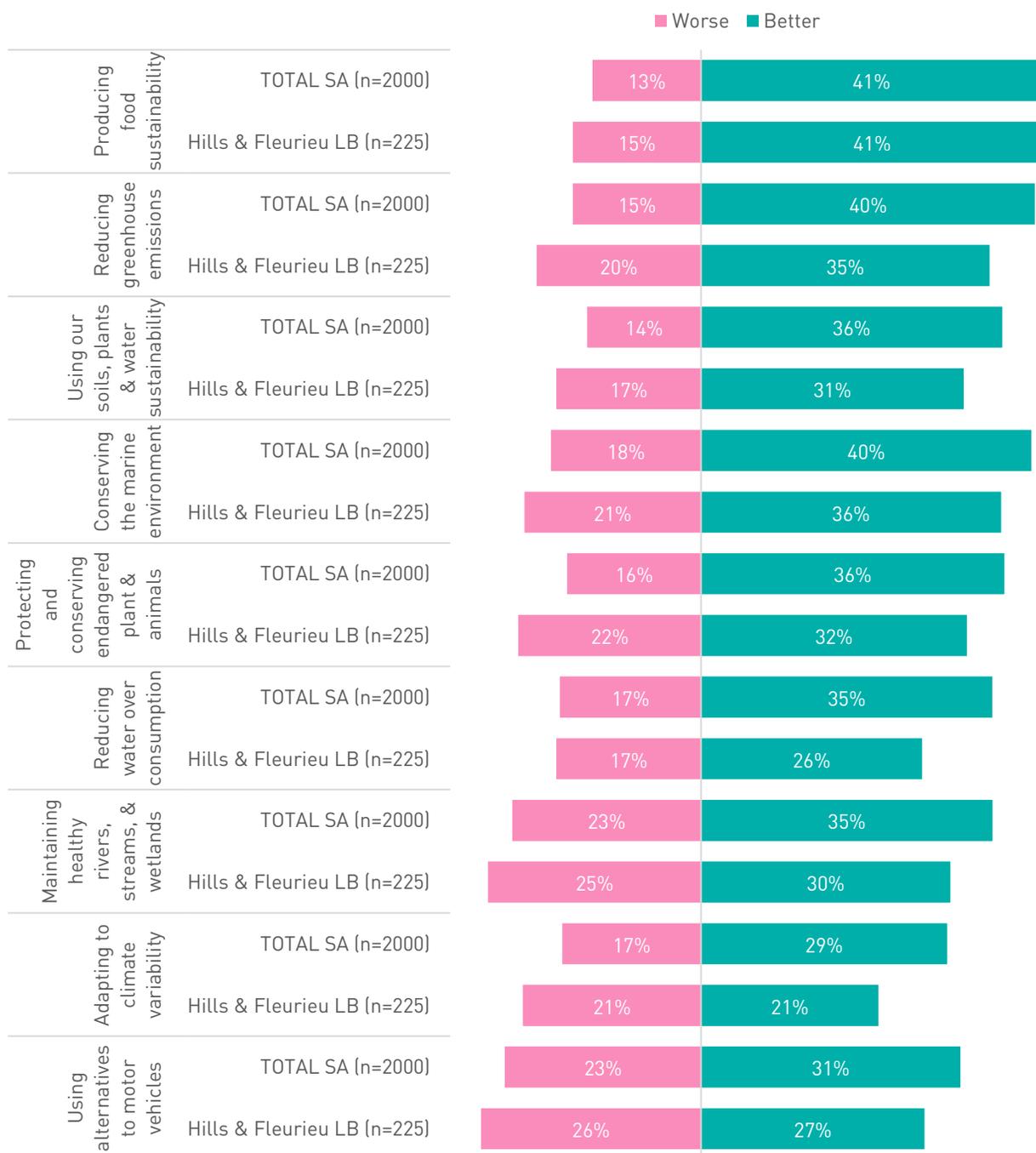| Reason	%
I am already doing enough/ all I can	32%
It is beyond my control	23%
It is a low priority for me compared to other things	19%
I do not have the information or knowledge	18%
Does not impact me personally	14%
The environment is good/ is well managed	12%
Someone else taking care of it	6%
The problem is not as bad as they say/ issues exaggerated	6%

Number in orange represents the average level of concern about environmental issues in SA.

While most perceive things have improved, they are not as confident of positive change compared to Total SA.

Those in the Hills & Fleurieu LB believe South Australia has become better at: Producing food sustainability (41%), Conserving the marine environment (36%) and Reducing greenhouse emissions (35%).

Improvement level of the following areas in SA in the last 3 years

Legend: ■ Worse ■ Better

Area	Group	Worse	Better
Producing food sustainability	TOTAL SA (n=2000)	13%	41%
	Hills & Fleurieu LB (n=225)	15%	41%
Reducing greenhouse emissions	TOTAL SA (n=2000)	15%	40%
	Hills & Fleurieu LB (n=225)	20%	35%
Using our soils, plants & water sustainability	TOTAL SA (n=2000)	14%	36%
	Hills & Fleurieu LB (n=225)	17%	31%
Conserving the marine environment	TOTAL SA (n=2000)	18%	40%
	Hills & Fleurieu LB (n=225)	21%	36%
Protecting and conserving endangered plant & animals	TOTAL SA (n=2000)	16%	36%
	Hills & Fleurieu LB (n=225)	22%	32%
Reducing water over consumption	TOTAL SA (n=2000)	17%	35%
	Hills & Fleurieu LB (n=225)	17%	26%
Maintaining healthy rivers, streams, & wetlands	TOTAL SA (n=2000)	23%	35%
	Hills & Fleurieu LB (n=225)	25%	30%
Adapting to climate variability	TOTAL SA (n=2000)	17%	29%
	Hills & Fleurieu LB (n=225)	21%	21%
Using alternatives to motor vehicles	TOTAL SA (n=2000)	23%	31%
	Hills & Fleurieu LB (n=225)	26%	27%

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Do you think South Australia, in the last 3 years, has generally become better or worse?

Hills & Fleurieu LB	Better	Worse
Producing food sustainability	Good or better level of knowledge (44%) Concerned about environmental issues (40%)	Belong to an environmental group (39%) HH income <$60k (20%)
Reducing greenhouse emissions	Belong to an environmental group (50%) Aged 60+ (46%)	Males (25%) Heard of Hills & Fleurieu LB (24%)
Using our soils, plants and water sustainability	Aged 60+ (40%) Good or better level of knowledge (35%) Concerned about environmental issues (33%)	Heard of Hills & Fleurieu LB (28%) Concerned about environmental issues (23%)
Conserving the marine environment	Aged 60+ (44%) Good level of knowledge (37%) Heard of Hills & Fleurieu LB (35%)	Heard of Hills & Fleurieu LB (30%) Males (26%)
Protecting and conserving endangered plant and animals	Females (40%) Good or better level of knowledge (35%)	Concerned about environmental issues (28%) Aged 40-59 (25%)
Reducing water over consumption	Females (31%) Good or better level of knowledge (28%)	Heard of Hills & Fleurieu LB (25%)
Maintaining healthy rivers, streams, and wetlands	Good or better level of knowledge (30%) Females (37%)	Heard of Hills & Fleurieu LB (38%) Males (34%)
Adapting to climate variability	Females (26%) Under 40 (26%)	Heard of Hills & Fleurieu LB (31%)
Using alternatives to motor vehicles, such as public transport, cycling or walking	Females (32%) Good or better level of knowledge (30%)	Heard of Hills & Fleurieu LB (34%) Under 40 (33%)

The table represents the set of population who are more likely to nominate SA as better or worse.
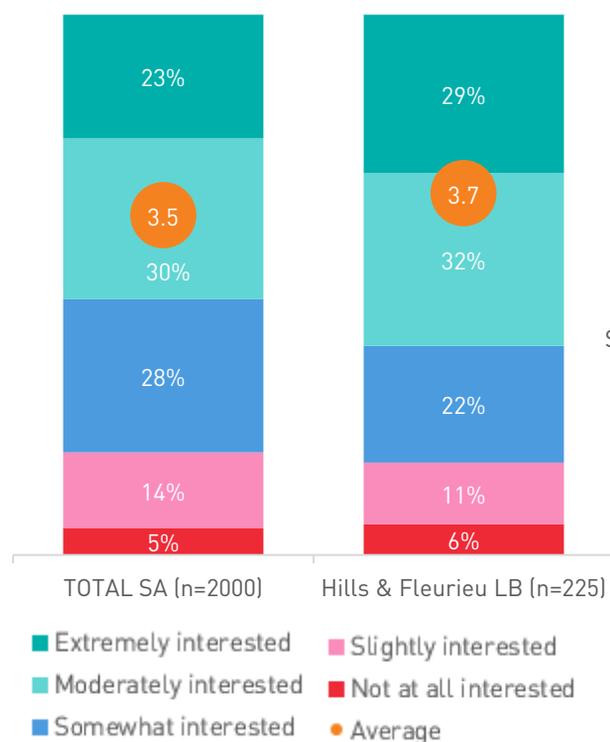
Interest and Knowledge

Q7 How interested are you in actively playing a role towards creating a more sustainable natural environment in your part of South Australia?
Base: All respondents (n=2000) : Hills & Fleurieu LB (n=225)
Q7A Why aren't you interested in actively participating towards creating a more sustainable natural environment in your part of South Australia?
Base: Not interested (n=13)

More than nine in ten (94%) have some interest in playing a role towards creating a more sustainable natural environment.

Six in ten (61%) are extremely or moderately interested in playing an active role in creating a sustainable environment, driven by those who are concerned about the environment. Over nine in ten (96%) of these highly engaged people belong to, or volunteer for, an environmental group.

For those not interested in playing an active role in creating a more sustainable natural environment, "There are bigger issues" was the main reason given, followed by Inconvenience.

Interest level in actively playing a role towards creating a more sustainable natural environment

	TOTAL SA (n=2000)	Hills & Fleurieu LB (n=225)
Extremely interested	23%	29%
Moderately interested	30%	32%
Somewhat interested	28%	22%
Slightly interested	14%	11%
Not at all interested	5%	6%
Average	3.5	3.7

■ Extremely interested   ■ Slightly interested
■ Moderately interested   ■ Not at all interested
■ Somewhat interested   ● Average

Number in orange represents the average level of interest in actively playing a role towards creating a more sustainable natural environment.

Reasons for not interested in playing an active role
***caution small sample (n=13)**

There are bigger issues	24%
Inconvenience	17%
Not concerned	9%
Someone else's responsibilty	9%
Don't have time	9%
Other	24%
Not sure	9%

Over half (53%) have a good to excellent level of knowledge.

While over half (53%) consider themselves to have good to excellent level of knowledge about the things they can do to create a more sustainable local environment, a large proportion (47%) consider their knowledge to be fair or poor. This opens up the opportunity for education pieces that can help improve awareness of activities and initiatives.

For those with a good to excellent level of knowledge, 78% have heard of the Hills & Fleurieu LB.

Level of knowledge Excellent / very good

18% Overall

38% Heard of the Landscape Board

21% 60+

21% Males

Current level of knowledge about the different activities and initiatives to create a more sustainable natural environment

	TOTAL SA (n=2000)	Hills & Fleurieu LB (n=225)
Excellent	3%	3%
Very good	12%	15%
Good	34%	35%
Fair	35%	32%
Poor	16%	15%
Average	2.5	2.6
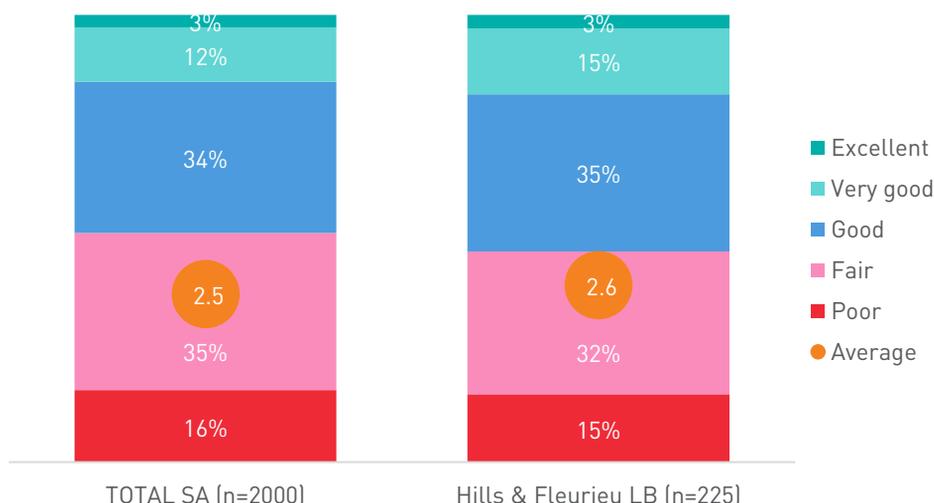
Number in orange represents the average level of knowledge about the different activities and initiatives to create a more sustainable natural environment.

Environmental Behaviours

Majority engage in environmentally friendly behaviours reasonably frequently.

Respondents in the Hills & Fleurieu LB are highly engaged with household activities that help protect the environment: Avoiding putting oil/ fat/ turps/ paints/ chemicals down sinks and toilets and reducing household waste being the leading behaviours.

In the activities below, they are more likely than Total SA to actively engage.

Legend: ■ Don't know/ not sure ■ Never ■ Occasionally ■ Sometimes ■ Often

Avoided putting things like oil, fat, turps, paint, or chemicals down the sink, drain or toilet
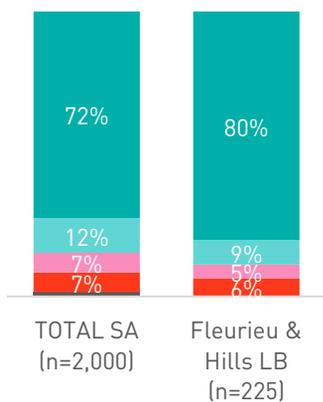
	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	72%	80%
Sometimes	12%	9%
Occasionally	7%	5%
Never	7%	6%

Reduced the amount of waste your household throws out

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	60%	70%
Sometimes	23%	18%
Occasionally	12%	11%
Never	4%	

Taken steps to reduce your energy consumption

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	58%	65%
Sometimes	26%	25%
Occasionally	11%	8%
Never	3%	

Chosen household products that are better for the environment

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	47%	56%
Sometimes	29%	25%
Occasionally	17%	14%
Never	5%	4%

Made an effort for environmental reasons to reduce water consumption

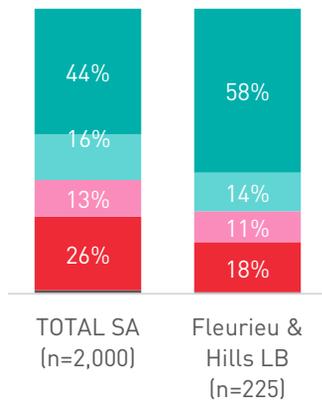|	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	46%	57%
Sometimes	31%	29%
Occasionally	15%	10%
Never	6%	3%
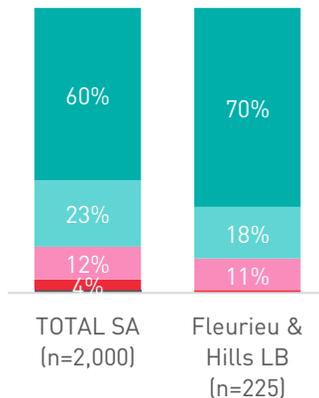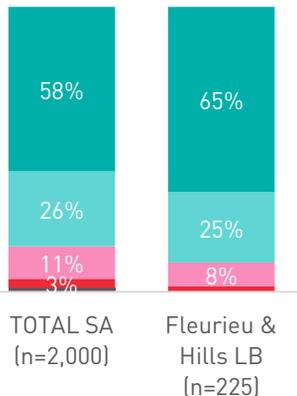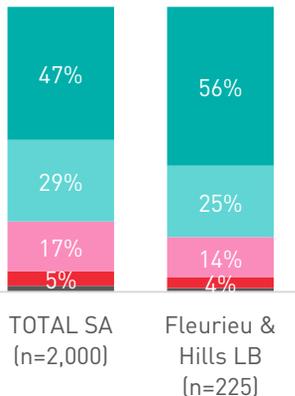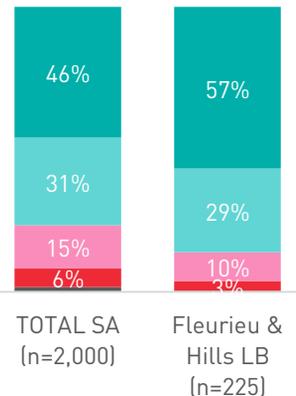
Composting and growing your own food are popular activities.

With the exception of encouraging others to change their behaviour, residents in the Hills & Fleurieu LB are more actively engaged in environmentally friendly activities than Total SA. Composting/using a worm farm and growing your own food are the most popular activities. There is low engagement with attending a tree planting or other environmental volunteer events, where 60% stated they never do this.

Legend: ■ Don't know/ not sure ■ Never ■ Occasionally ■ Sometimes ■ Often

Composted food or garden refuse, or used a worm farm

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	44%	58%
Sometimes	16%	14%
Occasionally	13%	11%
Never	26%	18%

Tried to encourage someone else to change an activity or practice that you thought was harmful to the environment

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	25%	21%
Sometimes	31%	36%
Occasionally	21%	23%
Never	20%	18%

Grown at least some of your own food

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	30%	42%
Sometimes	24%	24%
Occasionally	19%	14%
Never	25%	19%

Bought food from a farmers' market(s)

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	21%	24%
Sometimes	30%	35%
Occasionally	28%	30%
Never	19%	11%

Attended a tree planting or other environmental volunteer event

	TOTAL SA (n=2,000)	Fleurieu & Hills LB (n=225)
Often	8%	12%
Sometimes	10%	9%
Occasionally	16%	17%
Never	63%	60%

Q10 What prompted you to start this activity?

Q10 What is the main reason that you find that activity difficult to do or do more often?
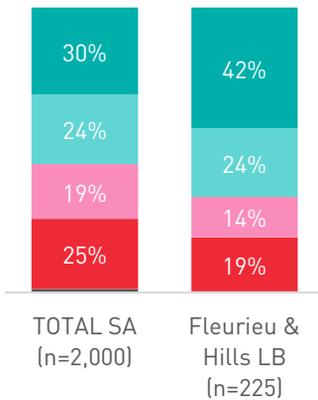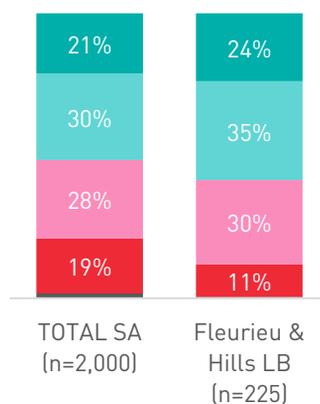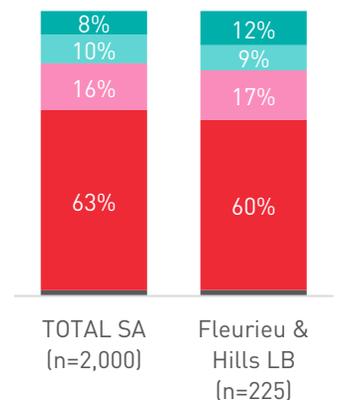
Reasons to start an activity and barriers.
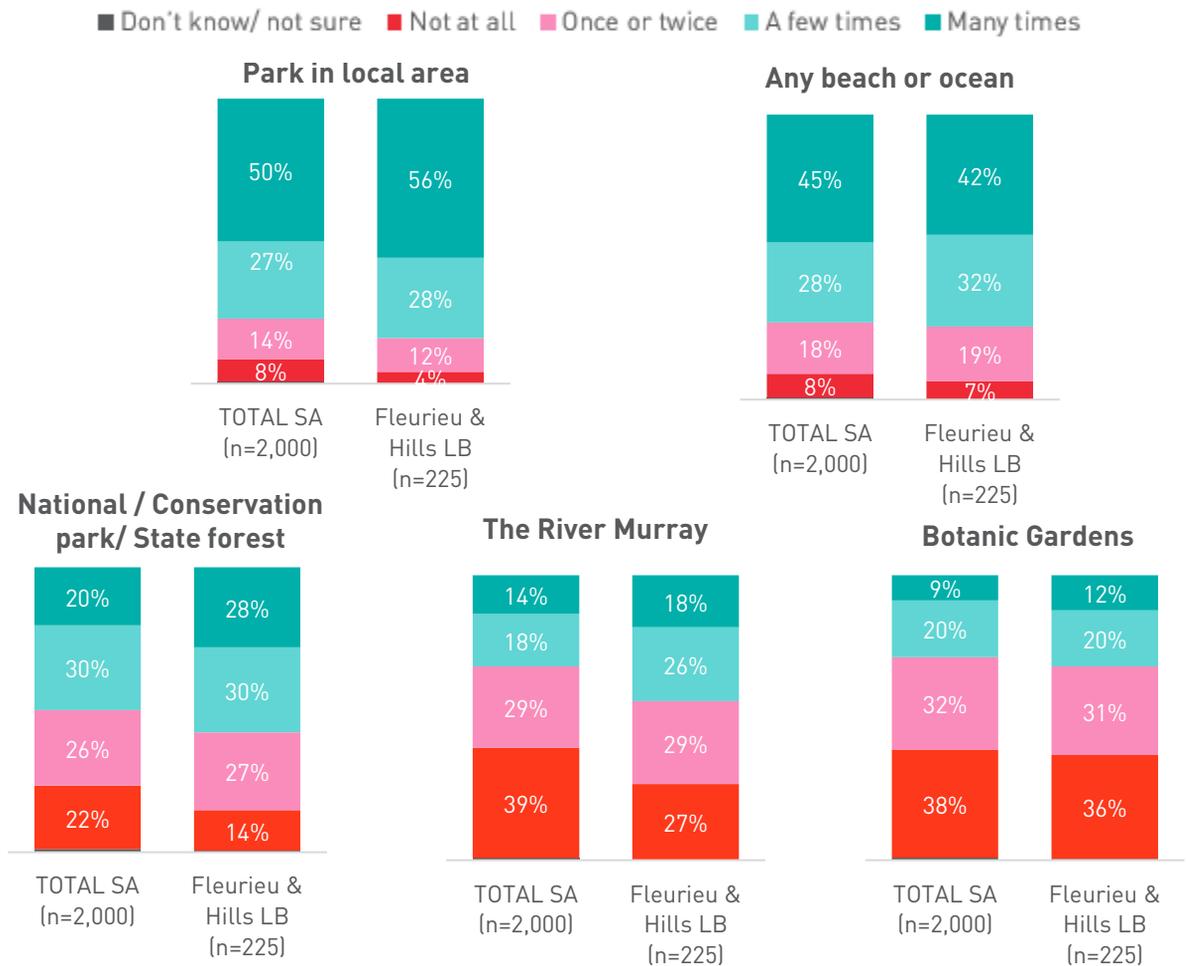
Hills & Fleurieu LB	Prompted to start activity	Barriers
Avoided putting things like oil, fat, turps, paint, or chemicals down the sink, drain or toilet	Concern for the environment Because I care for the environment Lifestyle / hobby	I am doing something else instead I don't have enough information
Reduced the amount of waste your household throws out	Concern for the environment	Difficult to do Don't have time
Taken steps to reduce your energy consumption	Save money Concern for the environment	Difficult to do Other things are more importance
Chosen household products that are better for the environment	Concern for the environment Because I care for the environment	Costs too much / finances Difficult to do
Made an effort for environmental reasons to reduce water consumption	Because I care for the environment Concern for the environment	Costs too much / finances
Composted food or garden refuse, or used a worm farm	Concern for the environment	Lack of tools Difficult to do
Tried to encourage someone else to change an activity or practice that you thought was harmful to the environment	Concern for the environment Education	Difficult to do Doesn't have enough impact to warrant the time
Grown at least some of your own food	Lifestyle / hobby Personal benefit	Lack of tools Difficult to do
Bought food from a farmers' market(s)	Personal benefit Support the local community	Costs too much/ finances Too far to go / inconvenient
Attended a tree planting or other environmental volunteer event	Concern for the environment	Don't have enough information Don't have time

The table represents the drivers and barriers for doing the activity.

Local parks and beaches are popular places to visit.

Nine in ten respondents have visited local parks or beaches at least once in the past 12 months. Those 40+ were more likely to visit beaches, and local parks many times, compared to those Under 40.

Females are more likely to visit the beach (45%) and local parks (58%) many times.

■ Don't know/ not sure ■ Not at all ■ Once or twice ■ A few times ■ Many times

Park in local area

TOTAL SA (n=2,000): 8%, 14%, 27%, 50%
Fleurieu & Hills LB (n=225): 4%, 12%, 28%, 56%

Any beach or ocean

TOTAL SA (n=2,000): 8%, 18%, 28%, 45%
Fleurieu & Hills LB (n=225): 7%, 19%, 32%, 42%

National / Conservation park/ State forest

TOTAL SA (n=2,000): 22%, 26%, 30%, 20%
Fleurieu & Hills LB (n=225): 14%, 27%, 30%, 28%

The River Murray

TOTAL SA (n=2,000): 39%, 29%, 18%, 14%
Fleurieu & Hills LB (n=225): 27%, 29%, 26%, 18%

Botanic Gardens

TOTAL SA (n=2,000): 38%, 32%, 20%, 9%
Fleurieu & Hills LB (n=225): 36%, 31%, 20%, 12%

Visitation: Once or more

96% Local Parks

93% Beaches / Oceans

85% National Park/ Conservation Park/ State Forest

73% The River Murray

63% Botanic Gardens

Awareness and Understanding of Landscape Boards

Q12 Have you heard of the ... [LB]? Base: All respondents (n=2000) : Hills & Fleurieu LB (n=225)
Q13 Have you heard of the NRM (Natural Resources Management) boards Base: All respondents (n=2000) : Hills & Fleurieu LB (n=225)
Q14 Before today, were you aware that the NRM Boards are now called the Landscape Boards? Base: Heard of the LB and/or NRM board (n=120)

Few aware NRM Boards are now called Landscape Boards.

Almost half (47%) were unaware of either NRM Boards or landscape boards.

While 29% were aware of their Hills & Fleurieu LB, only one in ten knew that this term has replaced NRM boards. More education/promotion is required to establish the term landscape boards.

Those more aware of the landscape board were aged 40+ (35%), concerned about environmental issues (36%) and those with a very good/excellent knowledge of the activities they can do to create a sustainable natural environment in South Australia (62%)

Total awareness of NRM Board and/or Landscape Board

■ Aware ■ Not Aware

	TOTAL SA (n=2,000)	Hills &Fleurieu LB (n=225)
Not Aware	53%	47%
Aware	47%	53%
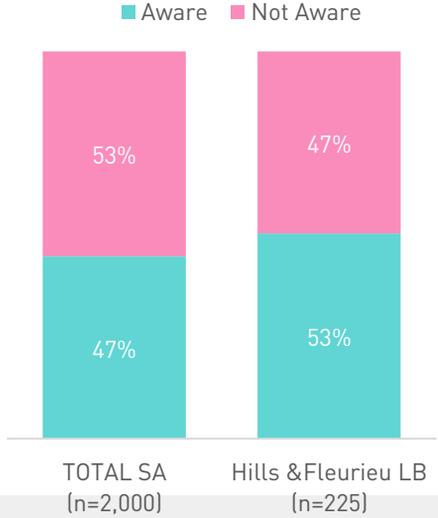
AWARENESS MAP

TOTAL SA (n=2000)

Heard of Natural Resources Management — 43%

Population — 100%

Aware that NRM boards are now called Landscape Boards — 10%

Heard of the Hills & Fleurieu board — 24%

Hills and Fleurieu (n=225)

Heard of Natural Resources Management — 49%

Aware that NRM boards are now called Landscape Boards — 10%

Heard of the Hills & Fleurieu board — 29%

30
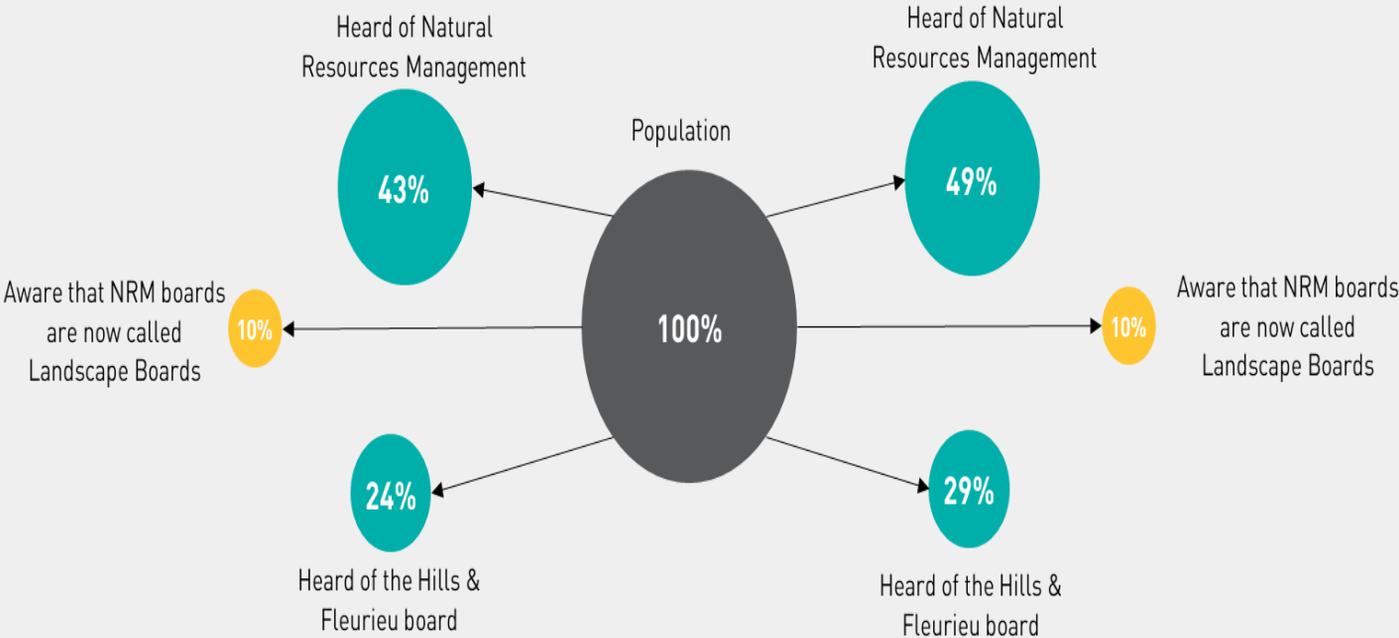
One third (34%) don't know what the Landscape Board does.

Residents in the Hills & Fleurieu LB were likely to mention General landscaping of all parks (16%) and Support/work with environmental groups (15%) when thinking about the board's activities.

Overall, the ability to identify activities is low, and this suggests an opportunity to communicate this information to people in the area.

	Total Hills & Fleurieu LB	Aware of LB or NRM	Not Aware of LB or NRM
General landscaping of all parks	16%	14%	17%
Support/work with – Environmental groups	15%	24%	5%
Protect – Native vegetation	14%	17%	10%
Support/work with – Landholders, sustainability of food/ agricultural production/land	8%	10%	6%
Look after/manage – Water resources / rivers/ wetlands (quality and quantity)	7%	13%	1%
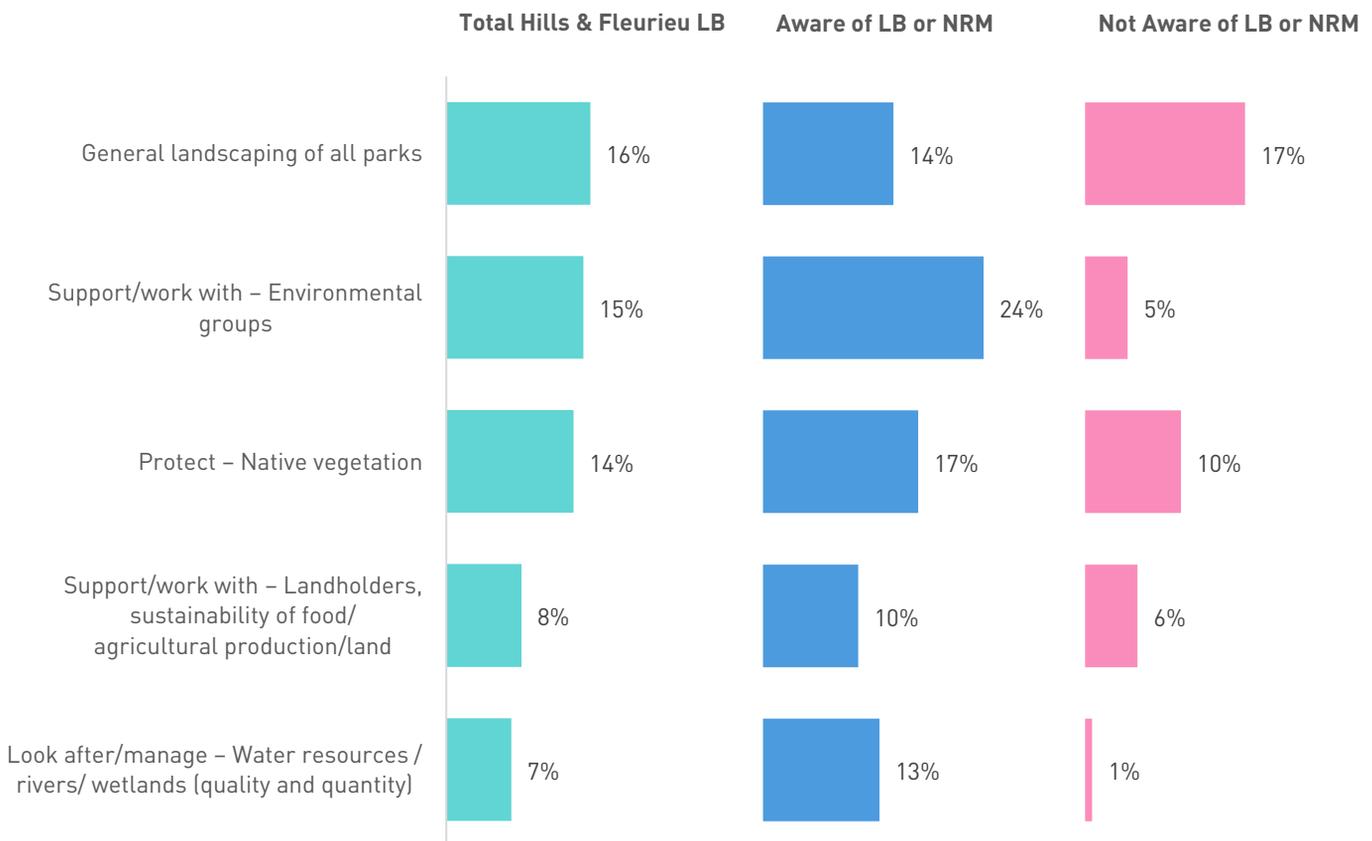
Hills & Fleurieu LB – awareness of activities

21% Support/work with groups

17% Protect native vegetation, birds & animals

11% Look after/ manage resources

31

**Environmental
Information**

The overwhelming majority source information about the environment from the internet – 80%.

Sources of information for the environment

■ TOTAL SA (n=2,000)   ■ Hills & Fleurieu LB (n=225)

Source	TOTAL SA	Hills & Fleurieu LB
The internet	77%	80%
Local Council	30%	32%
Television – news	22%	19%
Television – nature shows/ agriculture shows	21%	25%
Word of mouth	20%	24%
National Parks	20%	22%
Department for the Environment	18%	22%
Volunteer groups (Landcare, Trees for Life etc.)	15%	25%
Newspapers	14%	14%
Books	12%	14%
Radio	11%	11%
Natural Resource Management Boards	8%	10%
Landscape Boards	6%	8%

One third (32%) seek information from the local Council.

One in four (25%) turn to Volunteer groups, and these people are significantly more likely to be aware of the Hills & Fleurieu LB.

This suggests that these channels are an effective way to communicate with residents in the area.

Those who are unsure if they have heard of the landscape board are significantly more likely to turn to television for information (58%).

Females are more likely to use the Internet (83%), Local Council (34%) and Television news or nature/ agriculture shows (34%) for information.

Those aged 40+ are more likely to use Local Councils (33%), Dept for the Environment (24%) and radio (14%) to source information. They are also significantly more likely to use NRM or landscape boards.

Those under 40 are more likely to seek information from the internet (85%).

Concerned and well informed people are more likely to be interested in learning more.

Those in the Hills & Fleurieu LB are more interested in learning about Wildlife and Vegetation (35%), and Pollution and conservation (17%) than Climate change (11%), suggesting more information around these topics may inspire interests and activities directly relevant at the local level.

Hills & Fleurieu LB
Interested in learning more about environment

Don't know/not sure, 31%

Yes, 41%

No, 27%
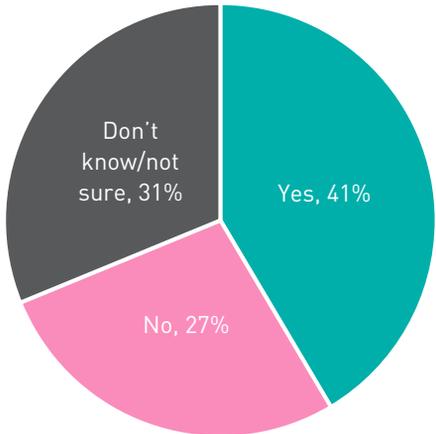
Aspect of the environment to learn more about

Aspect	Percentage
Wildlife and vegetation	35%
Pollution and conservation	17%
Climate change	11%
Methods to adapt for betterment	11%
Sustainability and renewable energy	10%
All of it	4%
Coastal ecosystem	3%
Recycling	2%
Waste	2%
Pest control	1%
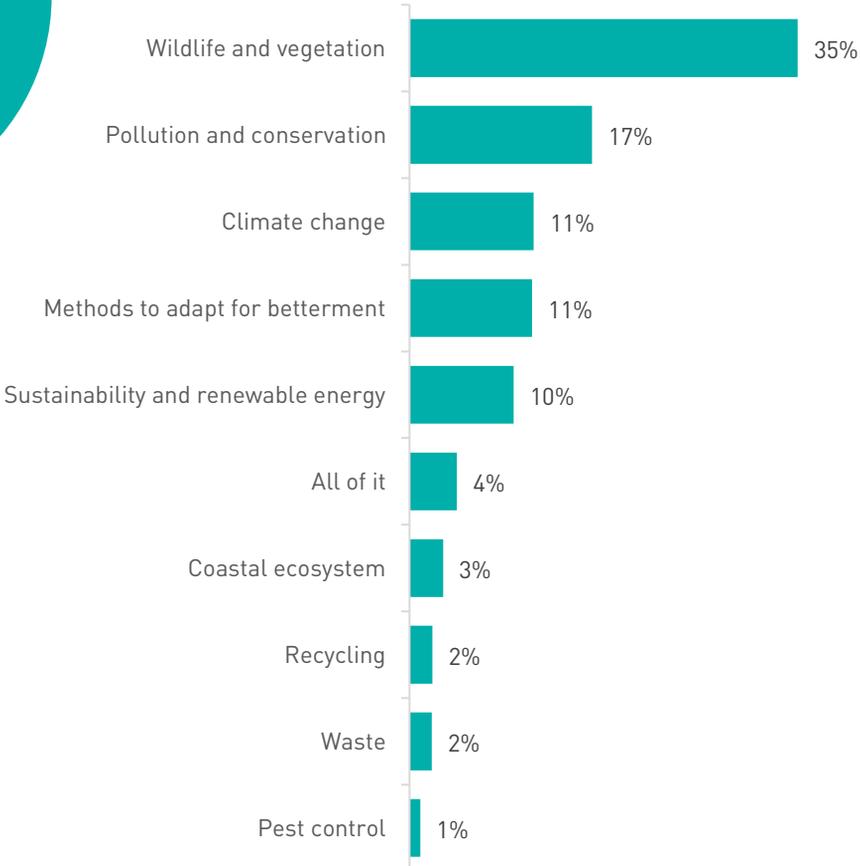
Environmental Positioning Statements

The majority are aware of the impacts of behaviour on the environment.

Accountability and Impact

One in three (33%) strongly agree that there are things they can do to reduce the impacts of climate change, while over two thirds agree that they are highly aware of the impact they and their family have on the environment (69%).

In conjunction with positive sentiment around what they do personally making a difference to the environment (69% agreeing), and almost two thirds (64%) strongly disagreeing that the environment is not their problem, this suggests a high level of environmental accountability across this landscape region.

There are things I can do to reduce the impacts of climate change
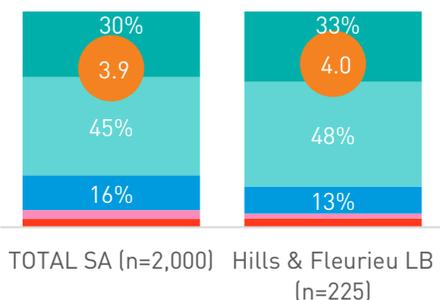
	30% (3.9)	33% (4.0)
	45%	48%
	16%	13%
	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)

I strongly believe what I personally do makes a difference to the environment

	24% (3.8)	28% (3.8)
	42%	42%
	23%	20%
	8%	8%
	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)

I am highly aware of the impacts that my family and I have on the environment

	17% (3.7)	21% (3.8)
	46%	48%
	27%	22%
	9%	7%
	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)

The environment is not my problem

	13%	10%
	27%	22%
	55% (1.7)	64% (1.5)
	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
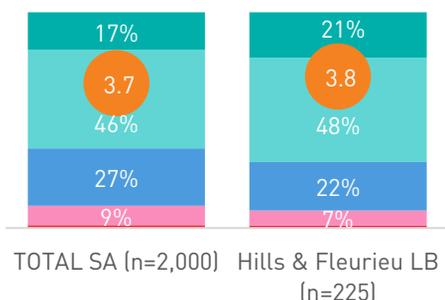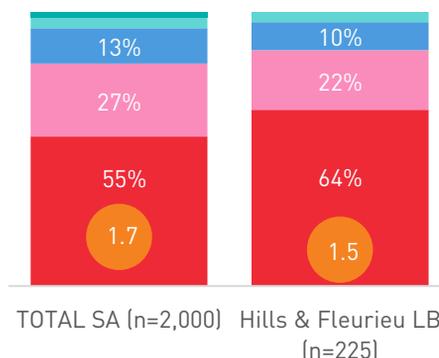
■ 1 Strongly disagree ■ 2 Somewhat disagree ■ 3 Neither agree nor disagree ■ 4 Somewhat agree ■ 5 Strongly agree ● Average

Number in orange represents the average level of agreement for each statement.

More likely to agree with actions and behaviours that improve the environment than Total SA.

Actions and Behaviours

Energy ratings on household appliances are an important consideration for most (86%), however, this may be more for cost savings than the environment.

Six in ten (64%) agree that they would make considerable sacrifices to improve natural resources in SA, while one in five (19%) strongly agree they are happy to pay more for environmentally friendly products.
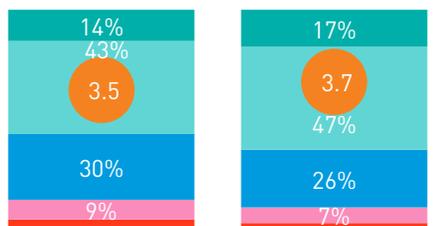
Thinking about the environment in regard to Transport options is area that can be improved, with only 8% strongly agreeing that it is a consideration for them.

Energy ratings are of vital importance when I purchase household appliances
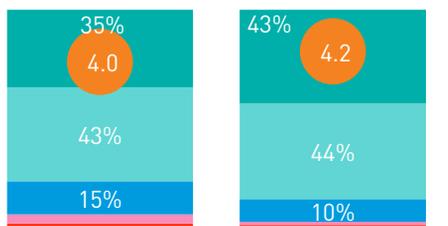
TOTAL SA (n=2,000): 35%, 4.0, 43%, 15%
Hills & Fleurieu LB (n=225): 43%, 4.2, 44%, 10%

I am willing to make considerable sacrifices to improve the quality of natural resources in South Australia

TOTAL SA (n=2,000): 14%, 43%, 3.5, 30%, 9%
Hills & Fleurieu LB (n=225): 17%, 47%, 3.7, 26%, 7%

I am happy to pay more for environmentally friendly products

TOTAL SA (n=2,000): 16%, 40%, 3.5, 26%, 11%, 7%
Hills & Fleurieu LB (n=225): 19%, 3.7, 47%, 24%, 6%
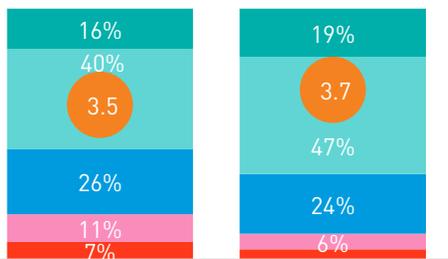
I consider the environment when I decide on my transport options

TOTAL SA (n=2,000): 8%, 29%, 3.1, 35%, 19%, 10%
Hills & Fleurieu LB (n=225): 8%, 32%, 3.2, 37%, 16%, 7%

■ 1 Strongly disagree ■ 2 Somewhat disagree ■ 3 Neither agree nor disagree ■ 4 Somewhat agree ■ 5 Strongly agree ● Average

Number in orange represents the average level of agreement for each statement.
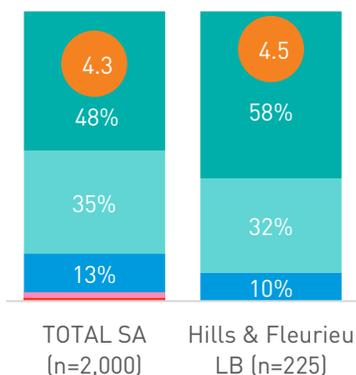
Most agree that conserving the natural environment is of critical importance.

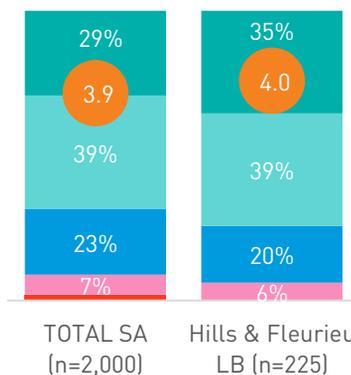## Core Beliefs in regard to the Environment

While three in four (74%) agree that there is not enough emphasis on protecting our natural habitats, one in five (20%) neither agree nor disagree, suggesting an opportunity to increase engagement with these respondents, especially due to the area's beliefs that conserving the natural environment is of critical importance.

Seven in ten (70%) strongly disagree with the statement that climate change is a myth, showing higher sentiment in this area than Total SA (58%).

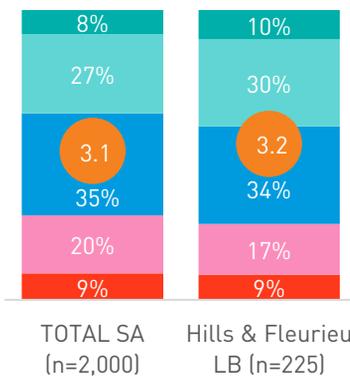**Conserving the natural environment is of critical importance**

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Average	4.3	4.5
5 Strongly agree	48%	58%
4 Somewhat agree	35%	32%
3 Neither agree nor disagree	13%	10%

There is not enough emphasis on protecting our natural habitats

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Average	3.9	4.0
5 Strongly agree	29%	35%
4 Somewhat agree	39%	39%
3 Neither agree nor disagree	23%	20%
2 Somewhat disagree	7%	6%

A lot of threats to the environment are exaggerated

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Average	2.2	1.9
5 Strongly agree	5%	—
4 Somewhat agree	12%	6%
3 Neither agree nor disagree	21%	17%
2 Somewhat disagree	25%	26%
1 Strongly disagree	36%	49%

I consider myself to be a strong environmentalist

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Average	3.1	3.2
5 Strongly agree	8%	10%
4 Somewhat agree	27%	30%
3 Neither agree nor disagree	35%	34%
2 Somewhat disagree	20%	17%
1 Strongly disagree	9%	9%

I think that climate change is a myth

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Average	1.8	1.6
5 Strongly agree	—	3%
4 Somewhat agree	7%	13%
3 Neither agree nor disagree	15%	—
2 Somewhat disagree	16%	12%
1 Strongly disagree	58%	70%

■ 1 Strongly disagree   ■ 2 Somewhat disagree   ■ 3 Neither agree nor disagree   ■ 4 Somewhat agree   ■ 5 Strongly agree   ● Average

Number in orange represents the average level of agreement for each statement.
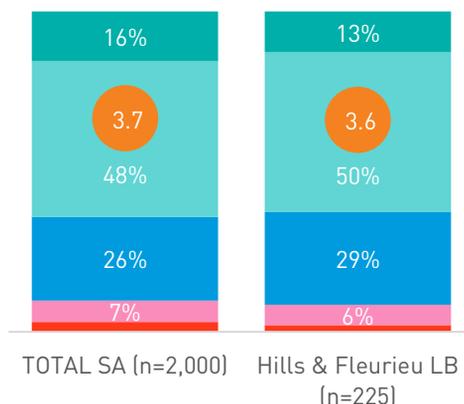
The majority agree there are environmental issues they don't understand - 62%.
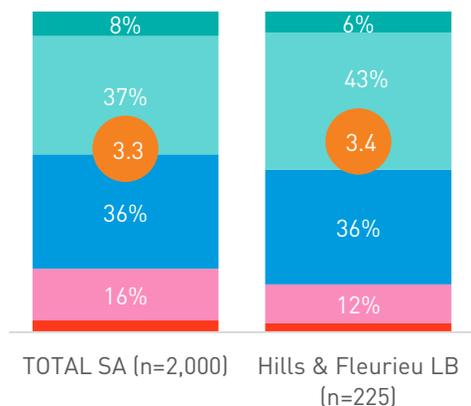
Interest and Knowledge

Almost half (49%) agree that they are well informed about the environment, while 48% strongly disagree that they have little interest in environmental issues.

This suggests that many feel that their knowledge is lacking, but given approximately half are in fact interested in the topic, an opportunity exists to provide engaging information around the environment.
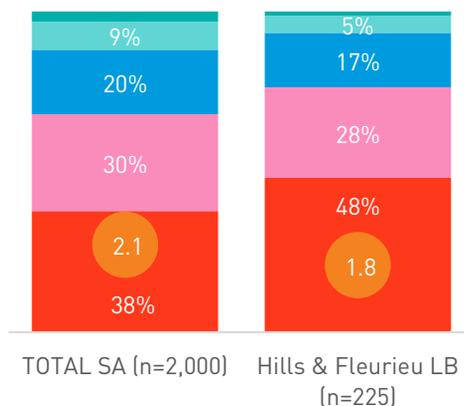
I feel there are some environmental issues that I don't understand

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
5 Strongly agree	16%	13%
4 Somewhat agree	48%	50%
3 Neither agree nor disagree	26%	29%
2 Somewhat disagree	7%	6%
Average	3.7	3.6

I am well informed about the environment

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
5 Strongly agree	8%	6%
4 Somewhat agree	37%	43%
3 Neither agree nor disagree	36%	36%
2 Somewhat disagree	16%	12%
Average	3.3	3.4

I have little interest in environmental issues

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
5 Strongly agree	9%	5%
4 Somewhat agree	20%	17%
3 Neither agree nor disagree	30%	28%
1 Strongly disagree	38%	48%
Average	2.1	1.8

■ 1 Strongly disagree   ■ 2 Somewhat disagree   ■ 3 Neither agree nor disagree   ■ 4 Somewhat agree   ■ 5 Strongly agree   ● Average

Number in orange represents the average level of agreement for each statement.
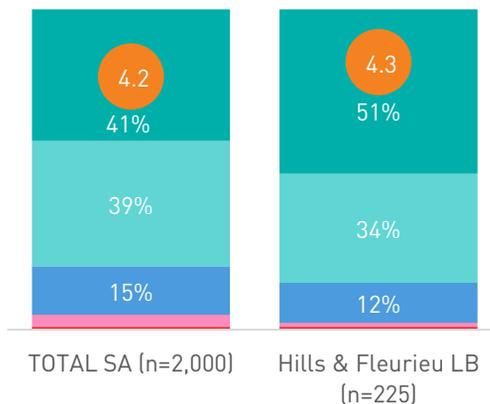
Interacting with nature and outdoor activities are important to most.
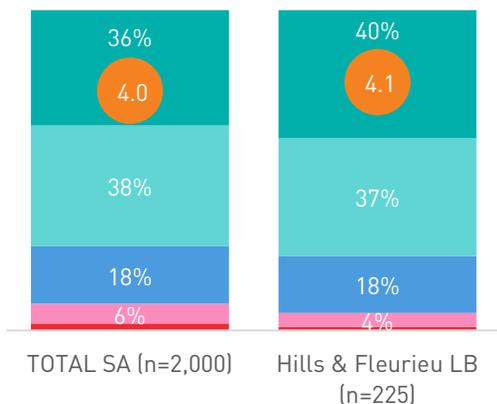
Lifestyle and Outlook

The majority (85%) agree that they like to interact with nature and 77% agree that regular participation in recreation and leisure activities outdoors is important. Hills & Fleurieu LB residents are more likely than Total SA to strongly agree with these statements.

Four in ten (43%) agree they are pessimistic about the future, slightly higher than Total SA (40%). An opportunity exists for the landscape region to alleviate negative feelings and capitalise on the area's interest in their natural environments.

I like to interact with nature

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Strongly agree	41%	51%
Somewhat agree	39%	34%
Neither	15%	12%
Average	4.2	4.3

Regular participation in recreation and leisure outdoors is important to me

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Strongly agree	36%	40%
Somewhat agree	38%	37%
Neither	18%	18%
Somewhat disagree	6%	4%
Average	4.0	4.1

I am pessimistic about the future

	TOTAL SA (n=2,000)	Hills & Fleurieu LB (n=225)
Strongly agree	9%	9%
Somewhat agree	31%	34%
Neither	34%	31%
Somewhat disagree	18%	17%
Strongly disagree	8%	9%
Average	3.1	3.2

■ 1 Strongly disagree   ■ 2 Somewhat disagree   ■ 3 Neither agree nor disagree   ■ 4 Somewhat agree   ■ 5 Strongly agree   ● Average
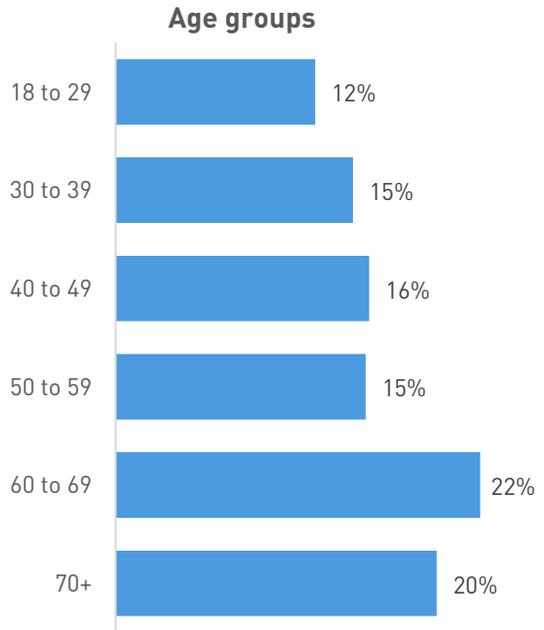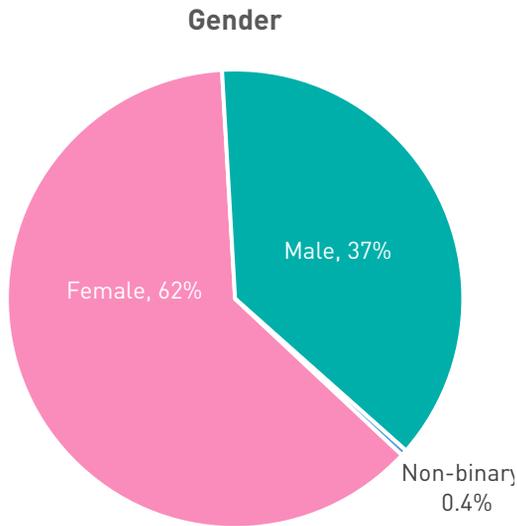
Number in orange represents the average level of agreement for each statement.
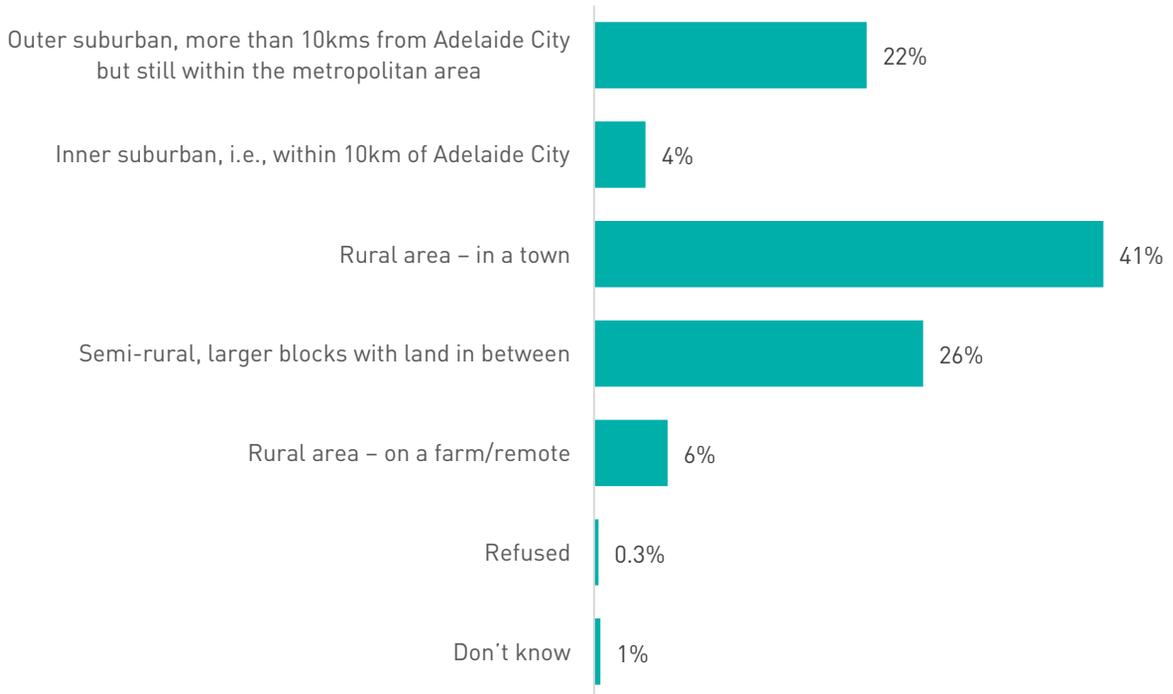
40
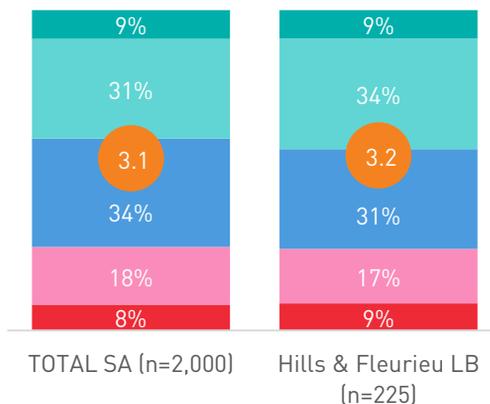
Appendix 1: Respondent Profile

Respondent Profile
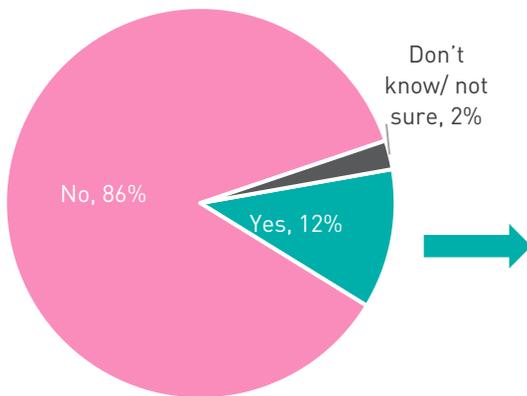
Gender

- Male, 37%
- Female, 62%
- Non-binary 0.4%

Age groups

Age	Percentage
18 to 29	12%
30 to 39	15%
40 to 49	16%
50 to 59	15%
60 to 69	22%
70+	20%

Best describes the area lived in

Area	Percentage
Outer suburban, more than 10kms from Adelaide City but still within the metropolitan area	22%
Inner suburban, i.e., within 10km of Adelaide City	4%
Rural area – in a town	41%
Semi-rural, larger blocks with land in between	26%
Rural area – on a farm/remote	6%
Refused	0.3%
Don't know	1%

Respondent Profile

Education level

Category	Percentage
Primary school	2%
Secondary school	24%
TAFE/trade	29%
Undergraduate at University	20%
Postgraduate at University	24%
Refused	1%

Belong to, volunteer for, involved with an environmental, Landcare or similar group

- No, 86%
- Yes, 12%
- Don't know/ not sure, 2%

Affiliated with group(s)

Category	Percentage
Environmental groups	80%
National Parks/ Wildlife groups	18%
Social clubs	4%
Government organisations	8%

43
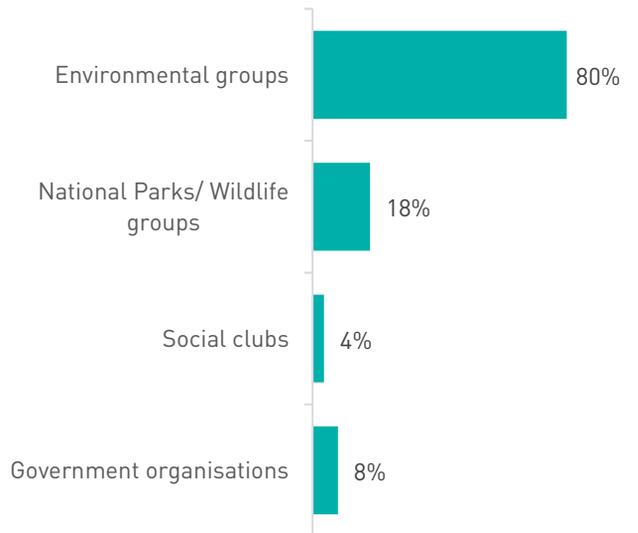
Respondent Profile

Household structure

Lone person household	13%
Group household of unrelated adults	4%
Young couple no children	5%
Young Family: youngest child 6 years or under	13%
Middle family: youngest child 15 years or under	14%
Mature family: youngest child 16 or over living at home	16%
Mature couple with no children in household (40+)	32%
Refused	2%
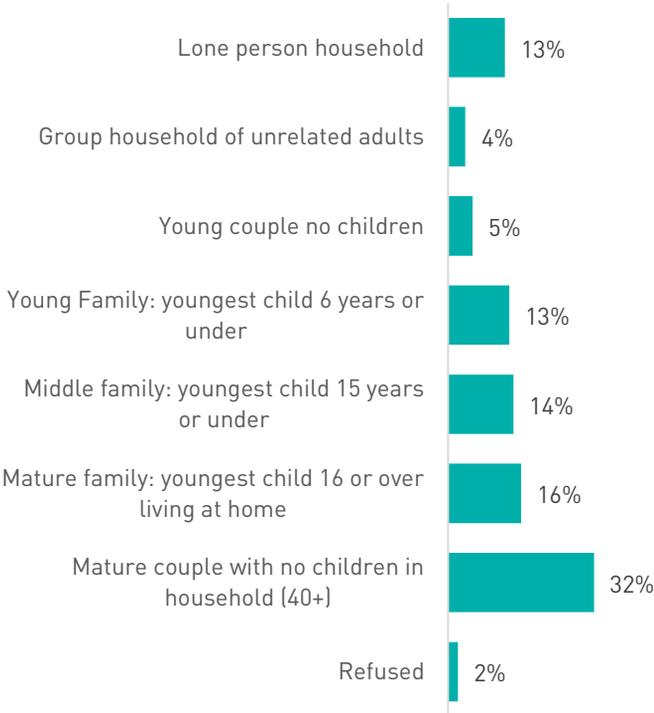
Gross household income level

Under $20,000 pa	6%
$20,000-39,999 pa	15%
$40,000-59,999 pa	17%
$60,000-79,999 pa	11%
$80,000-99,999 pa	11%
$100,000-$139,999 pa	17%
$140,000-$179,999 pa	7%
$180,000+ pa	7%
Refused	9%

Employment status

Employed, full time	30%
Employed, part time or casual	24%
Not employed	5%
Home duties	6%
Unable to work because of disability/ WorkCover etc.	2%
Student, full time	1%
Student, part time	0%
Retired/ age pensioner	30%
Other	2%

Respondent Profile

Household situation

- <1%
- 6%
- 19%
- 75%

- Own my own house (includes mortgage/no mortgage)
- Renting
- Living rent free with friends or family
- Refused

Use land for growing food/keeping livestock

No - don't use land for farming	76%
Lifestyle/ hobby farmer (relies on non-farm income)	20%
Full time/ commercial farmer	0%
Part time farmer (some on farm income)	3%
Refused	1%
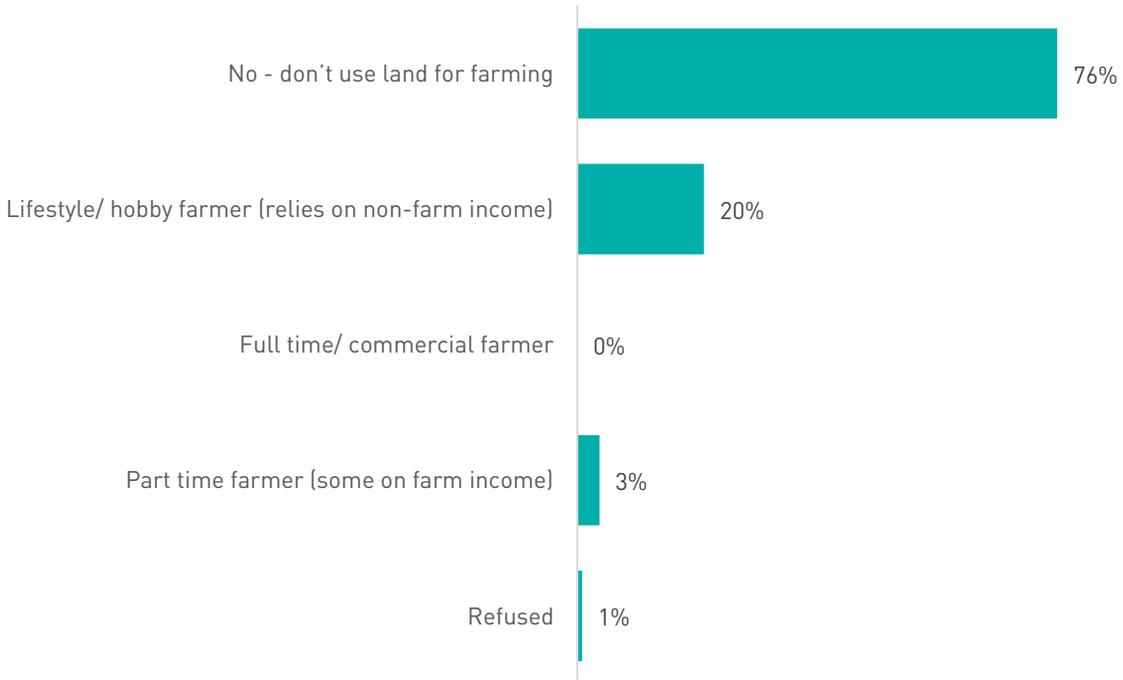
Margin of Error

SAMPLE SIZE ↓	MARGIN OF ERROR TABLE (95% confidence level)									
	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

Appendix 2: Survey Tool

Project No: 11897

GREEN ADELAIDE AND THE ENVIRONMENT SURVEY– FINAL
COMMERCIAL IN CONFIDENCE

Sample: n=1,200 Online interviews
Sample n=800 CATI
Online and CATI methodology
Online interviews using database of business panel provider
Approximate length of survey 18 minutes depending on answers

Landscape Board	Sample	Method
Green Adelaide	1200	Online
Eyre Peninsula	100	Online/CATI
Hills and Fleurieu	225	Online
Kangaroo Island, Alinytjara Willaura, Arid Lands	100 (50 to 60 from Port Augusta)	Online/CATI
Limestone Coast	125	Online/CATI
Murraylands and Riverland	125	Online
Northern and Yorke	125	Online

Online introduction:

McGregor Tan is an independent market research company 100% Australian owned since 1976. We do not sell, promote, or endorse any product or service.

McGregor Tan is conducting this research to understand your awareness, participation in and knowledge of environmental organisations and programs. We appreciate your honest opinions.

The survey will only take around 18 minutes, depending on your answers, and participation in the survey is anonymous.

All completed surveys go into a draw for a chance to win $200 at the end of the month. You will also be entered into our annual McGregor Tan cash draw of $1,000.

Participation in the survey is voluntary. McGregor Tan complies with the Privacy Act and can assure you that all information given will remain confidential, there are no right or wrong answers. Your details will only be used for research purposes and will not be sold to any third party.

CATI introduction:

Hi, I am from McGregor Tan Research, an independent social and market research company. We are doing a survey with South Australian residents about environmental organisations and programs. Is there anyone in the household, including yourself, aged 18 or older?

(If under 18, ask to speak to someone who is 18+ or call back when someone will be available.)

The survey will only take around 18 minutes, depending on your answers, and participation in the survey is anonymous. All completed surveys go into a draw for a chance to win $200 at the end of the month. You will also be entered into our annual McGregor Tan cash draw of $1,000.

If you are interested in participating, we will begin now.

S1 Ask all: What is the postcode and suburb of where you live?

Q31	Postcode	
Q32	Suburb	

S1 Landscape board

Import from postcode		
1.	Alinytjara Wilurara	872, 5690
2.	Eyre Peninsula	5600, 5601, 5602, 5603, 5604, 5605, 5606, 5607, 5608, 5630, 5631, 5632, 5633, 5640, 5641, 5642, 5650, 5651, 5652, 5653, 5654, 5660, 5661, 5670, 5671, 5680
3.	Green Adelaide	5000, 5006, 5007, 5008, 5009, 5010, 5011, 5012, 5013, 5014, 5015, 5016, 5017, 5018, 5019, 5020, 5021, 5022, 5023, 5024, 5025, 5031, 5032, 5033, 5034, 5035, 5037, 5038, 5039, 5040, 5041, 5042, 5043, 5044, 5045, 5046, 5047, 5048, 5049, 5050, 5051, 5052, 5061, 5062, 5063, 5064, 5065, 5066, 5067, 5068, 5069, 5070, 5073, 5074, 5075, 5076, 5081, 5082, 5083, 5084, 5085, 5086, 5087, 5088, 5089, 5090, 5091, 5092, 5093, 5094, 5095, 5096, 5097, 5098, 5106, 5107, 5108, 5109, 5110, 5111, 5112, 5113, 5114, 5115, 5117, 5120, 5121, 5125, 5126, 5127, 5150, 5153, 5158, 5159, 5160, 5161, 5162, 5163, 5164, 5165, 5166, 5167, 5168, 5169, 5170, 5173, 5950
4.	Hills and Fleurieu	5072, 5131, 5132, 5133, 5134, 5136, 5137, 5138, 5139, 5140, 5141, 5142, 5144, 5151, 5152, 5154, 5155, 5156, 5157, 5171, 5172, 5174, 5201, 5202, 5203, 5204, 5210, 5211, 5212, 5213, 5214, 5231, 5232, 5233, 5234, 5240, 5241, 5242, 5243, 5244, 5245, 5250, 5251, 5252, 5255, 5256
5.	Kangaroo Island	**5220, 5221, 5222, 5223**
6.	Limestone Coast	5261, 5262, 5263, 5264, 5265, 5266, 5267, 5268, 5269, 5270, 5271, 5272, 5273, 5275, 5276, 5277, 5278, 5279, 5280, 5290, 5291
7.	Murraylands and Riverland	5236, 5237, 5238, 5253, 5254, 5259, 5260, 5301, 5302, 5303, 5304, 5306, 5307, 5308, 5309, 5310, 5311, 5320,

		5321, 5322, 5330, 5331, 5332, 5333, 5340, 5341, 5342, 5343, 5344, 5345, 5346, 5353, 5354, 5356, 5357, 5417
8.	Northern and Yorke	5116, 5118, 5235, 5350, 5351, 5352, 5355, 5360, 5371, 5372, 5373, 5374, 5381, 5400, 5401, 5410, 5411, 5412, 5413, 5414, 5415, 5416, 5418, 5419, 5420, 5421, 5422, 5431, 5451, 5452, 5453, 5454, 5455, 5460, 5461, 5462, 5464, 5470, 5471, 5472, 5473, 5480, 5481, 5482, 5483, 5485, 5490, 5491, 5493, 5495, 5501, 5502, 5510, 5520, 5521, 5522, 5523, 5540, 5550, 5552, 5554, 5555, 5556, 5558, 5560, 5570, 5571, 5572, 5573, 5575, 5576, 5577, 5580, 5581, 5582, 5583
9.	SA Arid Lands	5432, 5433, 5434, 5440, 5609, 5611, 5655, 5700, 5701, 5710, 5713, 5715, 5717, 5719, 5720, 5722, 5723, 5724, 5725, 5730, 5731, 5732, 5733, 5734
10.	None of these	Terminate

LB1   If Green Adelaide (code 3 in S1): Do you live in any of the following council areas?

1.	City of Holdfast Bay	
2.	Port Adelaide Enfield Council	
3.	City of Onkaparinga	
4.	City of West Torrens	
5.	Marion Council	
6.	City of Charles Sturt	
7.	City of Playford	
8.	City of Salisbury	
9.	City of Adelaide	
10.	Norwood, Payneham and St Peters	
11.	Town of Walkerville	
12.	City of Mitcham	
13.	City of Campbelltown	
14.	City of Tea Tree Gully	
15.	City of Burnside	
16.	City of Unley	
17.	City of Prospect	
18.	None of the above	Terminate

Gender1 Ask all: Are you? Select one

1.	Male
2.	Female
3.	Non-binary / Gender fluid / Differently identify

YOB1: Ask all: What year were you born? Enter a number

Hidden: Automatic recode into the following age groups		
1.	18 to 29	1992-2003
2.	30 to 39	1982-1991
3.	40 to 49	1972-1981
4.	50 to 59	1962-1971
5.	60 to 69	1952-1961
6.	70+	1921-1951

1. Ask all: Excluding COVID-19, what would you say are the three most important issues at a state level that need attention from the State Government at present? Unprompted – open ended (up to 3 responses - must have at least 1 answer)

Most important - Text box	Second most important - Text box	Third most important - Text box
(Back codes)		
1. Ageing population and associated issues		
2. Cost of living		
3. Child welfare/protection		
4. Crime/law and order/vandalism		
5. Economy/economic growth		
6. Education/schools		
7. Energy/fuel/nuclear power		
8. Environment (specify)		
9. Government performance		
10. Health/hospitals and healthcare		
11. Immigration		
12. Mining		
13. Public transport		
14. Road maintenance		
15. Taxation		
16. Traffic flow/congestion		
17. Unemployment/underemployment		
18. Waste		
19. Water quality/quantity		
20. Other		
21. Don't know/not sure		

2. Ask all: What would you say are the most important environmental issues in South Australia today? Unprompted – open ended (up to 2 responses - must have at least 1 answer)

Most important (text box)	Second most important (text box)
(Back codes)	
1. Air pollution/air quality • *Pollution of the air* • *Poor air quality* • *Substances in the air causing damage to human health, or other living things, e.g through traffic, industrial processes, wild fires, indoor combustion fires …*	
2. Carbon tax • *A tax that is based on the amount of carbon emissions made to create a product or service.* • *Makes the 'hidden' social cost of carbon emission visible* • *Are designed to reduce carbon emissions*	
3. Climate changes • *Changes in earth's weather patterns, due in part to human actions. Also includes natural climatic cycles like ice ages in the past* • *Includes hotter summers, increased and more severe storms, more intense bush fires, floods, intense rainfall, melting of Earth's ice caps* • *Human action is anything that produces greenhouse gas emissions, e.g. through burning fossil fuels and agriculture that produces methane*	
4. Development and planning • *Planning and developing the city – building homes, buildings, suburbs, roads, precincts* • *Includes urban infill – getting more people living in specific areas (higher density living), as well as sprawling suburbs that sees the city get bigger* • *Includes knocking down houses and putting two or three dwellings where one used to stand* • *Anything to do with the Planning and Development Code*	
5. Energy/fuel/nuclear power • *Energy to run human activities, e.g. travel, homes, businesses, industry* • *Includes renewables (wind turbines and solar power), coal, gas etc*	
6. Forest/bushland preservation/biodiversity issues • *Conserving, restoring, revegetating natural areas* • *Managing pests in natural spaces* • *Animals – e.g. Insects, birds, mammals, fish etc* • *Habitat and food for animals*	
7. Land degradation • *Pollution and damage of land, through human activity, or environmental issues* • *e.g. through development (building roads, buildings); agriculture, pests, climate change, drought, erosion, floods etc* • *land that is denuded due to over use or poor land use eg abandoned paddocks and city lots where no buildings have been built.* • *Places where past land use has left the land contaminated or unviable*	
8. Mining • *Extracting resources from the Earth for human use* • *e.g. mining coal, gas, uranium for energy*	

	• *e.g. mining gold, copper, zinc etc for raw materials to use in building infrastructure, making products etc*
9.	*Other pollution* • *Anything that doesn't fit in the above topics*
10.	*Over population* • *Where so many people live in an area that the natural environment cannot sustain them all*
11.	*Park/open spaces* • *Pocket parks, corner parks, playgrounds, reserves, national parks* • *Beaches and coastal areas* • *Rivers, lakes and creeks*

12.	*Renewable energy*
	• *Energy that is sourced from a renewable supply, eg:*
	   o *Solar energy*
	   o *Wind energy*
	   o *Thermal energy*

13.	*Waste* • *Unwanted or unusable materials* • *Substances that are discarded after its primary use, or is worthless, defective and of no use* • *e.g. packaging of products, food* • *e.g. by-products when making energy or products* • *e.g. products that have reached their end of use* • *Landfill, rubbish dumps* • *Any of the five ocean gyres – massive collections of waste/rubbish in the oceans*
14.	*Water pollution/water quality* • *Accidental or deliberate pollution of creeks, rivers, wetlands, lakes and the ocean* • *Any of the five ocean gyres – massive collections of waste/rubbish in the oceans* • *E.g. from traffic, people littering, plastics, chemicals, fertilising*
15.	*Water supply/conservation/drought* • *Supplying water from the River Murray* • *Supplying water from Adelaide's desalination plant* • *Recycled water* • *Saving water* • *Drought – not getting rainfall for a long time* • *Not having enough water to support the population*
16.	*Other*
17.	*Don't know/not sure*

3. Ask all: What would you say is the single most important thing that the South Australian Government can do to protect and look after the environment over the next few years? Prompted, single response (rotate)

1.	Address climate change/reduce greenhouse emissions
2.	Better urban planning (eg subdivision that retains green space, major roads (or buildings) with trees planted/retained)
3.	Control of pest animals – non-native (e.g. rabbits, foxes)
4.	Control of pest animals – native (e.g. kangaroos, koalas)
5.	Introduce nuclear power
6.	Landcare/weed control/erosion control
7.	Maintain our national parks and bushland
8.	Not proceed with a nuclear dump
9.	Promote renewable energy/solar/wind
10.	Protect threatened species
11.	Protect water resources/waterways
12.	Protect native vegetation/flora
13.	Protect urban trees
14.	Recycle more waste
15.	Reduce water pollution
16.	Other (specify)
17.	Don't know/not sure

4. Ask all: What do you think are the most important natural resources in South Australia? Prompted, multiple response (rotate)

1.	Air quality
2.	Beaches/oceans
3.	Fauna/animal
4.	Fisheries/fishing
5.	Flora/plant life
6.	Food production/agriculture
7.	Landscape
8.	Mineral wealth. Including gas
9.	National Parks/Conservation Parks/State Forests
10.	River Murray
11.	Other river/lakes
12.	Soil
13.	Sun
14.	Water quality/quantity
15.	Wind
16.	Other (specify)
17.	Don't know/not sure
18.	Don't understand what you mean by natural resources

5. Ask all: Who do you think is responsible for looking after natural resources like water, soil, native vegetation and coasts in your region? Prompted, multiple response (do not rotate)

1.	Department of Environment (Heritage)

2.	Department of Environment Water
3.	Environment Protection Authority (EPA)
4.	Farmers/landholders
5.	Land care/Land management
6.	Green Adelaide Landscape Board
7.	Other Landscape Boards
8.	PIRSA (Primary Industries South Australia)
9.	SA Water
10.	Government – Local Councils
11.	Other State Government (specify)
12.	Other Federal Government (specify)
13.	Other (specify)
14.	Don't know/not sure

6. Ask all: In general, how concerned are you about environmental issues in South Australia, where 1 is not at all concerned and 5 is very concerned? (CATI: Read out 1-5), single response

1.	Not at all concerned
2.	Not very concerned
3.	Neutral/unsure
4.	Quite concerned
5.	Very concerned

6. a) Ask if not concerned (Code 1-2 in Q6) For what reasons would you say that you are not concerned about environmental issues? Semi-prompted, multiple response prompted (CATI: if "too old" probe for underlying reason

1.	Does not impact me personally
2.	I am already doing enough/all I can
3.	I do not have the information or knowledge
4.	It is a low priority for me compared to other things
5.	It is beyond my control
6.	Not interested/not care about the environment
7.	Someone else taking care of it
8.	The environment is good/is well managed
9.	The problem is not as bad as they say/issues are exaggerated
10.	Other (specify)
11.	Don't know/not sure

7. Ask all: How interested are you in actively playing a role towards creating a more sustainable natural environment in your part of South Australia? Single response (CATI; Read out answer codes)

1.	Not at all interested
2.	Slightly interested
3.	Somewhat interested
4.	Moderately interested
5.	Extremely interested

7. a) Not interested (Code 1 in Q7) Why aren't you interested in actively participating towards creating a more sustainable natural environment in your part of South Australia? Open ended

Text box

8. Ask all: How would you rate your current level of knowledge about the different activities and initiatives you can do to create a more sustainable natural environment in your part of South Australia?

1.	Poor
2.	Fair
3.	Good
4.	Very good
5.	Excellent

9. Ask all: On a scale of 1 to 5 where 1 is much worse and 5 is much better, for each of the following areas, do you think South Australia, in the last 3 years, has generally become better or worse?
    Single response, rotate
    (CATI read out answer scale)

		1 Much worse	2 A bit worse	3 Little or no change	4 A bit better	5 Much Better	Don't know
1.	Adapting to climate variability	1	2	3	4	5	6
2.	Conserving the marine environment	1	2	3	4	5	6
3.	Maintaining healthy rivers, streams, and wetlands	1	2	3	4	5	6
4.	Producing food sustainability	1	2	3	4	5	6
5.	Protecting and conserving endangered plant and animals	1	2	3	4	5	6
6.	Reducing greenhouse emissions	1	2	3	4	5	6
7.	Reducing water over consumption	1	2	3	4	5	6
8.	Using alternatives to motor vehicles, such as public transport, cycling or walking	1	2	3	4	5	6
9.	Using our soils, plants and water sustainability	1	2	3	4	5	6

10. Ask all: In the past 12 months, how often have you participated in the following activities? Select one response per activity
    (CATI: Read out answer scale (do not read out Don't know) single response, rotate

		Never	Occasionally	Sometimes	Often	Don't know/ not sure

1.	Made an effort for environmental reasons to reduce water consumption	1	2	3	4	5
2.	Chosen household products that are better for the environment	1	2	3	4	5
3.	Taken steps to reduce your energy consumption	1	2	3	4	5
4.	Composted food or garden refuse, or used a worm farm	1	2	3	4	5
5.	Reduced the amount of waste your household throws out	1	2	3	4	5
6.	Avoided putting things like oil, fat, turps, paint, or chemicals down the sink, drain or toilet	1	2	3	4	5
7.	Bought food from a farmers' market(s)	1	2	3	4	5
8.	Attended a tree planting or other environmental volunteer event	1	2	3	4	5
9.	Grown at least some of your own food	1	2	3	4	5
10.	Tried to encourage someone else to change an activity or practice that you thought was harmful to the environment	1	2	3	4	5

10. a) One random activity often or sometimes participated in from Q10: What prompted you to start this activity (Import activity name)? Unprompted, open ended and multiple response

Text box

(Back codes)

1.	Because I care
2.	Change the behaviours of others
3.	Concern for the environment
4.	Drought
5.	Education
6.	Legal requirements
7.	Lifestyle/hobby
8.	Personal benefit
9.	Save money
10.	Support the local community
11.	Other (specify)
12.	Don't know/not sure

10. b) one random activity occasionally or never participated in from Q10 What is the main reason that you find that activity difficult to do or do more often (import activity name)? Unprompted, open ended and multiple response

Text box

(Back codes)

1.	Cost too much/finances
2.	Difficult to do
3.	Doesn't have enough impact to warrant the time
4.	Doing something else instead
5.	Don't have enough help
6.	Don't have enough information
7.	Don't have time
8.	Lack of tools
9.	Other things are more important
10.	Too far to go -distance
11.	Other (specify)
12.	Don't know/not sure

11. Ask all: How often have you visited the following places in the past twelve months, would you say many times, a few times, once or twice or not at all? (CATI: Read out answer scales) single response, rotate

		Not at all	Once or twice	A few times	Many times	Don't know/ not sure
1.	Any beach or ocean	1	2	3	4	5
2.	The River Murray	1	2	3	4	5
3.	Park in local area	1	2	3	4	5
4.	Botanic Gardens	1	2	3	4	5
5.	National Park/Conservation Park/State forest	1	2	3	4	5

12. Ask all: Have you heard of the <insert name of *Landscape Board* for post code>? Single response

1.	Yes
2.	No
3.	Don't know/not sure

13. Ask all: Have you heard of NRM (Natural Resources Management) boards? Single response

1.	Yes

2.	No
3.	Don't know/not sure

14. Ask if aware of Landscape board and/or NRM (Code 1 in q12 and/or q13): Before today, were you aware that the NRM Boards are now called the Landscape Boards? Single response

1.	Yes
2.	No
3.	Don't know/not sure

15. Ask all: Landscape Boards have replaced the NRM boards, what activities do you think the Landscape Boards in South Australia undertake? Unprompted, multiple response, open ended

Open text box

(Back codes)	
1.	*Control – Pest animals*
2.	*Control – Pest plants/weeds*
3.	*Education – Landholder training and information*
4.	*Education – Youth/schools*
5.	*Education – community/individuals*
6.	*Environmental compliance – impose fines and prosecutions*
7.	*Look after/manage – Coast/marine ecosystems*
8.	*Look after/manage – National parks/conservation parks*
9.	*Look after/manage – River Murray*
10.	*Look after/manage – Water resources/rivers/wetlands (quality and quantity)*
11.	*National Park City – establish and support*
12.	*Protect – Native birds and animals*
13.	*Protect – Native vegetation*
14.	*Provide information (brochures, Facebook, newspapers, etc)*
15.	*Support/work with – Aboriginal people*
16.	*Support/work with – Environmental groups*
17.	*Support/work with – Landholders, sustainability of food/agricultural production/land*
18.	*Support/work with – Local government on environmental outcomes*
19.	*Support/policies for sustainable urban development (setting out guidelines for green development)*
20.	*Rewilding the city – reintroducing native animals into the city-scape*
21.	*Water allocation planning*
22.	*Other (specify)*
23.	*Don't know/not sure*

16. Ask all: Where do you go when looking for information on the environment? prompted, multiple response

1.	Books
2.	Local Council
3.	National Parks

4.	Natural Resource Management Boards
5.	Landscape Boards
6.	Neighbours/ friends/ relatives/ colleagues – word of mouth
7.	Newspapers
8.	Radio
9.	Television – nature shows/ ag shows (agriculture shows)
10.	Television – news
11.	The department for the Environment
12.	The internet
13.	Volunteer groups such as Landcare, Trees for Life etc.
14.	Other (specify)
15.	Don't know/not sure

17. Ask all: Is there some aspect of the environment that you are interested in learning more about? Single response

1.	Yes (specify)
2.	No
3.	Don't know/not sure

Segmentation Statements:

18. Ask all: Please rate your level of agreement with the following statements using a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. (CATI read out) rotate

		1 Strongly disagree	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree
1.	I like to interact with nature	1	2	3	4	5
2.	Regular participation in recreation and leisure outdoors is important to me	1	2	3	4	5
3.	I am pessimistic about the future	1	2	3	4	5
4.	I strongly believe what I personally do makes a difference to the environment	1	2	3	4	5
5.	The environment is not my problem	1	2	3	4	5
6.	There are things I can do to reduce the impacts of climate change	1	2	3	4	5
7.	Energy ratings are of vital importance when I purchase household appliances	1	2	3	4	5

8.	I am happy to pay more for environmentally friendly products	1	2	3	4	5
9.	I am willing to make considerable sacrifices to improve the quality of natural resources in South Australia	1	2	3	4	5
10.	I consider the environment when I decide on my transport options	1	2	3	4	5
11.	A lot of threats to the environment are exaggerated	1	2	3	4	5
12.	I think that climate change is a myth	1	2	3	4	5
13.	There is not enough emphasis on protecting our natural habitats	1	2	3	4	5
14.	Conserving the natural environment is of critical importance	1	2	3	4	5
15.	I consider myself to be a strong environmentalist	1	2	3	4	5
16.	I am highly aware of the impacts that my family and I have on the environment	1	2	3	4	5
17.	I am well informed about the environment	1	2	3	4	5
18.	I have little interest in environmental issues	1	2	3	4	5
19.	I feel there are some environmental issues that I don't understand	1	2	3	4	5

Classification

Now to finish off, a few questions to help us analyse the results

Region1 Ask all: Which of the following best describes the area you live in? (read out) (single response)

1.	Inner suburban, i.e., within 10km of Adelaide City
2.	Outer suburban, more than 10kms from Adelaide City but still within the metropolitan area
3.	Semi-rural, larger blocks with land in between
4.	Rural area – in a town
5.	Rural area – on a farm/remote
6.	Don't know
7.	Refused

Household1 Ask all: Which best describes your current household situation? (read out)

1.	Own my own house (includes mortgage/no mortgage)
2.	Renting
3.	Living rent free with friends or family
4.	Refused

Household2 Ask if a rural/semi-rural area and home owner (code 3 to 5 in Region1 AND 1 in Household1): Approximately how large is the block you reside on? (can answer in metres squared, hectares or acres)

1.	Metres squared (specify)
2.	Hectares (specify)
3.	Acres (specify)
4.	Don't know
5.	Refused

Household3 Ask if a rural/semi-rural area and home owner (code 3 to 5 in Region1 AND 1 in Household1): Do you use your land for growing food or keeping livestock? If yes, what kind of landholder are you? (CATI read out) select one

1.	No - don't use land for farming
2.	Lifestyle/hobby farmer (relies on non-farm income)
3.	Part time farmer (some on farm income)
4.	Full time/Commercial farmer
5.	Refused

Household4 Ask all: Which of these groups best describes this household? (prompted, single response)

1.	Lone person household
2.	Group household of unrelated adults
3.	Young couple no children
4.	Young Family: youngest child 6 years or under
5.	Middle family: youngest child 15 years or under
6.	Mature family: youngest child 16 or over living at home
7.	Mature couple with no children in household (40+)
8.	Refused

Employment1 Ask all: Which of the following best describes you? (prompted, single response)

1.	Employed, full time
2.	Employed, part time or casual
3.	Not employed
4.	Home duties
5.	Unable to work because of disability/work cover etc.
6.	Student, full time
7.	Student, part time
8.	Retired/age pensioner
9.	Other

Education1 Ask all: Which best describes your highest level of education? (prompted, single response)

1.	Primary school
2.	Secondary school
3.	TAFE/trade
4.	Undergraduate at University
5.	Postgraduate at University
6.	Refused

Income1 Ask all: Which of the following best describes your gross (before tax) household income? (prompted, single response)

1.	Under $20,000 pa
2.	$20,000-39,999 pa
3.	$40,000-59,999 pa
4.	$60,000-79,999 pa
5.	$80,000-99,999 pa
6.	$100,000-$139,999 pa
7.	$140,000-$179,999 pa
8.	$180,000+ pa
9.	Refused

Environmental_Group1 Ask all: Do you belong to, volunteer for, or are you involved with, an environmental, Landcare or similar group?

1.	Yes (specify)
2.	No
3.	Don't know/not sure

END: That concludes the survey, on behalf of the state Landscape Boards and the Department of Environment Water thank you for you time.

McGregor Tan Research comply with the Privacy Act. All information you provide is strictly confidential and you will not in any way be personally associated with anything you say.

ADD PRIZE DRAW

We normally inform our winners by phone and email. If you wish to enter the prize draw and any future McGregor Tan market research activities, please fill in your details below:

First name	
Email	
Contact number	

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