

The Essential Report – Carbon Market Institute

21 March 2023



The Essential Report

Date: 21/03/23

Prepared By: Essential Research

Data Supplied by:



Our researchers are members of The Research Society.



About this poll

This report summarises the results of a fortnightly omnibus conducted by Essential Research with data provided by Qualtrics. The survey was conducted online from 15th to 20th March 2023 and is based on 1,126 respondents.

The weighting efficiency applied to the results at a national level is 85%, which gives an effective sample size of 959. The maximal margin of error at this effective sample size is $\pm 3.2\%$ (95% confidence level).

The full methodology used to carry out this research is described in the appendix at the end of the report.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Corporate responsibility for carbon emissions

Q Do you agree or disagree that companies should be taking responsibility for their own carbon or greenhouse gas emissions (e.g. via direct reductions and/or investing in carbon reduction projects, where direct reductions aren't immediately possible)?

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Not sure

Overall (TOTAL: Agree 72%)



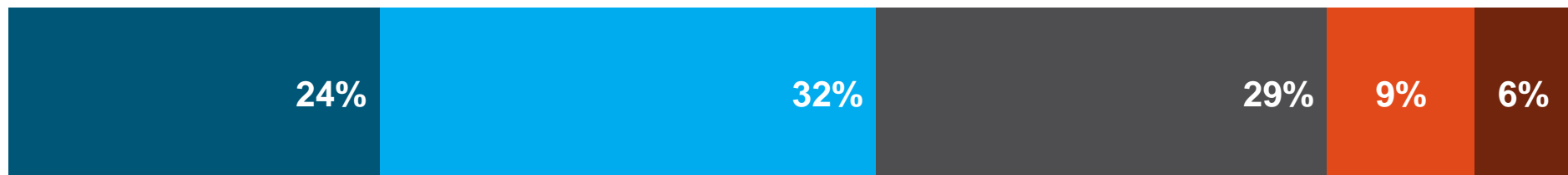
Support for legislation to reduce carbon emissions

Q The federal parliament is currently debating whether to pass legislation which would require heavy industrial facilities to reduce their carbon emissions at a faster rate than currently forecasted, or pay for emissions reduction by purchasing carbon offsets. If passed, it would become law on 1st July 2023.

To what extent do you support or oppose this legislation?

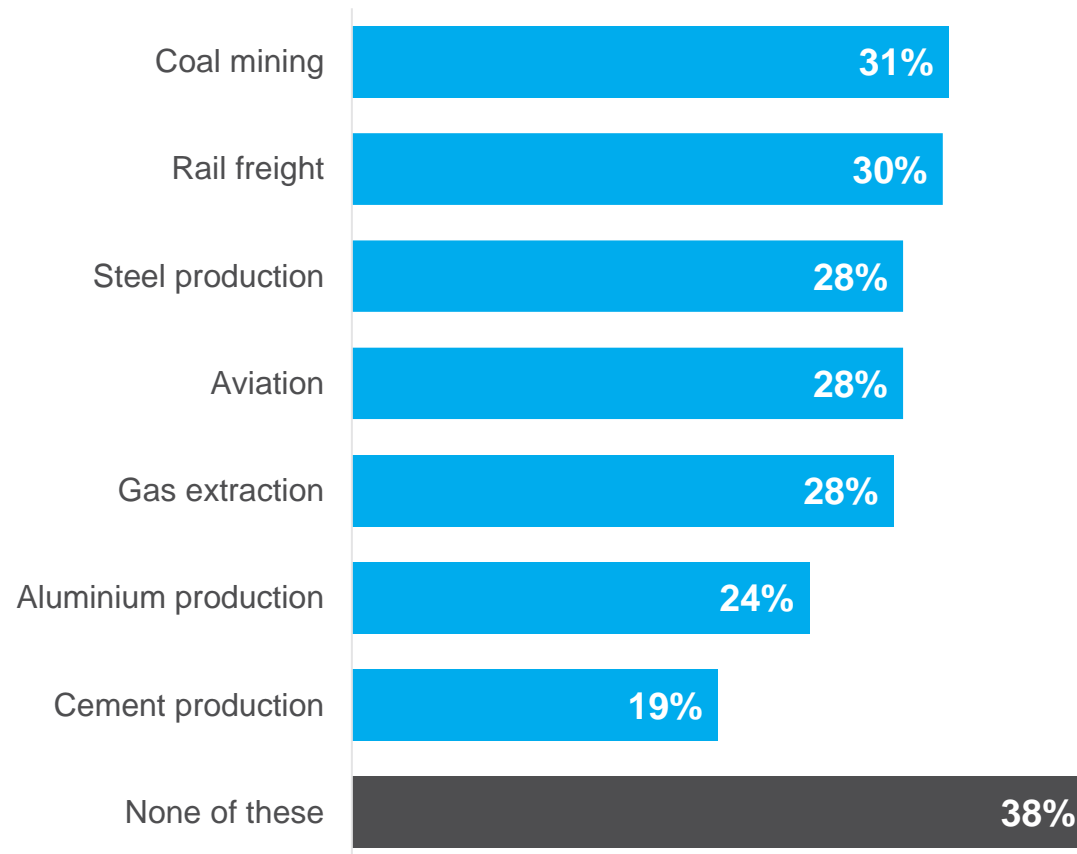
■ Strongly support ■ Somewhat support ■ Neither support, nor oppose ■ Somewhat oppose ■ Strongly oppose

Overall (TOTAL: Support 55%)



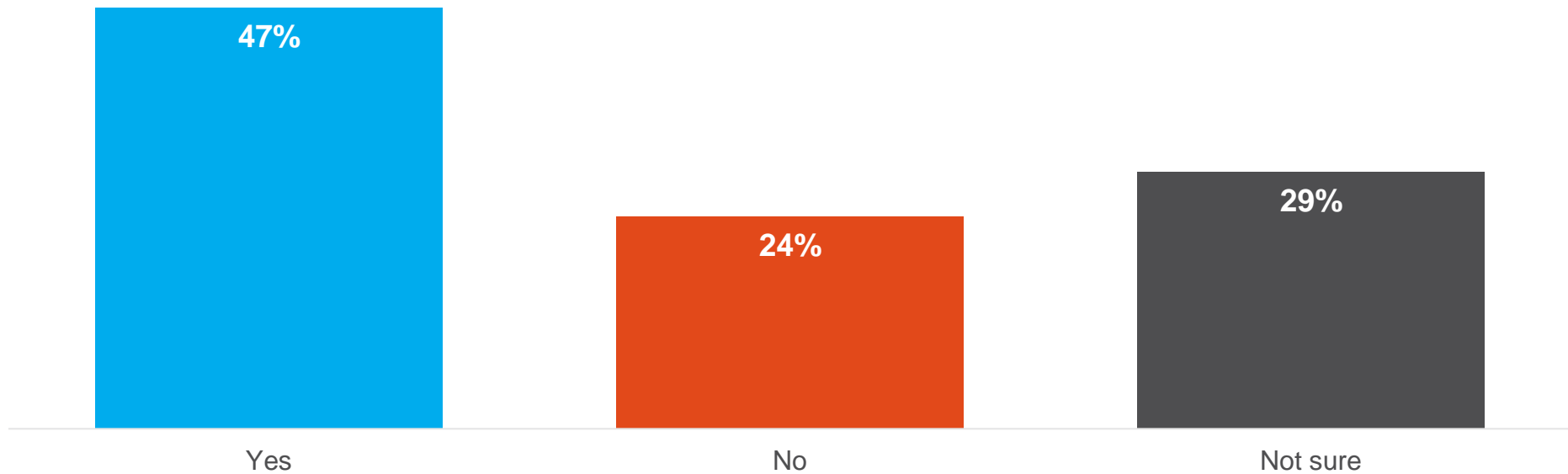
Exemptions from legislation

Q Which, if any, of the following industries should be given special treatment or assistance in the legislation (e.g. additional time to reduce emissions) due to their economic importance or technological difficulties in reducing emissions? **(MULTIPLE CHOICE)**



Australia to host future COP conference

Q Would you like to see Australia host one of the annual International Conference of the Parties (or COP) climate events, like has been most recently hosted in Egypt and Scotland?



Corporate responsibility for carbon emissions

Q Do you agree or disagree that companies should be taking responsibility for their own carbon or greenhouse gas emissions (e.g. via direct reductions and/or investing in carbon reduction projects, where direct reductions aren't immediately possible)?

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualification	University Education
Strongly agree	45%	45%	45%	40%	45%	49%	42%	38%	55%
Somewhat agree	27%	27%	26%	30%	26%	25%	26%	31%	24%
Neither agree nor disagree	14%	14%	14%	17%	15%	12%	17%	17%	9%
Somewhat disagree	4%	6%	3%	5%	3%	5%	3%	5%	4%
Strongly disagree	4%	5%	4%	5%	4%	4%	4%	4%	5%
Not sure	5%	3%	7%	4%	7%	5%	8%	5%	3%
TOTAL: Agree	72%	72%	71%	69%	71%	74%	68%	69%	79%
TOTAL: Disagree	9%	11%	7%	10%	7%	9%	6%	9%	9%
Base (n)	1,126	537	589	353	387	386	306	389	408



	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Strongly agree	39%	48%	41%	56%	49%	46%	43%	44%	44%	49%
Somewhat agree	28%	27%	24%	25%	33%	27%	26%	28%	24%	26%
Neither agree nor disagree	18%	11%	18%	6%	11%	14%	15%	15%	15%	11%
Somewhat disagree	3%	4%	7%	5%	4%	3%	7%	5%	2%	3%
Strongly disagree	4%	5%	6%	4%	2%	4%	4%	4%	5%	5%
Not sure	8%	5%	4%	5%	2%	5%	6%	4%	10%	5%
TOTAL: Agree	67%	75%	65%	81%	82%	73%	69%	71%	68%	76%
TOTAL: Disagree	7%	9%	13%	9%	6%	8%	11%	9%	7%	8%
Base (n)	358	306	220	85	106	746	380	678	205	213



	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: Higher Income	Dependent Children	No Dependent Children
Strongly agree	54%	37%	58%	33%	44%	45%	48%	47%	44%
Somewhat agree	24%	32%	18%	29%	26%	27%	27%	28%	26%
Neither agree nor disagree	12%	15%	14%	18%	15%	14%	15%	12%	16%
Somewhat disagree	2%	5%	4%	8%	4%	6%	3%	5%	4%
Strongly disagree	3%	5%	4%	6%	5%	3%	4%	2%	5%
Not sure	4%	5%	2%	6%	6%	5%	3%	6%	5%
TOTAL: Agree	79%	69%	76%	62%	71%	72%	75%	75%	70%
TOTAL: Disagree	6%	11%	8%	14%	9%	9%	8%	7%	10%
Base (n)	459	328	123	126	341	327	370	437	689



Support for legislation to reduce carbon emissions

Q The federal parliament is currently debating whether to pass legislation which would require heavy industrial facilities to reduce their carbon emissions at a faster rate than currently forecasted, or pay for emissions reduction by purchasing carbon offsets. If passed, it would become law on 1st July 2023.

To what extent do you support or oppose this legislation?

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualification	University Education
Strongly support	24%	22%	25%	20%	27%	24%	20%	22%	29%
Somewhat support	32%	33%	30%	34%	30%	32%	33%	29%	34%
Neither support, nor oppose	29%	25%	33%	30%	29%	27%	37%	32%	19%
Somewhat oppose	9%	11%	8%	12%	8%	8%	6%	11%	10%
Strongly oppose	6%	9%	3%	5%	5%	9%	5%	7%	7%
TOTAL: Support	55%	55%	56%	53%	57%	56%	52%	51%	64%
TOTAL: Oppose	16%	20%	12%	17%	13%	17%	11%	18%	17%
Base (n)	1,126	537	589	353	387	386	306	389	408



	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Strongly support	20%	26%	24%	29%	24%	24%	24%	23%	21%	28%
Somewhat support	31%	28%	30%	39%	40%	32%	31%	33%	31%	30%
Neither support, nor oppose	34%	29%	27%	19%	26%	28%	30%	28%	34%	26%
Somewhat oppose	9%	10%	12%	7%	9%	10%	9%	11%	9%	7%
Strongly oppose	6%	7%	8%	7%	1%	6%	7%	6%	5%	10%
TOTAL: Support	51%	54%	53%	67%	64%	56%	54%	56%	52%	58%
TOTAL: Oppose	15%	17%	20%	14%	10%	16%	16%	16%	14%	17%
Base (n)	358	306	220	85	106	746	380	678	205	213



	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: Higher Income	Dependent Children	No Dependent Children
Strongly support	31%	14%	43%	14%	27%	24%	23%	22%	25%
Somewhat support	34%	37%	26%	28%	32%	30%	34%	34%	31%
Neither support, nor oppose	25%	28%	21%	34%	28%	30%	26%	32%	27%
Somewhat oppose	8%	12%	10%	10%	7%	11%	11%	9%	10%
Strongly oppose	2%	9%	0%	15%	6%	6%	6%	3%	8%
TOTAL: Support	64%	50%	69%	41%	59%	54%	57%	56%	55%
TOTAL: Oppose	10%	22%	10%	25%	13%	17%	17%	13%	17%
Base (n)	459	328	123	126	341	327	370	437	689



Exemptions from legislation

Q Which, if any, of the following industries should be given special treatment or assistance in the legislation (e.g. additional time to reduce emissions) due to their economic importance or technological difficulties in reducing emissions? **(MULTIPLE CHOICE)**

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualification	University Education
Coal mining	31%	35%	27%	35%	27%	30%	29%	34%	29%
Rail freight	30%	37%	24%	23%	25%	42%	30%	30%	32%
Steel production	28%	35%	22%	24%	25%	35%	26%	31%	27%
Aviation	28%	33%	24%	25%	25%	35%	24%	30%	30%
Gas extraction	28%	32%	24%	30%	26%	27%	23%	31%	28%
Aluminium production	24%	31%	17%	21%	18%	31%	22%	26%	23%
Cement production	19%	25%	13%	17%	17%	22%	16%	22%	17%
None of these	38%	29%	47%	29%	45%	38%	44%	36%	36%
Base (n)	1,126	537	589	353	387	386	306	389	408

	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Coal mining	35%	27%	34%	27%	24%	30%	32%	32%	30%	30%
Rail freight	30%	30%	35%	34%	25%	29%	33%	27%	20%	47%
Steel production	31%	29%	32%	27%	14%	28%	30%	28%	20%	38%
Aviation	26%	28%	35%	31%	22%	28%	29%	27%	21%	38%
Gas extraction	32%	30%	27%	25%	19%	29%	25%	30%	23%	27%
Aluminium production	24%	24%	27%	24%	11%	24%	23%	23%	14%	34%
Cement production	20%	19%	21%	15%	11%	19%	19%	18%	11%	26%
None of these	34%	41%	37%	32%	49%	38%	38%	35%	50%	36%
Base (n)	358	306	220	85	106	746	380	678	205	213



	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: Higher Income	Dependent Children	No Dependent Children
Coal mining	27%	39%	22%	37%	30%	34%	29%	30%	31%
Rail freight	30%	35%	18%	38%	33%	32%	27%	28%	32%
Steel production	25%	36%	16%	37%	26%	31%	31%	25%	30%
Aviation	26%	35%	13%	36%	28%	26%	31%	26%	30%
Gas extraction	23%	34%	20%	39%	27%	30%	29%	30%	27%
Aluminium production	22%	27%	19%	26%	22%	24%	26%	19%	26%
Cement production	13%	25%	12%	26%	20%	18%	19%	16%	21%
None of these	38%	27%	50%	39%	42%	35%	35%	37%	39%
Base (n)	459	328	123	126	341	327	370	437	689



Australia to host future COP conference

Q Would you like to see Australia host one of the annual International Conference of the Parties (or COP) climate events, like has been most recently hosted in Egypt and Scotland?

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualification	University Education
Yes	47%	50%	44%	61%	47%	37%	41%	40%	61%
No	24%	29%	19%	15%	22%	32%	23%	29%	18%
Not sure	29%	21%	36%	24%	32%	30%	36%	31%	21%
Base (n)	1,126	537	589	353	387	386	306	389	408

	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Yes	42%	49%	44%	62%	43%	49%	43%	54%	36%	41%
No	26%	23%	26%	16%	25%	25%	21%	21%	23%	33%
Not sure	32%	28%	30%	22%	31%	26%	36%	25%	41%	26%
Base (n)	358	306	220	85	106	746	380	678	205	213



	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: Higher Income	Dependent Children	No Dependent Children
Yes	58%	42%	63%	33%	44%	50%	54%	50%	46%
No	15%	33%	12%	36%	23%	21%	27%	18%	27%
Not sure	27%	25%	25%	31%	33%	30%	20%	32%	27%
Base (n)	459	328	123	126	341	327	370	437	689



Appendix: Household income definitions*

TOTAL: Lower Income	Up to \$51,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)
TOTAL: Mid Income	\$52,000 to \$103,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)
TOTAL: High Income	More than \$104,000 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus run by Essential Research with sample provided by Qualtrics from online panels.

The online omnibus is active from the Wednesday night of each week and closed on the following Sunday. The target population is all Australian residents aged 18+. Participants were invited to participate and completed the survey online without an interviewer present and incentives were offered for participation.

The response rate varies each week, but usually delivers 1000+ interviews. Quotas are applied to be representative of the target population by age, gender and location.

RIM weighting is applied to the data using information sourced from the Australian Bureau of Statistics (ABS) and the Australian Electoral Commission (AEC). The factors used in the weighting are age, gender, location and party ID.

Information for the weighting efficiency, effective sample size and margin of error for each poll (from June 2021) can be found here:

Each fortnight, the team at Essential Media Communications discusses issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect current media and social issues. Full text for standard voting and regular political preferences can be found in the link above. No questions were asked prior to these questions which have material influence on results.

Participants not eligible to vote in federal elections (either for age, residency or other reasons) are excluded from voting intention. Eligible participants are able to select 'Unsure' for voting intention. They were then asked a 'leaner' question which also included an 'Unsure' option. Participants answering 'Unsure' are NOT excluded from published results, or any subsequent questions. 2 party preferred (2PP) calculations use stated preference. Preference flows from previous federal and state elections are only used for participants answering 'Unsure' for stated preference.

All Essential Research staff hold Research Society membership and are bound by professional codes of behaviour. This research is compliant with the Australian Polling Council Quality Mark standards.

