



Australian Climate Policies *Voter Perspectives*

March 2024



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 6th to 10th March 2024 and is based on 1,126 participants.

The weighting efficiency applied to the results at a national level is 83%, which gives an effective sample size of 934. 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.

Complete datasets for responses to each question, broken down by demographic are available upon request. Please email thomas.hann@carbonmarketinstitute.org if you require access.

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

Key survey findings:

- Over half of Australians (58%) recognise the urgency of the climate crisis and the need to utilise all viable tools at our disposal to reduce emissions.
- 77% of Australians expect businesses to not only take responsibility for all their emissions now by reducing and offsetting their emissions, but also go a step further by investing ways to become carbon negative.
- 59% of participants agree (and 16% disagree) that all sectors of the Australian economy should be subject to emissions reduction targets to ensure they contribute their fair share.
- 55% agree (and 18% disagree) that Australia has a leadership role to play in supporting their Pacific neighbors, particularly those on the front lines of climate change.
- 52% agree (and 19% disagree) that developed countries should set stronger climate targets than developing countries.
- The Majority of respondents (59%) agreed it is important that all parties share strong 2035 emissions reduction targets and plans before the next election.
- Nearly half (46%) of respondents agree that they would be more likely to vote for a political party that supports the transition away from the burning of fossil fuels.



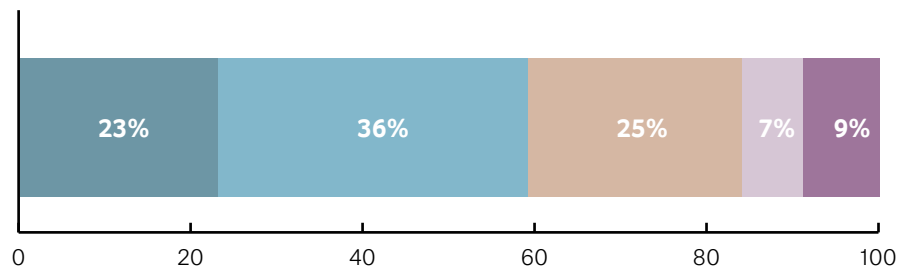
Overall results

Australia's contribution to combating climate change through carbon emissions reductions

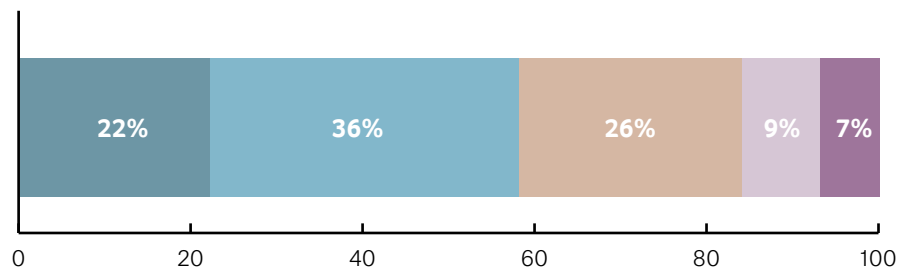
Q: To what extent do you agree or disagree with the following statements about Australia's contribution to combating climate change through carbon emission reductions?

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree, nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

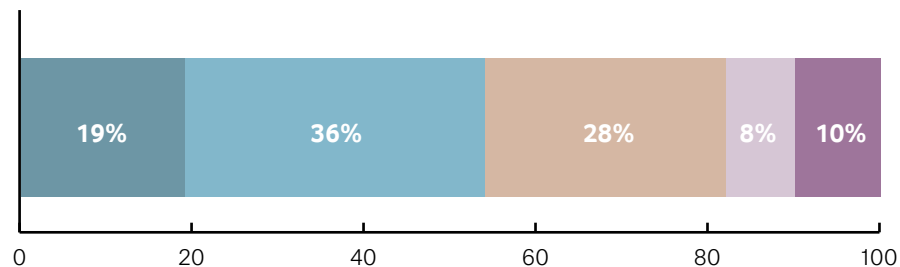
All sectors of the Australian economy including energy, industry, transport and agriculture, should be subject to emissions reduction targets to ensure they contribute their fair share towards a stronger national effort on climate change



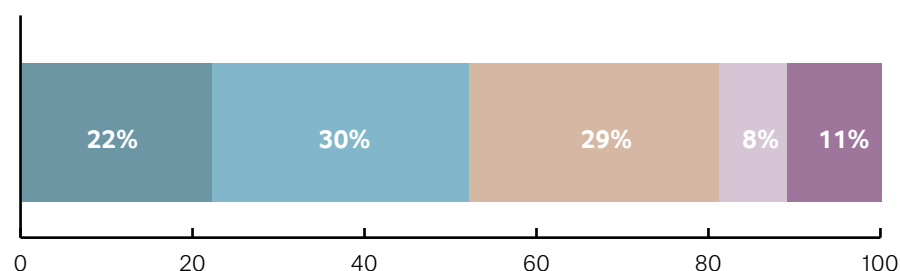
Countries must use all viable solutions available to reduce emissions (including reducing emissions directly, but also through other forms of carbon reduction, including use of high-integrity carbon credits)



Australia has a leadership role to play in supporting our Pacific neighbours, particularly those on the front lines of climate change (e.g. by delivering funding, supporting climate projects, growing skills and training, or helping them to better adapt to the impact of climate change)



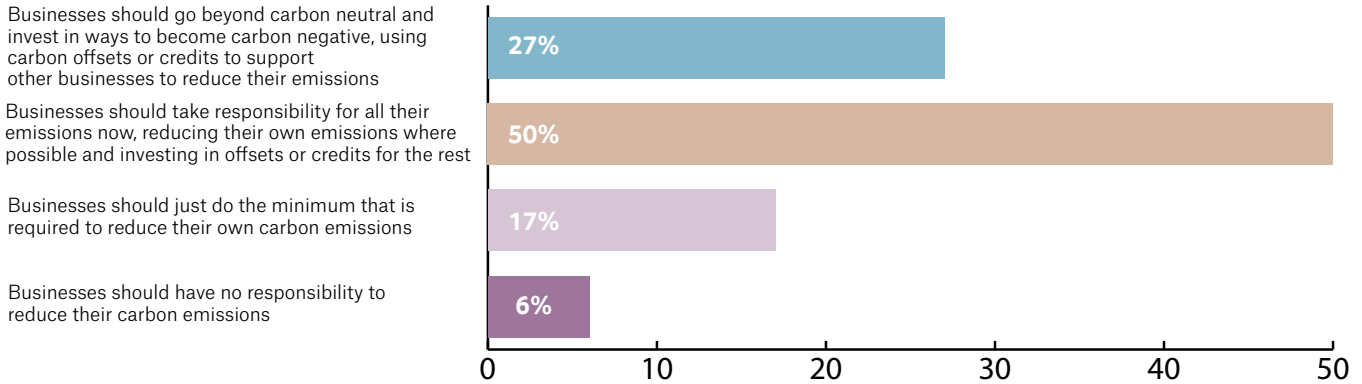
Developed countries like Australia should set stronger climate targets than developing countries





View about the responsibility of businesses and corporations to contribute to emissions reductions

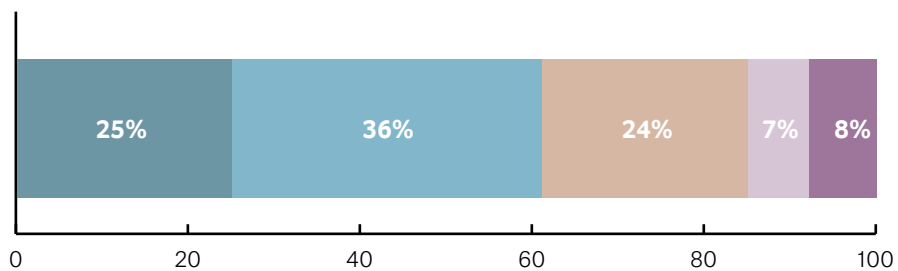
Q: Which of the following is closest to your view about the responsibility of businesses and corporations to contribute to emissions reductions?



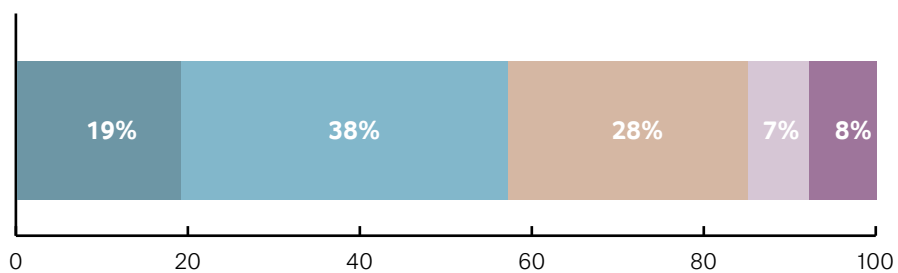
Attitudes toward businesses that adopt strong carbon reduction commitments

Q: To what extent do you agree or disagree with the following statements about businesses that adopt strong carbon reduction commitments?

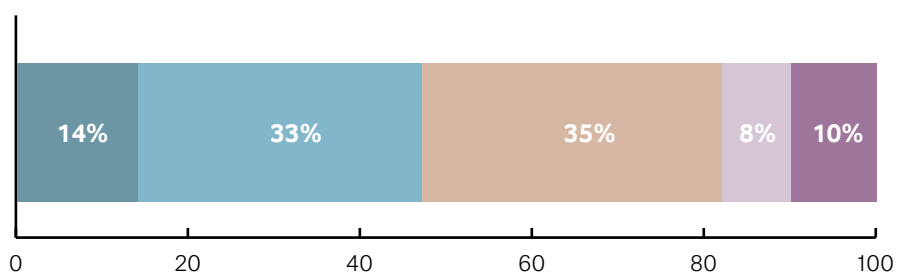
Having strong climate change commitments is a good way for a company to show it cares about Australia’s environment and long-term future



I tend to think that a company that has strong climate change commitments is also more sustainable and ethical



When possible, I prefer to make purchases from companies that have strong climate change reduction commitments

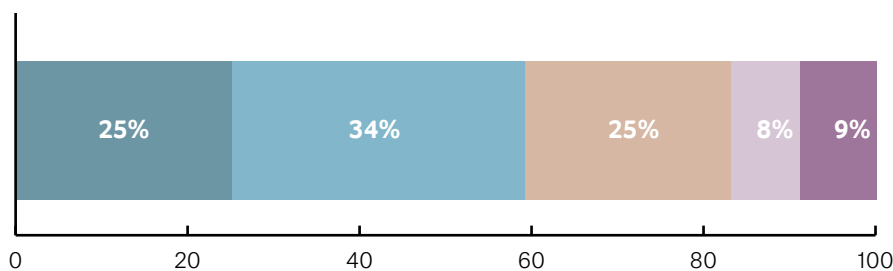




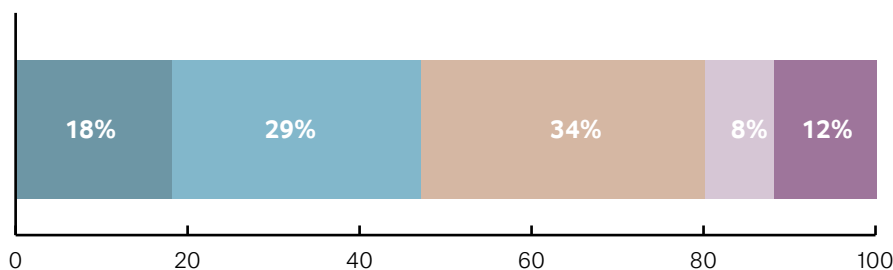
Attitudes toward the leadership role of political parties in reducing carbon emissions and addressing climate change

Q: To what extent do you agree or disagree with the following statements about the leadership role of political parties in reducing carbon emissions and addressing climate change?

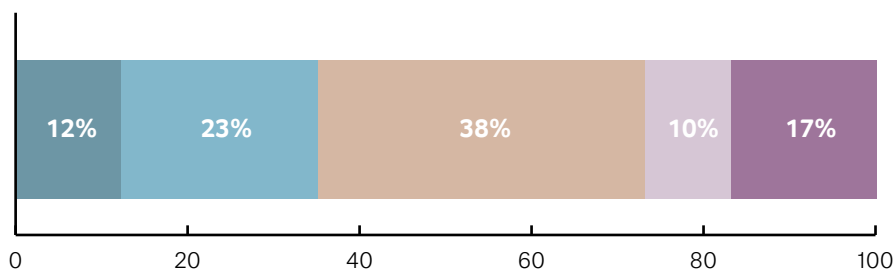
With all countries sharing new 2035 national climate targets next year, it is important that all Australian political parties share strong 2035 targets and plans before the next election



I would be more likely to vote for a political party that supports the transition away from the burning of fossil fuels (e.g. coal, oil and gas)



I would be more likely to vote for the Coalition (Liberal or National Party) in the next federal election if they set a stronger 2035 emissions reduction target than the current 2030 target





Australia's contribution to combating climate change through carbon emissions

Q: To what extent do you agree or disagree with the following statements about Australia's contribution to combating climate change through carbon emission reductions?

State by State breakdown by percentage agree

Chart 1. All sectors of the Australian economy including energy, industry, transport and agriculture, should be subject to emissions reduction targets to ensure they contribute their fair share towards a stronger national effort on climate change

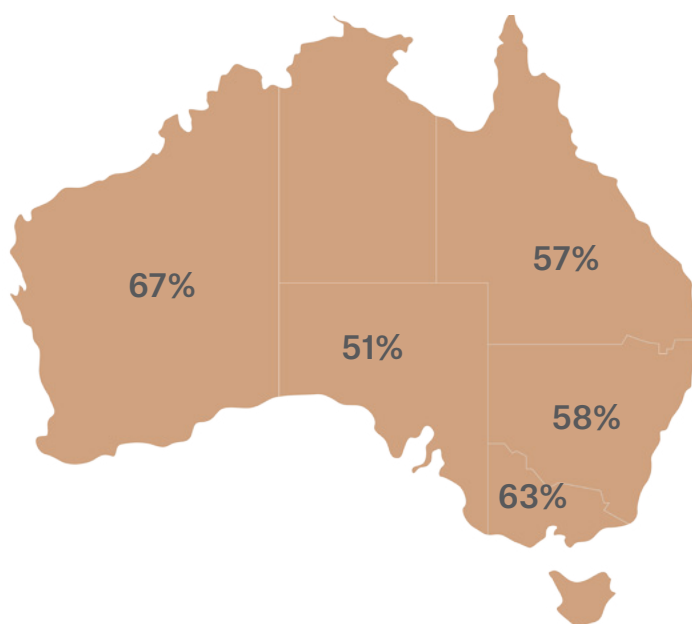


Chart 2. Countries must use all viable solutions available to reduce emissions (including reducing emissions directly, but also through other forms of carbon reduction, including use of high-integrity carbon credits)

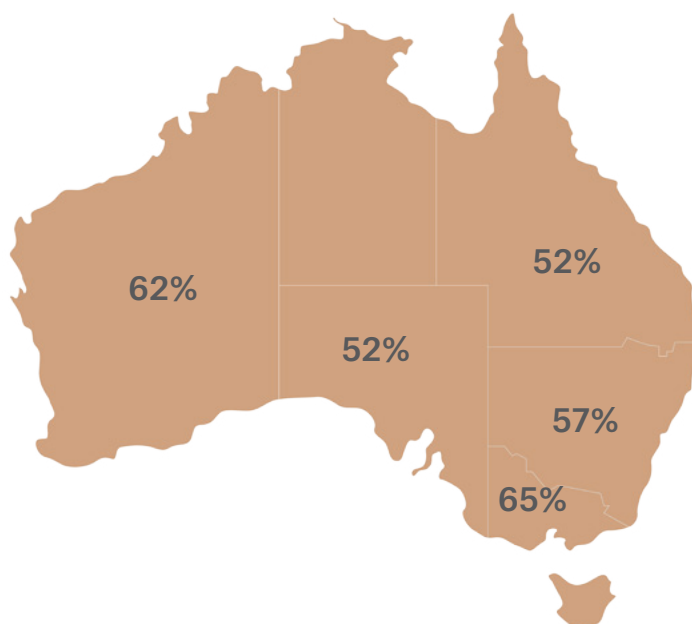




Chart 3. Australia has a leadership role to play in supporting our Pacific neighbours, particularly those on the front lines of climate change (e.g. by delivering funding, supporting climate projects, growing skills and training, or helping them to better adapt to the impact of climate change)

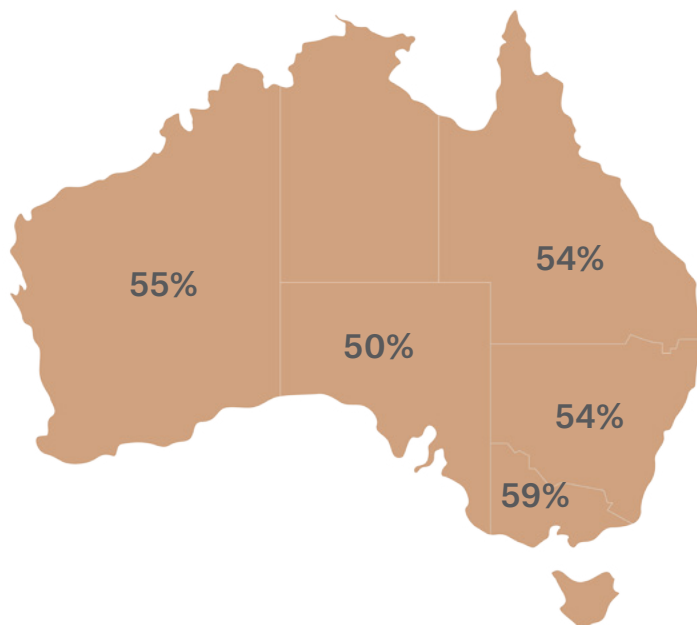
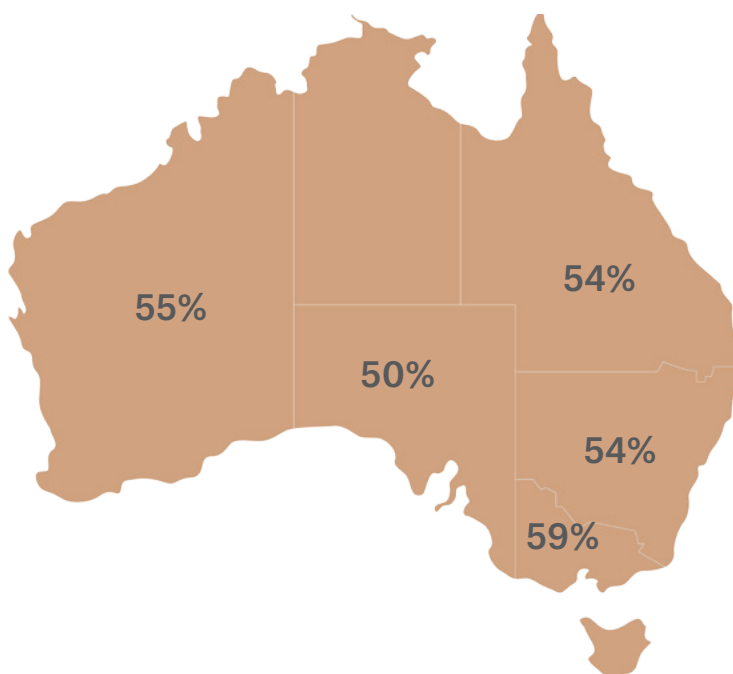


Chart 4. Developed countries like Australia should set stronger climate targets than developing countries





Australia's contribution to combating climate change through carbon emissions

Q: To what extent do you agree or disagree with the following statements about Australia's contribution to combating climate change through carbon emission reductions?

Voter preference breakdown by percentage agree

Chart 1. All sectors of the Australian economy including energy, industry, transport and agriculture, should be subject to emissions reduction targets to ensure they contribute their fair share towards a stronger national effort on climate change

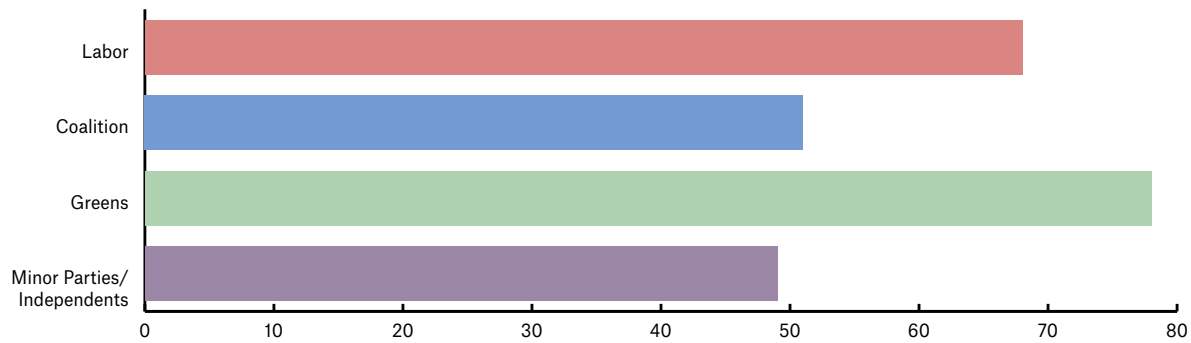


Chart 2. Countries must use all viable solutions available to reduce emissions (including reducing emissions directly, but also through other forms of carbon reduction, including use of high-integrity carbon credits)

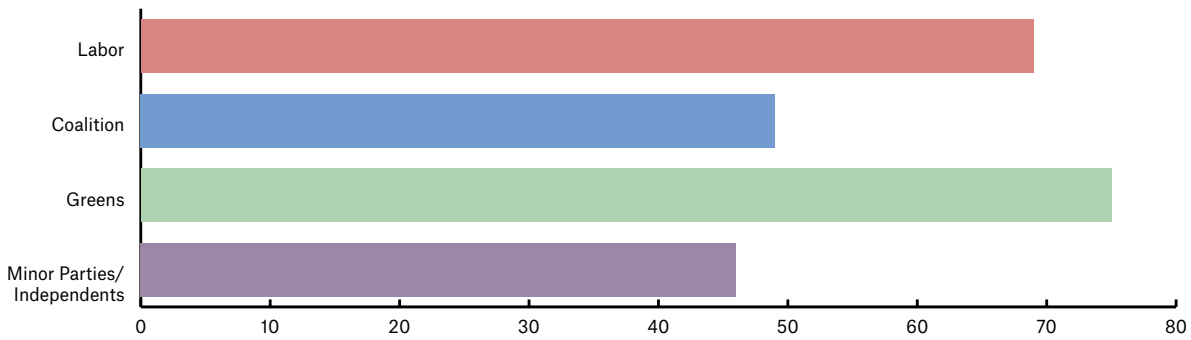
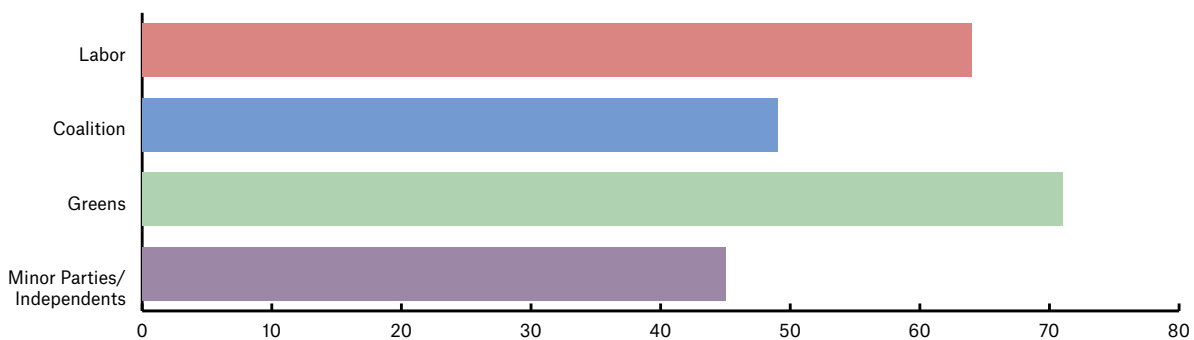


Chart 3. Australia has a leadership role to play in supporting our Pacific neighbours, particularly those on the front lines of climate change (e.g. by delivering funding, supporting climate projects, growing skills and training, or helping them to better adapt to the impact of climate change)





Attitudes toward the leadership role of political parties in reducing carbon emissions and addressing climate change

Q: To what extent do you agree or disagree with the following statements about the leadership role of political parties in reducing carbon emissions and addressing climate change?

State by State breakdown by percentage agree

Chart 1. With all countries sharing new 2035 national climate targets next year, it is important that all Australian political parties share strong 2035 targets and plans before the next election

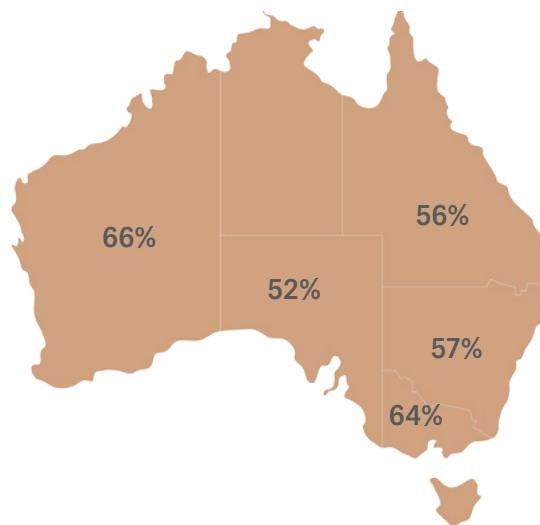


Chart 2. I would be more likely vote for a political party that supports the transition away from the burning of fossil fuels (e.g. coal, oil and gas)

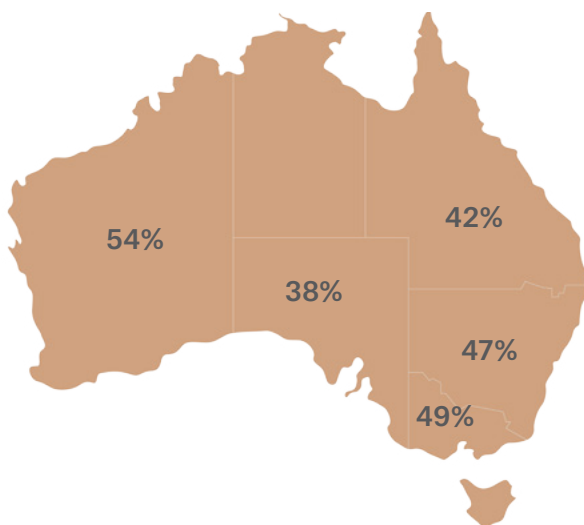
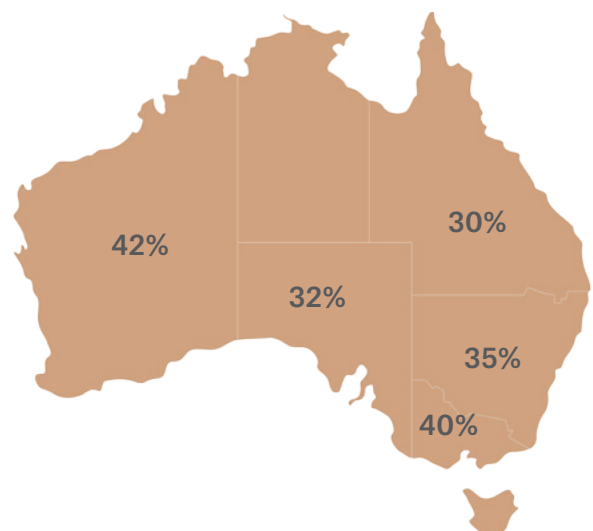


Chart 3. I would be more likely to vote for the Coalition (Liberal or National Party) in the next federal election if they set a stronger 2035 emissions reduction target than the current 2030 target





Attitudes toward the leadership role of political parties in reducing carbon emissions and addressing climate change

Q: To what extent do you agree or disagree with the following statements about the leadership role of political parties in reducing carbon emissions and addressing climate change?

Voter preference breakdown by percentage agree

Chart 1. With all countries sharing new 2035 national climate targets next year, it is important that all Australian political parties share strong 2035 targets and plans before the next election

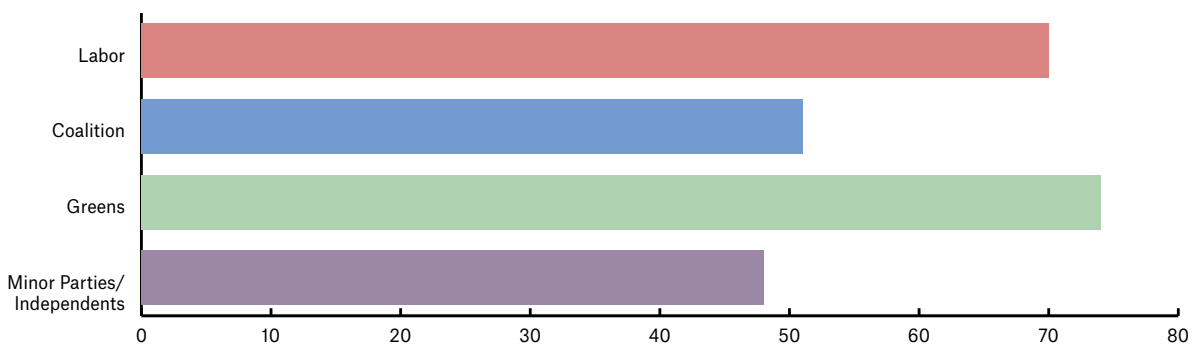


Chart 2. I would be more likely vote for a political party that supports the transition away from the burning of fossil fuels (e.g. coal, oil and gas)

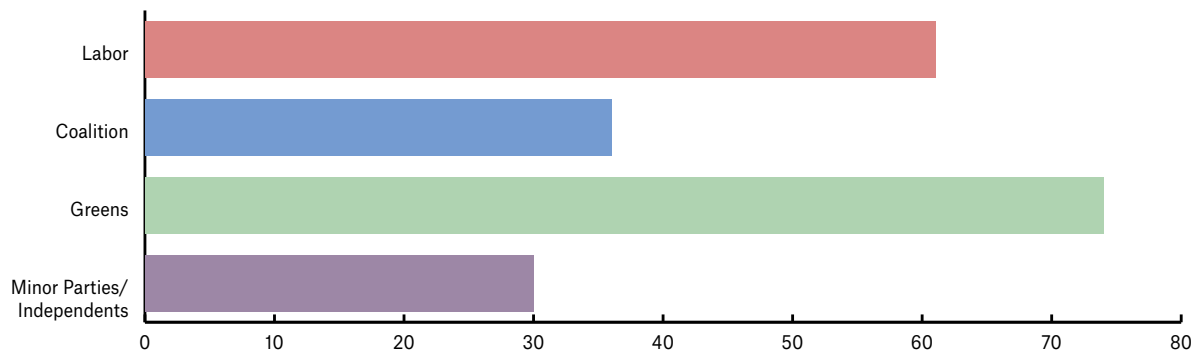
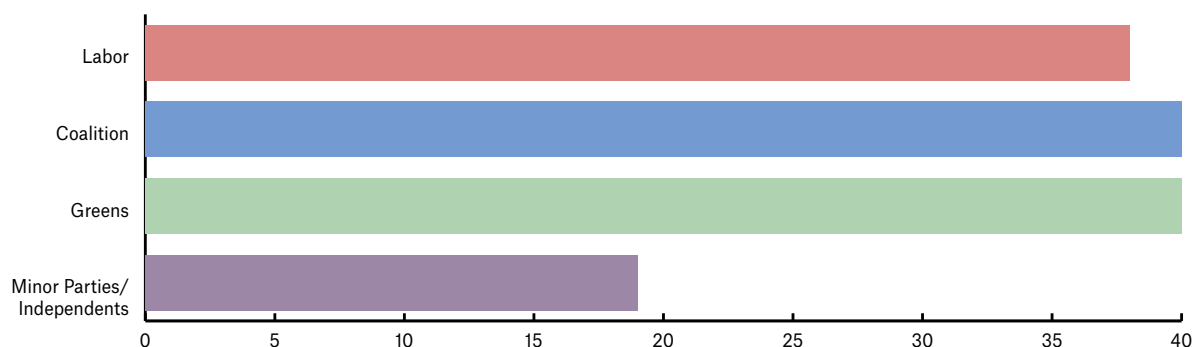


Chart 3. I would be more likely to vote for the Coalition (Liberal or National Party) in the next federal election if they set a stronger 2035 emissions reduction target than the current 2030 target





Appendix A: Household income definitions

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

Appendix B: 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 1,000+ 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, education 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.



The Carbon Market Institute (CMI) is a member-based institute accelerating the transition towards a negative emissions, nature positive world. It champions best practice in carbon markets and climate policy, and its 150+ members include primary producers, carbon project developers, Indigenous organisations, legal, technology and advisory services, insurers, banks, investors, corporate entities and emission intensive industries. The positions put forward constitute CMI's independent view and do not purport to represent any CMI individual, member company, or industry sector.