

16 March 2007



BOOK NOW – and receive your results by mid-April – see over for details!

Global Warming – is it happening?

Following announcement of the imminent publication by the Intergovernmental Panel on Climate Change (IPCC) of its Fourth Assessment Report "Climate Change 2007", we included a short series of questions about global warming in the latest CRSMS over the weekend of February 3-4, with the following results:

- A vast majority of the Canberra community believes that global warming is happening (89%).
- Almost all of these people believe that mankind's activity is contributing to global warming (95% of the 89%).
- Almost all of these people also believe that global warming will cause problems in Australia, mostly within the next 10 to 25 years (90% of the 89%).
- The problems people nominate as most likely to be caused by global warming in Australia in the future are: more frequent droughts, longer heat waves, more frequent serious bushfires, more frequent violent storms, more frequent dust storms, more frequent flooding rains and a major rise in sea level.

Everyone in the sample was asked:

c. Do you believe that global warming is happening, or not?

	%
Yes	89
No	3
Unsure	8

The 89% who believe that global warming is happening were asked:

c. To what extent is mankind's activity contributing to global warming ... is it contributing a lot, a little, or hardly any contribution at all?

	%	
A lot	87	\ / 95%
A little	8	
Hardly at all	0	
Unsure	5	

The 89% who believe that global warming is happening were also asked:

c. Do you believe that global warming will cause any problems in Australia within the next 10 years or so? IF NO, PROBE: Well, will it cause any problems within the next 25 years or so? ... IF STILL NO, PROBE: Well, what about by 50 years time, will it have caused any problems by then? ... IF STILL NO, PROBE: Well, what about by 100 years time?

	%	
Yes, within next 10 years/Already here	81	\ / 90%
Yes, within the next 25 years	9	
Yes, by 50 years time	2	
Yes, by 100 years time	1	
No, won't cause problems for the ACT	0	
Unsure	7	

The vast majority believing that climate change will cause problems in Australia were asked:

d. How likely is it that global warming will cause each of the following problems somewhere in Australia sometime in the future ... very likely, quite likely, not very likely, not at all likely?

	Very likely %	Quite likely %	Total very + quite likely %
More frequent droughts	54	37	91
Longer heatwaves	51	39	90
More frequent serious bushfires	48	40	88
More frequent violent storms	40	43	83
More frequent dust storms	41	39	80
More frequent flooding rains	39	38	77
A major rise in sea level	37	38	75
Larger range between low and high tide levels	25	27	52
More frequent tremors and earthquakes	13	10	23

The CRSMS is brought to you by:



– Canberra's leading social and government research organisation.

(formerly Artercraft Research)

ACT now!

If you are looking for prompt answers on the opinions, knowledge, understanding and behaviour of people in Canberra and the surrounding communities:

We have a ready-made solution for you.

- A regular social and market survey tailored cost-effectively to meet the needs of a range of government, academic, not-for-profit and business clients.
- The survey covers the ACT and region – ie, it covers all of Canberra, plus, if you wish, surrounding centres including Queanbeyan, Jerrabomberra, Yass, Bungendore, Braidwood and Captains Flat and many rural-residential communities and villages in between.
- Each wave involves telephone interviews with a fresh, reliable sample of 1,000 people, representative of the 18+ years Canberra community in terms of gender, age and location.
- At the 95% confidence level commonly used in social and market research, results involving the whole sample are likely to be no more than 3% either way of the result that would have been obtained if the whole 18+ years population had been surveyed.
- Questions are analysed by relevant socio-demographics and by region and compiled into a succinct tabular report.
- The survey is conducted monthly and costs range from as low as \$790* per question (+ GST).
* This price is for simple closed-ended questions. We will quote open-ended questions and complex and/or multi-faceted closed-ended questions on a case-by-case basis. Prices include analysis and tabular report with results broken by key demographics.
- Both once-off and ongoing series of questions are welcome.
- We offer personal presentation and discussion of findings for a modest additional fee.
- We can also handle your other research and evaluation needs.



We look forward very much to serving you.



For any enquiries, and to book your questions into the next survey, **please call Les Winton now** on 02 6232 6264 or 0414 504 832.

The next wave of the Canberra and Region Social and Market Survey (CRSMS) will be conducted over the weekend of **March 31 – April 1, 2007** with results by **mid-April**.

Timetable:

Cut-off for inclusion of questions Thursday, March 29

Telephone interviewing Weekend of March 31 – April 1

Top-line results Tuesday April 3

Tabular report Tuesday April 10



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