

# SOCIAL LICENSE FOR THE ENERGY TRANSITION

# Key takeaways

1

There is strong support across the Australian community for the energy transition.

2

But there is very low understanding of progress made to date and scepticism about the Australia's ability to meet its net zero targets.

3

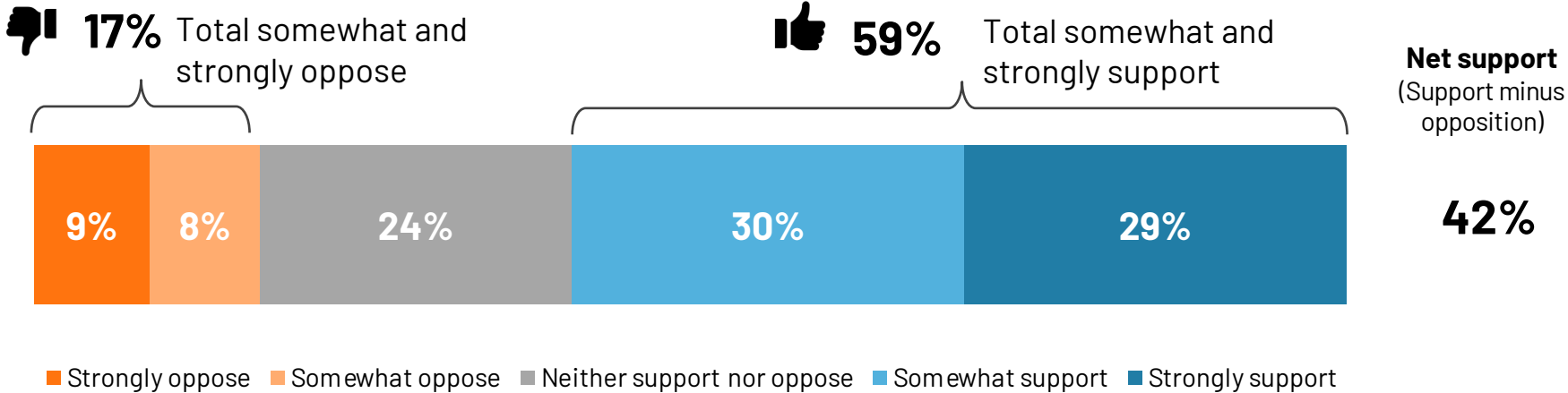
Australians are concerned about negative impacts on cost of living and network reliability.

4

Support for Australia taking a leading role in the energy transition is softening.

# There is strong notional support for the energy transition

Please indicate the extent to which you support or oppose Australia's transition away from fossil fuels and towards renewable energy generation.

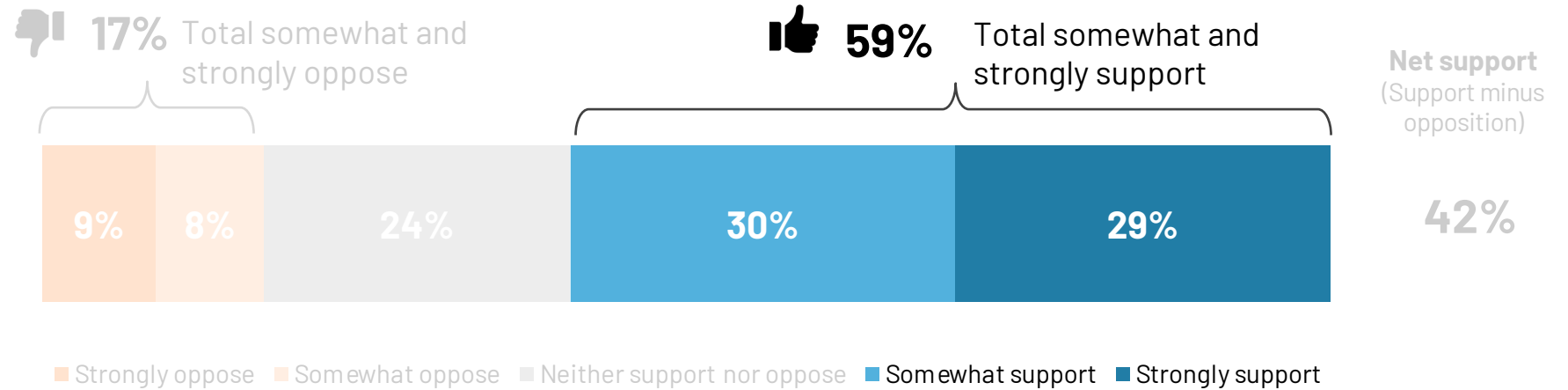


Q. CC45 To what extent to you support or oppose Australia's transition away from fossil fuels and towards renewable energy generation? Base: 2024 n=1000



# Where is support strongest?

Please indicate the extent to which you support or oppose Australia's transition away from fossil fuels and towards renewable energy generation.



Gen Z	61%
Millennials	61%
Gen X	57%
Baby Boomers	57%

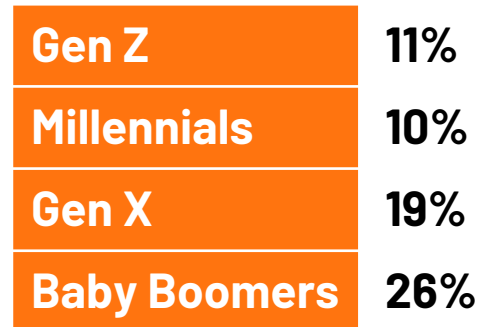
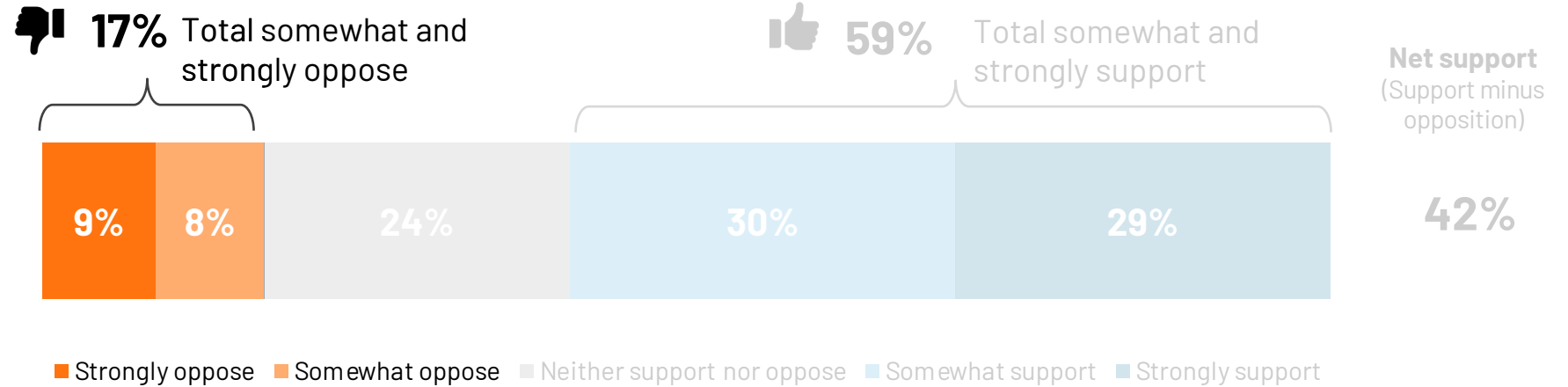
Capital cities	60%
Inner regional	66%
Outer regional	45%

Women	58%
Men	60%

Q. CC45 To what extent to you support or oppose Australia's transition away from fossil fuels and towards renewable energy generation? Base: 2024 n=1000

# Where is opposition strongest?

Please indicate the extent to which you support or oppose Australia's transition away from fossil fuels and towards renewable energy generation.

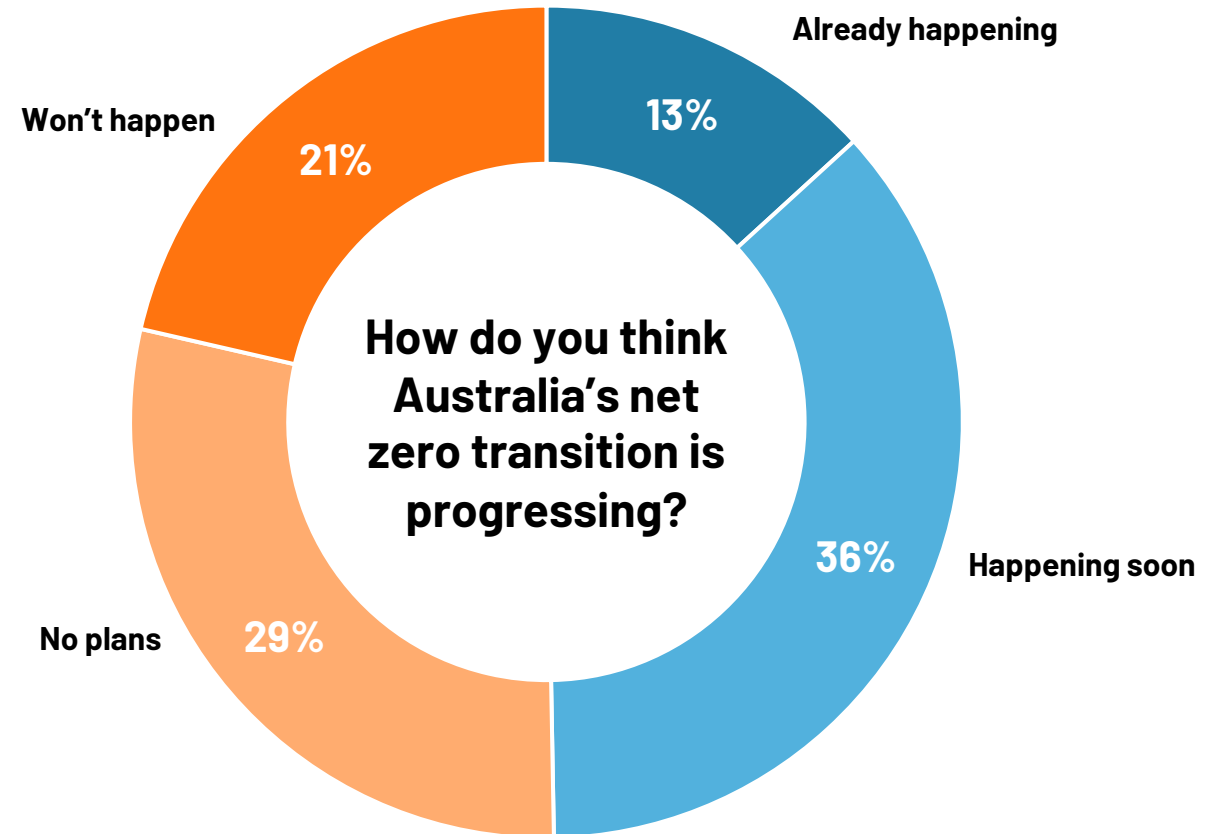


Q. CC45 To what extent to you support or oppose Australia's transition away from fossil fuels and towards renewable energy generation? Base: 2024 n=1000

# Most Australians believe that the transition is not yet underway

And half think that there are no plans, or the transition won't happen.

How do you think Australia's net zero transition is progressing?

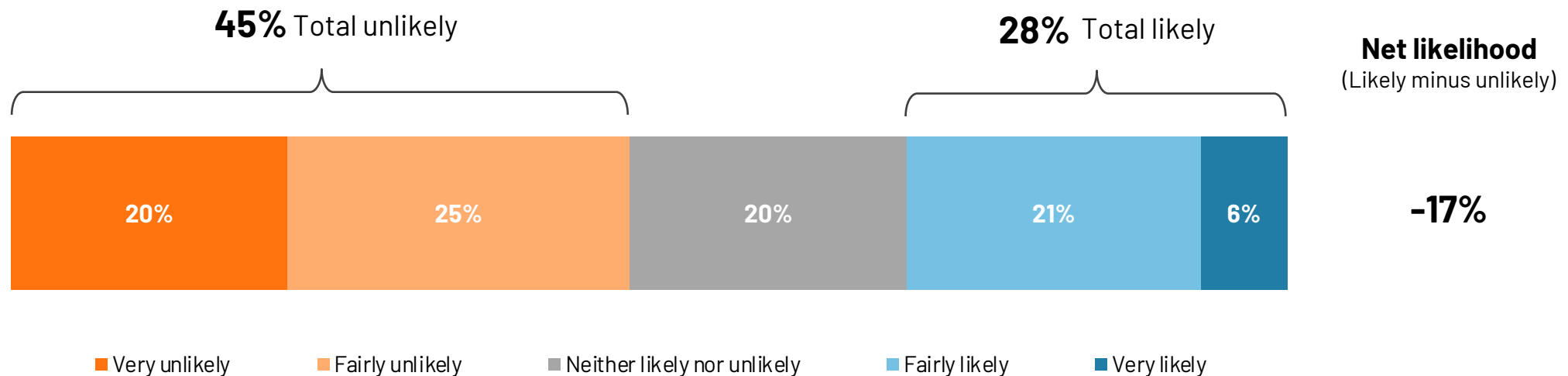


Q. CC48 How do you think Australia's net zero transition is progressing? Base: 2024 n=1000

# Australians are far from convinced that we are on track to meet our 2030 emissions reduction targets

*In June 2022, Australia updated its commitments to achieve a 43% reduction in carbon emissions below 2005 levels by 2030. The previous commitment was a 26% to 28% reduction.*

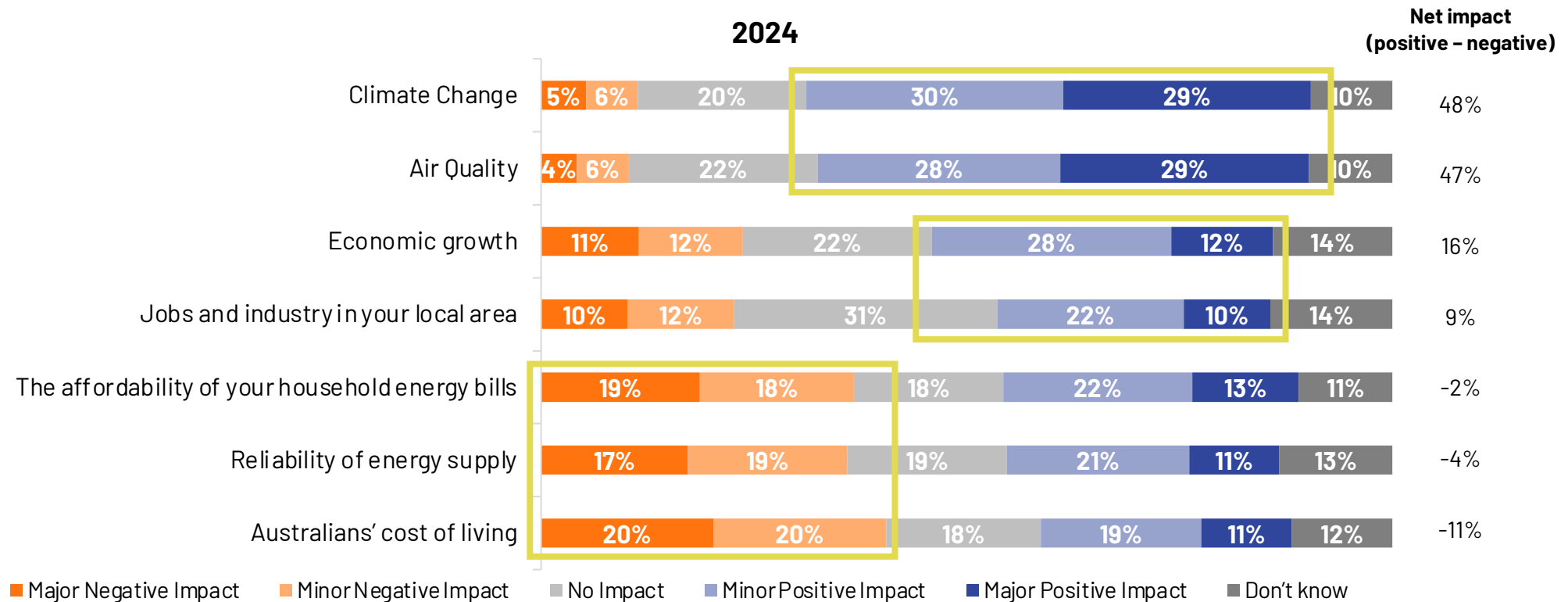
How likely do you think it is that Australia will meet its 2030 emissions reduction target?



Q. CC.50. Please indicate the extent to which you support or oppose Australia taking actions to meet this updated commitment. Base: 2024 n=1000

# While the transition is seen as being positive for the environment, the economic benefits and impacts are less clear

How do you think reducing the number of gas and coal-fired power stations and increasing the amount of power generated from renewable energy sources such as solar and wind is likely to impact the following?



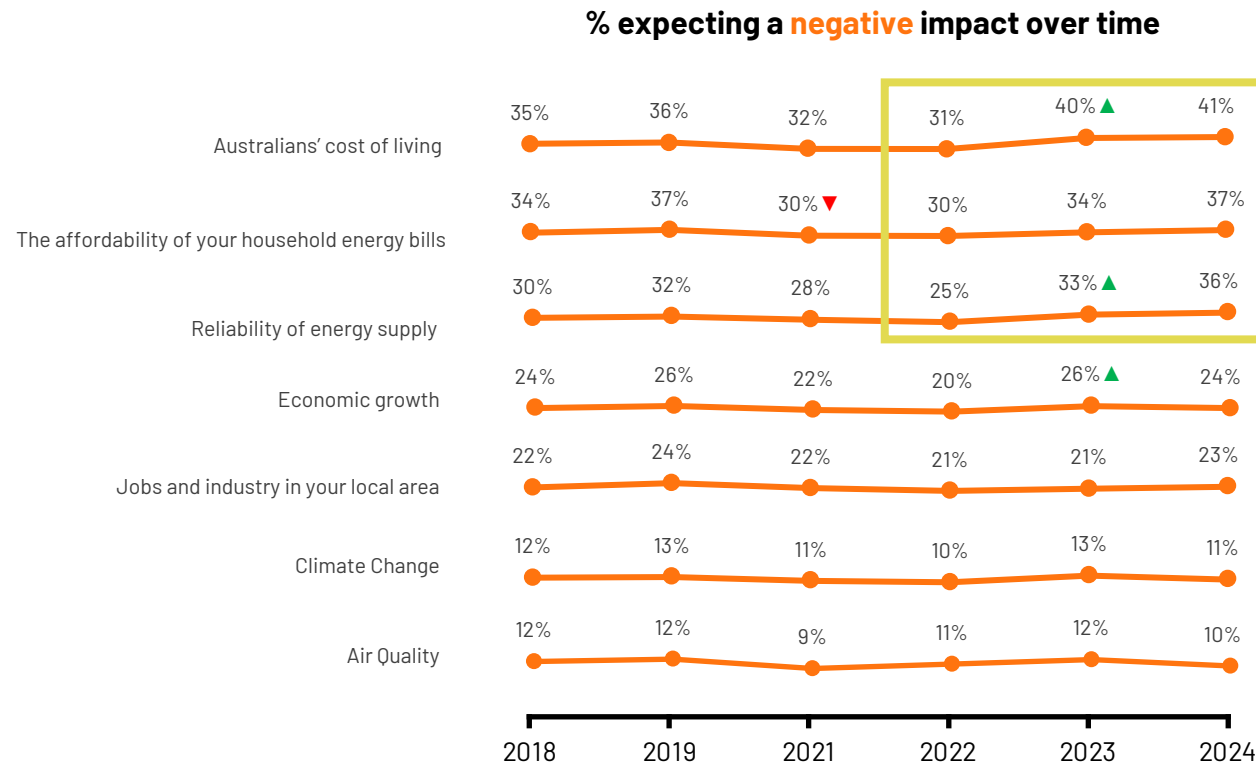
Q. CC11, How do you think reducing the number of gas and coal-fired power stations and increasing the amount of power generated from renewable energy sources such as solar and wind is likely to impact the following? (2018-2024) Base: 2024 n=1000

▲ Significantly higher than previous year  
▼ Significantly lower than previous year



# Perceptions that the transition will negatively impact energy bills and network reliability have increased in line with concern about cost of living

How do you think reducing the number of gas and coal-fired power stations and increasing the amount of power generated from renewable energy sources such as solar and wind is likely to impact the following?



Since 2022	
Cost of living	+10pp
Energy bills	+7pp
Reliability of energy supply	+11pp

Q. CC11, How do you think reducing the number of gas and coal-fired power stations and increasing the amount of power generated from renewable energy sources such as solar and wind is likely to impact the following? (2018-2024) Base: 2024 n=1000

# Priorities for the energy transition

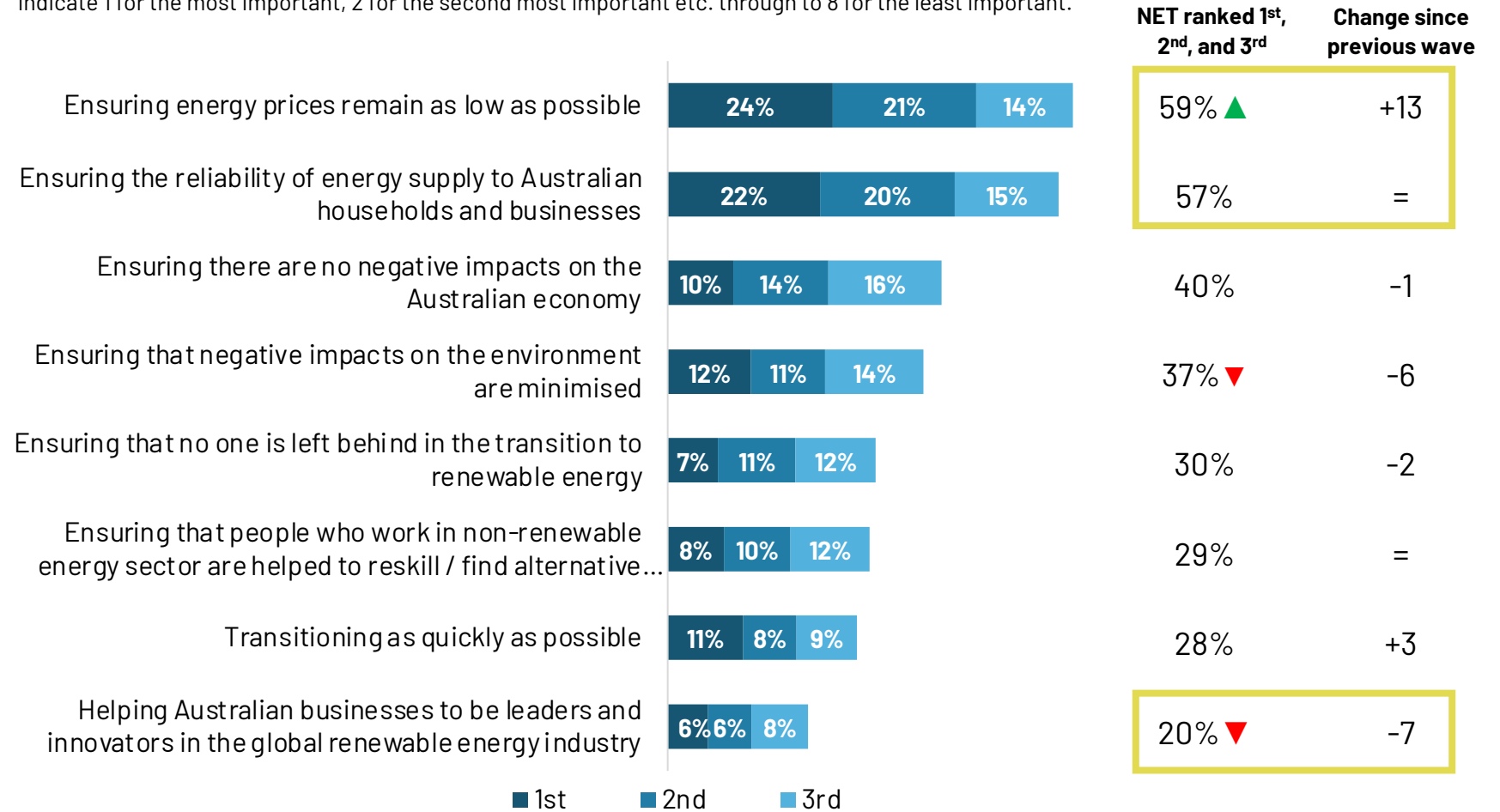
The increasing focus on cost of living is impacting priorities for the energy transition.

Australians want to see energy prices and ensuring reliability prioritised.

Supporting Australian businesses to lead and innovate is a prioritised by just 20%, and has softened since 2023.

Question: Some people say that changing Australia's energy mix by reducing the amount of power generated from non-renewable energy sources (such as coal and gas) and transitioning to an increased share of power generated by renewable energy sources (such as wind and solar) is an important step in addressing climate change.

Thinking about making that transition, how do you think the following issues should be prioritised? Please indicate 1 for the most important, 2 for the second most important etc. through to 8 for the least important.



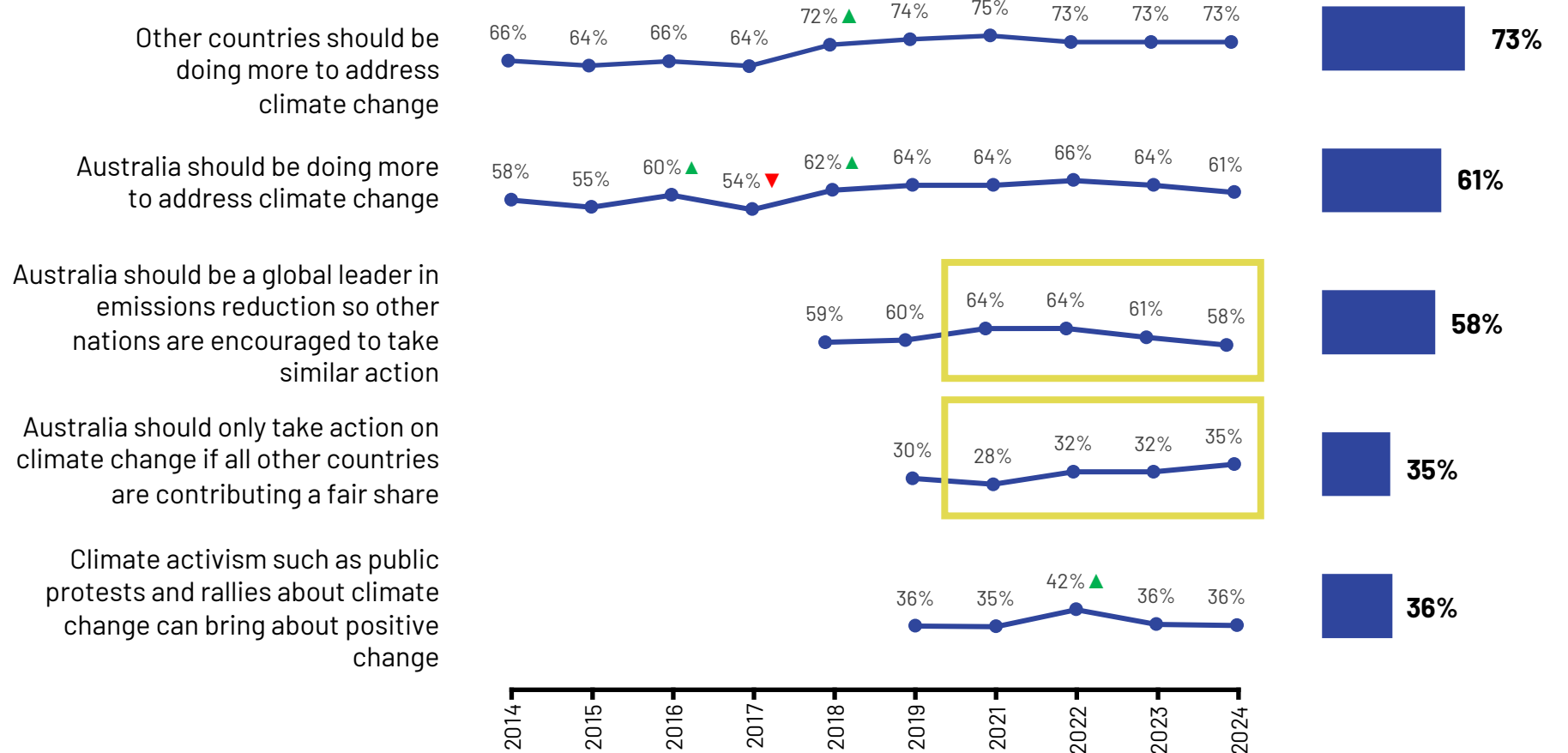
Q. CC21, Thinking about making that transition, how do you think the following issues should be prioritised? Base: 2024 n=1000

# Role of Australia in the international context

Perceptions that Australia should be a leader in emissions reduction have softened over the past two years.

At the same time, the view that Australia should only take action if other countries contribute has increased.

How strongly do you agree or disagree with the following statements? (% Somewhat agree + Strongly agree)



Q. CC4, How strongly do you agree or disagree with the following statements? (2014-2024)

▲ Significantly higher than previous year  
▼ Significantly lower than previous year

# COMMUNICATIONS CONTEXT

# Key takeaways

1

The communications environment around climate and the energy transition is complex and confusing.

2

Understanding of the transition and the tech involved is poor.

3

Alternative narratives are highly believable.

# Navigating conflicting opinions on climate change

Just under **two thirds** of Australians are confident they understand the causes and impacts of climate change.

**However, the information environment remains difficult to navigate for many in the community.**

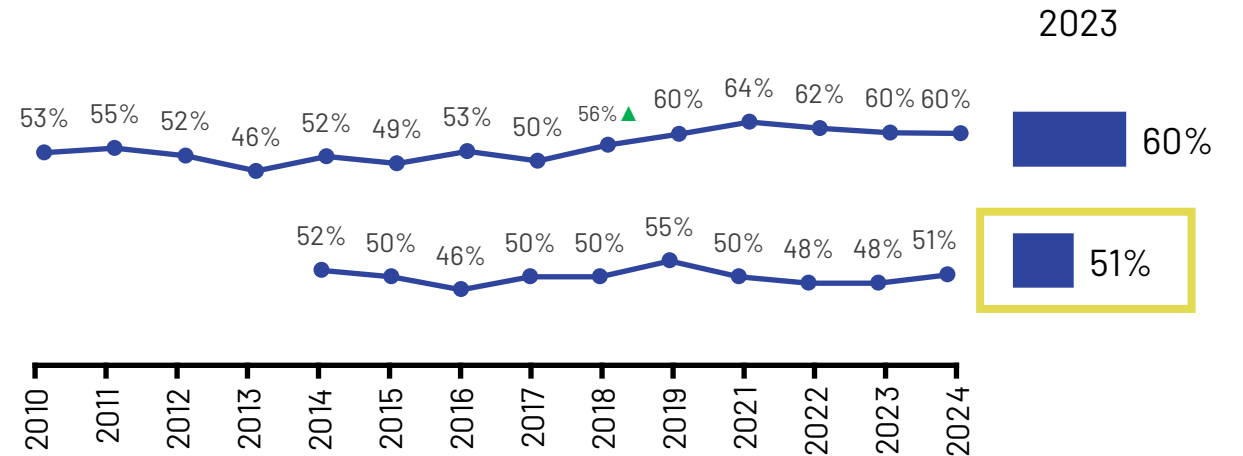
Discerning the truth among conflicting opinions on climate change remains a challenge for **close to half** of Australians.

This presents a challenge for communicators aiming for cut-through on the topic.

I believe I understand the causes and likely impacts of climate change

There are too many conflicting opinions for the public to be confident about claims made around climate change

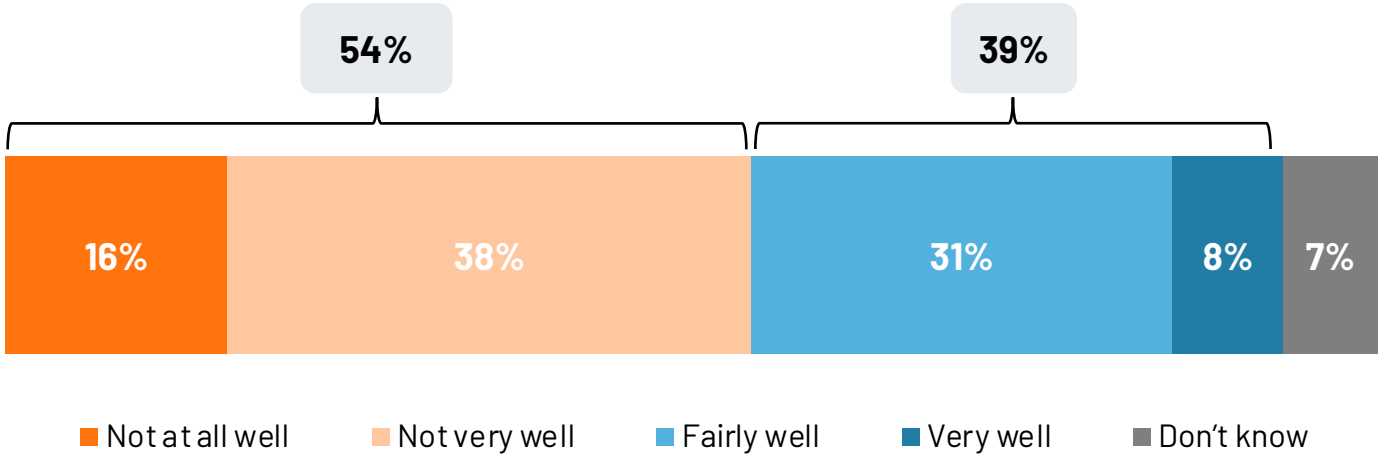
How strongly do you agree or disagree with the following statements? (Total Agree + Strongly agree)



Q. CC4, How strongly do you agree or disagree with the following statements? (2010-2023) Base: 2024 n=1000

# Understanding of the actions being taken to implement the transition is low

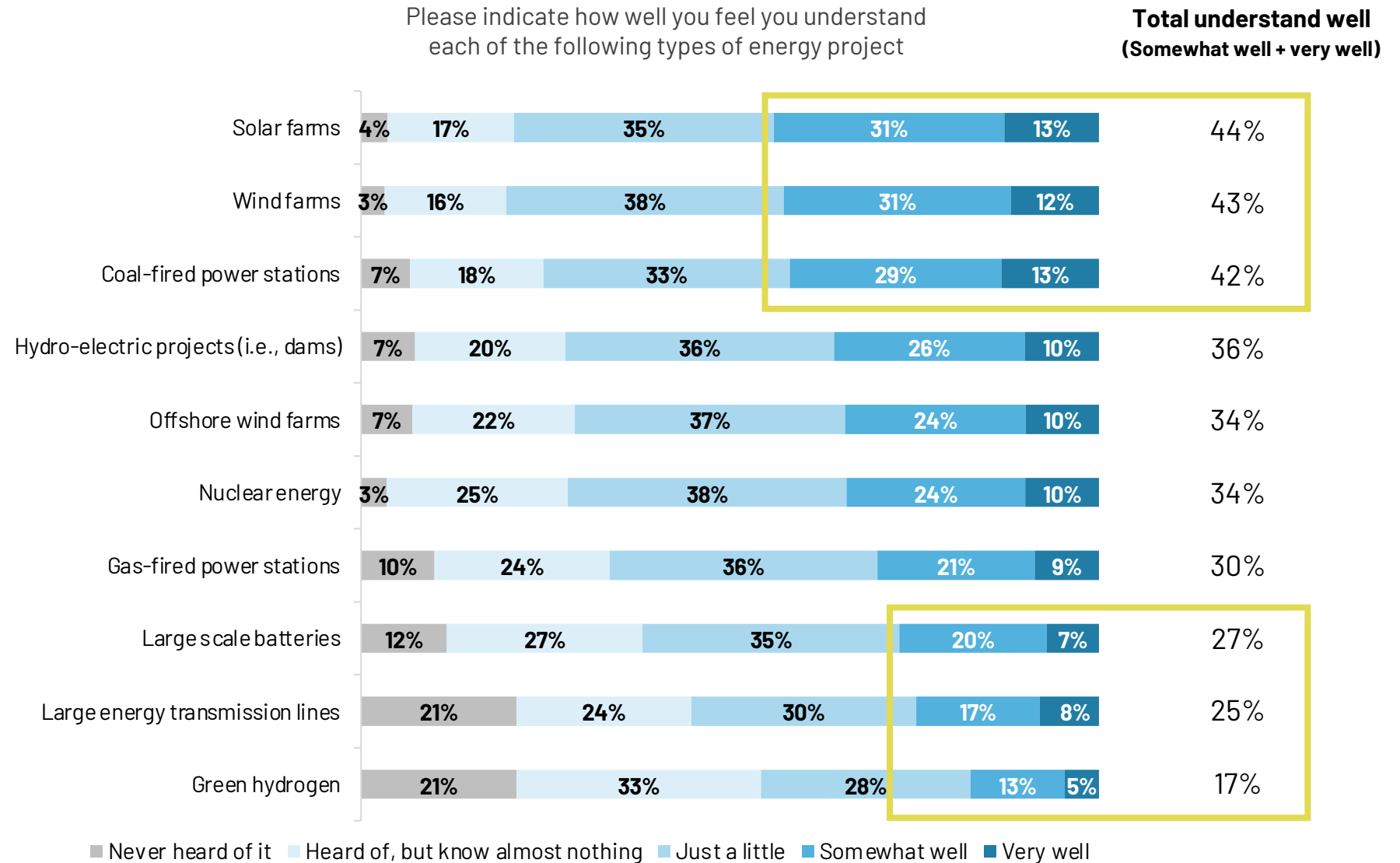
How well do you feel you understand what actions are being taken to meet Australia's net zero commitments?



Q. CC51 How well do you feel you understand about what actions are being taken to meet Australia's net zero commitments?  
Base: 2024 n=1000

# Understanding of the technology involved in the transition is low

Understanding of batteries and large transmission lines is particularly low, considering they will be key to ensuring network reliability.



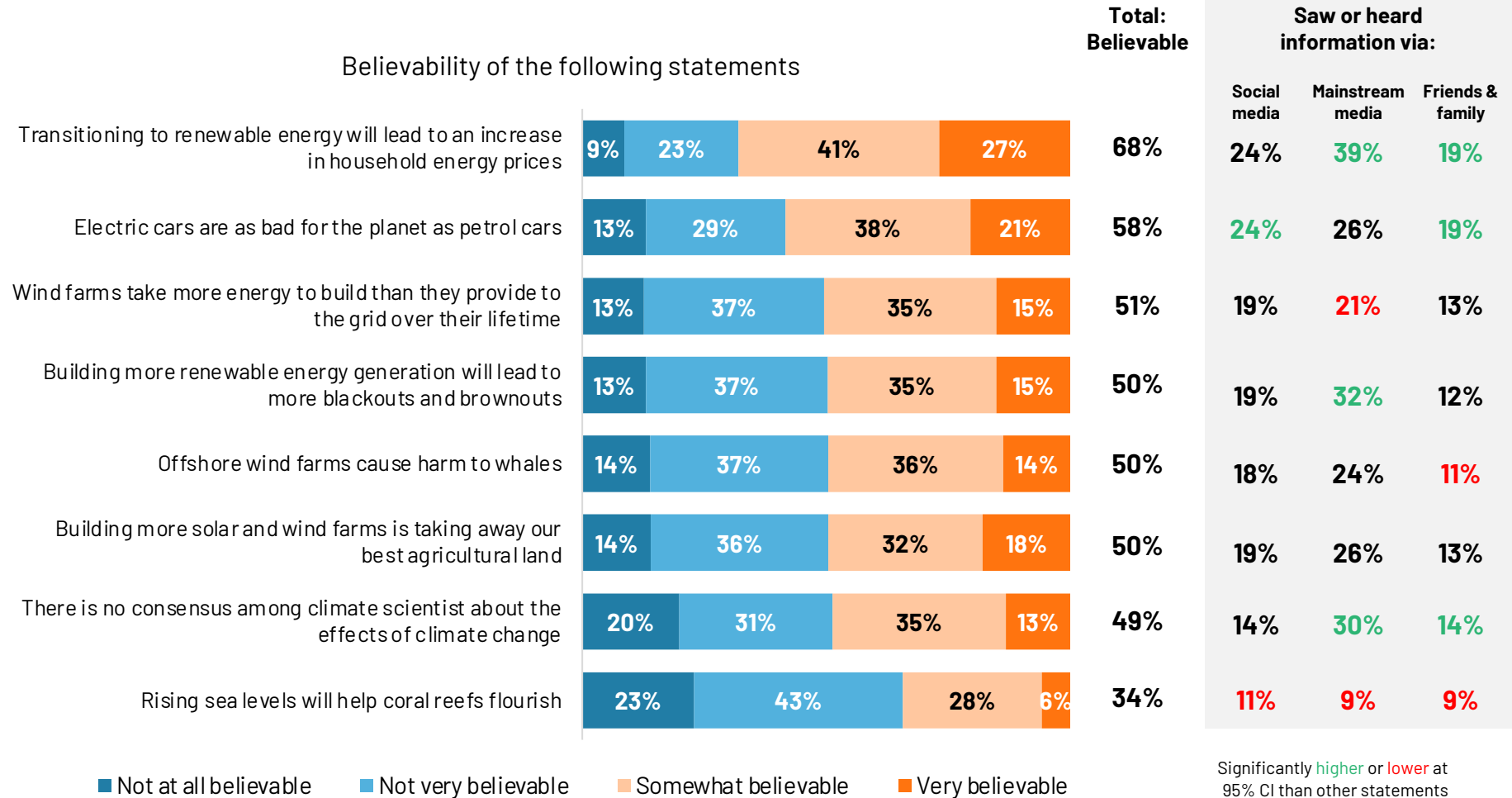
Q. CC39. Please indicate how well you feel you understand each of the following types of energy project Base: 2024 n=1000



# Misinformation is highly believable for a large portion of the population

And it is being shared widely via social and mainstream media, as well as word-of-mouth.

Believability of the following statements



Q. CC40. How believable do you find each of the following statements? Base: 2024 n=1000

Q. CC41. And before today, had you seen or heard anything in the media or on social media about each topic? Base: 2024 n=1000

# USING YOUR VOICE

# Key takeaways

1

Governments and large businesses are seen as having the most power to take action, but performing poorly.

2

Technical experts are the most trustworthy voices on climate-related issues.

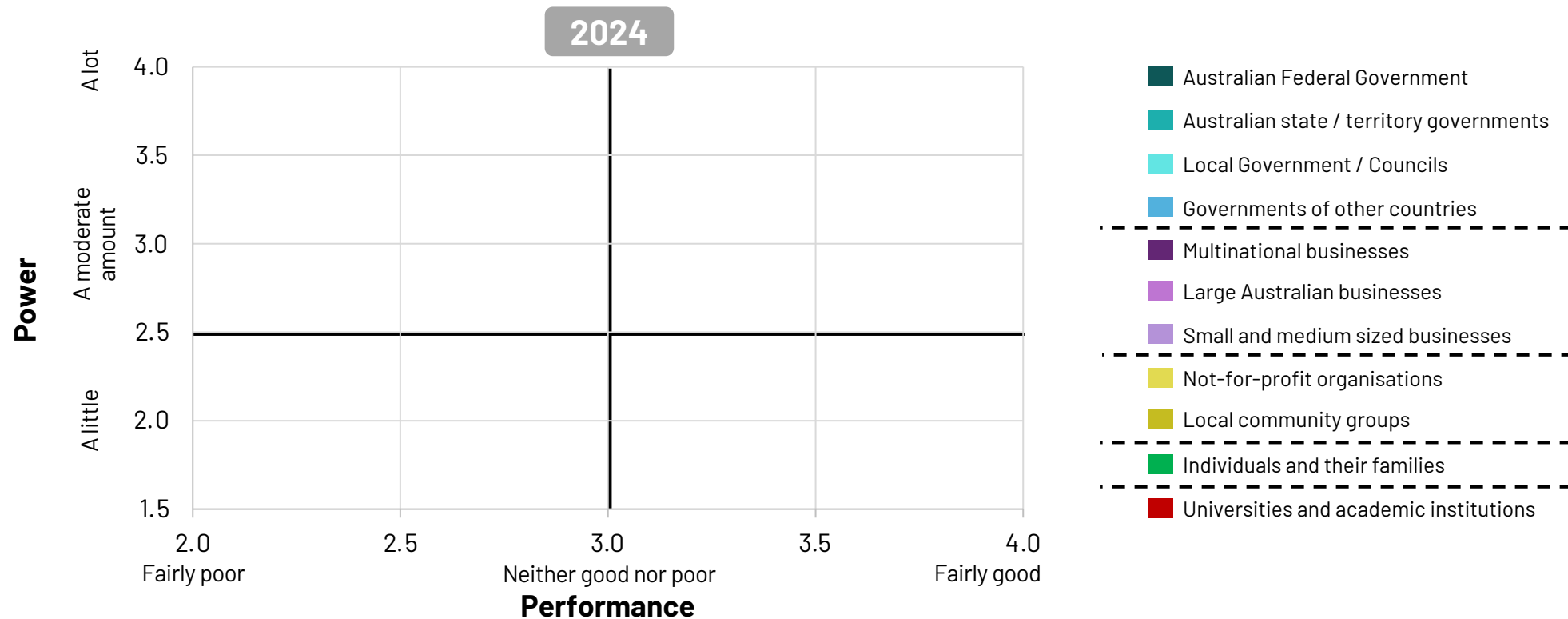
Governments and businesses have to work harder to build trust.

3

Australians want to hear more about the transition and see more action.

# Governments and large businesses are seen as having the most power to influence climate change

Community organisations, not-for-profits and individuals are seen as performing better but have less power. There are no standout performers – performance for groups cluster around being neither good nor poor.

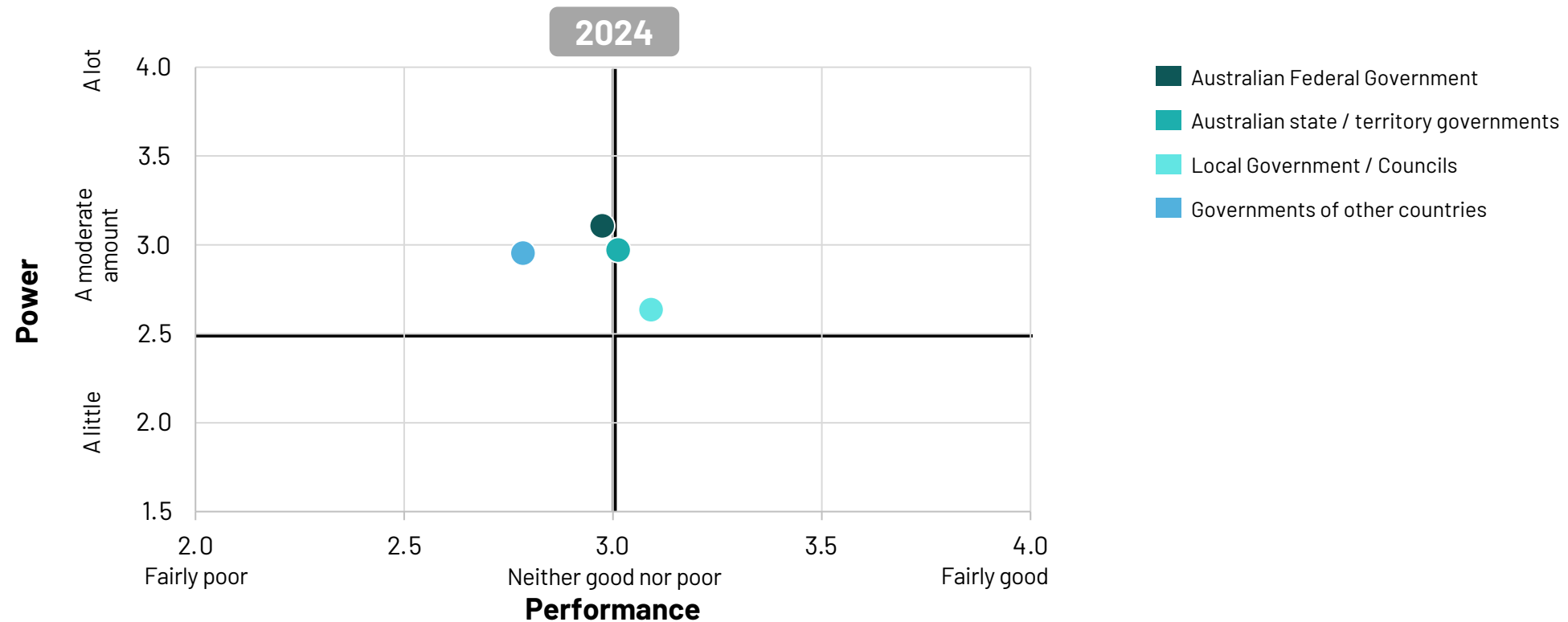


Q. CC14, How much power do you think the following groups have to make changes that influence climate change? Base: 2024 n=1000

Q. CC15, How would you rate the performance of the following groups in terms of the actions they have taken in response to climate change? Base: 2024 n=1000

# Governments and large businesses are seen as having the most power to influence climate change

Community organisations, not-for-profits and individuals are seen as performing better but have less power. There are no standout performers – performance for groups cluster around being neither good nor poor.

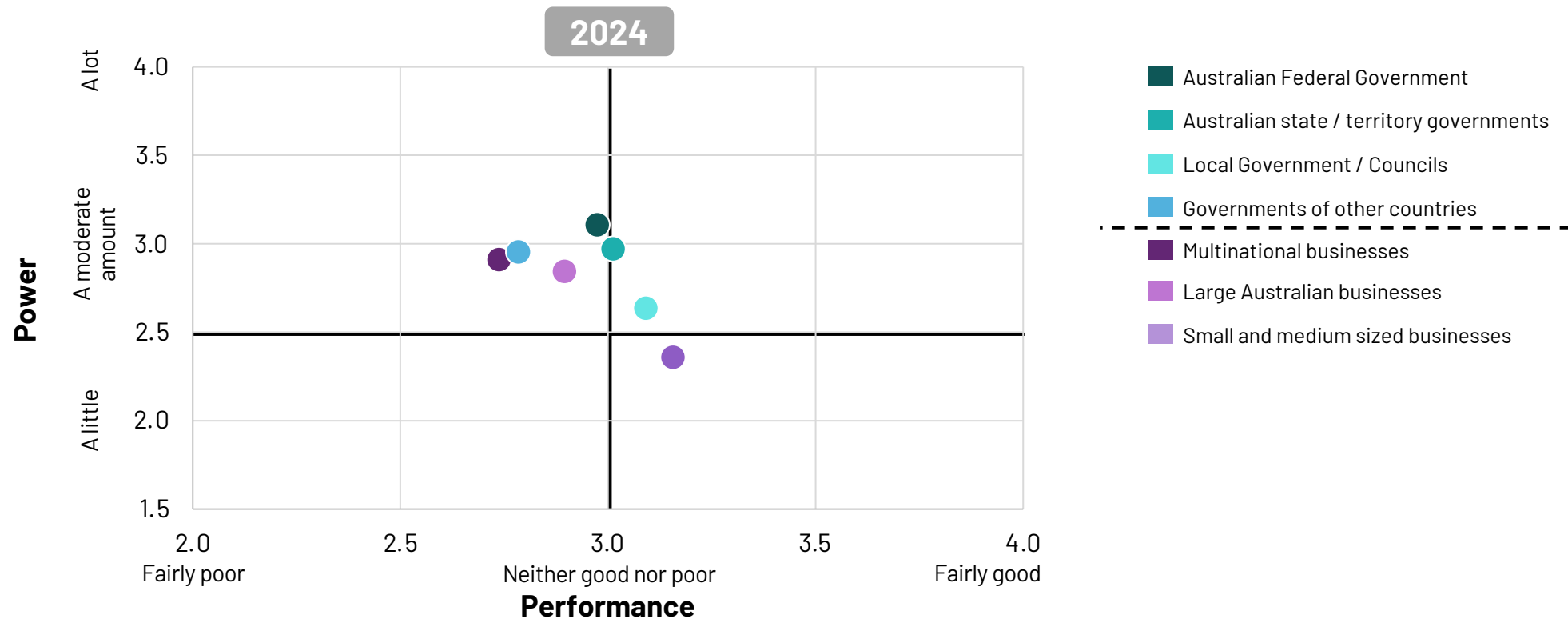


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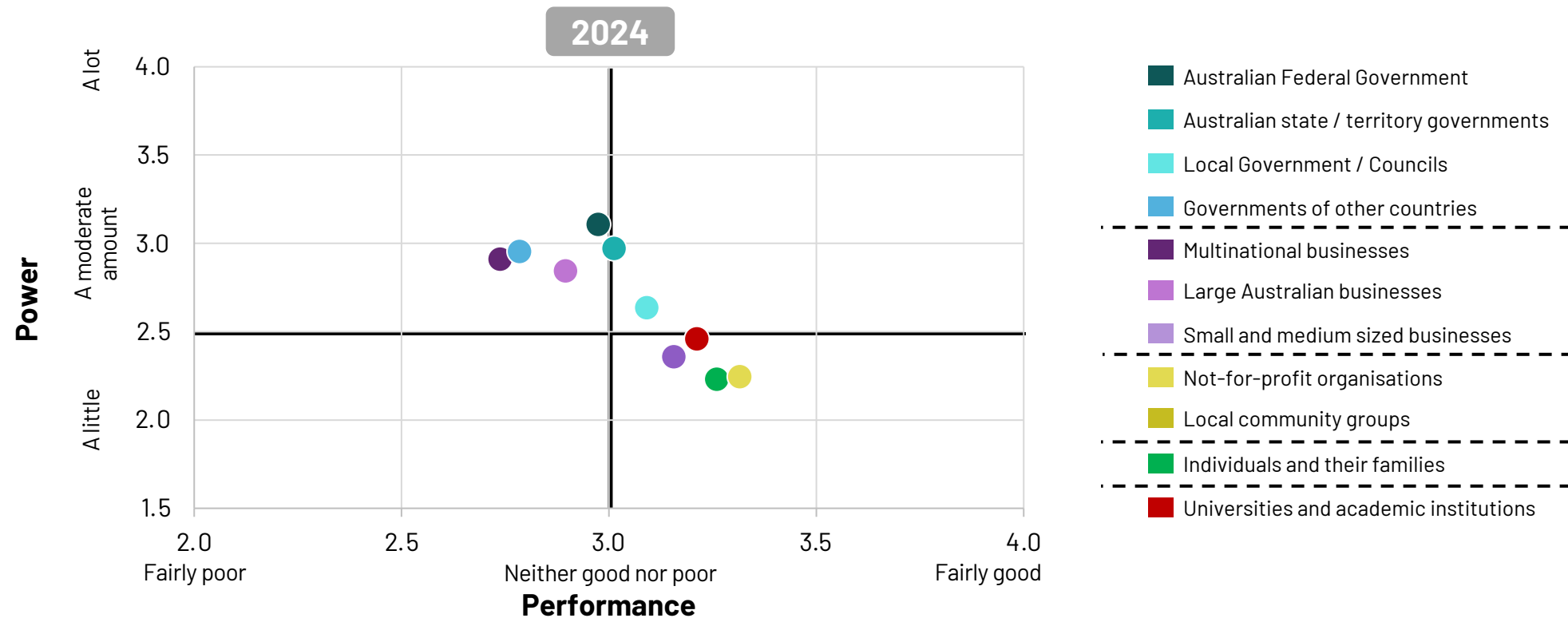


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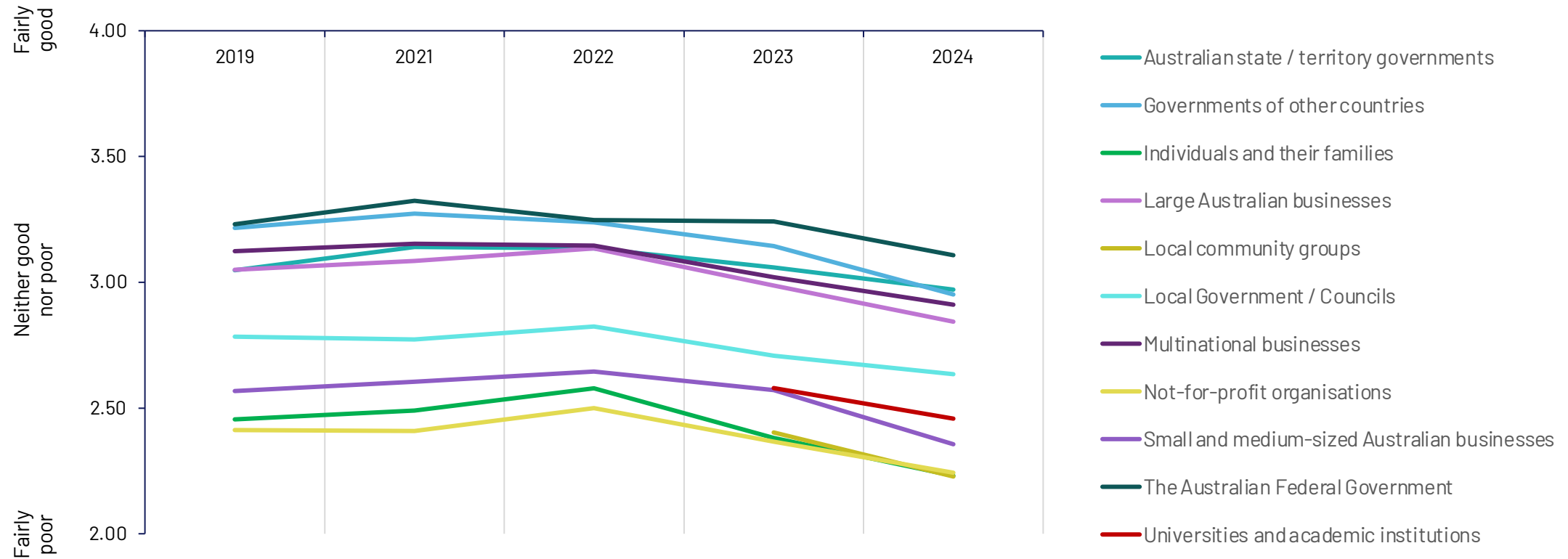


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Q. CC15, How would you rate the performance of the following groups in terms of the actions they have taken in response to climate change? Base: 2024 n=1000

# But the perceived power of all groups to influence climate change is dropping

Power to influence climate change

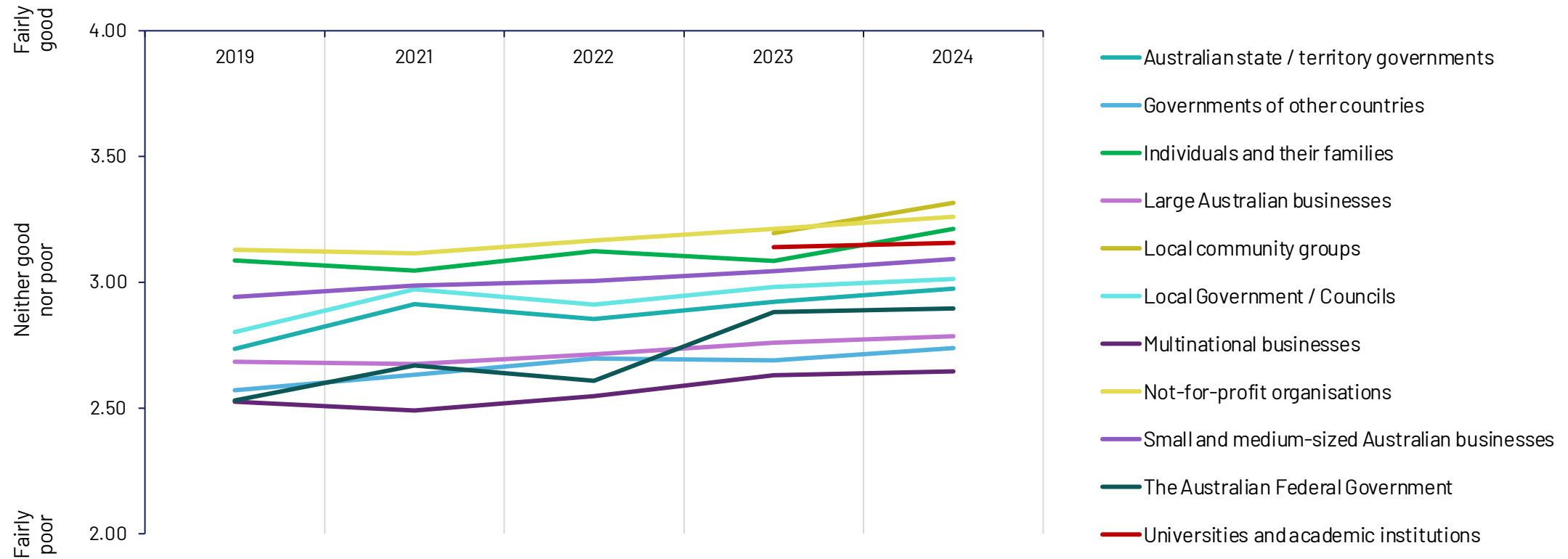


Q. CC14, How much power do you think the following groups have to make changes that influence climate change? Base: 2024 n=1000



# Perceptions of the performance of all sectors are increasing over time

Performance in response to climate change



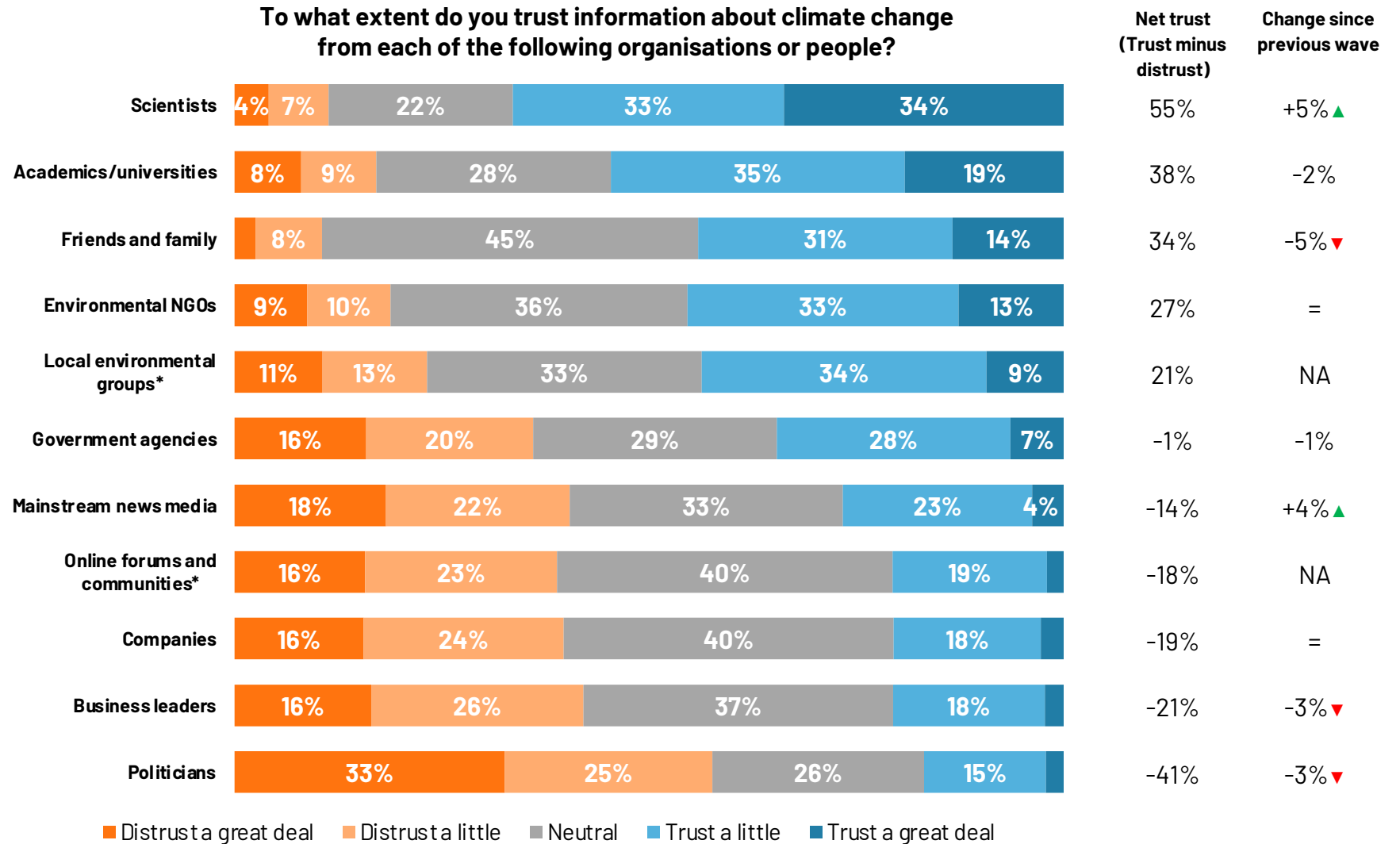
Q. CC15, How would you rate the performance of the following groups in terms of the actions they have taken in response to climate change? Base: 2024 n=1000

# Trust in sources of information on climate change

Scientists and academics are the most trusted sources of information about climate change. Friends and family are also trusted.

Net trust in government agencies is balanced.

Media, business leaders, companies and politicians face stronger headwinds, with higher levels of distrust than trust.

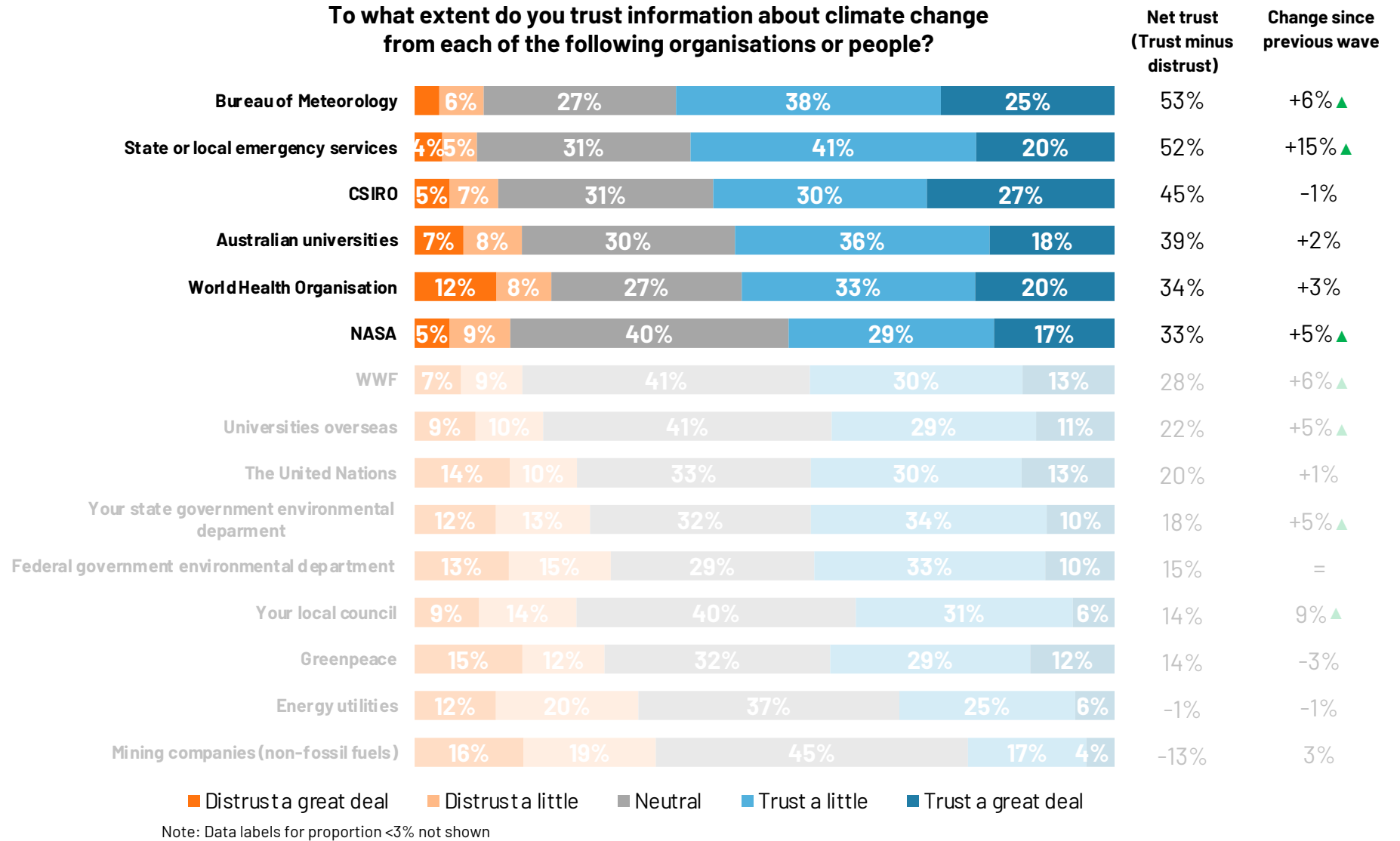


Note: Data labels for proportion <3% not shown      Note: \* New statement in 2024

Q. CC32A, To what extent do you trust information about climate change from each of the following organisations or people? Base: 2024 n=1000

▲ Significantly higher than previous year  
▼ Significantly lower than previous year

# Technical experts are the most trusted group on climate-related issues



Q. CC32B, To what extent do you trust information about climate change from each of the following organisations or people? Base: 2024 n=1000

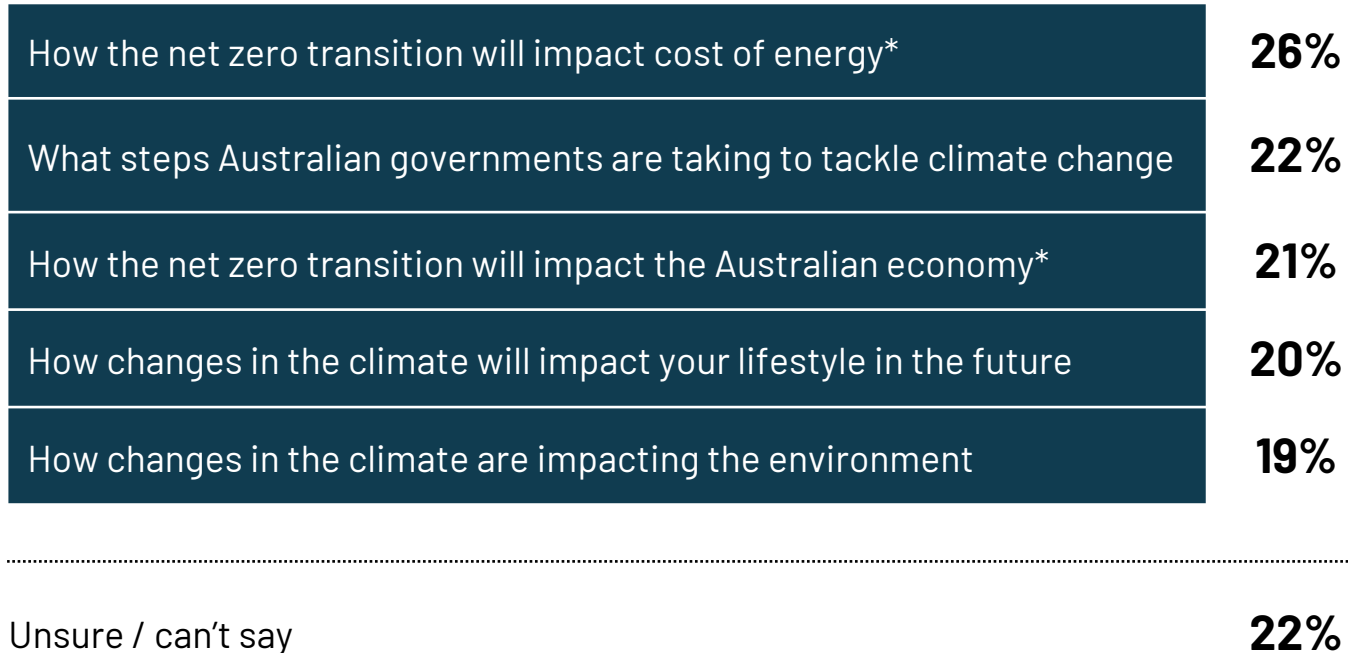
▲ Significantly higher than previous year  
 ▼ Significantly lower than previous year

# Impact of the transition on cost of energy is the topic of most interest.

But telling the story of the transition through actions, economic and social impacts.

## Which of the following topics are you most interested in learning more about?

Choose 3.



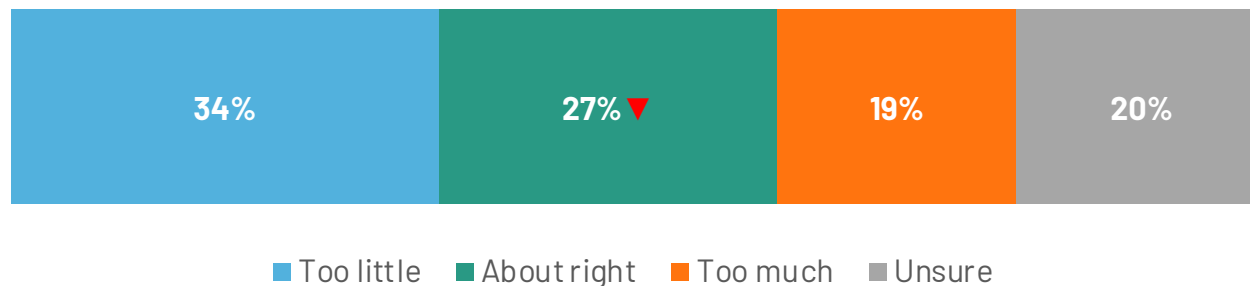
Note: \* New statement in 2024

Significantly higher or lower at 95% CI than other groups

Q. CC31, Which of the following topics are you most interested in learning more about? Base: 2024 n=1000

# A third of Australians would like to see the Australian Government taking more action to address climate change

Do you think the Federal Government's measures to address climate change are too much, too little, or about right?



Q. CC25, Do you think the Australian Federal Government's measures to address climate change are too much, too little, or about right? (2022-2023)

▲ Significantly higher than previous year  
▼ Significantly lower than previous year

# What next?

## 1

Demonstrate positive action, now.

*Reporting on solutions does not mean downplaying the dangers, sugar-coating the facts, or urging a particular outcome. It means telling the entire climate story and helping audiences and policymakers make informed choices about what to do going forward.*

[Climate Solutions Reporting Guide](https://coveringclimatenow.org)  
([coveringclimatenow.org](https://coveringclimatenow.org))

## 2

Make the most of your platform.

- Tell the bigger story - highlight coordinated action
- Enable empowerment
- Understand what interests your audience
- Consider partnerships