Waverley Environment Resident Survey 2019

Key results



95% Agreed that the environment is

important to them



71%

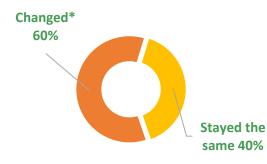
Felt able to contribute to protecting the environment through their actions



92% Aspire to live a more sustainable life

3 in 5

Had changed their behaviour with regard to environmental sustainability in the past three years



*Higher among those aged 18 to 44 years at 67% and those connected to Council's environmental programs and communications

Motivators included:

- A desire to make a difference (19%)
- A concern regarding climate change (16%) higher among those engaging with council programs (53%)
- Doing the right thing (11%)

Barriers included:

- Too busy (41%)
- Unsure what to do (17%)
- Unsure what's available (15%)

Changes included:

- Improving recycling
- Avoiding single use plastics & packaging
- Composting
- Conserving water use
- Reducing electricity
- Using sustainable transport more
- Advocacy



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Have participated in one or more Council supported environmental sustainability program







97%

Support Council allocating resources to a range of environmental sustainability actions



64%

Want to hear from Council about environmental sustainability activities via direct email



41%

Feel aware of Councils actions to protect the environment

Background: In November 2019, Jetty Research conducted a telephone online survey on behalf of Waverley Council, designed to understand current awareness of and participation in Council-supported environmental activities, measure attitudes towards the environment and motivators and barriers to engaging in environmental sustainability activities.

Polling was conducted 6-23 November 2019. 500 randomly selected residents (aged 18+) took part in the 16 minute survey. Telephone data was weighted to reflect the 2016 ABS Census profile of the LGA. 440 residents took part in the online survey which was promoted via Council communications channels and networks. These key results are based on the random telephone survey findings, and are representative of the community.

