

**VICTORIANS' PERCEPTIONS  
OF CLIMATE CHANGE**  
REGIONAL REPORT – GREAT SOUTH COAST

KEY FINDINGS – SOCIAL RESEARCH ON CLIMATE CHANGE ATTITUDES AND BEHAVIOURS

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## Introduction

Sustainability Victoria (SV) engaged an external research provider, Wallis Market and Social Research, to conduct a state wide survey to collect baseline quantitative data on Victorian residents' attitudes, beliefs and behaviours in relation to climate change. The results will be used by SV and other relevant Departments to inform program development and policy.

This report is one of a series of reports prepared for each of nine regional groupings, which were taken from the Regional Development Victoria classification<sup>1</sup>. Each regional report provides a descriptive analysis of results for that specific region, and compares the regional results to overall state results for Victoria.

## Methodology

The main survey was administered using a telephone interview methodology, with an online follow-up survey emailed to those respondents who agreed to take part in further research.

A total of 3,333 Victorians aged 15 years and over took part in the telephone survey; of these, 451 also completed the follow-up online survey.

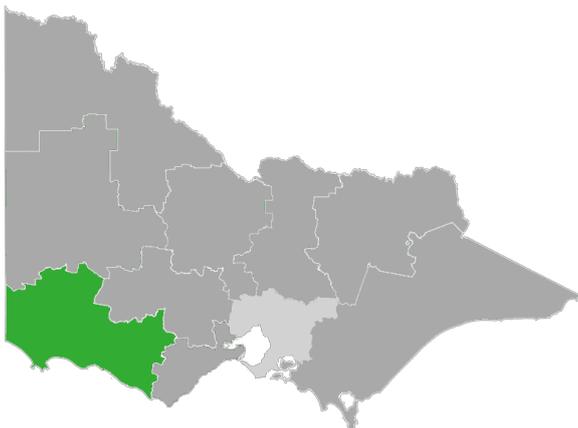
Telephone interviews were conducted from 17 November to 14 December 2016, following a pilot test among a small sample of Victorians. The online survey was conducted from 19 December 2016 to 20 January 2017, during which two reminders were emailed to nonresponders.

## Sample Design

The sampling frames used for the telephone survey – randomly generated telephone numbers (probability sample) plus a list of existing phone numbers (regional booster sample) – ensured the widest possible coverage of the Victorian population.

The survey sample was carefully designed and controlled to enable regional analysis while providing results that can be projected to the broader population with confidence.

The sample was designed to deliver a minimum of 200 interviews in each of nine regional groupings. Weighting was applied to correct for the over-sampling of regional areas, as well as demographic differences between the probability sample and the regional booster sample, to ensure that the total sample is representative of the Victorian population.



<sup>1</sup>Source: <http://www.rdv.vic.gov.au/regional-partnerships>

## Great South Coast Region

LGAs in the region:

- > Corangamite Shire
- > Glenelg Shire
- > Moyne Shire
- > Southern Grampians Shire
- > Warrnambool City

The table below shows the broad demographic characteristics of the survey respondents for the Great South Coast region, showing the unweighted and weighted distributions.

FIGURE 1: SAMPLE DISTRIBUTION

	Unweighted n=210 %	Weighted n=210 %
<b>GENDER</b>		
Male	47	49
Female	53	51
<b>AGE</b>		
Under 40	16	35
40-64	48	42
65 and over	36	22
<b>EDUCATION</b>		
University Degree or higher	30	11
TAFE/Technical/Vocational	26	35
Completed high school	16	22
Did not complete high school	27	30
Still at school	0	1
<b>COUNTRY OF BIRTH</b>		
Australia	91	93
Elsewhere	9	7

# Key findings in Great South Coast at a glance

## Climate change is happening and requires action

**92%**

say climate change exists and humans are contributing to it;

**75%**

agree that climate change is an issue that requires urgent action now

**76%**

believe their actions can help reduce the impact of climate change

### The community want action on climate change from:



**95%**

State Government



**85%**

Local Government



**96%**

Business & industry



**98%**

All individuals

## Residents are willing to take action

**83%**

are willing to take action on climate change

**68%**

prefer to buy from businesses that show they are acting on climate change

## Great South Coast residents have observed the impacts of climate change and are concerned about future impacts



**71%** concerned  
Water shortages  
& drought



**76%** concerned  
Crop failures  
or declines  
in agriculture



**86%** concerned  
Severe bushfires



**58%** concerned  
Severe storms  
& floods



**63%** concerned  
Coastal erosion  
& changes to  
sea level



**60%** concerned  
Heatwaves



**46%** concerned  
Air pollution

Around two-thirds believe that more bushfires, storms/flooding, drought and coastal erosion have occurred in Victoria during the past 10 years. The majority know that climate change is influencing the occurrence of these events.

Great South Coast shows strong support for net zero emission and renewable energy targets

**59%**

support the net zero emissions target by 2050

**84%**

support the renewable energy targets (25% by 2020 and 40% by 2025)

Great South Coast is supportive of renewable energy

**81%**

would support wind turbines in their local area

**88%**

would support solar panels in their local area

**40%**

interested in taking part in community renewable energy projects

## Detailed findings

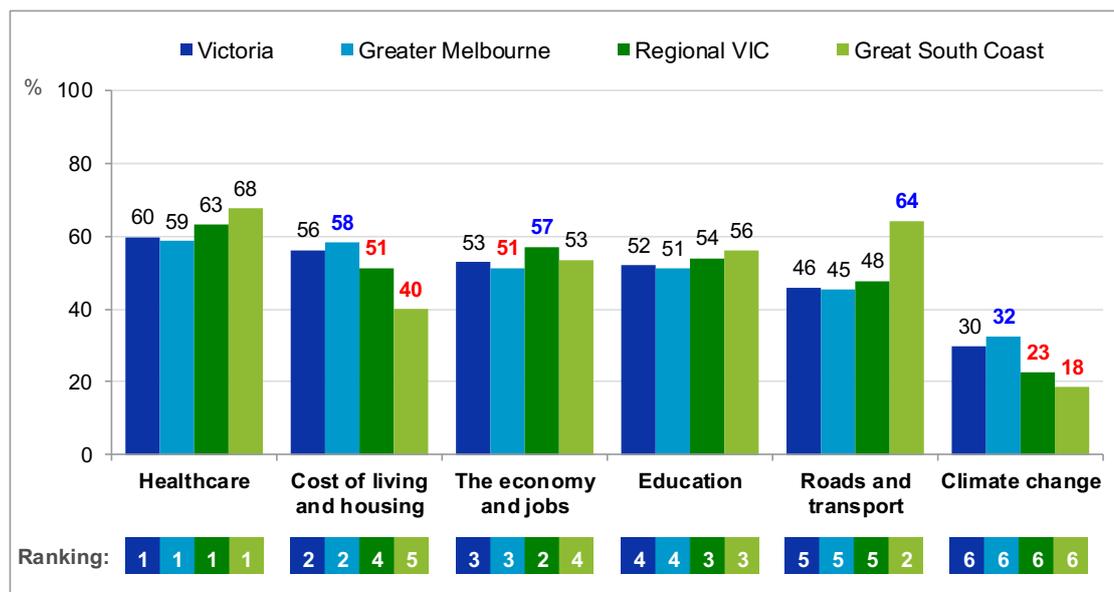
### Priority of climate change

When prompted, climate change ranked sixth on a list of issues of importance in Victoria; with three in ten Victorians (30%) nominating climate change as one of the top three most important issues facing the state today. Overall, younger people ranked climate change higher; the issue ranks fifth among Victorians aged 18-24 (41% mentioned climate change as a top three priority), and climbs to second spot behind education among Victorians aged 15-17, (56% mentioned climate change as a top three priority).

Figure 2 below shows the proportions who mentioned each issue as one of the top three issues facing the state. Results are shown for Victoria overall, Greater Melbourne, Regional Victoria and the Great South Coast Region.

When looking at the issue of climate change, results for the Great South Coast (18%) were lower than the overall Victorian average (30%), and the Regional average, (23%). Healthcare was the issue of highest concern for residents of the Great South Coast (68%) followed by roads and transport (64%), which was significantly higher than both the Victorian and Regional scores, and education (56%).

FIGURE 2: TOP 3 PRIORITY MENTIONS BY LOCATION



Source: A1a/b/c.  
 Base: Total sample (VIC: n=3,333 | GM: n=1,424 | Reg VIC n=1,909 | Great South Coast n=212)

To avoid influencing responses to this question the survey topic was introduced as “an important issue facing Victorians” and did not mention that climate change was the focus of the survey until after this question.

In other national and international surveys on this topic, climate change consistently ranks below the more day to day and ‘hip pocket’ issues such as healthcare and the cost of living. However, despite low relative ranking of priority, results throughout this report show that climate change is recognised by the majority of Victorians as a serious issue that requires action from all sectors including government, business and individuals.

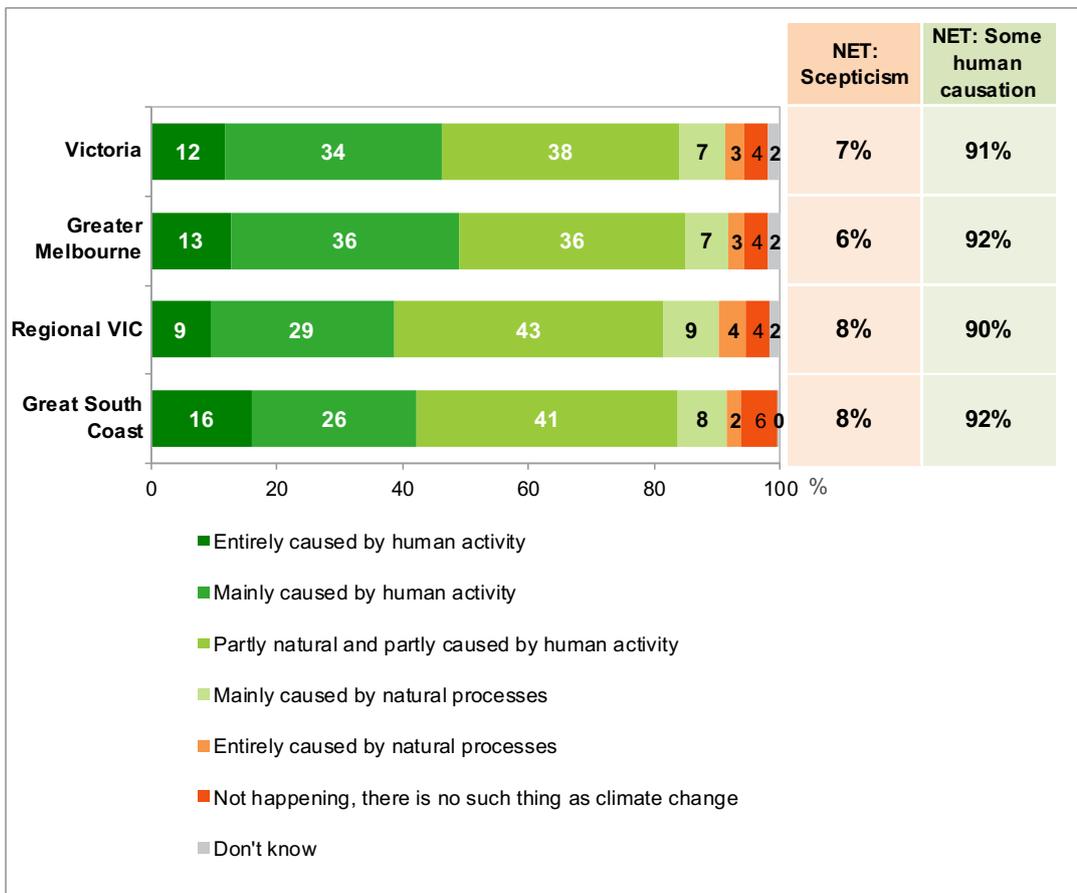
## Causation of climate change

The clear majority of Victorians (91%) **accept some level of human causality** for climate change:

- > 3% think climate change is 'entirely caused by natural processes', and
- > 4% of Victorians hold the opinion that 'there is no such thing as climate change'.

Figure 3 below compares the results for the Great South Coast with Victoria overall, Greater Melbourne, and Regional Victoria. There were no statistically significant differences in acceptance of human causation or scepticism by location.

FIGURE 3: OPINIONS ABOUT CLIMATE CHANGE CAUSALITY



Source: A2  
 Base: Total sample (VIC: n=3,333 | GM: n=1,424 | Reg VIC n=1,909 | Great South Coast n=212)

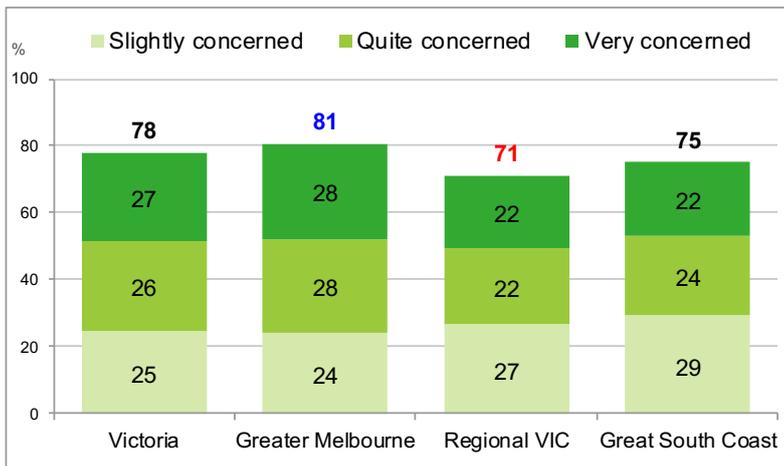
## Level of concern

Almost four in five Victorians (78%) stated some level of concern about climate change. There were several variations among the demographic subgroups, with levels of concern being higher among:

- › younger age groups (82% among those aged under 40)
- › females (81%)
- › residents of Greater Melbourne (81%)
- › those with a university degree (39% are 'very concerned' compared to 27% average).

Figure 4 below compares the results for the Great South Coast with Victoria, Greater Melbourne and Regional Victoria overall. Concern about climate change in the Great South Coast (75%) is slightly higher than the Regional average (71%) and slightly lower the Victorian average (78%), however these differences were not statistically significant.

FIGURE 4: CONCERN ABOUT CLIMATE CHANGE



Source: B2  
Base: Total sample

## Reasons for concern

When asked to explain what they were concerned about in relation to climate change, the most commonly stated responses included:

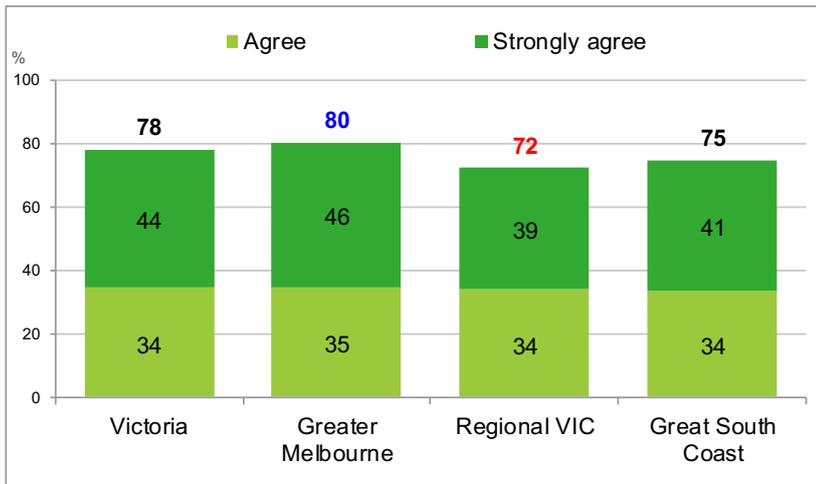
- › **The impact on future generations**  
Victoria, 76%; Great South Coast, 74%.
- › **The state of the planet**  
Victoria, 48%; Great South Coast, 34%.
- › **The impact on health / quality of life**  
Victoria, 38%; Great South Coast, 20%.

**Need for action now**

Four out of five Victorians (78%) agree that 'climate change is an issue that requires urgent action now'. As might be expected, the level of agreement with this statement was higher among those who stated a high level of concern about climate change (96% agreement among those 'very' or 'quite' concerned).

As seen in Figure 5, agreement with this statement was higher in Greater Melbourne (80%) than in Regional Victoria (72% average). The level of agreement in the Great South Coast (75%) was slightly higher than the regional average (72%).

**FIGURE 5: AGREEMENT THAT CLIMATE CHANGE IS AN ISSUE THAT REQUIRES URGENT ACTION NOW**



Source: D4e | Base: All who believe in some human causation of climate change

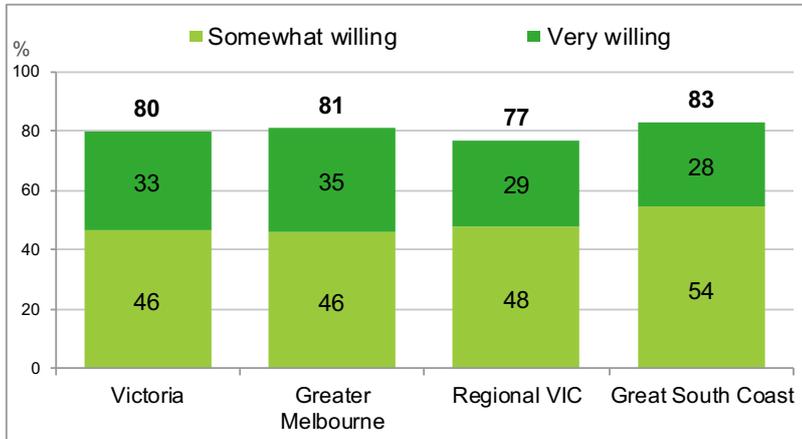
## Willingness to act

The majority of Victorians (80%) are at least somewhat **willing to take action to tackle climate change** with a third (33%) stating they are **“very willing”**.

Willingness to act on climate change showed a very similar pattern to concern about climate change in terms of demographic variations; it is higher among the younger age groups (88% among those aged under 25, and 83% among those aged 25-49), and slightly higher among females (83% compared to 77% of males).

Figure 6 below compares the results for the Great South Coast with Victoria overall, Greater Melbourne and Regional Victoria. Willingness to act on climate change in the Great South Coast (83%) is slightly higher than the state average, although the difference is not statistically significant.

FIGURE 6: WILLINGNESS TO ACT ON CLIMATE CHANGE



Source: A3 | Base: All who believe in some human causation of climate change

## Motivators for action

Reasons for willingness to act included the desire to protect the environment for future generations, and /or to do their part to ensure the health of the planet.

## Barriers to action

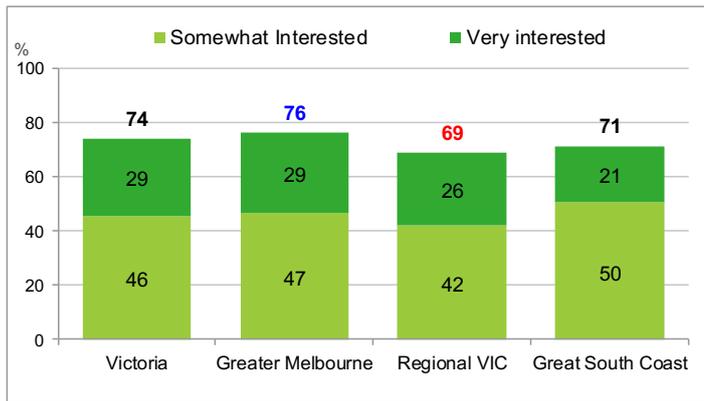
Reasons for not being willing to act were mostly related to denial that humans are causing climate change, or the attitude that there is nothing they can do about it personally, or lack of knowledge about what they can do.

## Engagement

Engagement with the topic of climate change is reasonably high across Victoria, with three-quarters of respondents (74%) stating some level of interest in news items, documentaries or other types of information about climate change.

The Figure below compares the results for Great South Coast Region with Victoria overall, Greater Melbourne, and Regional Victoria. Engagement is higher among those in Greater Melbourne (76%) compared to Regional Victoria (69%).

FIGURE 7: INTEREST IN INFORMATION ABOUT CLIMATE CHANGE



Source: B1 | Base: Total sample

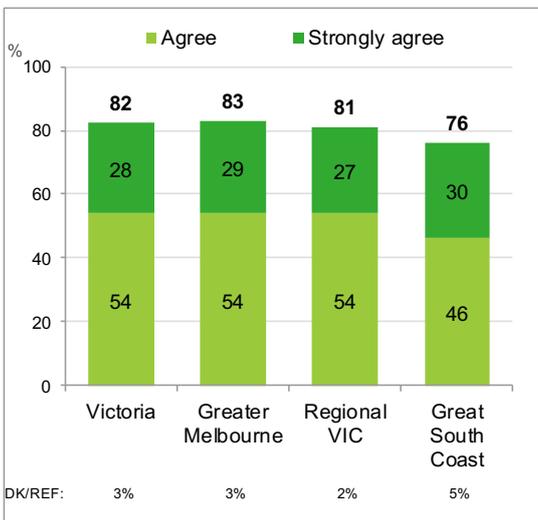
### Willingness to act - other measures

Willingness to act is strongly related to self-efficacy, that is, the belief that there are meaningful things one can do to reduce the impact of climate change. Analysis revealed that the *more concerned* someone is about climate change, and the more they believe they can make an impact, the *more likely they are to state a willingness to take action on climate change*.

The Figures below show the results from two measures; self-efficacy and feeling positive about being part of a community-wide movement to help tackle climate change. The results are shown for Great South Coast along with Victoria overall, Greater Melbourne, and the average for Regional Victoria.

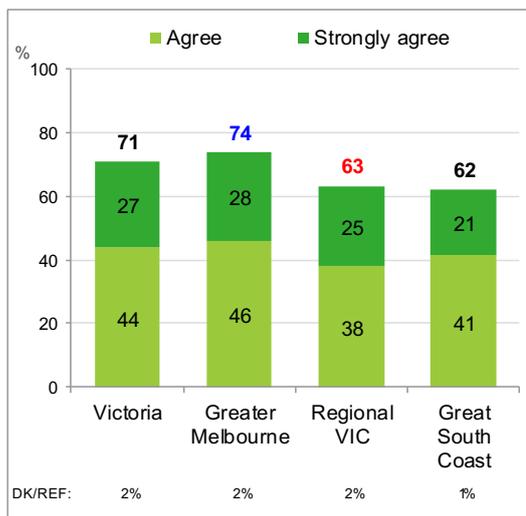
Self-efficacy is consistently high across Victoria, whereas feeling positive about being part of community-wide action on climate change varies in a similar pattern to concern about climate change; higher in Greater Melbourne (74%) and lower in Regional Victoria (63%). Figures for the Great South Coast on self-efficacy are a little lower than other regions but are still strong, (76%), and are on par with the Regional average when it comes to feeling positive about being part of community action (62%).

FIGURE 8: SELF-EFFICACY



Source: D4g | Base: Module 2

FIGURE 9: FEELING POSITIVE ABOUT BEING PART OF COMMUNITY ACTION



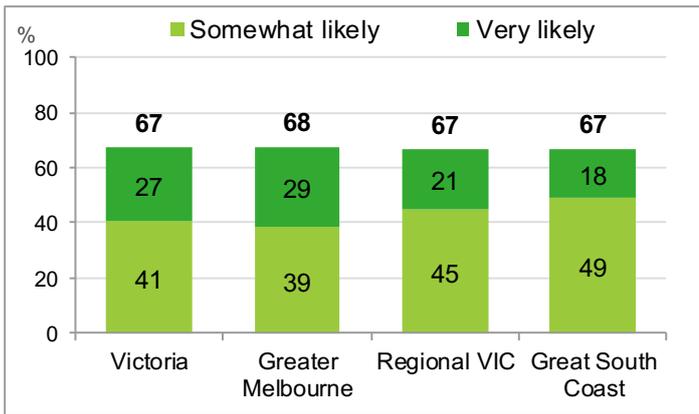
Source: D4b | Base: All who believe in some human causation

### Pledge to TAKE2

Although awareness of the TAKE2 program was relatively low, the results regarding likelihood of making a pledge indicate potential for a good level of support for the program, with 67% of Victorians saying they are very or somewhat likely to pledge to TAKE2.

The results for Great South Coast are the same.

FIGURE 10: LIKELIHOOD OF MAKING A PLEDGE TO TAKE2



Source: C10a | Base: Module 3



Victoria is joining other leading states and regions around the world in committing to do our part to reduce emissions in line with international community's 2015 agreement in Paris. TAKE2 is Victoria's collective climate change pledge initiative to reach net zero emissions by 2050, and keep the global temperature rise to under 2 degrees. Businesses, community groups, local governments, schools and individuals can participate. Sustainability Victoria is the lead agency for voluntary pledges to take action on climate change. For more information on the TAKE2 program and how to get involved, please visit the [website](#).

## Impacts of climate change

All survey respondents were asked to state if they have noticed any change in the occurrence of extreme weather and/or environmental events in Victoria over the past 10 years, and if so, whether or not they think that climate change is influencing these changes.

For the most part, the majority perceive that there has been an increase in each event. Among those who have noticed an increase in these extreme weather and/or environmental events, the vast majority linked these events to climate change.

Figure 11 below compares the results for the Great South Coast region to the state average; while the Great South Coast region had higher proportions who had not observed changes in some of the events, the majority of respondents had observed increases in bushfires (64%), water shortages and drought (56%), coastal erosion (54%) and storms and flooding (52%).

Figure 12 shows that those who had observed increases in the frequency of these weather events understood that climate change was influencing this. Heatwaves were the most commonly linked to climate change with 90% believing that climate change was responsible for the increased occurrences of these.

FIGURE 11: OBSERVATIONS OF THE IMPACTS OF CLIMATE CHANGE

Noticed any changes in the occurrence of...	MORE		LESS		NO CHANGE		DON'T KNOW	
	VIC %	GSC %	VIC %	GSC %	VIC %	GSC %	VIC %	GSC %
 Severe bushfires	61	64	4	4	29	30	6	3
 Severe storms and floods	58	52	4	8	30	38	8	2
 Air pollution	55	42	6	4	31	48	9	5
 Coastal erosion and changes to sea levels	52	54	4	4	21	33	22	9
 Crop failures or declining agriculture	50	50	8	11	20	31	22	8
 Heatwaves	49	39	11	13	32	46	7	3
 Water shortage and drought	47	56	15	4	29	38	9	2

FIGURE 12: IS CLIMATE CHANGE INFLUENCING?

Climate change is influencing the observed increase in this?	YES	
	VIC %	GSC %
 Heatwaves	90	90
 Coastal erosion and changes to sea levels	89	84
 Water shortage and drought	84	72
 Severe storms and floods	83	80
 Crop failures or declining agriculture	82	85
 Severe bushfires	71	63

Source: B5/B6 | Base: Total sample

### Concern about the impacts

For each of the extreme weather and/or environmental events, all respondents were asked to state how concerned they are about each one directly affecting their local area in the foreseeable future. As shown in the Table below, levels of concern are quite high across the board, with water shortage and declining agriculture topping the list.

Figure 13 below compares the results for the Great South Coast with Victoria overall, Greater Melbourne and Regional Victoria.

Results indicate that people in Regional Victoria are more likely than those in Greater Melbourne to be concerned about the impacts of:

- > severe bushfires, 84% compared to 62%;
- > crop failures/declining agriculture, 79% compared to 68%; and,
- > water shortage /drought, 79% compared to 70%.

The Great South Coast respondents are most concerned about bushfires (86%), and more concerned than other regional areas about coastal erosion and rising sea levels, (63% compared to 45%), and less concerned about air pollution, (46% compared to 57% regional average).

FIGURE 13: PROPORTION WHO ARE CONCERNED ABOUT EACH ENVIRONMENTAL EVENT

		Victoria %	Greater Melbourne %	Regional VIC %	Great South Coast %
	Water shortage and drought	72	70	79	71
	Crop failures or declining agriculture	71	68	79	76
	Severe bushfires	68	62	84	86
	Air pollution	68	72	57	46
	Heatwaves	67	67	66	60
	Severe storms and floods	65	64	68	58
	Coastal erosion and changes to sea levels	51	53	45	63

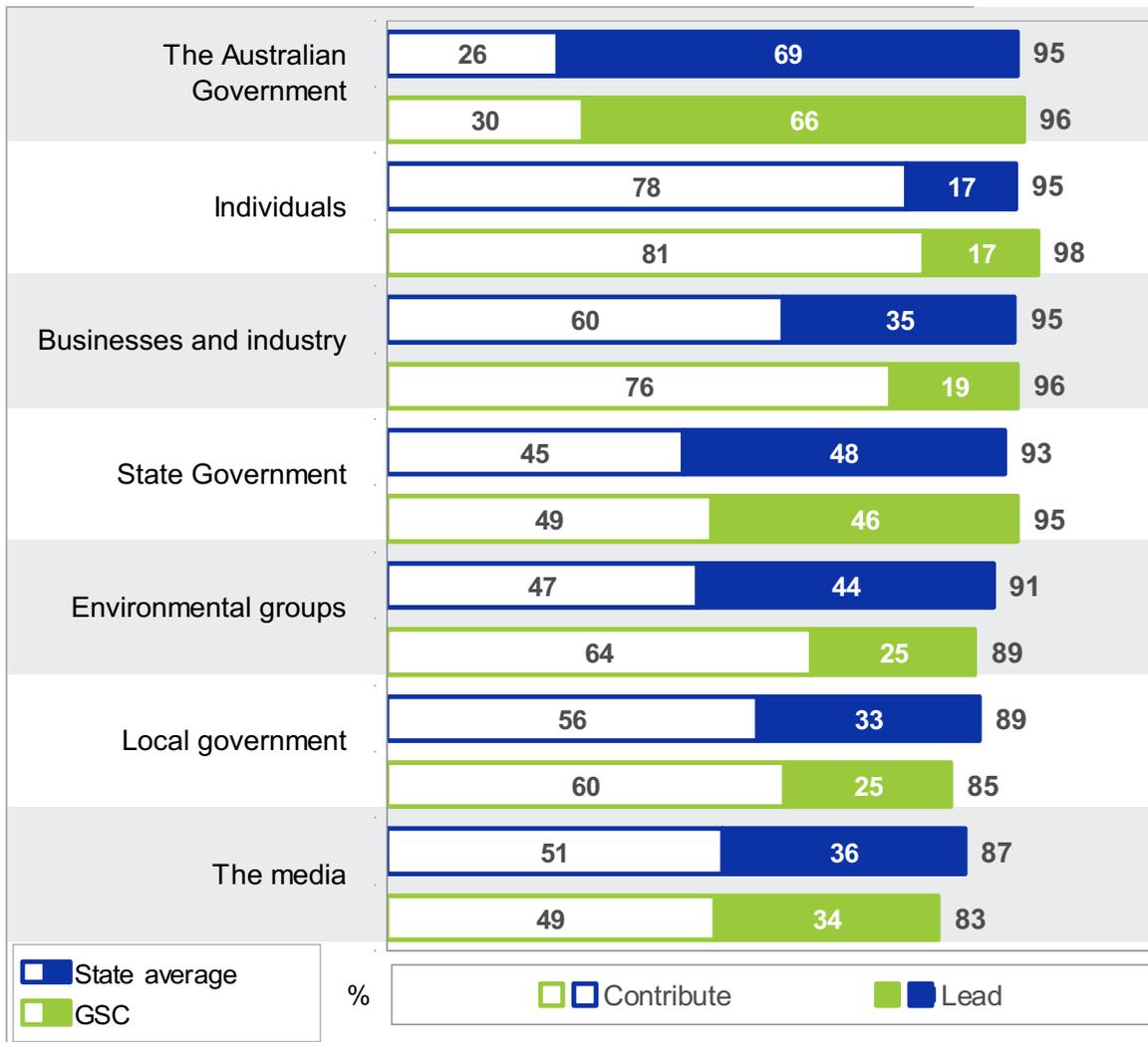
Source: B5/B6 | Base: Total sample

### Leadership and responsibility

The Victorian community believes that government, individuals, and business and industry should all be taking action on climate change. Figure 14 shows, for each entity, the proportion of people who believe it should “lead action” or “contribute to action” on climate change, and compares results for Great South Coast to the state average.

- Figure 14 shows that 93% of Victorians believe the State Government should be acting on climate change – either in a leadership role or as a contributor. This increases to 95% in the Great South Coast.
- Figure 15 (opposite) indicates that 22% think the State Government is doing “the right amount” but the majority (61%) think the State Government should be doing more. Results for the Great South Coast were similar to the state average.

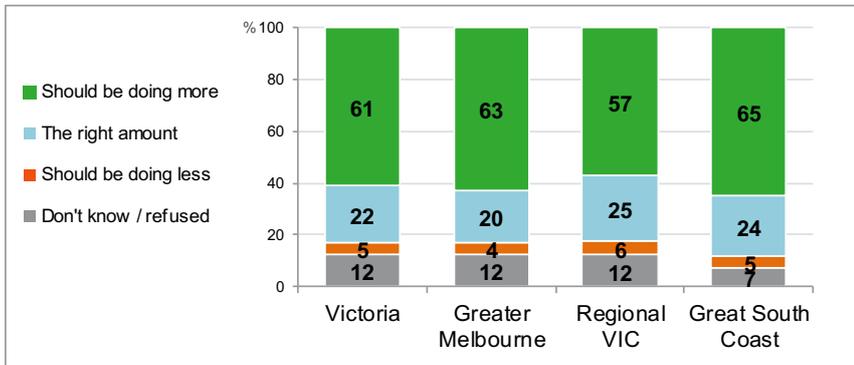
FIGURE 14: LEADERSHIP ON CLIMATE CHANGE



Source: C1 | Base: Module 3 (VIC: n=1,000 | Great South Coast n=68) | results exclude DK/REF

## State Government action

FIGURE 15: SHOULD THE STATE GOVERNMENT BE DOING MORE?



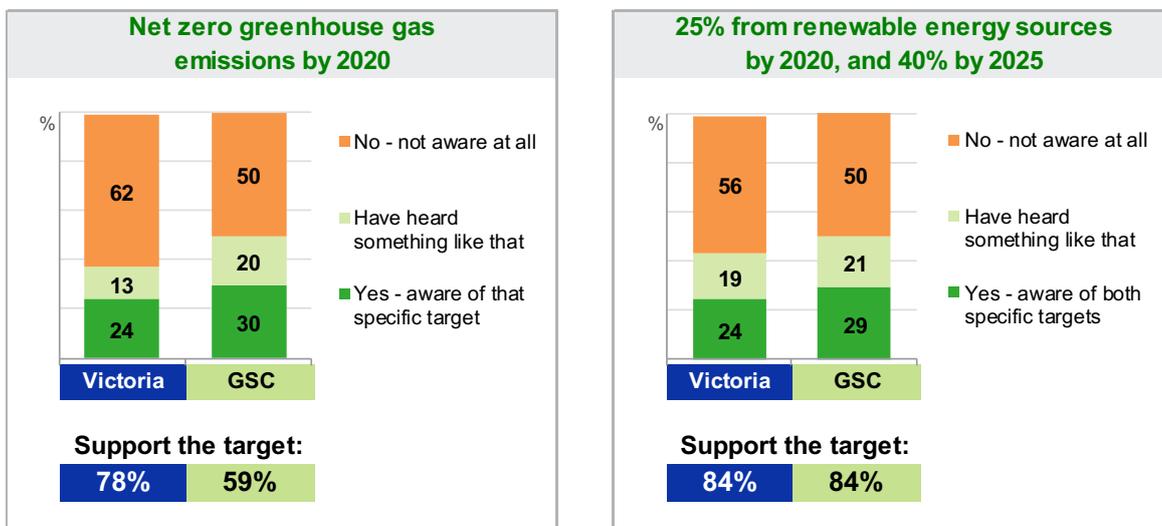
Source: C3 | Base: Module2

## Government climate change targets

Overall, support for Victoria’s emissions and renewable energy targets is high.

The Chart below compares the results for the Great South Coast with the state average; awareness of the targets was slightly higher in the Great South Coast region compared to the state average and support for the net zero emissions target was lower than average (59% compared to 78% average). Support for the renewable energy targets, however, was the same as the state average.

FIGURE 16: AWARENESS OF AND SUPPORT FOR VICTORIAN GOVERNMENT TARGETS



- › Approximately one-quarter, 24%, of Victorians were aware of the net zero greenhouse gas emissions by 2050 target, and 13% were vaguely aware that a target has been set.
- › **78% of Victorians support this target.**
- › Support for the target is stronger among younger Victorians; 88% of those aged 25-39 years.
- › Support in the Great South Coast was lower than state average, 59%. A total of 16% opposed the target (compared to 13% average) and 12% didn't know (compared to 3% average).

- › Approximately one-quarter, 24% of Victorians were aware of the renewable energy targets, and a further 19% were vaguely aware that targets were set.
- › **84% of Victorians support these targets**
- › Support for the targets was stronger among 25-39 year age group, 93%.
- › Support for the targets in the Great South Coast was the same as the state average.

Source: C4a/C4b/C5a/C6a | Base: Module 2

### Reasons for supporting the targets:

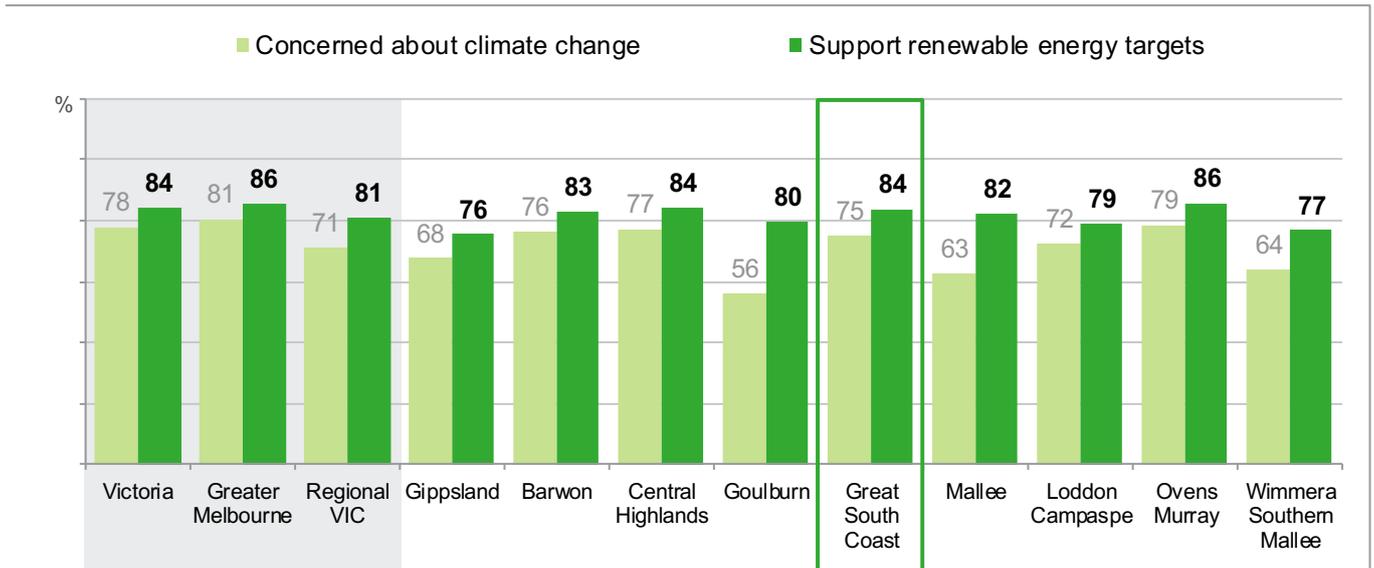
- › "I strongly believe that humans are having an absolute catastrophic effect on the environment and I believe that anything we can do to reduce that is worthwhile"
- › "I'm fearful of the consequences of climate change and this can tackle that. That's why I drive an electric car and use solar panels."
- › "Climate change contributes to many disasters and the Government should do things to help."
- › "It should be more and it's because the Government has the power and resources to do more than us as individuals."

## Support for renewable energy

As shown in Figure 17 below, levels of support for the renewable energy targets is consistently high across the state. The graph also shows each region's levels of concern about climate and indicates that high levels of support for renewable energy is not necessarily dependent on high levels of concern.

In the Great South Coast region, concern about climate change is 75% while support for the renewable energy targets is higher at 84%.

FIGURE 17: CONCERN ABOUT CLIMATE CHANGE AND SUPPORT FOR RENEWABLE ENERGY TARGETS

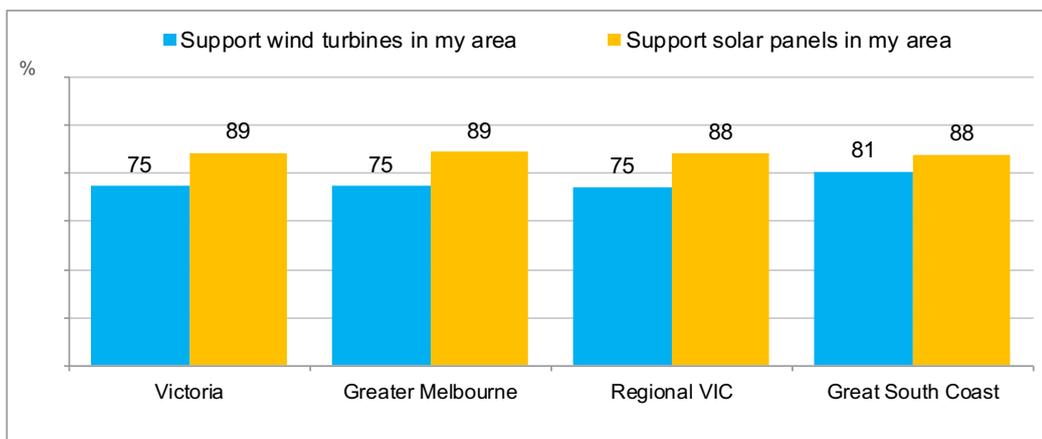


Source: B2/C6a | Base: Total sample (B2) / Module 2 (C6a)

As well as supporting the targets, the majority of Victorians are supportive of renewable energy infrastructure in their local area with 75% saying they would support wind turbines in their local area, and 89% saying they would support solar panels in their local area, providing access to renewable energy.

Figure 18 shows the levels of support for both sources of renewable energy, for Victoria overall, Greater Melbourne, Regional Victoria, and the Great South Coast. Support is higher for wind turbines in the Great South Coast (but this difference was not statistically significant to the state or regional average).

FIGURE 18: SUPPORT FOR WIND TURBINES AND SOLAR PANELS



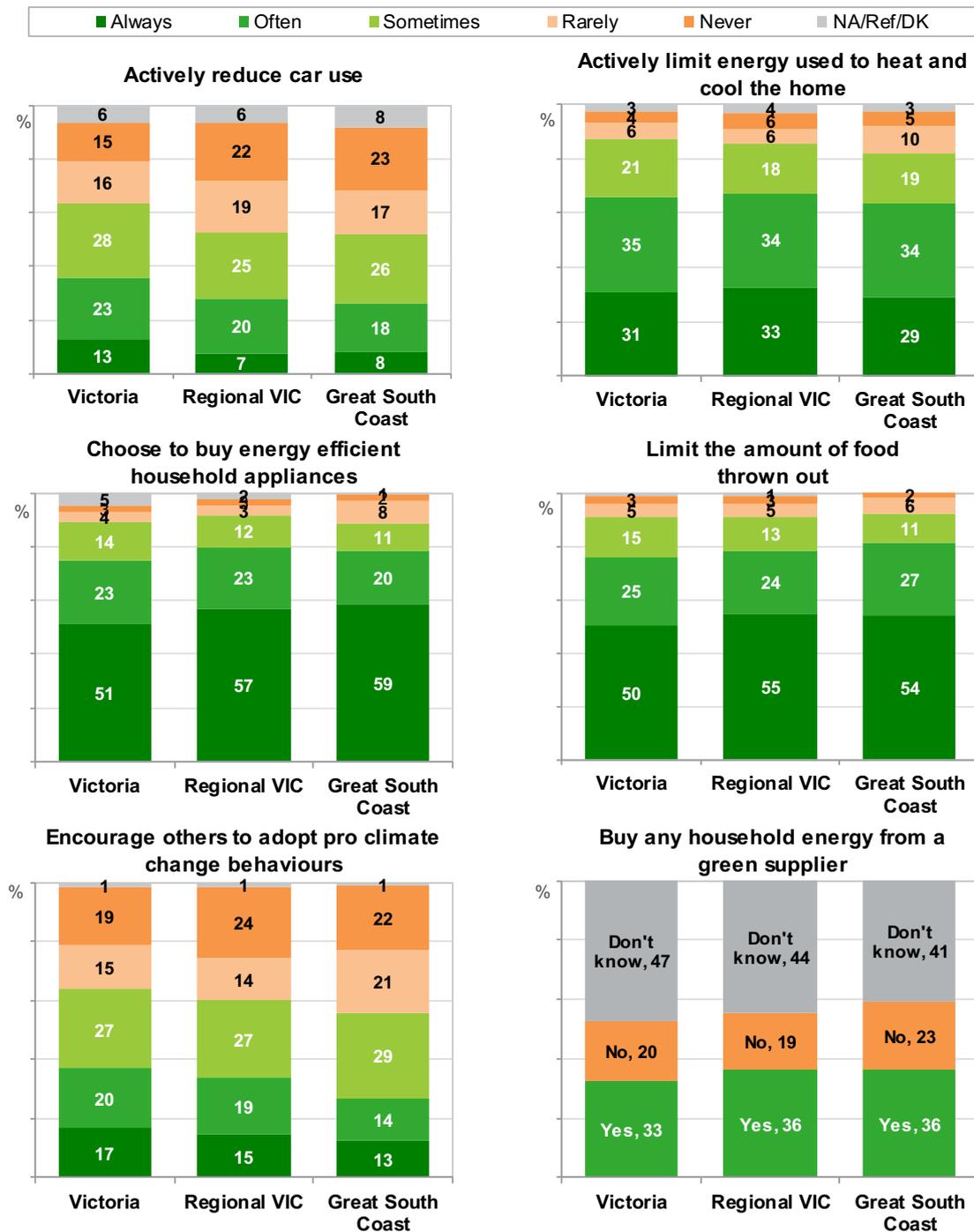
Source: D4d | Base: Module 1 (wind turbines) Module 2 (solar panels)

## Everyday behaviours

The majority of Victorians are already taking positive action to reduce energy use. The Charts below show the everyday actions that people can do now but may need some encouragement to do. Actions that most people said they always do included buying energy efficient appliances, 51%, and limit the amount of food thrown out, 50%.

The Charts compare results for the Great South Coast with the State and Regional average. No statistically significant differences were found.

FIGURE 19: TAKE-UP OF EVERYDAY BEHAVIOURS



Source: D1a/b/c/d/e/f | Base: Total sample

### Motivations and barriers for everyday behaviours

The most commonly stated motivations for undertaking everyday basic included cost, convenience, and comfort. Concern for the environment was a reasonably strong motivator, but not the highest.

A selection of comments from those in the Great South Coast region is shown below.

Motivations	Barriers
Actively reduce car use	
"It's very convenient to walk where I live, everything is close to me. And I like to walk anyway."	"There is no public transport where I live."
Actively limit energy to heat and cool the home	
"To save money and try to set an example for the children."	"When it's cold or hot I have to use the heater or air conditioner."
Choose to buy energy efficient household appliances	
"Because they're better for the environment and they don't use as much energy so that cuts the power usage and the power bill."	"I buy the cheapest."
Limit the amount of food thrown out	
"To minimise the amount of money wasted."	"We rarely eat leftovers, and it's probably good for the environment that we throw it out in the paddock and the other animals eat it."
Encourage others to adopt pro climate change behaviours	
"Because I'm convinced that so much is in our own hands, and to be prudent or careful, and some people have their noses in the ground than looking around."	"Because I don't believe in climate change. I believe that climate change is a false and people are being conned by false pretences."
Buy any household energy from green supplier	
"I am not a greeny, but I know I have to do my part for the environment. It is the big companies that can make a difference."	"I think the renewable ones are always more expensive."

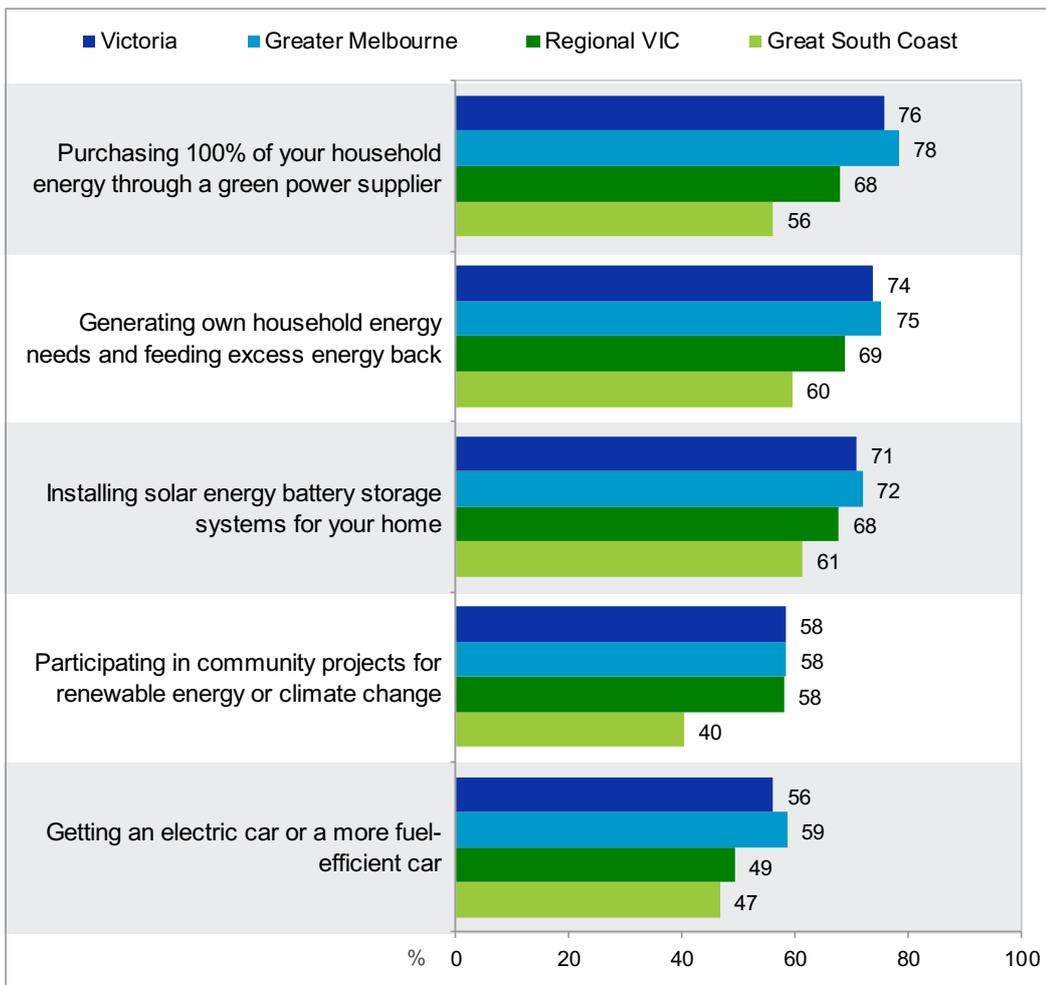
## Advanced actions

To better understand the actions that Sustainability Victoria might support in the future, it is important to gauge the level of interest (framed within a five year period) in a selection of 'advanced' behaviours. They are considered 'advanced' because they have high upfront costs and require a level of planning by those who wish to adopt them.

Respondents were presented with the five advanced behaviours shown below, and asked to state their level of interest in each one; as seen in Figure 20, the level of interest in taking up these actions within the next 5 years was high. Figure 20 shows the proportion who are 'very' or 'somewhat' interested in each action, for Victoria overall, Greater Melbourne, regional average and the Great South Coast Region. While there were no statistically significant differences in the level of interest by location, it is important to note the following:

- Great South Coast respondents were slightly less interested in most of these advanced climate change actions compared to the state and regional averages;
- The action with the lowest interest was community-based renewable energy projects (40% compared to 58% average across the state).

FIGURE 20: INTEREST IN ADVANCED BEHAVIOURS



Source: D3a/b/c/d/e.Base: Module 1 and accept some human causation | Results exclude "already doing this"

## How the Victorian Government can support individuals

Survey respondents were asked to comment on what they think the State Government could do to support individual action on climate change, with 62% being able to think of suggestions. The comments were coded into themes as shown in the Table below. Across Victoria, the majority of comments related to education (providing information on what people can do to tackle climate change), providing incentives and/or subsidising solar and other renewable energy sources, and providing funding for community programs.

FIGURE 21: SUGGESTIONS FOR HOW THE VICTORIAN GOVERNMENT CAN SUPPORT INDIVIDUAL ACTION

Suggestions for how to support individual action	ALL VIC (n=523) %
Education / promotion of climate change issues	30
Support / promote / subsidise solar power	23
Support / promote renewable energy	18
Reduce waste and pollution	16
Provide funding / financial incentives	13
Improved public transport / cycle tracks	9
Increase legislation / regulation of business and industry	4
Better recycling / waste reduction	3
More schemes such as the Green Energy Lighting scheme	3
Support / promote green cars	3
Reduce / ban plastic bags	2
Plant more trees / re-vegetation	1
Other	10

Source: F4 | Base: Module 3

## Further information

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