

Environmental Attitudes

September 2018

Method

1001 online interviews

**New Zealanders 18+,
weighted by age, gender,
location, and ethnicity**

**September
6th – 16th**

Sample sources

Respondents were sourced from Colmar Brunton's online panel.

Audience and weighting

New Zealanders aged 18 and over. Data has been post weighted by age, gender, location, and ethnicity to align it with Stats NZ population counts from the 2013 census.

Fieldwork

Interviewing was carried out from the 6th to the 16th of September 2018.

Accuracy

At a total sample level the results have a maximum margin of error (at the 95% confidence interval) of +/-3.1%.

Background

We wanted a better understanding of the drivers of current environmental attitudes following two recent Government consultations. We have compared the new September findings to data collected earlier this year in April.

It should be noted that this document only presents data trends where significant differences were observed.

Data collection differences

This new wave of data was collected at a different time of year to the April baseline data, which may have some impact on the findings.

Some additional questions have been added that were not in the April baseline survey.

Key events preceding research

7 June – 19 July Zero Carbon Bill consultation

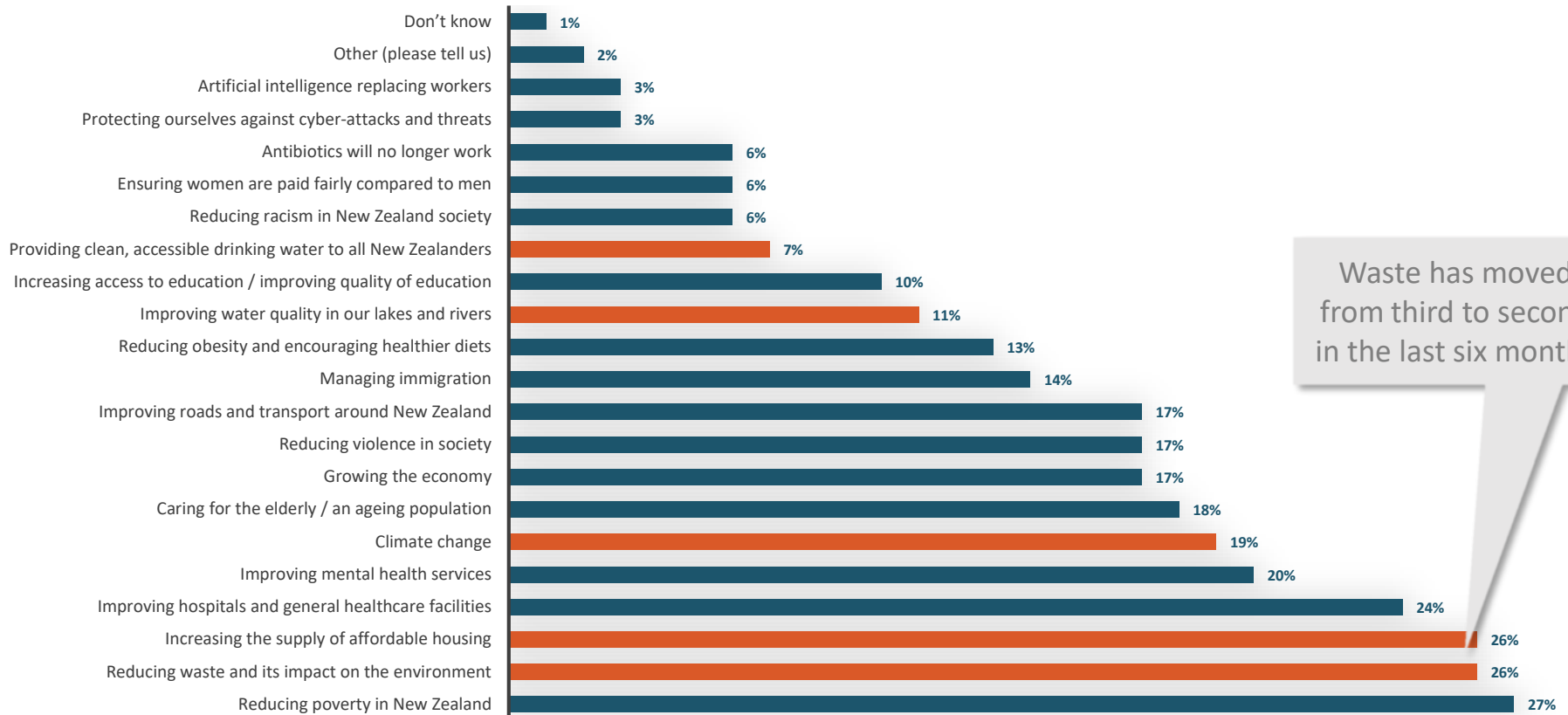
10 Aug - 14 September Consultation on the proposed mandatory phase out of single-use plastic shopping bags

19 August Government's waste work programme announced

30 August Release of the Parliamentary Commissioner for the Environment report on research on the contribution of New Zealand's livestock methane to global warming

4 September Release of the Productivity Commission's final report on transitioning to a low emissions economy

What would you say are the most important challenges facing New Zealand in the next 20 years?



Waste has moved from third to second in the last six months

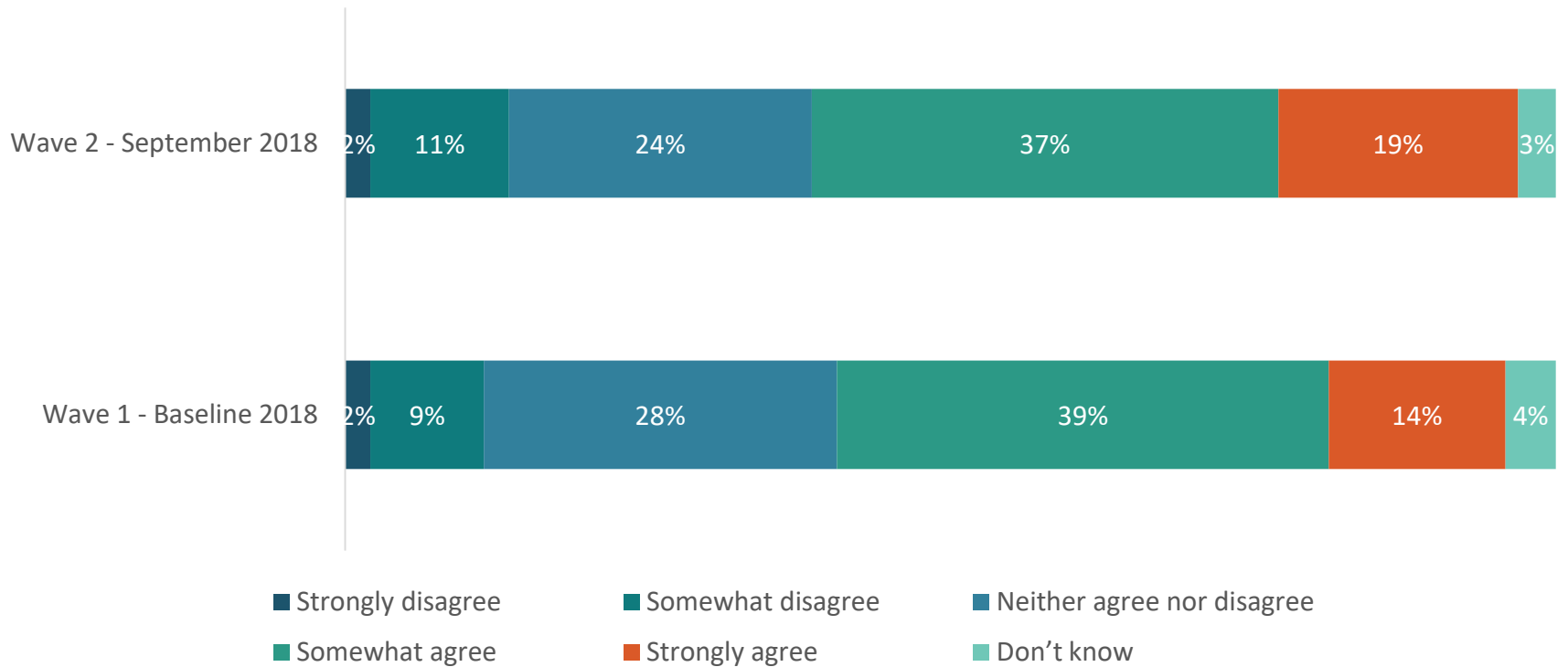
Orange highlights the environmental issues



Climate change

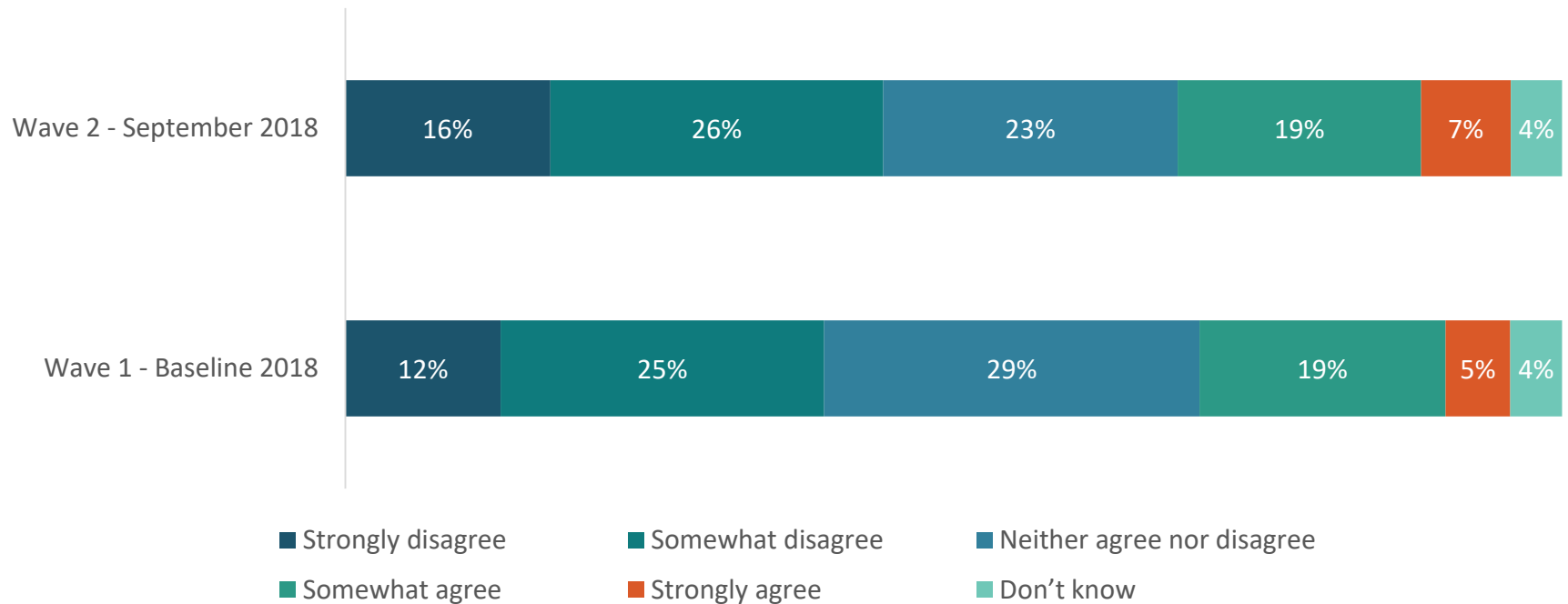
How much do you agree or disagree with the following statements?

Climate change is likely to have a big impact on people like me



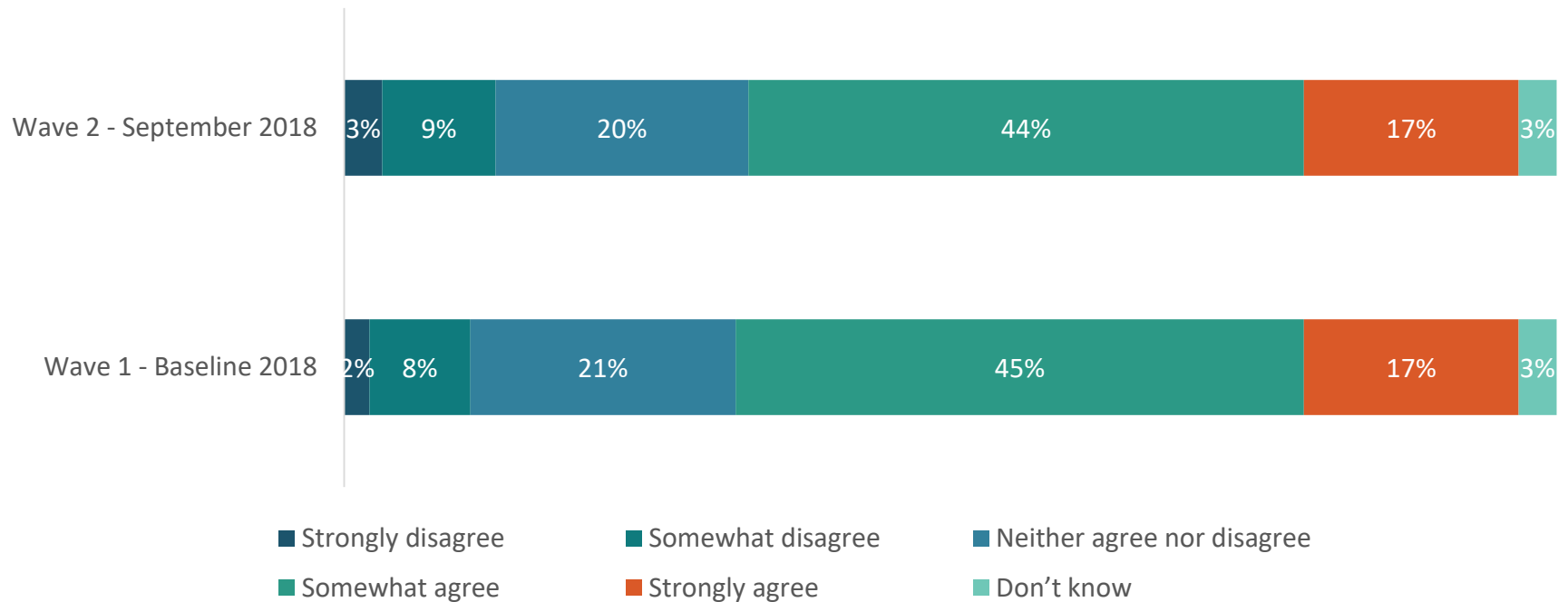
How much do you agree or disagree with the following statements?

The impacts of climate change are mostly going to be felt in other countries



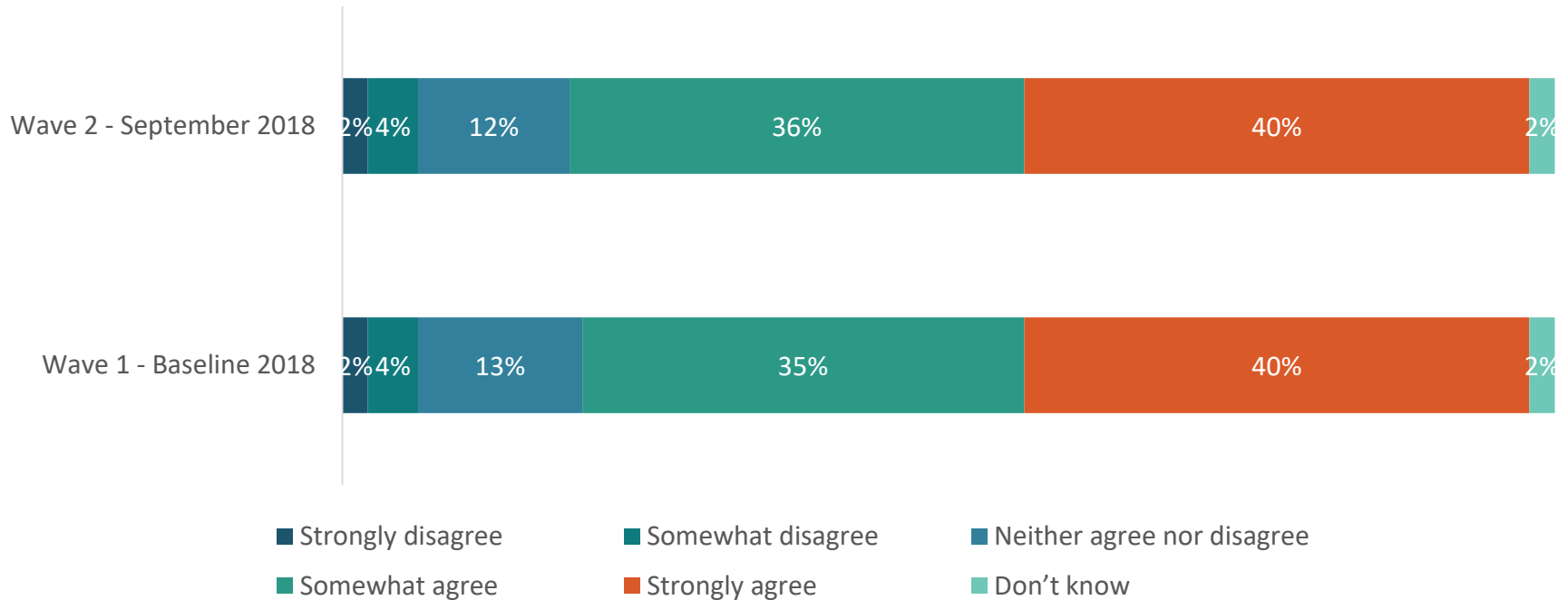
How much do you agree or disagree with the following statements?

I am confident that, together, people in New Zealand can make a difference when it comes to climate change



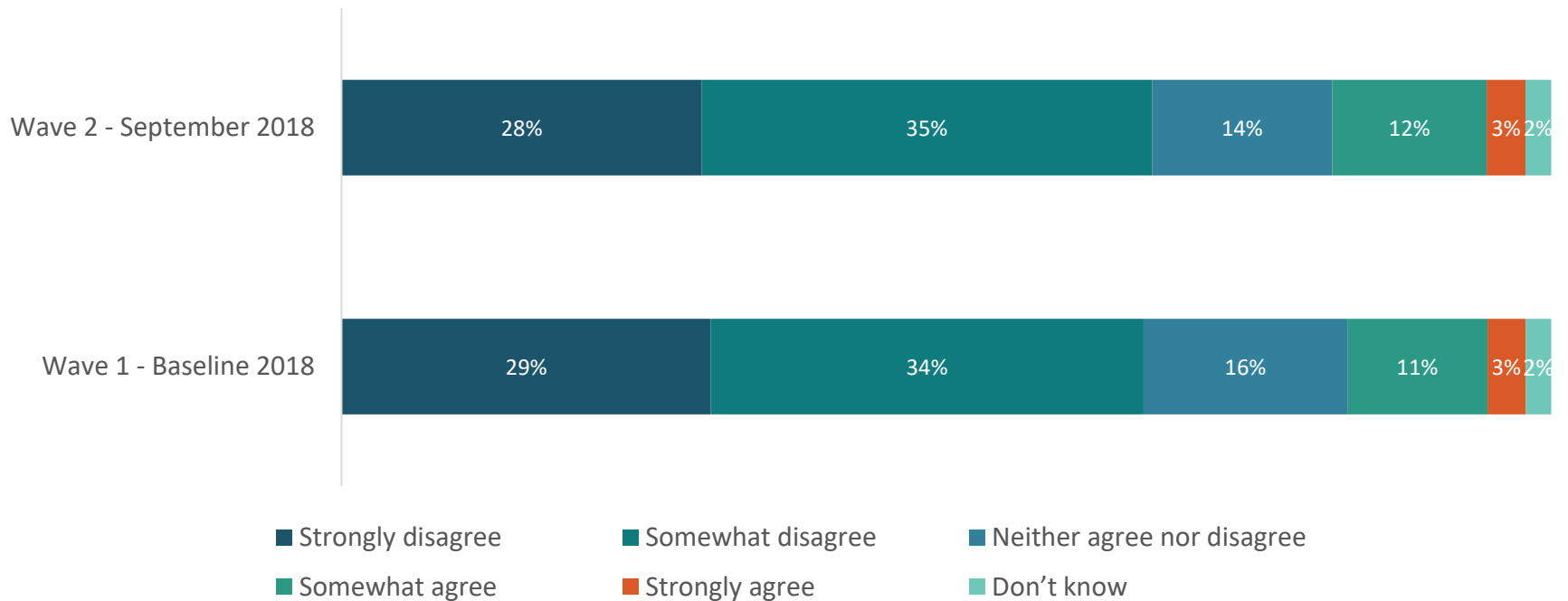
How much do you agree or disagree with the following statements?

Responding to climate change is the responsibility of all New Zealanders



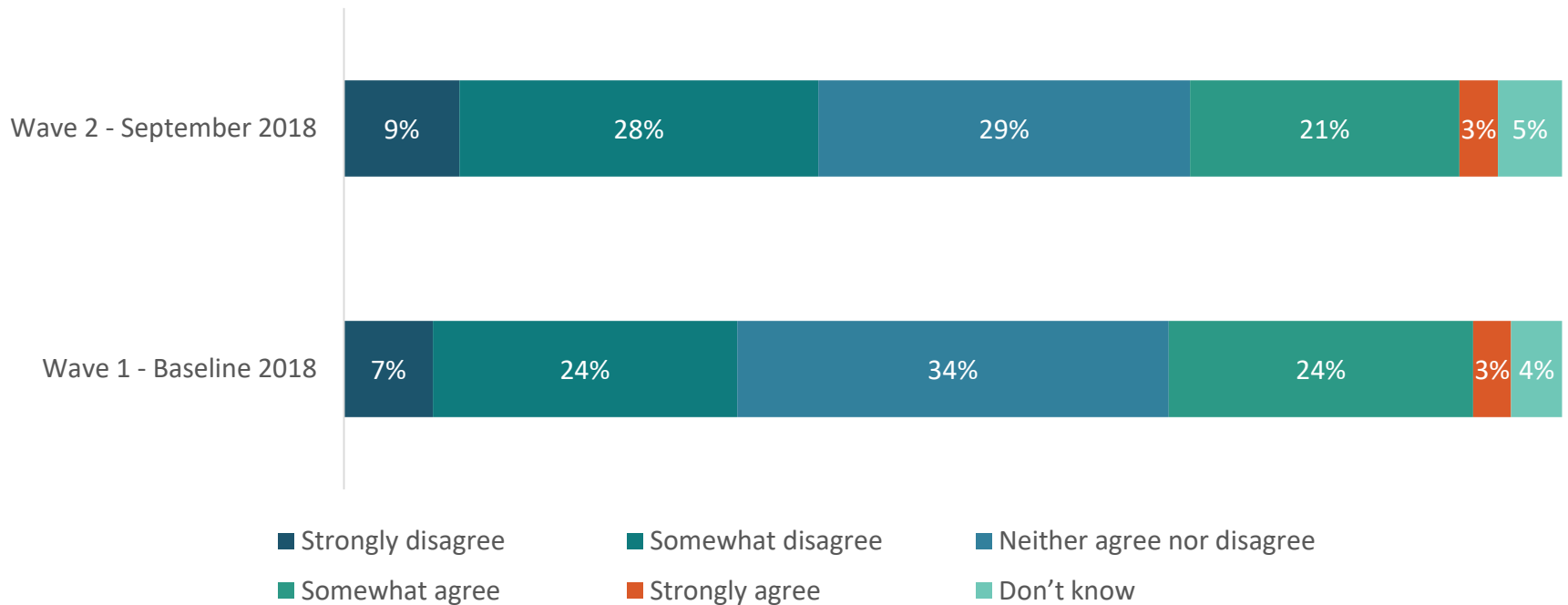
How much do you agree or disagree with the following statements?

There is nothing a small country like New Zealand can do about climate change



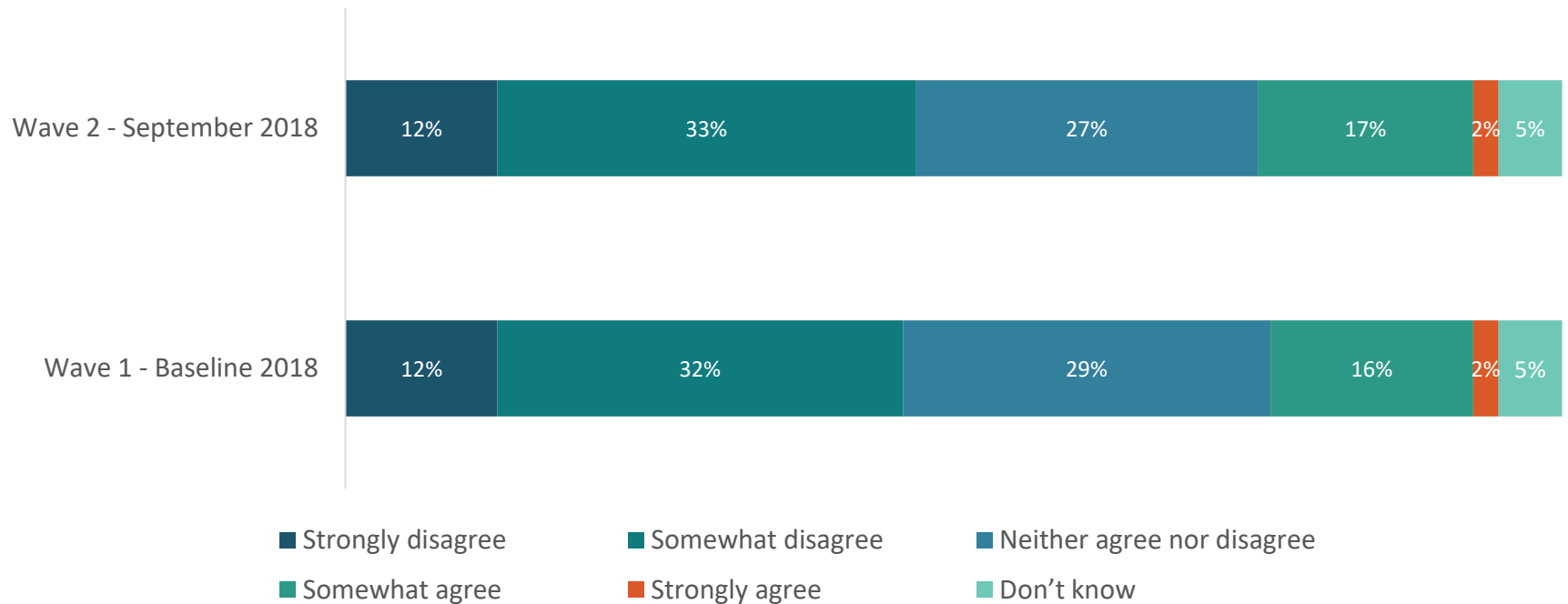
How much do you agree or disagree with the following statements?

Science and technology will eventually solve our problems with climate change

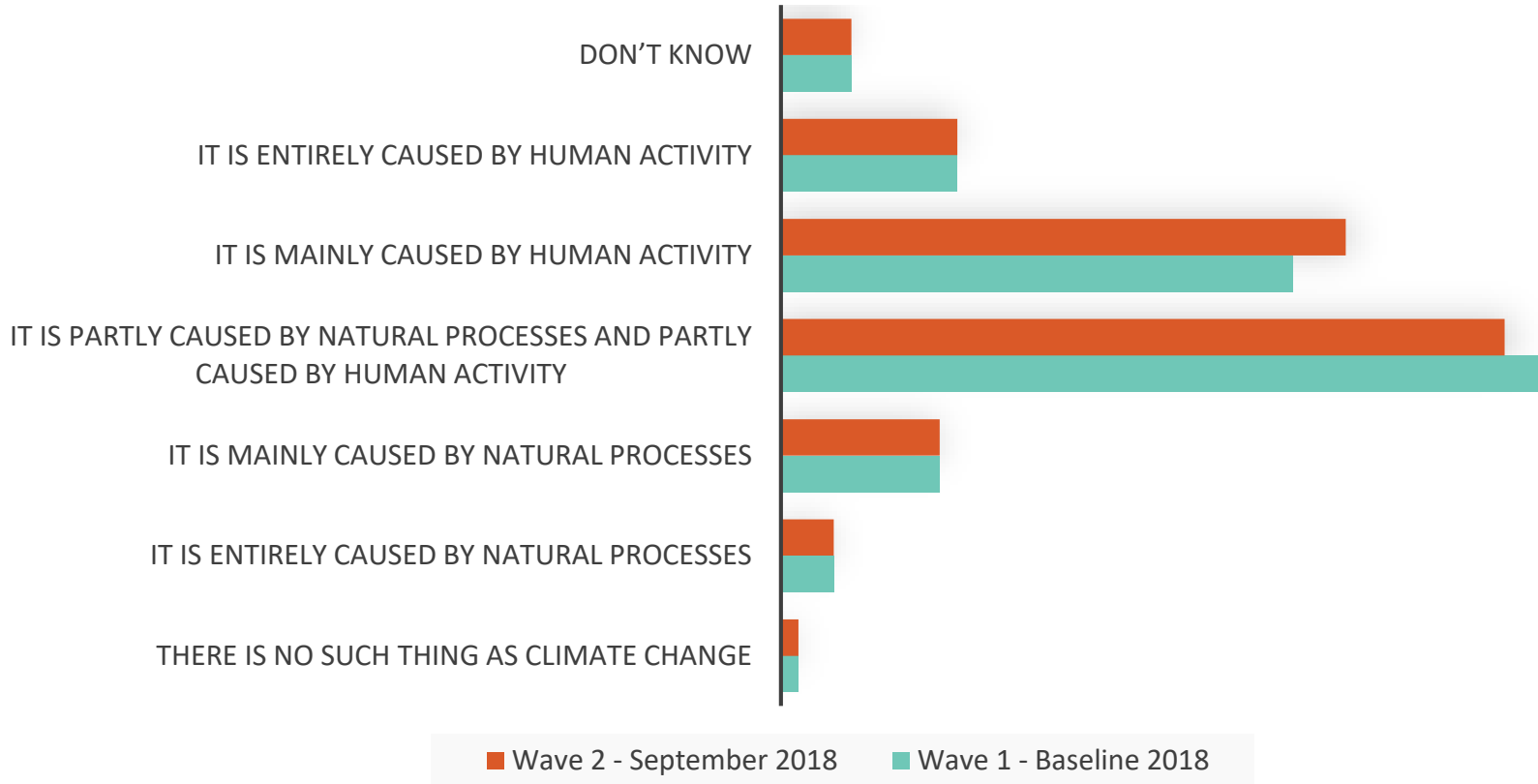


How much do you agree or disagree with the following statements?

The Government and politicians are doing enough to prevent and reduce the impacts of climate change on New Zealanders



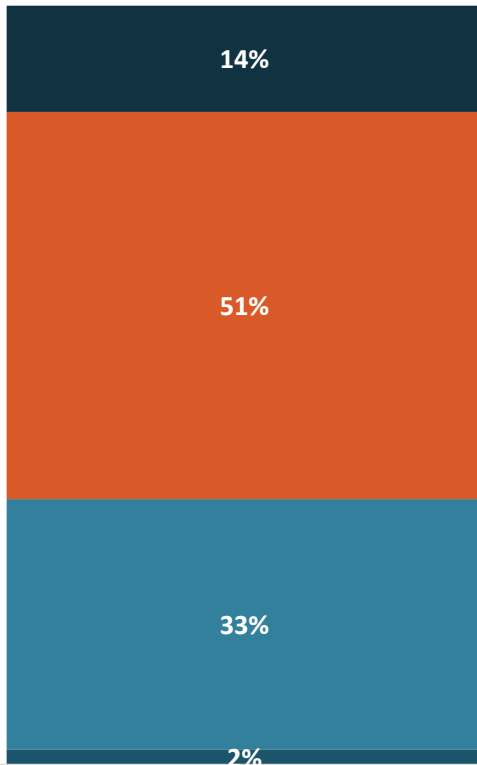
Which of the following best describes your views on climate change?



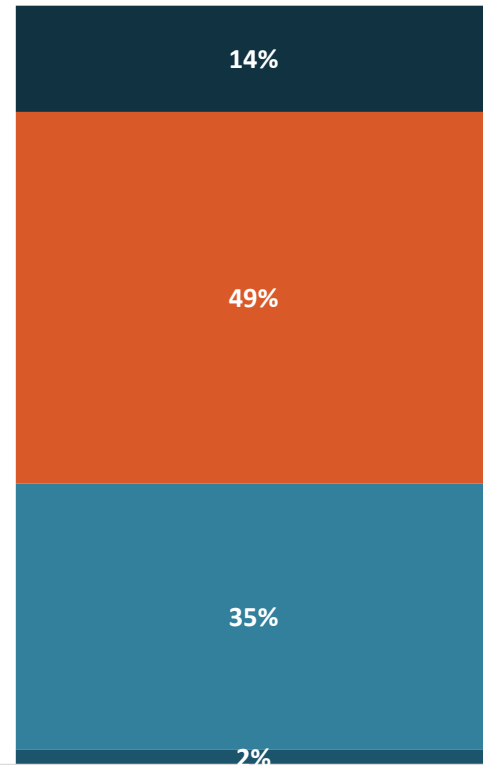
How would you rate your personal commitment to

DOING WHATEVER I CAN TO COMBAT CLIMATE CHANGE

■ Don't know ■ High Commitment ■ Medium Commitment ■ Low Commitment



WAVE 1 - BASELINE 2018

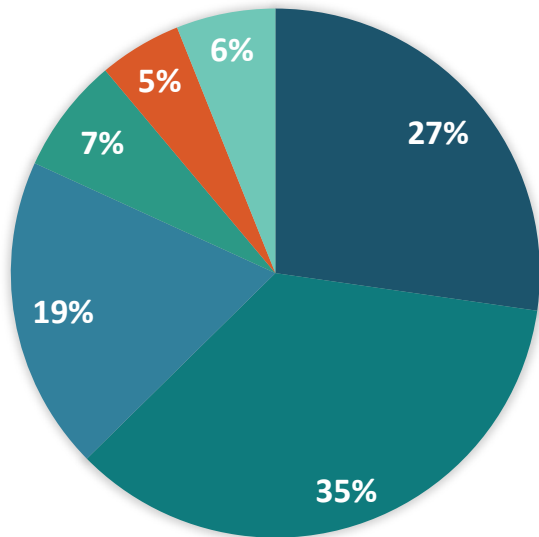


WAVE 2 - SEPTEMBER 2018

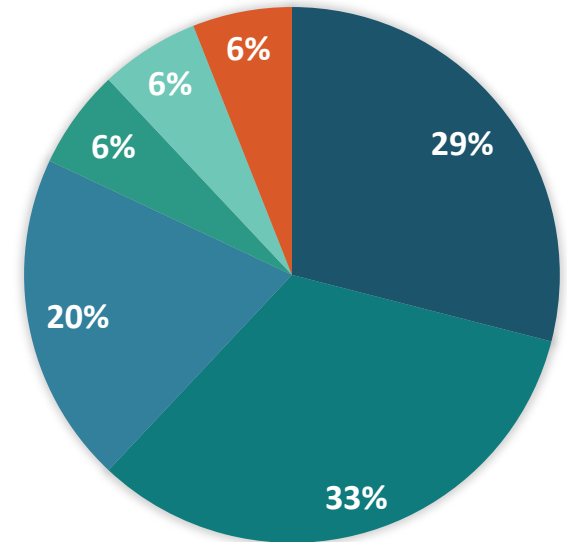
Are you supportive of reducing emissions?

BASELINE

Under the Paris agreement on climate change, New Zealand is currently committed to reducing emissions to 11% below 1990 levels by 2030. The current New Zealand Government has said that it intends to set a more ambitious target for reducing emissions. The targets would be set into law. To what extent do you support or oppose a more ambitious goal?



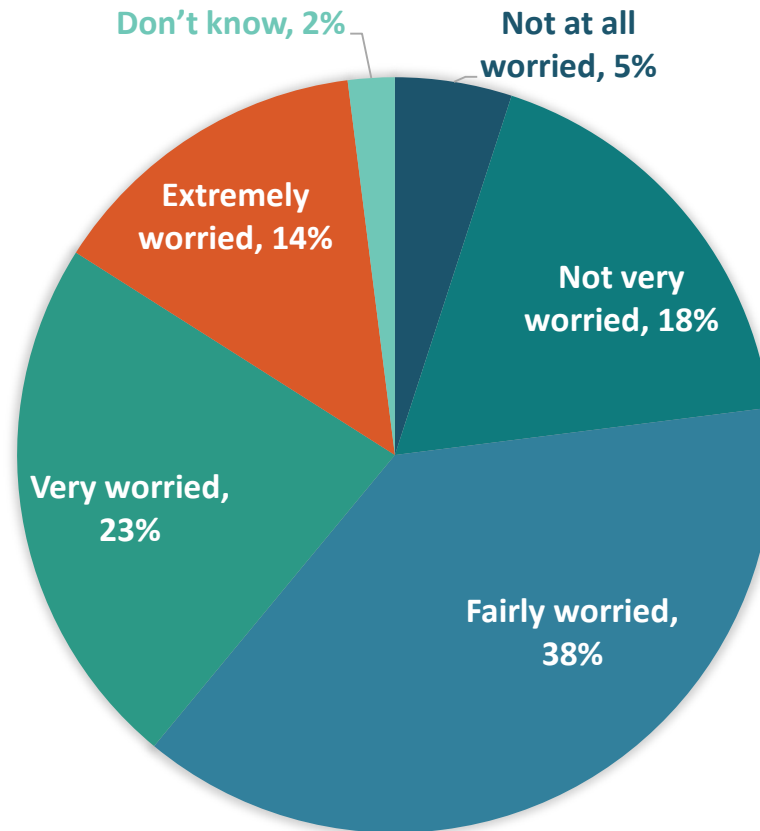
- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose
- I don't know what this means



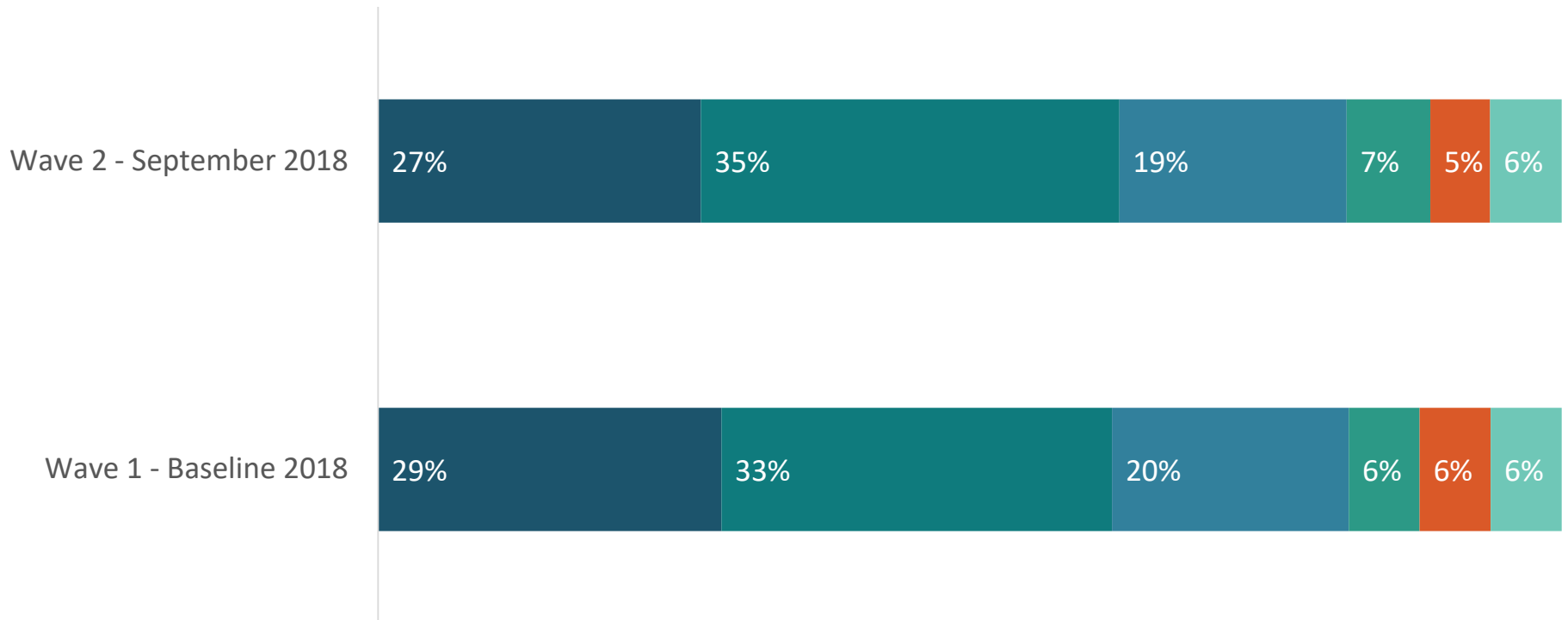
SEPTEMBER 2018

New Zealand's current 2050 target is to reduce greenhouse gas emissions to 50 per cent below 1990 levels by 2050. Recently, the Government consulted on a new, more ambitious 2050 target for reducing emissions. The targets would be set into law. To what extent do you support or oppose a more ambitious target?

How worried, if at all, are you about climate change?



How worried, if at all, are you about climate change?

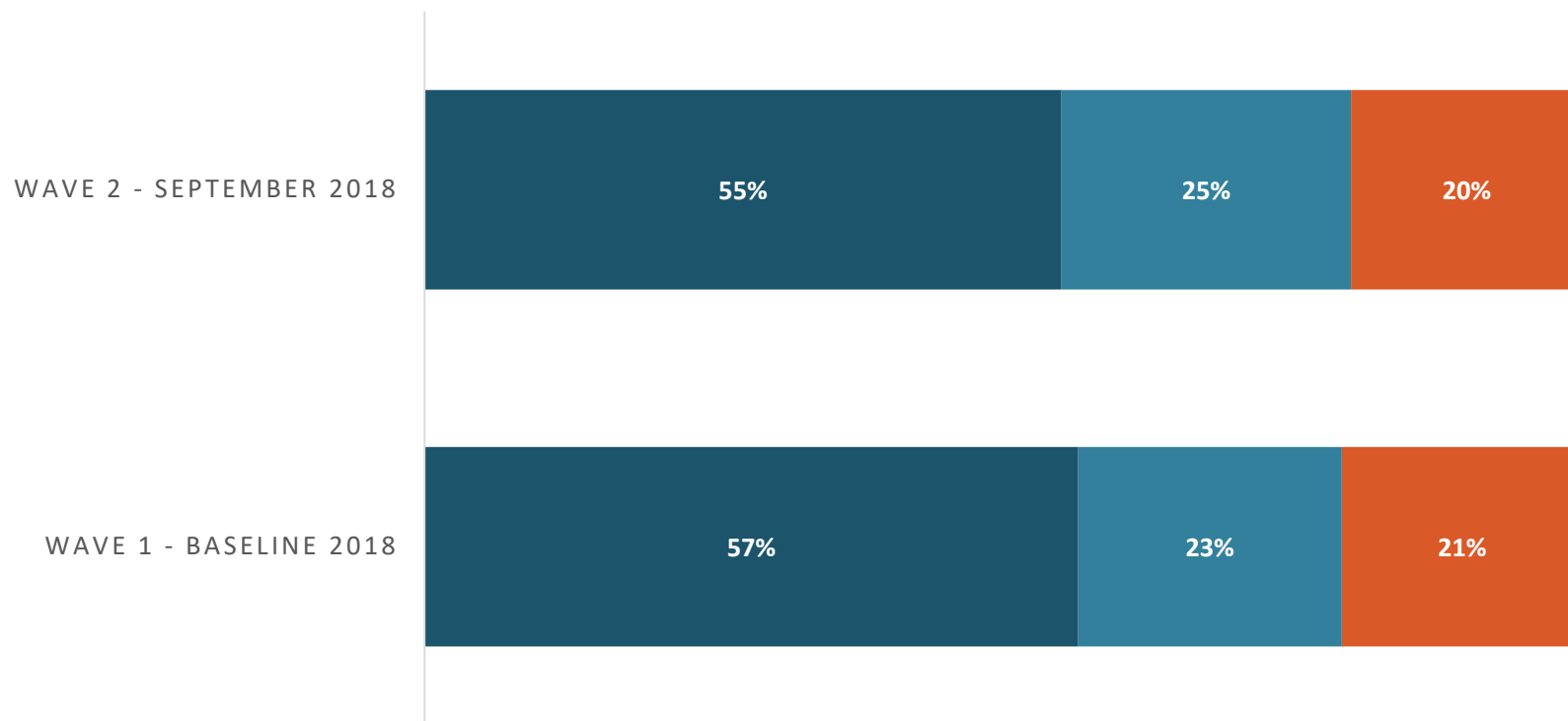


■ Not at all worried ■ Not very worried ■ Fairly worried ■ Very worried ■ Extremely worried ■ Don't know

***Is New Zealand
heading in the
right or wrong
direction in how it
approaches...***

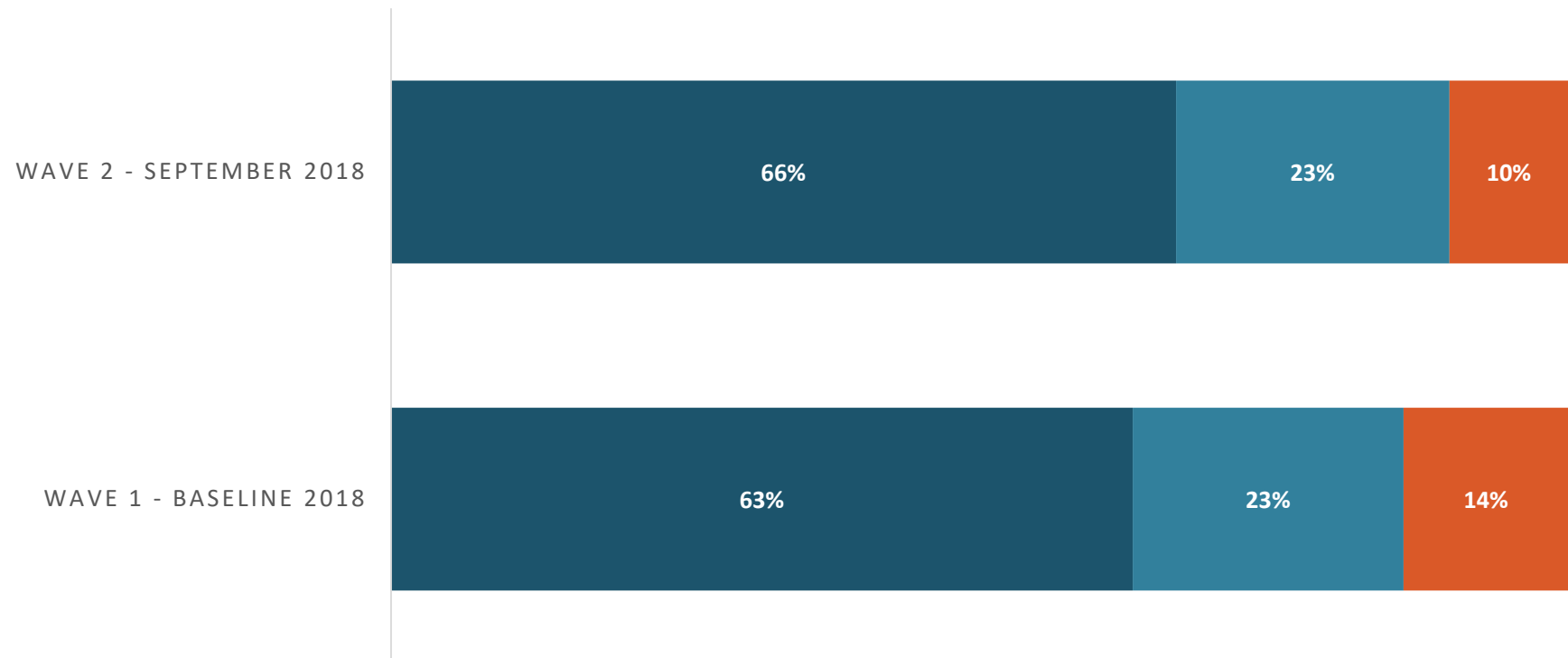
Climate change

■ Right direction ■ Wrong direction ■ Don't know



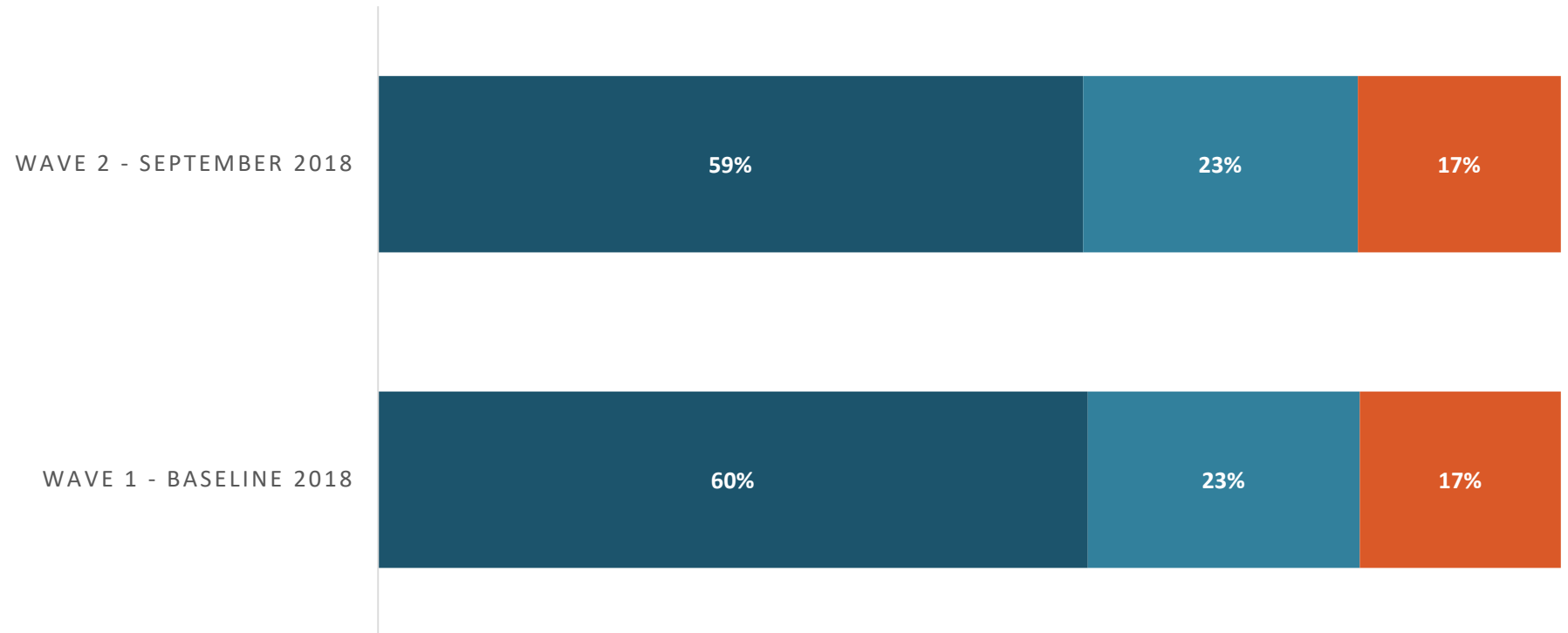
Reducing the amount of waste we produce

■ Right direction ■ Wrong direction ■ Don't know



Improving water quality in New Zealand's lakes and rivers

■ Right direction ■ Wrong direction ■ Don't know



Transit New Zealand supports the Mackenzie
ZERO WASTE STRATEGY

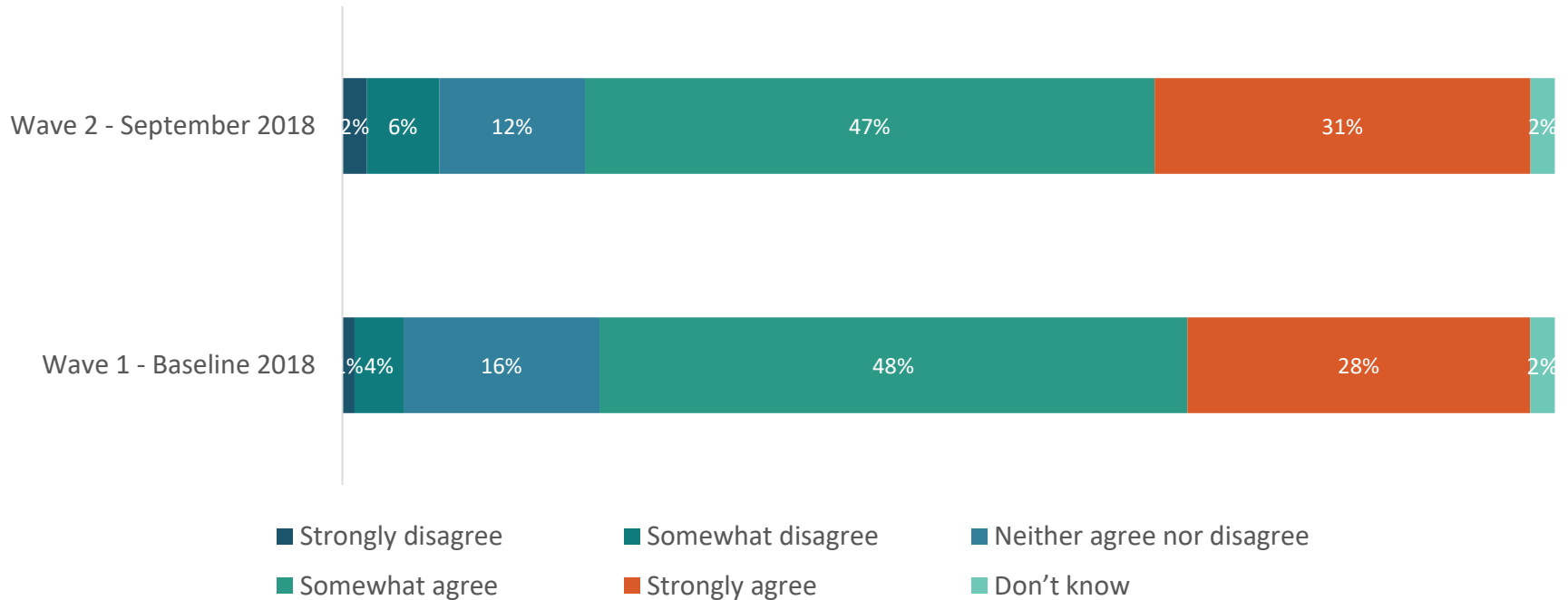
District Council's



Waste

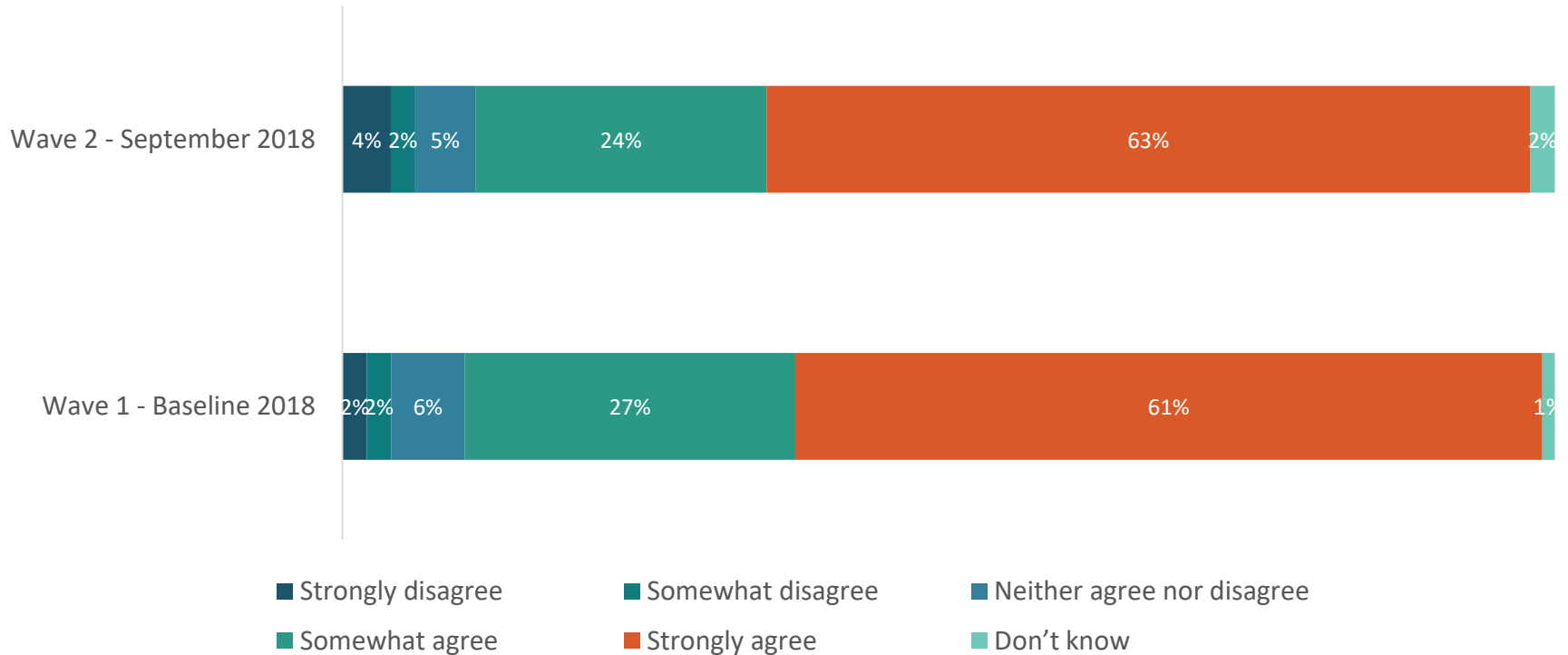
How much do you agree or disagree with the following statements?

I am confident that, together, people in New Zealand can significantly reduce waste



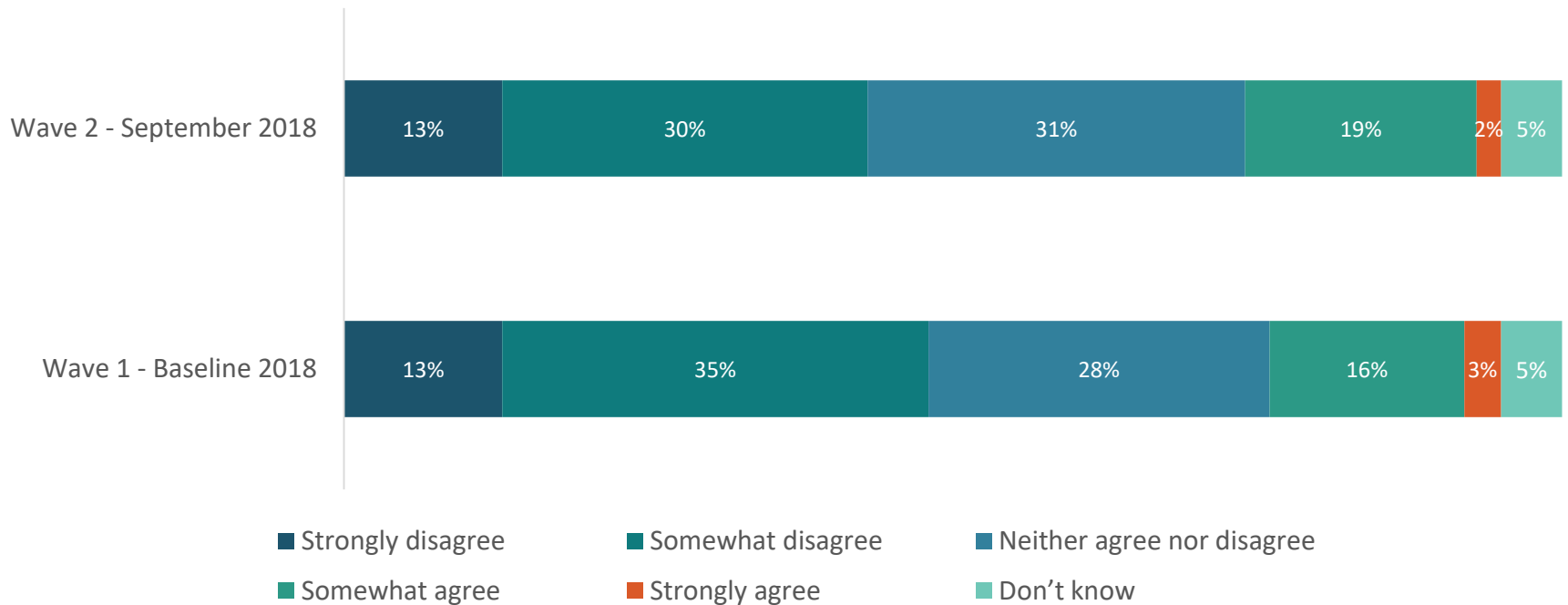
How much do you agree or disagree with the following statements?

Reducing waste is the responsibility of all New Zealanders



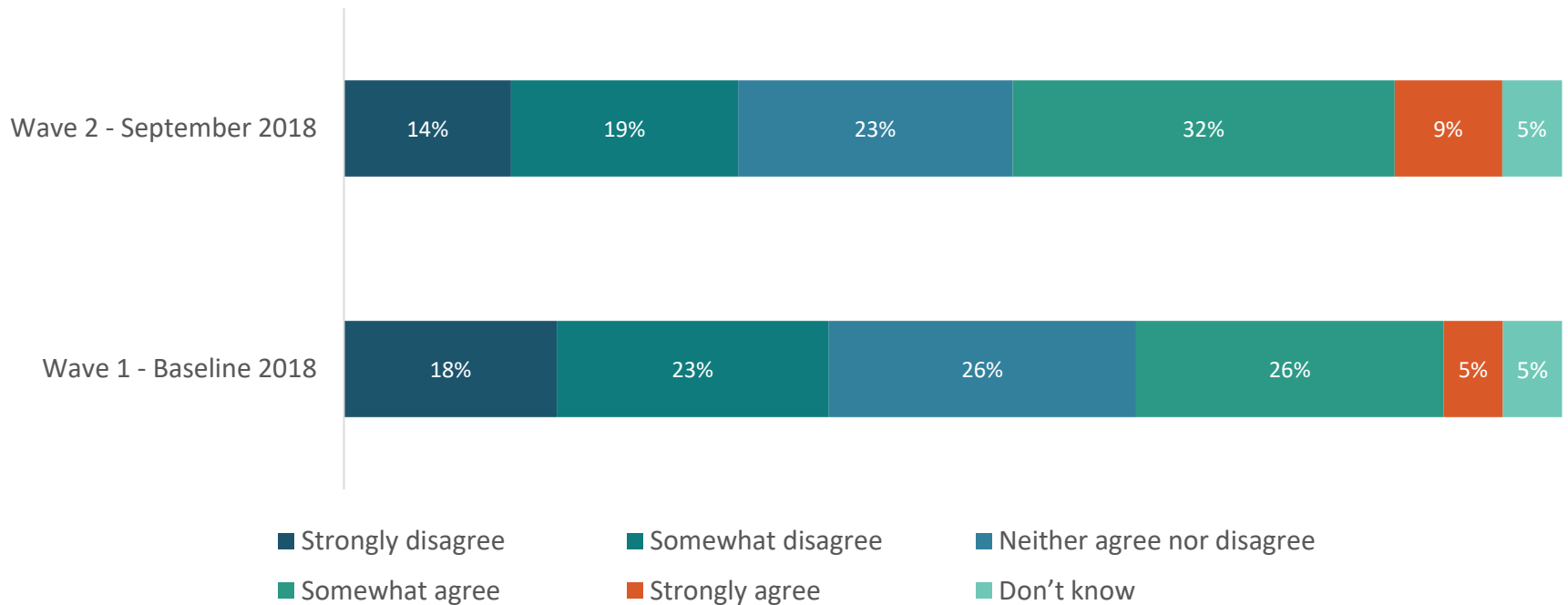
How much do you agree or disagree with the following statements?

Central government and politicians are doing enough to reduce waste



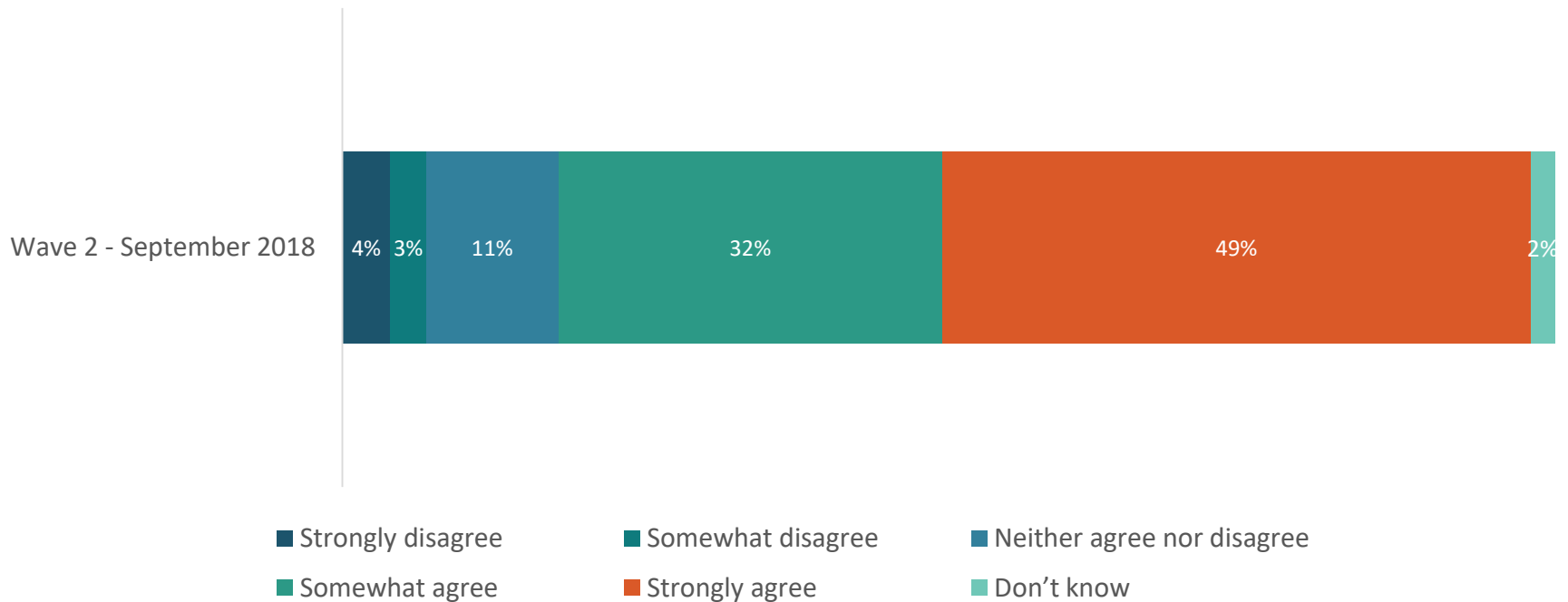
How much do you agree or disagree with the following statements?

I'm prepared to pay more, for example in taxes, rates, or levies to significantly reduce waste



How much do you agree or disagree with the following statements?

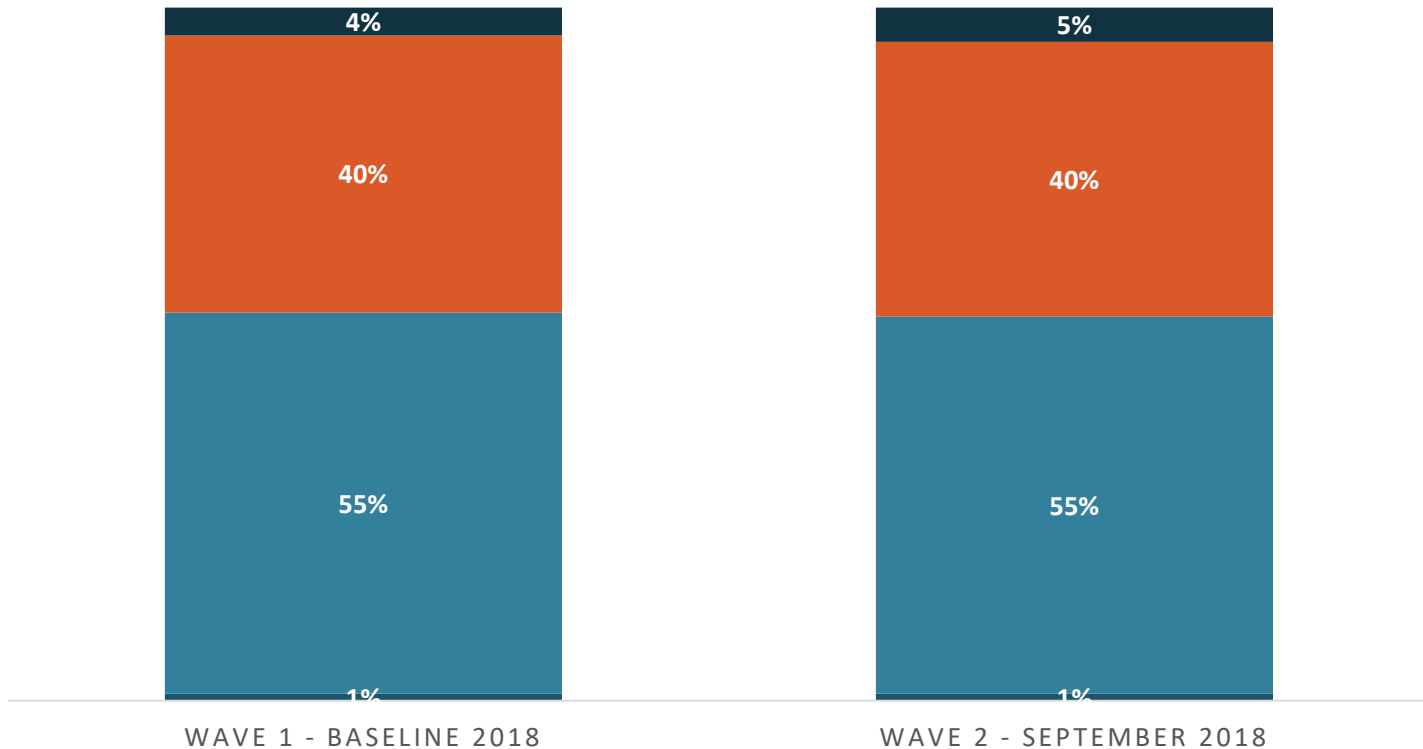
It is important that New Zealand contributes to the global effort to reduce waste



How would you rate your personal commitment to each of the following?

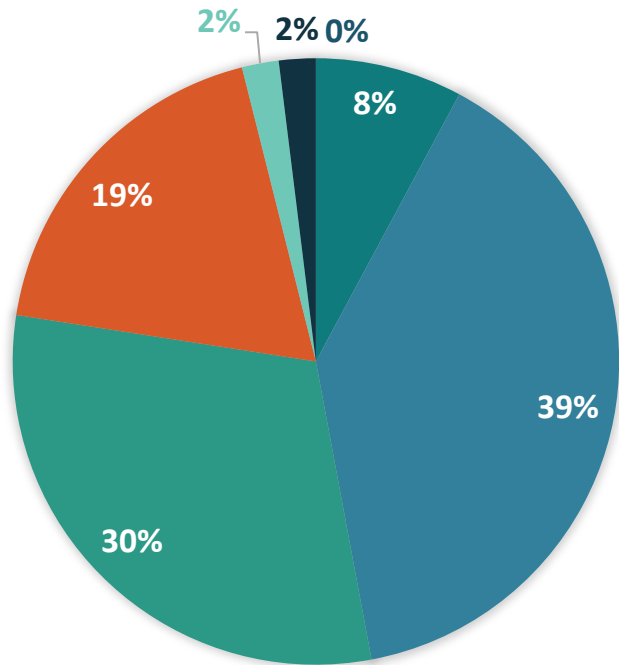
REDUCING THE AMOUNT OF WASTE I PRODUCE IN THE FIRST PLACE

■ Don't know ■ High Commitment ■ Medium Commitment ■ Low Commitment

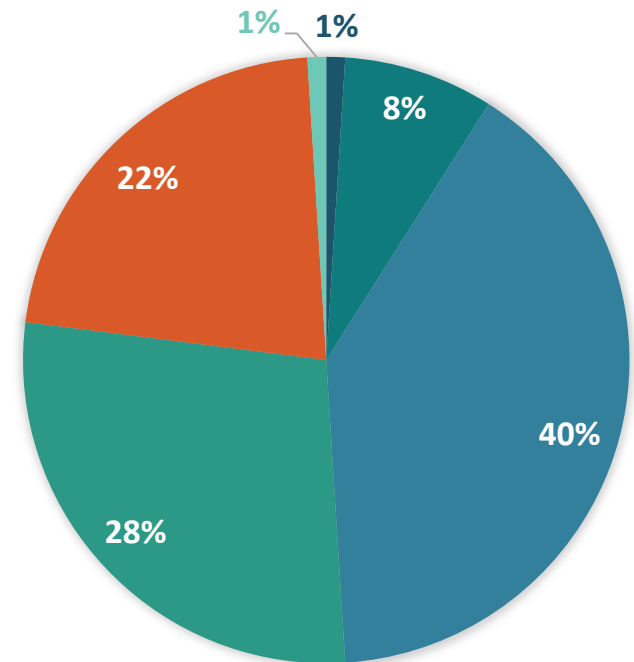


How worried, or not, are you about the impacts of waste on the environment?

BASELINE

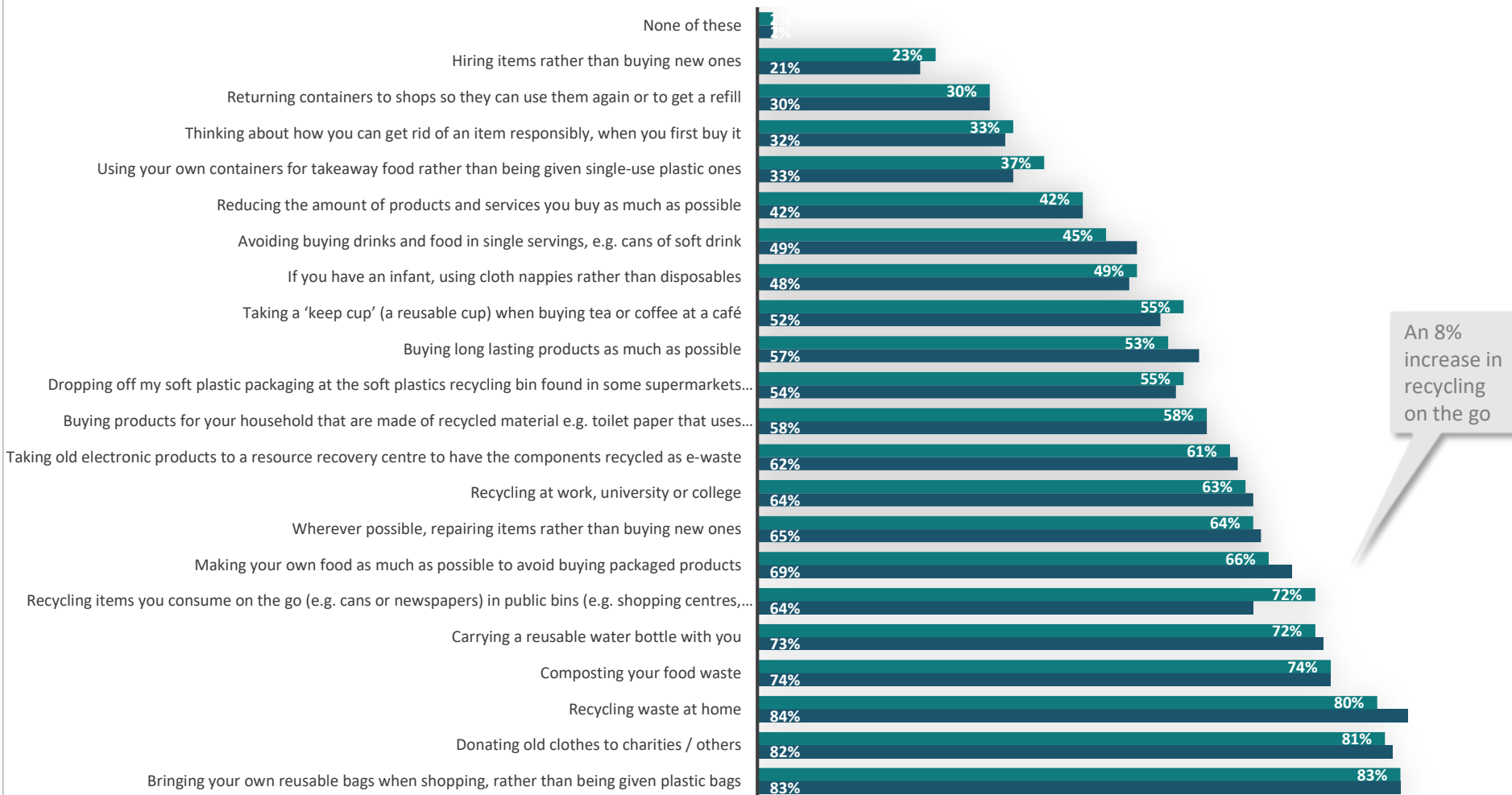


SEPTEMBER 2018



- Not at all worried
- Not very worried
- Fairly worried
- Very worried
- Extremely worried
- Don't know

There are numerous ways people can reduce the amount of waste we produce. Before today, which of the following did you realize was a way of reducing waste?

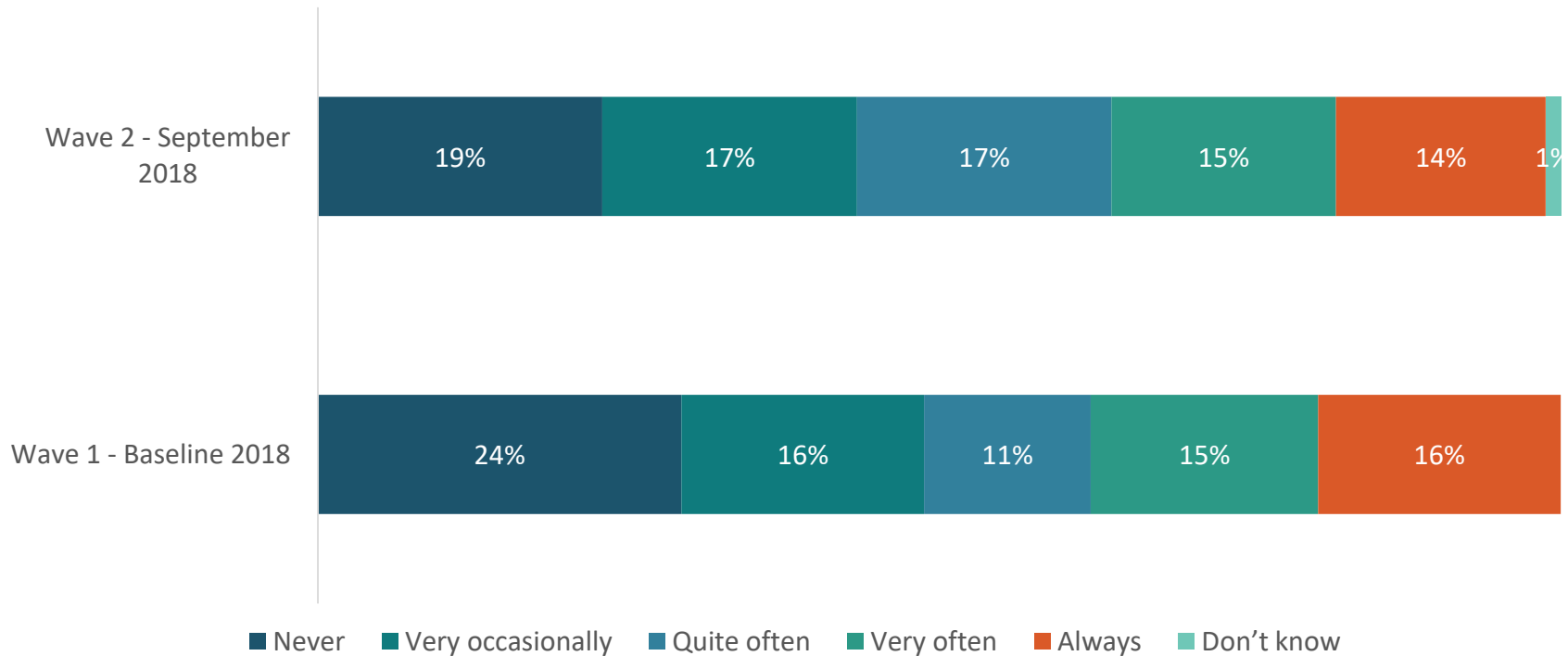


An 8% increase in recycling on the go

■ Wave 2 - September 2018 ■ Wave 1 - Baseline 2018

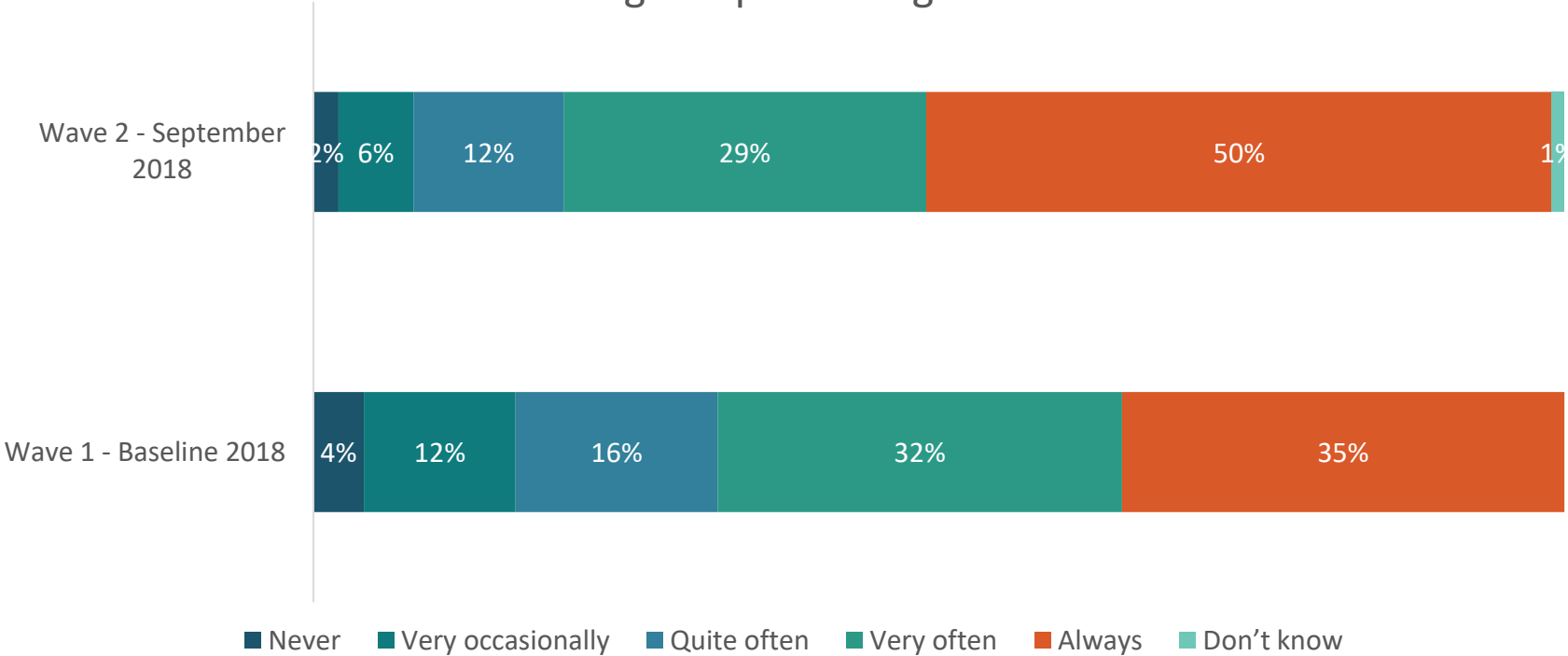
How often, if at all, do you do each of the following actions?

Take a 'keep cup' (a reusable cup) when buying tea or coffee at a café



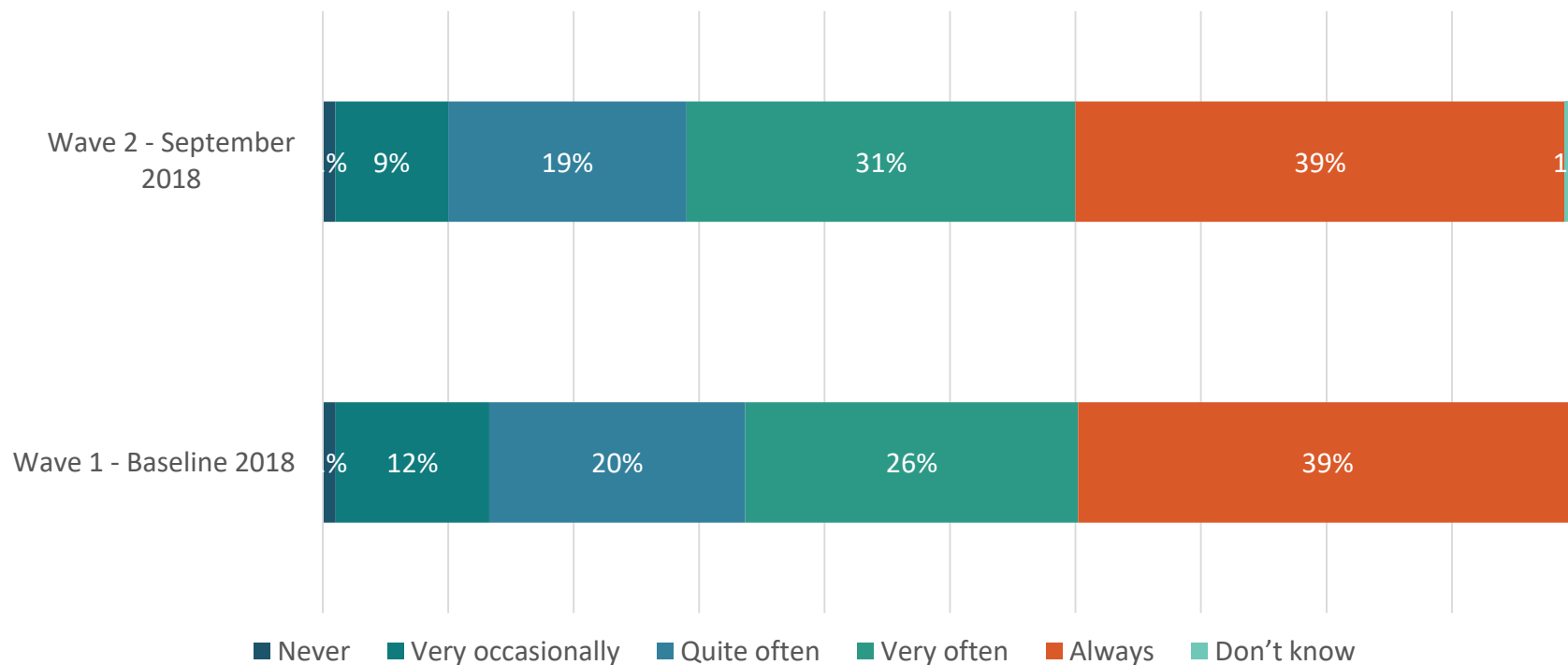
How often, if at all, do you do each of the following actions?

Bring your own reusable bags when shopping, rather than being given plastic bags



How often, if at all, do you do each of the following actions?

Donate old clothes to charities / others





Ministry for the
Environment
Manatū Mō Te Taiao



Making Aotearoa New Zealand
the most liveable place in the world
Aotearoa - he whenua mana kura mō te tangata