

Horizon Research

New Zealanders' Climate Change Actions and Attitudes

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and the Sustainable Business Council**

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EXECUTIVE SUMMARY

This report summarises the results of a survey of 2,246 New Zealanders aged 18+ who are members of the HorizonPoll national online research panel. The survey has a maximum margin of error of 2.1% and examines New Zealanders' attitudes to important problems facing the world and New Zealand, climate change and household actions that reduce greenhouse gas emissions. Where estimated numbers of New Zealanders are shown in this report, they are based on the New Zealand population 18 years of age or over derived from the 2013 New Zealand Census of Population and Dwellings.

Questions were drawn from work done internationally, particularly in the United States of America.

Most important problem facing the world in the future if nothing is done to stop it

Respondents were asked an open response question¹ used in a 2010 study by Professor Jon Krosnick of Stanford University: "What will be the most important problem facing the world in the future if nothing is done to stop it?."

24.7% of respondents nominated global warming/climate change/greenhouse gases/the environment as the major problem facing the world. This is a similar result to an American study from 2010, where 24% of respondents nominated this issue.

Other problems nominated by New Zealanders 18+ were:

- War: 12.2%
- Poverty/hunger/housing: 8.9%
- Overpopulation: 4.6%
- Economy/employment/jobs, etc. 4.0%
- Religion/religious extremists: 3.7%
- Resource depletion: 2.4%
- Terrorism: 1.7%
- Health/disease: 1.3%
- Money/financial issues: 1.1%

¹ Open response questions do not contain a list of possible responses or prompts. Respondents give their answer in their own words. The answer may be as long or as short as they wish and as detailed as they wish.

Most significant problem facing New Zealand today

Respondents were asked “What do you think is the most important problem facing New Zealand today?” Again, this was an open response question with respondents able to answer in their words.

Respondents felt the most significant issue facing New Zealand today was poverty, with 14% of respondents nominating it. Other problems mentioned as facing New Zealand were:

- Employment/jobs 7.6%
- Wages/pay/income/cost of living 7.0%
- Environment/global warming/
climate change/pollution 6.9%
- Politicians/political parties/MMP/
Election 6.9%
- Government/corruption 5.3%
- Finance/money/tax/debt 4.5%
- Health/drugs/obesity 3.7%
- Crime/violence 3.6%
- Gap between rich and poor 3.4%
- Housing 3.3%
- Inequality 3.2%
- Water/waterways 1.9%
- Immigration 1.6%
- Child abuse/domestic abuse 1.5%
- Education 1.4%
- Welfare/benefits/beneficiaries 1.3%
- Green movement 0.9%

Engagement in environmental citizenship² activities

Respondents were asked how likely they were to engage in various activities related to the environment in the next 12 months. In general, respondents are more likely to engage in activities that are less public rather than joining public protests or demonstrations.

The approximate numbers of New Zealand adults who are very likely to take the various actions is estimated as follows:

- Speak in favour of pro-environmental policies in conversations with your friends or family: 716,600
- Vote for a candidate at least in part because he or she is in favour of strong environmental protection: 607,800
- Boycott companies that are not environmentally friendly: 553,400

² Environmental Citizenship is an idea that each person is an integral part of a larger ecosystem and that people's future depends on each person acting responsibly and positively toward their environment. The Center for Environmental Philosophy, affiliated with the University of North Texas, indicates the idea of environmental citizenship was first developed by Environment Canada.

- Join public demonstrations or protests supporting environmental protection: 249,500.

Analysis shows that those who are very likely to protest or demonstrate are much more inclined to be very likely to take other environmental citizenship actions. In general, willingness to take action reduces as actions become more overt.

Household actions that could impact on climate change

Respondents were asked how likely they were to engage in specified household actions; the selected actions potentially reduce greenhouse gas emissions.

From the results, the approximate numbers of adult New Zealanders who are very likely to take these actions are estimated as follows:

- Install household products to save energy (e.g., low-energy light bulbs): 1,717,800.
- Conserve water at home: 1,317,900.
- Reduce home energy use for air-conditioning, heating or lighting: 1,202,800.
- Avoid or reduce car travel: 729,300.
- Consider energy or greenhouse gas emissions when making major purchasing decisions: 633,400.
- Avoid or reduce air travel: 492,600.
- Generate renewable energy at home: 412,700.
- Avoid or reduce eating meat: 339,100. At 10.6% this is above the 4 to 5% reported on <http://liveto100.everybody.co.nz/nutrition/vegetarianism-and-veganism> as vegetarians or semi-vegetarians in New Zealand. Note that 57.1% of those who are very likely to avoid or reduce eating meat are also very likely to avoid or reduce eating dairy products.
- Avoid or reduce eating dairy products: 284,700.

Analysis of those who are very likely to take each action by every other action they could take indicates that as the actions become potentially harder for respondents, those who are very likely to take the action are also very likely to do more of the other actions.

Triggers and barriers to reducing greenhouse gas emissions

Using open response questions, respondents were asked to give the main triggers and driving forces that help them engage in activities that reduce their greenhouse gas emissions.

27.6% of respondents either did not answer or did not know what the triggers might be. 12.6% said there were no triggers/drivers for them – these includes people who did not believe in greenhouse gas issues or in climate change.

59.8% nominated one or more triggers/drivers, key triggers/drivers being:

- Cost or achieving savings 15.0%%
- Knowledge/understanding: 5.7%

- The future: 2.3%
- Easy/sensible/practicality: 2.1%
- Climate change/environmental concern/conservation/ecology: 1.8%

7.3% of respondents specifically said there were no barriers to them engaging in activities that reduce their greenhouse gas emissions. 54.2% of respondents nominated barriers, the main ones being:

- Cost: 20.9%
- Other people: 2.3%
- Distance/travel requirements 1.8%
- Rented accommodation: 0.6%

Motivation to use less energy

Respondents were given a list of measures and asked how likely they were to motivate them to use less energy.

In general, the percentage of respondents who selected “Very likely” as the motivation level from each factor declined with increasing age.

Financial support for energy-efficient products was the factor reported as most likely to motivate respondents, particularly younger respondents. Paying higher energy prices and community collaboration were, on average, unlikely to motivate respondents to use less energy.

The approximate numbers of adult New Zealanders who are very likely to be motivated to use less energy by each measure were estimated as:

- Financial support for energy-efficient products (e.g. subsidies or low-interest loans): 1,158,000.
- More information about energy reduction opportunities and products (e.g., home energy metering, consumer guidance, product labelling): 646,200.
- Paying higher energy prices (e.g., electricity, petrol, diesel, airline travel): 684,600.
- Community collaboration (e.g., programmes through your local school, community centre, neighbourhood association or church): 351,900.

Motivation to generate renewable energy at home

Respondents were asked how likely they were to be motivated by various measures to generate renewable energy (e.g. solar, wind, biomass or geothermal) at home.

The approximate numbers of adult New Zealanders who are very likely to be motivated to generate renewable energy at home by these measures are estimated as follows:

- Financial support for renewable energy products (e.g. subsidies, low-interest loans, opportunity to sell excess electricity back to the grid): 1,068,400.
- More information about home renewable energy generation opportunities and products (e.g., consumer guidance, product demonstration): 483,000.
- Paying higher energy prices (e.g., electricity, petrol, diesel, airline travel): 444,600.
- Community collaboration (e.g., programmes through your local school, community centre, neighbourhood association or church): 351,900.

Beliefs about personal effectiveness to reduce climate change

Slightly more respondents disagreed (41.6%) than agreed (37.4%) that even if they did something to reduce climate change, their actions would make no difference. They are a little more positive (44.2% agreed v 31.1% disagreed) in believing their actions to reduce climate change will encourage others to act.

Beliefs about the impacts of climate change

Respondents were given a series of statements about climate change and using a 1-5 scale, were asked how strongly they disagreed or agreed with them.

Between 23% and 38% of respondents chose “3” in rating their agreement with each statement, indicating a sizeable group neither agree nor disagree with the statements.

The approximate numbers of adult New Zealanders who feel strongly about these statements are estimated as follows:

- “Most scientists agree that humans are causing climate change”: 882,900 strongly agree; 281,500 strongly disagree.
- “New Zealand is likely to be negatively affected by climate change”: 652,600 strongly agree; 479,800 strongly disagree.
- “Climate change is likely to have a big impact on people like me”: 678,200 strongly agree; 355,100 strongly disagree.
- “I am uncertain that climate change is really happening”: 451,000 strongly agree; 898,900 strongly disagree.
- “The negative impacts of climate change will mostly affect other countries”: 319,900 strongly agree; 671,800 strongly disagree.

Concern about the effects of climate change

Respondents were asked whether they were concerned about climate change, considering the potential effects on themselves and society in general. Concern was rated on a 4 point scale where 1="Not at all concerned" and 4="Very concerned".

Overall, respondents were more concerned about the effects of climate change on society in general than on themselves individually, with:

- 57.6% of respondents, equivalent to approximately 1,842,600 New Zealanders 18+, being concerned (i.e. scored either 3 or 4) about the effects of climate change on themselves. 694,200 of them say they are very concerned.
- 62.9% of respondents, equivalent to approximately 2,012,100 New Zealanders 18+, being concerned about the effects of climate change on society in general. 831,700 of them say they are very concerned.

REPORT

Terminology

In this report, differences between overall results for all respondents (the “survey average”) and results for subsamples (e.g. for male respondents) are referred to as “significant” where a significance test shows that the difference is statistically significant at a 95% confidence level.

Correlations are described as follows:

- 0 to 0.2 Very weak to negligible correlation
- 0.2 to 0.4 Weak, low correlation (not very significant)
- 0.4 to 0.7 Moderate correlation
- 0.7 to 0.9 Strong, high correlation
- 0.9 to 1.0 Very strong correlation

“Average scores” are weighted averages calculated on numeric rating scales (e.g. the 0 to 10 ratings scores for trust and confidence in charities.)

1. Most important problems

1.1 Facing the world in the future if nothing is done to stop it

Respondents were asked an open-ended question used in a 2010 study by Professor Jon Krosnick of Stanford University: “What will be the most important problem facing the world in the future if nothing is done to stop it?”. The question was replicated in this survey to provide a New Zealand comparison to results from the USA.

The coding used in the US study was used to summarise the New Zealand results. The results indicated similar concern about the environment (New Zealand respondents largely talked about “climate change” and “global warming”), more concern about war and poverty/hunger/food supply, and specific concern about water and water supplies. The New Zealand responses also indicated concern about religious extremism (primarily mentioned as Islam, but including fundamentalists of all religions and religion-driven conflict). The analysis is for the first problem mentioned, as with the US study, and results are shown for problems that achieved 1% or more in the New Zealand survey.

Comparisons³ with US results are shown below:

- **Global warming/Climate change/greenhouse gases/the environment/pollution/air pollution/ water pollution or shortages/ damaging the land**

³ “Measuring Americans’ Issue Priorities: A New Version of the Most Important Problem Question Reveals More Concern About Global Warming and the Environment”. David Scott Yeager, Samuel B. Larson, and Jon A. Krosnick, Stanford University. Trevor Tompson, The Associated Press. August, 2010. Coding used was taken from the page “Appendix: Final Categories used for Coding of Responses to MIP Questions”

US result: 24%

NZ result: 22.2% (excluding water references)
 2.3% Water/Water shortage

NZ Total: 24.7%

Example comments:

"Environmental degradation."

"Climate change", "Global climate change."

"Global warming."

"Detrimental effects of man on the environment."

"Contamination of the planet by radioactive isotopes, destruction of water resources by farming, and general destruction of the natural environment by human practices."

"Climate change or inequality, as it will lead to wars over resources. New Zealand will be affected one way or another."

- **War- including achieving peace (US code list: "War in Iraq/War in Afghanistan/The war/The wars" and "Peace/War (in general)")**

US result: 6%

NZ result: 12.2%

Example comments:

"WAR. With war comes the things that go with it. Greed, Hunger, Murder, Rape, and many many more things. We can only hope and pray that we can as an individual then a town then a country look at ourselves and try not to let this happen to us. This is a problem that has gone on for thousands of years. It's time to stop. It never will."

"War currently going on in some countries."

"International conflict."

"World War 3."

- **"Poverty / hunger / homelessness / lack of housing" plus "Food/feeding people"**

US result: 6%

NZ result: 8.9%

Most New Zealand comments were on poverty and food or feeding people. In total, and regardless of whether these items were the first mentioned or not (a number of people mentioned more than one of these):

- **Poverty** was mentioned by 4.96%
- **Food/feeding people:** 4.4%
- **Famine:** 1.0%
- **Hunger:** 0.9%
- **Starvation:** 0.5%
- **Housing:** 0.1%

Example comments:

"Increase in poverty"

"Food shortage."

"Food distribution."

"Poverty. We need to realise that throwing money at feeding the poverty stricken is futile. Teaching them to grow their own is what is needed. Everything stems from having food in the belly. The will to learn, the will to work, the will to reach out to others, only comes with food in the belly."

"Feeding an expanding population."

"Continuity of food supply both grown and harvested i.e. especially fishing."

- **Overpopulation**

US result: 3%

NZ result: 4.6%

Example comments:

"Over population."

"Increasing populations in poorer nations - need for birth control measures."

"China flooding the world with cheap products and people."

"Far too many humans."

"The inability of people to think about the world and the effect on the world of their activities: breeding, use of resources, breeding, greed, lack of care for others including animals, profit motives, etc, etc."

- **Economy or economic crisis / Unemployment / jobs / financial crisis, situation or instability / recession or depression, NOT MONEY OR FINANCIAL ISSUES IN GENERAL, NOT DEBT**

US result: 17%

NZ result: 4.0%

Example comments:

"Youth unemployment."

"Theft of peoples' incomes and jobs!"

"The imposition of neo-liberal economic policies", "Neoliberal financial monetary policy."

"CRASH! Worse than 2008, or even The Great Depression of the '30s."

"Another global financial crash."

"Another Great Depression, or another World War."

"Central bank policies of near-zero interest rates and fiat money creation."

"The economic distribution of wealth."

- **Religion/religious extremists**

US result: Not shown as a separate measure

NZ result: 3.7%

Example comments:

"Islam and fundamentalist intolerant religions in general."

"Religious intolerance."

"All religions particularly Islam."

"Religious war."

"Radical Moslems."

"Religious conflicts."

"Radical Islam and subversive support for it from major countries."

"Radical Islamic fundamentalists - actually, the Christian fundies as well (especially the rabid pro-Zionist apocalyptics!)"

"Religious intolerance between peoples, that escalates into perceived righteousness of one group over another, continuing violence of retribution. They are led by fanatics whose misguided dogma and misinterpretation of their own teachings, leads to continued suffering of the innocent."

- **"Energy resource depletion / running out of oil / nuclear power / energy independence" plus "Lack/depletion of resources"**

US result: Not shown as a separate measure

NZ result: 2.4%

Example comments:

"Lack of resources, food, water and overcrowding."

"Reserves of oil running out."

"Global resources vs population (including global warming and fossil fuels)."

"Over use of resources."

"Unnecessary restrictions on energy generation and use as a result of the now-discredited theories of anthropogenic climate change."

"Over reliance on non-renewable resources."

"Energy from fossil fuels. Need to get solar or some kind of cheap energy."

- **"Terrorism"**

US result: 10%

NZ result: 1.7%

Example comments:

"Terrorism."

"Middle East terrorism."

"Terrorism and religious wars."

"Terrorist Attacks, War, Nuclear Weapons."

"The destabilization of world peace and national sovereignty by the actions of radical and extremist organisations and movements - terrorism, radical Islam and the like - through confrontational (terrorism) as well as social integration (seemingly peaceful but slowly and surely implementing their beliefs and values into the social structure of countries they immigrate / take control of). The radical agenda of the United Nations that would support the latter thereby destabilizing national sovereignty."

- **“Disease / H1N1 (swine flu) / AIDS” plus “Health”**

US result: 1%

NZ result: 1.3%

No New Zealand respondents mentioned “Health care”, which appears in the US study at 5%.

Example comments:

“Ebola.”

“AIDS and poverty”

“Spread of disease.”

“Health.”

“Infectious diseases.”

“Health, obesity, food and everything to do with health.”

“Disease and famine.”

- **“Money or financial issues in general / Cost of living / price of gas NOT INFLATION OR WEAKNESS OF DOLLAR”**

US result: 4%

NZ result: 1.1%

Example comments:

“Lack of income for low income people.”

“Global wealth in the hands and power of the 1%.”

“Income inequality.”

“The gap between the rich and the poor widening.”

“Money.”

1.2 Facing New Zealand

Respondents were asked “What do you think is the most important problem facing New Zealand today?” This is the same format as the “Most Important Problem” question⁴ which has been asked of Americans in numerous surveys over an extended period.

Responses covered a wide range of areas. They were thematically grouped, with the primary groupings and the percentage of respondents who mentioned them shown below with representative comments:

Did not answer: 13.1%

⁴ “Measuring Americans’ Issue Priorities: A New Version of the Most Important Problem Question Reveals More Concern About Global Warming and the Environment”. David Scott Yeager, Samuel B. Larson, and Jon A. Krosnick, Stanford University. Trevor Tompson, The Associated Press. August, 2010.

Don't know: 4.2%

Poverty/"The poor": 14.0%

"Poverty even amongst working class families, the rich are getting richer & the poorer are getting poorer. Too many NZ'ers are earning below the 'living wage' & there is too much competition with the global market e.g. overseas in certain countries there is not set 'minimum wage' & can employ workers for less & as a result jobs & production go overseas as opposed to domestically in NZ. With there being so many in poverty this feeds the cycle as those in poverty can only afford to buy the cheapest products (which are usually manufactured overseas) & therefore supporting products made overseas & not going back into NZ's economy."

"Our poverty; it's not "third world country" type, but poverty is poverty nonetheless. Poverty is what leads to majority of the nation's crime and suicides. It's disappointing to know that when our nation learned it had primary school kids going to school without basic necessities for schooling, lunch or even shoes. It took other school kids to rally up donations and services to provide for other school kids, instead of the "adults" leading this country. How is it that we can fund road works to streets that have had nothing wrong with them, but we can't fund bare needs for our primary school kids, our 'future leaders'?"

"Poverty and this includes not only those with insufficient food, but poverty of the mind - lack of education and those people who feel they are entitled to everything and refuse to take responsibility for their lives - the government of the day does not owe people a living, they have to work!."

"Low income - poverty - cost of living too high. Too many people struggling with day to day expenses."

"Child poverty."

"Poverty and wealth disparity."

Employment/Jobs/Work/Unemployment: 7.6%

"Lack of employment."

"Long term unemployment that is repeated across multiple generations and its consequences."

"Employment & becoming too "PC". People wanting people to have lots of qualifications for even pulling weeds. Not enough entry level jobs."

"Higher and higher workloads for the majority of people in full time employment. It is expected for a lot of people to do 60+ hours per week while being paid for 40 hours. This is putting a lot of pressure on a lot of people as it now an expected thing."

"Youth unemployment."

"Unemployment."

"Not enough paid work."

"Widening gap between those in employment and those for whom employment seems an impossibility."

"The lack of future jobs."

"Importing destroying manufacturing in NZ and therefore increasing unemployment. Not to mention the skills that have already been lost."

"The number of foreigners immigrating to NZ - lowering the ability of our children to get jobs."

"Not enough productivity in the work place."

"Underemployment, insufficient full time jobs for all job seekers, low wages and a growing permanent underclass."

"Not enough jobs for young people."

"Lack of job opportunities in the smaller cities/town centres."

"Jobs for New Zealanders, most of the jobs are going to immigrants. Employers need to give young people a chance, there should be more apprenticeships from employers and Government. Ordinary New Zealanders are facing difficult to find a job, when they don't have a job they don't have money to support themselves."

"Not enough young people in work and too many old people still working."

Wages/Pay/Income/Cost of Living: 7.0%

"People not earning enough to pay for things that are increasing in costs all the time leading to an increasing wage gap and increases in poverty, preventable illness and crime."

"Cost of living too high."

"Income inequality."

"Out of control housing costs, cost of living."

"Poor living conditions and wages."

"Low wages, leading to an underclass."

"The way the cost of living keeps going up and wages still the same."

"Low wages that do not cover the basics in life, like food and the high cost of electricity."

"Declining incomes and personal wealth, unaffordable housing and high education costs that are out of control...well I guess that is three things, but they're all connected together."

"There's nothing driving an improvement in society itself, just an abatement that is slow enough that no one is getting blamed for it and those in government can pretend it's not there."

"Lack of jobs, and jobs that pay a decent wage. Income relative to the cost of everything."

"The cost of everyday living far exceeds our income!"

"Paying people a wage whereby they can comfortably live and save."

Environment/Global Warming/Climate Change/Pollution/"Green" environment (Water shown separately below): 6.9%

"Environmental degradation."

"Pollution and political lack of will."

"Our blinkered view on 'growth', thinking we can 'grow the economy' by destroying our environment."

"Government is hell bent on growth regardless of the consequence; both environmentally and in social justice."

"The drive to make the wealthy wealthier and look after 'their mates' from the Government at the expense of the environment and the Kiwi lifestyle (also affected by continual migration and lack of population control)."

"Protecting its environment and resources especially fishing."

"Our clean green image has gone down the gurgler because of the way our rivers are so polluted."

"Climate change."

"Living up to our clean green slogan. We must get better at being self-sustainable and looking after our environment. We rely on it to produce our goods for us and exports."

"The poor or slow progress of ensuring NZ is and will continue to be, a clean and green environment."

Politicians/Political Parties: 6.9%

"MPs who don't listen to the peoples wants. They just do what they want to do. We should every election give them our POLICY views, as well as selecting the people we want as MPs, to then enable the policies the majority want. All parties have some good ideas in their policies and we should pick the best. Currently we can only vote for a party that has a few good ideas and often many other bad ideas and so we end up with possibly the "least worst" party in power. We achieve a mediocre result whereas we should be selecting the best ideas and then select the best people."

"Lying politicians at election times."

"Government basing its policies on what is best for rich people in the short term, regardless of whether they are NZers or not, over what is best for New Zealand."

"Apathetic population of non-voters: allowing a few voices to sway views, encouraging politicians into short term thinking."

"Politicians unwilling to address climate change."

"Corrupt political parties."

"A political party system offering no real choice between the two."

The economy/economic growth: 5.6%

"Economic growth - how to sustain and develop over all of NZ rather than major cities."

"Economic growth and over reliance on our agricultural industry."

"Economic stability."

"Maintaining economic growth and ensuring social mobility."

"Inequality of our economy."

"The economy - our economy is too reliant on a couple of primary industries, the income gap is widening, and prices in most areas of the economy are outstripping incomes."

"Economic sustainability as our population ages."

"Maintaining our economy in the face of the world's unstable economies."

"Being able to maintain the economic momentum which is currently taking place. Any drop in the export receipts at this time could have a marked effect on the economy."

"Growing the economy so that there are enough jobs for those that want to work & keep the keen young brains from leaving our shores."

"Under performing economy due to low productivity and high interest rates."

"A blind adhesion to Western economic theory."

"Too many people not contributing to the economy."

"It's (NZs) own economy - the costs of the compliance gravy train is the root cause and the lack of freedom to use innovation because new ideas don't comply with the compliance officials."

"Economic growth balanced by current understanding of acceptable ratio of Business and Ecology. Forschung durch Endeavor!"

Government in general/Corruption: 5.3%

"Too many Governments and politicians that don't care about the future of NZ and the people. ie, they are in Govt for the wrong reasons."

"Poverty from excessively greedy government. Suppression of freedom by that same government and its bureaucracy."

"This current Government."

"Our government they are worse than children...do the job they are paid for."

"Useless governments that are busy lining their pockets and not giving a toss about the damage they are doing to the population in general."

"That governments are being fragmented by minor parties, and there is nothing being done."

"Right wing govt destroying NZ, selling off NZ to mates and reducing NZ to 3rd world country!"

"The minority naysayers who are having too much influence on major economic advancement in New Zealand. Hopefully this government will cut through this nonsense."

"A government that does not take sustainability seriously and allows degradation of our natural resources and foreign ownership of resources."

"I feel people do not all get the same treatment with the government. The richer you are the more help is given with finance."

"Government arrogance."

"Government corruption."

"The TPPA, GCSB, the Governments illegal activities, FATCA."

"Our constitution permits governmental actions that are seriously harmful to people in the future."

"The gap between trying to run the country purely as a business instead of like a family firm - the books need to be kept in order but the welfare of the entire family is as equally or even more important."

Finance/Money/Tax/Debt: 4.5%

"Capitalism."

"High interest rates."

"Debt."

"Our ballooning debt."

"GST taxation, particularly on food, electricity and other basic living commodities."

"Not enough money / tax breaks to help businesses grow in order to grow the economy."

"Financial disparity - 38% earn less than \$20k p.a."

"Unfair taxes and tax evasion by wealth manipulators."

"The financial situation."

"Money issues - reserve bank issues - like who are they and why. Interest charged on figures that do not even exist."

"Over taxation."

"Too many companies and individuals not paying income tax in NZ. Using their overseas connections to get out of paying taxes in this country."

"The badly constructed global economy. The problem is not that people are greedy, but that money is constantly being invested in finance instead of industry. This prevents low-skilled jobs from being created and well paid, and constantly increases debt and interest for everyone."

"The wholesale exit of funds including a staggering overseas debt level."

"Financial illiteracy, which will lead to people trying to live off the government later in life, and we can't afford that."

"Rising government debt."

"Paying back or lessening our overseas debt."

Health/Drugs/Obesity: 3.7%

"The way the health dollars are spent. Too many hospitals have people employed with fancy titles and questionable productivity. The people at the coalface are on the whole not well paid and many are only there through loyalty to their fellow workers and a feeling of duty to the public."

"Obesity & Depression."

"Illegal drugs."

"Health issues for low income families."

"Booze and drugs."

"Lack of resources in health and education."

"Mental health support."

"Healthcare for the elderly."

"Drugs - methamphetamine specifically."

"Drug and alcohol abuse."

Crime/Violence: 3.6%

"Family violence."

"Crime - and the crimsters getting younger and younger."

"Lack tougher sentences for child abusers and violent crime."

"Too soft on criminals."

"The level of violence, particularly to children."

"Increase in crime, making it harder for people to live their daily lives."

"Crime."

"Escalation in crime. Incompetence of Judges."

"Gang violence."

"High youth crime."

"Domestic violence."

"Society seems to be unable to accept that some crimes are not ok and people continue to stretch boundaries, it's as if there are no boundaries and anything goes."

"Violent crime."

"Unnecessary violence (in the home + drunk people brawling)."

"Violence within families."

Gap between rich and poor/"haves" and "have nots": 3.4%

"The rich getting richer and the poor getting poorer and the fact that our government is letting our country be raped of its natural resources while not caring about our local animal and plant life. The government is also the reason for the rich getting richer and the poor getting poorer. Where's all these jobs beneficiaries are supposed to be getting???"

"The very large gap between the haves and the have-nots, which leads to a huge boost in crime and major lack of respect for others."

"Gap between rich and poor and number of families living in poverty."

"The division between rich and poor."

"Gap between rich and poor, plus current government's 'money driven' thinking affecting everything from not enough done to save endangered species to allowing mineral exploration to go into our nature reserves - bloody nuts!!!!"

Housing: 3.3%

"Lack of housing for all economic groups."

"Out of control housing costs, cost of living."

"Housing affordability."

"Housing - Prices are way beyond the reach of those trying to break into the market. It just isn't affordable."

"The number of houses being built in already over populated areas. In many places the infrastructure is just not there to support all the new housing."

"Affordable and sustainable housing and related costs of living."

"Affordable rental housing."

"Rents rising, not enough housing for lower income earners."

"Land/homes sold to foreigners."

"Housing problem. Poor people can't afford to buy a small house even they work very hard."

"The impossible task for my children to buy a home in this country."

"Affordable housing caused by foreign ownership and people owning too many rental properties."

Inequality: 3.2%

"Social inequality."

"Inequality of our economy."

"Inequality in the class system."

"Inequality, the 80% who are literally have nots compared to the 20% who have all the money."

"Growing inequality in the society."

"Inequality and meanness of spirit."

"Inequality and a widening gap between the few at the top and the vast majority below them."

"Inequality of the distribution of wealth, but simply taxing the rich is not the answer. A major and fundamental change to our structure is required."

"Inequality because it stops people from achieving their full potential and therefore is bad for people's wellbeing, bad for the economy, and bad for New Zealand. Also leads to more crime, substance abuse and health problems."

Water/Waterways/Rivers: 1.9%

"Polluted waterways."

"Clean water."

"Dirty water."

"River and stream water quality."

"Coming to terms with intensive farming versus water quality."

"Chemical sprays on the food and pastures and seeping into our water ways, poisoning them."

"The degradation of land and waterways in favour of short term gain, therefor the biggest threat to people and country."

"Water quality."

"Sea and fresh water pollution."

"Protection of our environment and waterways."

Immigration: 1.6%

"The problem of bringing in immigrants for their money or as refugees rather than their desire & willingness to be absorbed into the Kiwi way of life and communities - our language/culture/values/heritage/traditions etc. - e.g. Dotcom, Sri Lankan boat people, some Asians."

"Too many imported people overloading an already overloaded system."

"Too many Chinese immigrants that are old."

"Allowing too many Asians into NZ."

"Immigration pressures."

"Immigration policies."

"Excessive immigration from countries that do not share the same cultural underpinnings."

"The Asian invasion."

"Overcrowding with too many immigrants with no skills."

"We need to work as a country, not factions trying to upset things. Screen immigrants more carefully so we do not lose our character."

"The number of foreigners immigrating to NZ - lowering the ability of our children to get jobs."

"Too much immigration."

Child abuse/Domestic abuse: 1.5%

"Child abuse."

"The abuse of our tamariki."

"After going through the court systems with child abusers and going to the protests for the Roastbusters, our justice systems and laws around these types of cases need to be seriously uprooted and relooked at."

"Abuse and the family dysfunction."

"Abused women and children."

Education: 1.4%

"Educational failure."

"The biggest problem for today and which will flow in to the future is the huge focus on sports and especially rugby and similar sports and other forms of entertainment ALONE as a source of career and contribution to society instead of getting a proper education."

"Lack of proper education."

"How our current government is implementing educational strategies used by other countries and not communicating with the people who work on the ground, at the school level for their ideas, advice, proven strategies for improving student achievement outcomes. We have an arrogant government leading our country is the problem."

"Meeting educational needs."

"Ensuring the quality of education to support more demanding work situations and to minimise widening social and economic divisions."

"Maori education, or the lack of."

"The ongoing decay of the state funded education system. Too many radicals attempting to politicize the fundamental role of teaching. Privatization of the entire primary and secondary system using state funding to assist should be our goal."

"The appalling state of education - at all levels."

"High education costs that are out of control."

"Our liberal education system where we have moved away from teaching the basics so that many kids leave school unable to read or do basic maths."

"I think education is the biggest issue here. Schools waste precious time till the child turns 13 or 14 and after that with no knowledge of proper grammar, spelling etc. they are expected to clear exams. No wonder there are drop outs."

Welfare/Benefits/Beneficiaries: 1.3%

"Too many people on benefits."

"The welfare system."

"Welfare abuse."

"Beneficiaries and free loaders."

"Long term benefit dependency."

"People putting their hand out for welfare money without contributing to NZs growth."

"The number of people that are allowed to live off the benefit on a permanent basis. It drives honest working people away because they know they have no advantage over the beneficiaries because they too will always get looked after (and probably more so) when they are old."

"Continuing welfare dependency which has become intergenerational."

"Welfare spending."

"Those on a pension or welfare not having enough to survive."

"Ripping off WINZ in turn ripping off tax payers."

Green movement/Greenies: 0.9%

"Possibility of Greens in government."

"Green extremists and their economic sabotage."

"The green movement trying to stop sensible development and being responsible for unemployment as a result of their policies."

"Greenies trying to stop mining & oil exploration etc, it will provide many jobs and money to our economy which we need!"

2. Engagement in environmental citizenship⁵ activities

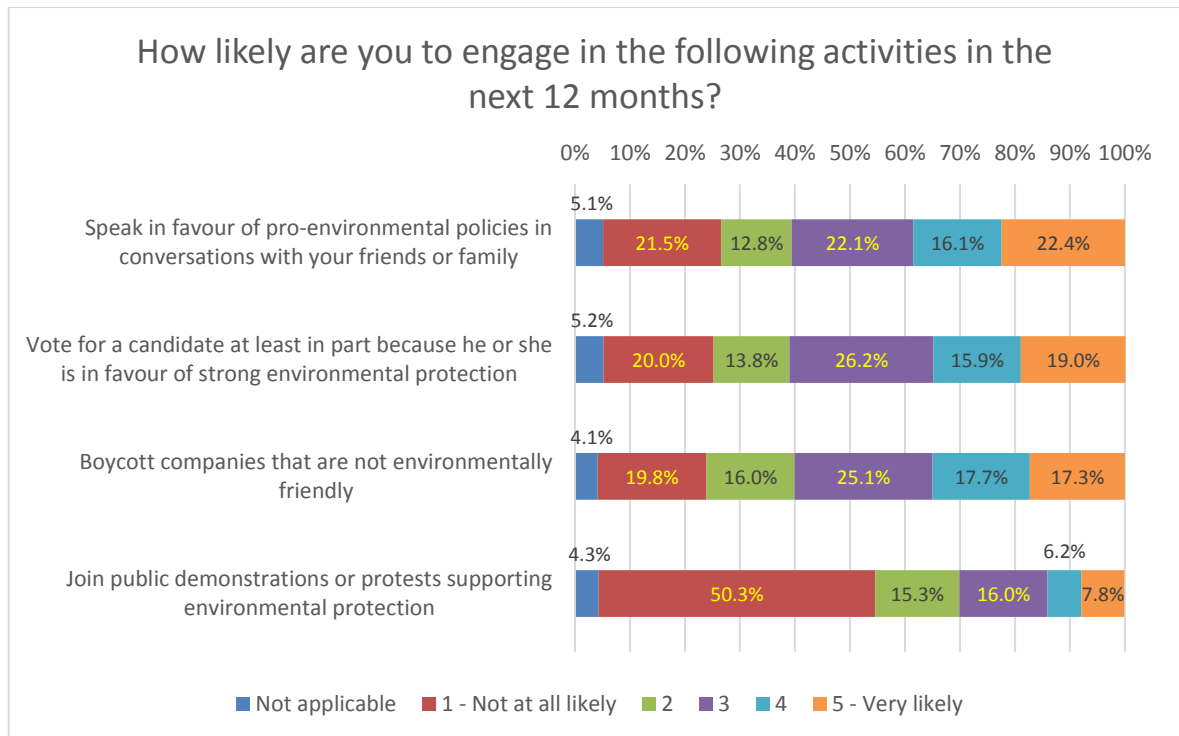
Respondents were asked how likely they were to engage in the following activities in the next 12 months:

- Speak in favour of pro-environmental policies in conversations with your friends or family;
- Boycott companies that are not environmentally friendly;
- Vote for a candidate at least in part because he or she is in favour of strong environmental protection;
- Join public demonstrations or protests supporting environmental protection

In general, respondents are more likely to engage in activities that are less public rather than joining public protests or demonstrations. Average scores were at the midpoint of the scale (3) for the first three activities, but below the midpoint at an average of 2 ("Unlikely") for likelihood to join public demonstrations or protests.

Horizon Research's experience is that the level of respondents who say they will definitely take an action approximates the percentage of the population who will actually take that action. While, overall, 14.0% indicated they were likely to join public demonstrations or protests supporting environmental protection, those who said they were "Very likely" to do so (7.8%) is the likely **maximum** response to a call for protest or demonstrations.

⁵ Environmental Citizenship is an idea that each person is an integral part of a larger ecosystem and that people's future depends on each person acting responsibly and positively toward their environment. The Center for Environmental Philosophy, affiliated with the University of North Texas, indicates the idea of environmental citizenship was first developed by Environment Canada.



The approximate numbers of New Zealanders 18 years of age or over who are very likely to take these actions is estimated as follows:

- Speak in favour of pro-environmental policies in conversations with your friends or family: 716,600
- Vote for a candidate at least in part because he or she is in favour of strong environmental protection: 607,800
- Boycott companies that are not environmentally friendly: 553,400
- Join public demonstrations or protests supporting environmental protection: 249,500

The following table shows that those who are very likely to protest or demonstrate are much more inclined to be very likely to take other actions. Also note that, in general, willingness to take action reduces as actions become more overt.

Very likely to take these actions	Speak in favour of pro-environmental policies in conversations with your friends or family	Vote for a candidate at least in part because he or she is in favour of strong environmental protection	Boycott companies that are not environmentally friendly	Join public demonstrations or protests supporting environmental protection
Speak in favour of pro-environmental policies in conversations with your friends or family	-	69.9%	61.5%	79.3%
Vote for a candidate at least in part because he or she is in favour of strong environmental protection	58.6%	-	63.5%	73.5%
Boycott companies that are not environmentally friendly	47.1%	58.1%	-	74.4%
Join public demonstrations or protests supporting environmental protection	27.6%	30.5%	33.7%	-
N (unweighted)	620	510	444	172

3. Household actions that could impact on climate change

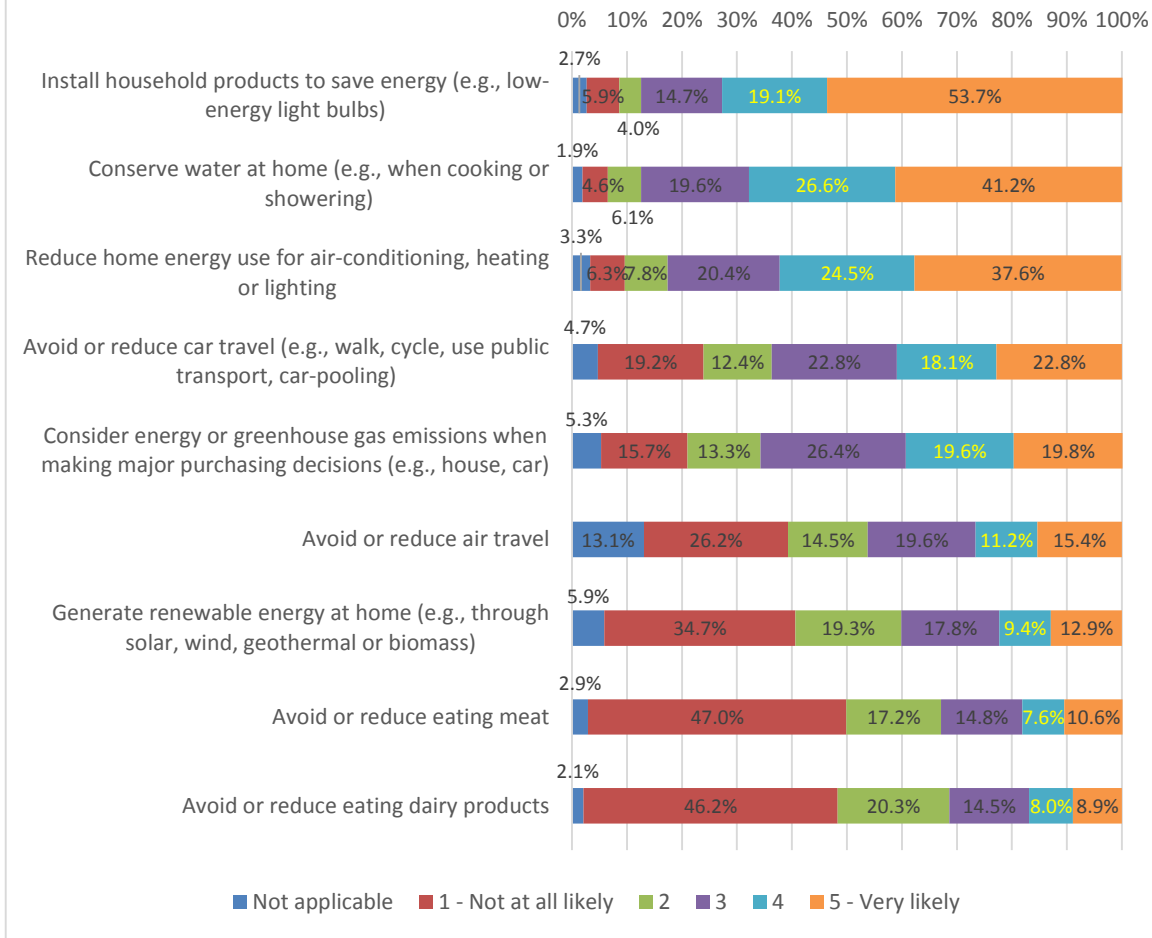
Respondents were asked how likely they were to engage in specified household actions; the selected actions potentially reduce greenhouse gas emissions.

Respondents were very willing to install household products to save energy: 72.8% said they were likely to do so, including 53.7% who were “Very likely”. As measures become potentially harder for respondents, however, the proportion who were likely to engage in the actions progressively reduced.

As shown in the following chart:

- A majority of respondents were likely to install household products to save energy (72.8%), conserve water at home (67.8%) and reduce home energy use (62.1%).
- Respondents were, on average, neither likely nor unlikely to avoid or reduce car travel (40.9% likely, 31.6% unlikely) or to consider energy or greenhouse gas emissions when making major purchasing decisions (39.4% likely, 29.0% unlikely).
- Respondents were probably unlikely to avoid or reduce air travel (26.6% likely, 40.7% unlikely) and unlikely to generate renewable energy at home (54.0% unlikely), avoid or reduce eating meat (64.2% unlikely) or avoid or reduce eating dairy products (66.5% unlikely).

How likely are you to engage in the following activities in the next 12 months?



The approximate numbers of New Zealanders 18 years of age or over who are very likely to take these actions are estimated as follows:

- Install household products to save energy (e.g., low-energy light bulbs): 1,717,800.
- Conserve water at home: 1,317,900.
- Reduce home energy use for air-conditioning, heating or lighting: 1,202,800.
- Avoid or reduce car travel: 729,300.
- Consider energy or greenhouse gas emissions when making major purchasing decisions: 633,400.
- Avoid or reduce air travel: 492,600.
- Generate renewable energy at home: 412,700.
- Avoid or reduce eating meat: 339,100. At 10.6% this is above the 4 to 5% reported on <http://liveto100.everybody.co.nz/nutrition/vegetarianism-and-veganism> as vegetarians or semi-vegetarians in New Zealand. Note that 57.1% of those who are very likely to avoid or reduce eating meat are also very likely to avoid or reduce eating dairy products.
- Avoid or reduce eating dairy products: 284,700.

There is a strong correlation between conserving water at home and reducing home energy use for air-conditioning, heating or lighting; i.e. a person doing one of these is very likely to do the other.

Analysis of those who are very likely to take each action by every other action they could take indicates that as the actions become potentially harder for respondents, those who are very likely to take the action are also very likely to do more of the other actions. For example, those who are very likely to install household products to save energy are very likely to take 2.6 actions, on average. By comparison, those who are likely to avoid or reduce eating dairy products as a climate change measure are very likely to take 5.1 actions.

A table of those who are very likely to take each action compared with the other actions they are very likely to take is shown in Appendix 2.

4. Triggers and barriers to reducing greenhouse gas emissions

4.1 Main triggers and driving forces

Respondents were asked to give the main triggers and driving forces that help them engage in activities that reduce their greenhouse gas emissions.

40.2% of respondents either did not answer, said there were no triggers/drivers for them or did not know what the triggers might be. 59.8% nominated one or more triggers/drivers.

It was clear that there was a strong group of people who do not believe in climate change, global warming or greenhouse gases. These people generally gave responses grouped below in “No triggers/nothing/not applicable”, but there may also be some within the 18.8% who did not provide an answer.

Responses covered a wide range of areas. They were thematically grouped, with the primary groupings and the percentage of respondents who mentioned them shown below with representative comments. Note that significantly more respondents talked about cost (a downside) than talked about savings (an upside).

Did not answer: 18.8%

Don't know: 8.9%

No triggers/nothing/not applicable: 12.6%

“I don't worry about my greenhouse gas emissions at all. The earth's climate has constantly changed over the millennia and will continue to do so. We would do better to worry about plastic polluting the sea, heavy metal contamination, pollution of our water etc. I will change to LED bulbs but only because it saves power and therefore money...nothing to do with CO2.”

“I don't care about greenhouse gas emissions I am totally against all this panic doomsday, modern day, end is nigh talk. I am totally against carbon trading...i.e. involving money with

carbon reduction schemes. I am for plain old simple non-pressured talk about reducing pollution."

"Don't bother."

"There are no triggers."

"I don't think I actively try to reduce my greenhouse emissions. I drive my car about once a week, I'm vegetarian, I only use my heat pump when I need to and I fly very rarely so I think that's OK."

"Greenhouse gases are a symptom of natural causes not man generated."

"I don't. Reducing emissions should be done centrally via government regulations."

Stagnating progress is not the way forward. Prices should reflect environmental costs, which they don't seem to today."

"I believe that the carbon level in atmosphere is negligible and from what I have heard is not caused by man. There is nothing I can do to reduce these, but would not cut down rain forests willy nilly."

"I do not believe that anything we can do can help this. What is more, some of the very gases we are trying to eliminate are ones that we NEED for plants, etc. to produce their crops. The media and 'green fanatics' have done a good job frightening people into thinking it is their fault that the world is in the mess it is in. The miniscule impact that our efforts to reduce greenhouse gases is meaningless when countries like China and the USA do not participate - and I think they are doing the right thing. There are volcanoes in Iceland e.g. that spit out more gases every day than the whole of NZ does in a year. This is a natural phenomenon and there is nothing man can do about that. So many of the things we have been told about global warming, for instance, are proving to be incorrect. Al Gore's 'Inconvenient Truth' is one example. It is full of falsehoods and should be banned but meanwhile people who have not done their own study have been taken in by it. And the questions you are asking have obviously 'bought into' this deception. Sitting on committees where there was access to information that the public does not see has caused me to be very sceptical about global warming climate change, and greenhouse gases."

"The main reason is that studies that explore the causes of climate change show that 1) it was always going to happen regardless of our actions 2) we cannot slow it down, we've passed the tipping point and 3) the issue now is no longer 'what can we do to reduce emissions' but 'what can we do to adapt to the change in the climate'."

"I do not believe in this rubbish."

"Au contraire. Anthropomorphic climate change is a delusion."

"Climate change is a myth. No activities are required to reduce emissions unless for public health benefits."

"None. Greenhouse gas emissions are a con. When the CO₂ was at 8000 parts per million, 20 times what it is now, the earth was only 4 deg warmer."

"I will not reduce Greenhouse gas emissions, and in fact actively seek ways to increase these emissions."

Cost/Price/Economic/Financial/Affordable/Saving/Saving money/Saving power: 15.0%

"Cost helps, I recently switched to riding an electric bike from Te Atatu in Auckland to the CBD nearly every day. The cost to me is 25c per day, free parking, get fitter, lost 19kg so far, doesn't take too much extra time etc. This helps me and the environment."

"Cost of electricity and cost of petrol."

"Money."

"Cost to me and my family."

"The cost of Solar panels etc. The cheaper they are the more likely I am to use them."

"Having the money to do them without starving... which has not been the case at any point in my life. Green alternatives are frequently more expensive."

"Concern for the planet - reducing my costs - feeling better about my albeit small contribution."

"Pure economic reasons - if it's cheaper I'll do it."

"Cost - if a green alternative is very expensive, I just can't afford it."

"Financial considerations."

"The cost vs gain."

"Economic incentives - e.g. subsidized heat pumps, insulation etc."

"Pricing. Make people aware of the social and environmental cost of their actions. Pleading alone won't do it."

"An affordable local bus and train service would make it easier not to use the car."

"Reduction of costs of electric or solar energy vehicles."

"Either a cheaper option (financial) or some other tangible benefit which has an immediate positive and personal impact."

"Our house is double glazed and we have solar hot water. Would like to install more solar /wind power for generating electricity, but is largely quite prohibitive cost-wise."

"Costs - if it will cost more, I am unlikely to carry out the activity. If it also saves me money I am more likely to do it. Note also that I do not believe in man-made global warming."

"Cost. Preserving the environment is expensive, so only the rich/middle-income earners can afford to do it. Since most people do not fall into these categories, they are unable to make environmentally friendly purchasing/behavioural decisions."

"Saving money."

"Reduction to the exorbitant cost of electricity and saving power so there's more for others to waste."

"Personal satisfaction, the awareness that most actions also save money - win/win."

"The belief that my small efforts contribute in some way to the overall picture. The fact that in doing so can save money."

"Saving money and conserving natural resources."

"Saving power."

Knowledge/Education/Understanding/Information/Awareness: 5.7%

"Awareness and ability to fit in. Personal actions not corporate."

"The state of things around us provide an impetus. Things are not good - they're only perceived to be good due to our low population. If things continued at the current rate as population continued to climb, NZ would be a barren wasteland due to severe mismanagement. Advanced European countries help drive my thinking regarding a reduction of greenhouse gas emissions. They're doing things better."

"Knowing what they (the triggers) are."

"Social awareness, community engagement, availability of positive choices."

"Awareness."

"Ideas from companies on how to reduce greenhouse gas emissions."

"Better ways to tell who is genuinely reducing emissions, to redirect my buying."

"Raised awareness from NGOs, discussion and pressure from family. High transportation prices."

"Documentaries and other information act as triggers. Easy to implement ideas that are cost efficient and are able to be done without hiring someone to help."

"Information from non-partial sources that give you access to alternatives."

"Understanding the science and likely outcomes of increasing CO2 in the atmosphere."

"Education. We need to be constantly bombarded with messages that make us sit up and take notice and to make responsible choices."

"Knowing the value of these activities in reducing greenhouse gas emissions."

The future: 2.3%

"The thought of what sort of state I'm leaving the world in for my children and grandchildren and future generations."

"Thinking of future generations. We should leave the environment better than we found it. That is not what is happening currently in NZ."

"Concern for future quality of life."

"Thinking about the future. The importance of sustainability."

"Thought that I am ruining the environment for future generations."

"Personally want a clean, green environment for myself and the future generations to enjoy."

"Concern for the future of the planet."

"I want my current and future family to enjoy a less polluted and more 'natural' world."

Easy/Sensible/Practicality: 2.1%

"Sensible-ness and achievability. I won't install solar power at home until it works in the dark when I'm there. I will use public transport when it goes where I want to go in a single trip and a reasonable time. I commute by bike for fitness. I use energy efficient devices when they make economic sense over the lifetime."

"Affordability and practicality - i.e. lack of bus service means I can't use public transport to get to work and live too far away/too hilly to walk or bike. These will be factors taken into account when buying our next house."

"I am prepared to look at methods that will assist the reduction of GGE as long as I live a comfortable life."

"When it is made easy to do so."

"Making it easy e.g. recycling opportunities."

"Being easy to do. Recycling using the council bins / crates is easy to do and there is an incentive to it (to take up less space in the 'paid' rubbish bags). This motivates people to recycle."

"Opportunity, ease. I have already changed my behaviour about as much as I can individually."

"Ease of doing the activity - If it takes me no longer or only a little longer to act green, then I will."

"Availability and ease of use of alternatives with less greenhouse gas emissions."

"Easy to remember/fulfil tasks that fit in with everyday life!"

Climate change/environmental concern/conservation/ecology: 1.8%

"Main trigger is concern over effects of climate change."

"I realise that greenhouse gas emissions are destroying the ozone layer."

"The main trigger is, of course, climate change. The driving force is good information to permit me to make choices that really do have an effect (compared to actions that don't have any effect on reducing CO₂e, e.g. installing solar to offset our hydro)."

"Global warming, climate change, long-held personal commitment, resistance to putting unrecyclable objects into the earth, the thought of sending plastics and rubbish off to China and other economies where people are cynically put at risk to recycle our rubbish."

"The impact on communities of extreme weather, such as flooding and gale-force winds. These events seem to be happening more frequently and would appear to be climate change related."

"Ecology."

"The effect on the environment and in particular the depletion of the ozone layer."

4.2 Main barriers

Respondents were asked about the main barriers they encountered when trying to engage in activities that reduce their greenhouse gas emissions.

38.5% of respondents either did not answer, said the question was not applicable, said they were not reducing greenhouse gas emissions, or that they did not know what barriers there might be. A further 7.3% said that for them, there were no barriers.

Note that it cannot be inferred from this survey that the respondents who said they were doing nothing to reduce greenhouse gases or who did not believe in climate change were not environmentally aware. A number of them commented on other things they were doing or supported that had a positive impact on the environment. They just did not believe they needed to do anything specifically about greenhouse gases or climate change.

54.2% of respondents nominated one or more barriers. Again, responses covered a wide range of areas and were thematically grouped. The primary groupings and the percentage of respondents who mentioned them are shown below with representative comments.

No barriers: 7.3%

Did not answer: 22.8%
Don't know: 8.9%
Not applicable: 5.9%

Not reducing greenhouse gas emissions: 2.7%

"I'm not interested in reducing greenhouse gas emissions because it would have no effect whatsoever. However, I'm all for cleaning up rivers and streams and being careful with rubbish disposal but this doesn't relate to the climate."

"Zero confidence in those that declare specific activities to be "environmentally unfriendly". Pot-heads are pro-personal-pollution."

"Only one person, how much difference can I make?"

"I am not going to change the way I do things, as it will not make any bloody difference to the world. All it would do, would make my life harder - makes no practical sense. If I knew everyone else in the world cared, and tried to reduce emissions, I would go with the flow, but with the Arabs and Chinese and others not giving a toss, why the hell should a tiny country like NZ be penalised for 'trying to be green'. Its utter bullshit."

"It's irrelevant, sorry. I'm not a greenie."

"An underlying contempt for the Warmists attributing human activity for climate change."

"I don't want to reduce my "greenhouse gas" emissions; I want to raise them. Carbon dioxide is good for the environment; plants can't grow without it."

Cost: 20.9%

"A lot of things need economics of scale to make them affordable. I'd happily fill my car on ethanol if someone built a petrol pump for it, install solar panels if they were 1/20th of what they cost currently, how about curbside rubbish collection accepting paper bags rather than plastic? I could go on, if they want to encourage these sort of things, they need to make them available and affordable, because the current approach of trying to guilt people into going out of their way and pay more isn't going to cut it, heck it probably causes the general public to resent environmental causes and is thus counterproductive. Most people aren't anti-environmental when it's easy and affordable, but for that to happen it has to be government and councils who drive things rather than trying to avoid responsibility."

"Activities which are too expensive or too difficult."

"Would love solar heating & power but too expensive."

"Benefit / cost ratio is generally negative, lack of incentives to change, little trustworthy information about products and brand available on the market, lack of free individualised advice."

"The price of organic products & the cost of alternative fuels & power sources."

"Cost."

"Cost - alternative energy solutions are quite expensive. Also, New Zealand is quite sparsely populated so travel is essential for many people. With sparse populations, public transport is limited."

"Cost and availability"

"Cost and lack of convenience (e.g. I would use public transport more, but even in Wellington the bus service to where I live is not very frequent)."

"High cost of alternative energy systems and equipment."

"Cost is the major barrier. Farmers who do the utmost to reduce greenhouse gas emissions with their stock and land are forced to pass on the cost of doing that, and the extra cost is usually significant."

"Cost of alternatives."

"Expense."

"Cost of making the house more energy efficient - insulation, double-glazing, etc. Can't afford to pay for it outright, don't want to get into deeper debt to do it, even with subsidies and being able to pay it off through council rates. In other purchasing decisions, lack of accessible and reliable information about products being responsibly / ethically produced makes it difficult to choose more environmentally-friendly products. Lack of alternatives often means we continue to support polluting companies, however reluctantly (e.g. dairy products)."

"Cost, if it is expensive (such as installing solar panels) then there is no way I can do it even though I would love to."

"Up-front cost."

"Too expensive."

"Cost, mobility and smug environmentalists."

"Cost. Up until very recently it was much more expensive to have a conscience, as the pay back times for most actions was so long, however we have had solar hot water, low energy light bulbs, low-energy appliances, gravity fed water, solar water pumps, back boiler on the wood burner, etc for many many years. However, it has only recently become economic to install PV cells to generate electricity and there is still no viable alternative transport option. There should be tax credits for electric vehicle purchase and the installation of a rapid charge network to replace petrol pumps."

"Market & commerce structured to make these activities hard e.g. lack of choice, fixed charges on power & water."

Other people: 2.3%

"Family disinterest."

"Other people's attitudes."

"A lot of older people are still not addressing the problems which lay ahead of us. They really don't want to think about it but I find the younger generation are more mindful. Many people in the area where I live are lighting outdoor fires (rural area) Grrrrr this annoys me."

"My family are not as committed as I am and we share a living space - lowest common denominator issue."

"Lack of understanding by others."

"Other people's apathy."

"People don't take it seriously, and don't see the true need for us all to do something."

"Resistance to recycling at a family friends and workmates level."

"Others going against your wishes."

"The wife."

"My husband."

"My flatmates."

"Decisions by other family members."

"Old people (seniors) that 'don't believe in climate change/recycling/environmentalism' are big obstacles in the fight to reduce waste and help with efforts to be environmentally friendly."

Distance/Travel requirements/Alternate transport availability: 1.8%

"Distance we live from the city."

"Local infrastructure e.g. inadequate cycling provision, lack of west-east bus services, insufficient local car share cars, glitches with Skype, insufficient long distance transport services throughout NZ."

"Work commitments that require driving long distances."

"Physical distance from work to home and the dangerous stretch of road to take the journey. Having to drop my kids off at daycare on the way to work means that cycling is not an option currently too."

"Distance to travel, direction of travel when no public transport."

"I live on a farm & travel a considerable distance to work with no option of public transport or carpooling."

"Rural isolation - can't even use internet to bypass need for travel e.g. shopping."

"Poor long distance public transport to allow me to avoid domestic air travel."

"Main barrier to car travel reduction is I attend meetings all over the city and public transport does not allow me to do this. Also only two buses come to our suburb. One in morning one in evening."

"Living in rural NZ, distance means car use."

Rented accommodation: 0.6%

"I wish our rental had a bath as that's my luxury/destresser so instead I end up taking longer showers and probably using more water than a bath! :) If I had my own place and not renting I would invest in solar powered water heating."

"Unable to add renewable energy to my house as I am renting."

"I don't have a problem personally. I don't own my own home, my landlord is not forthcoming in helping to reduce the cost associated with my power bills by installing efficient heating. If I was to approach my landlord if he would do this, my rent would go up and that is in spite of the house now being freehold. Landlords do little for the amount of rent they charge in order for tenants to live comfortably."

"I can't turn off my heat pump when I live in an uninsulated rental home in winter."

"Renting home, no interest from landlord to insulate."

"Renting, and unable to install alternative energy sources etc. as landlord is unwilling."

5. Reducing energy use and generating renewable energy at home

5.1 Motivation to use less energy

Respondents were given a list of measures and asked how likely they were to motivate them to use less energy.

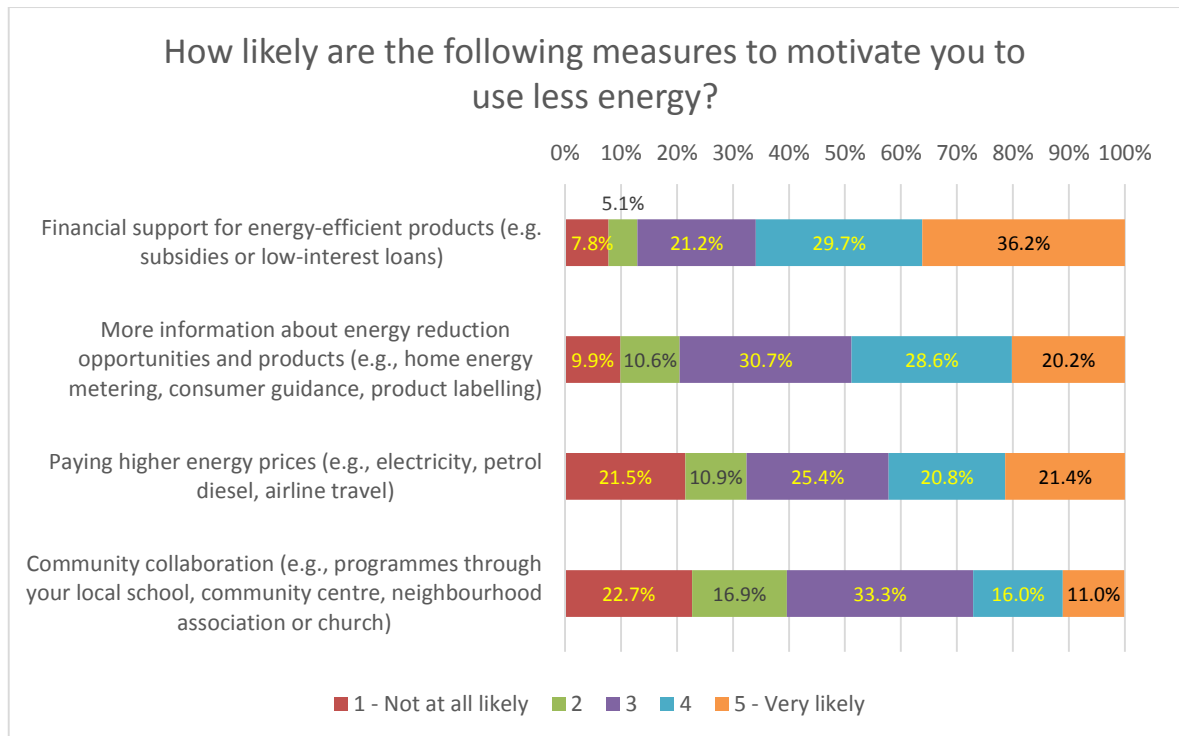
Financial support for energy-efficient products was the factor reported as most likely to motivate respondents, particularly younger respondents. As shown in the following chart, paying higher energy prices and community collaboration were, on average, unlikely to motivate respondents to use less energy.

In general, the percentage of respondents who selected “Very likely” as the motivation level from each factor declined with increasing age.

Community collaboration is primarily of interest to those aged under 35 years and motivation from this measure tends to drop with increasing household income.

Motivation to use less energy as a result of paying higher energy prices increased as educational qualification level increased and decreased as income increased. People in one parent families would be more motivated by this measure than people in two-parent families. Overall, the analysis suggests that paying higher energy prices will be less of a motivator for those who can afford to absorb the additional costs.

Having more information about energy reduction opportunities and products was a much stronger motivator for those under 35 years than for those 35 years of age or over. Respondents with low incomes would also be more motivated to use less energy by this measure than those with higher incomes.



The approximate numbers of New Zealanders 18 years of age or over who are very likely to be motivated to use less energy by these measures are as follows:

- Financial support for energy-efficient products (e.g. subsidies or low-interest loans): 1,158,000.
- More information about energy reduction opportunities and products (e.g., home energy metering, consumer guidance, product labelling): 646,200.
- Paying higher energy prices (e.g., electricity, petrol diesel, airline travel): 684,600.
- Community collaboration (e.g., programmes through your local school, community centre, neighbourhood association or church): 351,900.

5.2 Motivation to generate renewable energy at home

Using similar measures to those outlined in Section 4 above, respondents were asked how likely those were to motivate them to generate renewable energy (e.g. solar, wind, biomass or geothermal) at home.

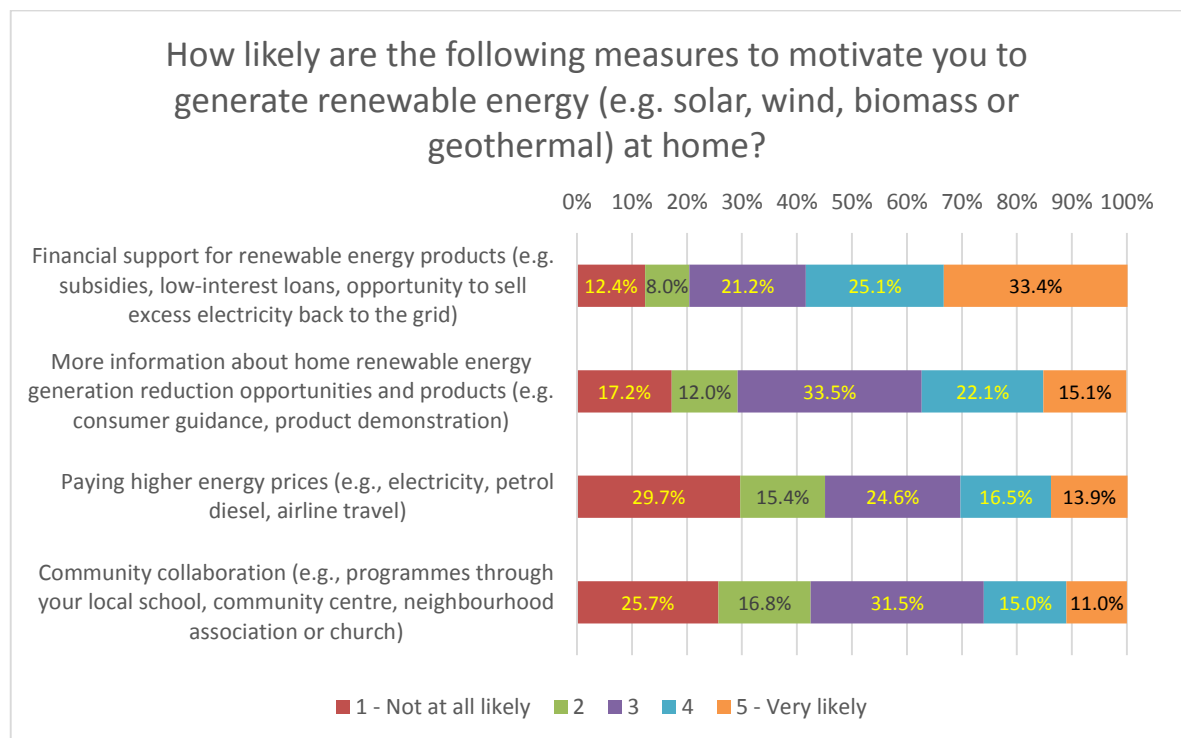
The results are similar to those for using less energy, although the percentage of respondents who are “Very likely” to be motivated to generate renewable energy at home as a result of each measure is, with the exception of community collaboration, lower than for using less energy. For example:

- 35% fewer will “Very likely” be motivated to generate renewable energy by a rise in energy prices than will “Very likely” be motivated to reduce energy use.

- 25% fewer will “Very likely” be motivated to generate renewable energy by more information than will “Very likely” be motivated to reduce energy use.
- 8% fewer will “Very likely” be motivated to generate renewable energy by financial support than will “Very likely” be motivated to reduce energy use.
- The level motivated to reduce energy use and generate renewable energy by community collaboration is the same in both questions.

As with the results for using less energy, the percentage of respondents who selected “Very likely” as the level of motivation from each factor declined with increasing age.

Respondents aged 18-24, while less motivated in general by any of these measures, were significantly less motivated by community collaboration in generating renewable energy.



The approximate numbers of New Zealanders 18 years of age or over who are very likely to be motivated to use less energy by these measures are estimated as follows:

- Financial support for renewable energy products (e.g. subsidies, low-interest loans, opportunity to sell excess electricity back to the grid): 1,068,400.
- More information about home renewable energy generation opportunities and products (e.g., consumer guidance, product demonstration): 483,000.
- Paying higher energy prices (e.g., electricity, petrol diesel, airline travel): 444,600.
- Community collaboration (e.g., programmes through your local school, community centre, neighbourhood association or church): 351,900.

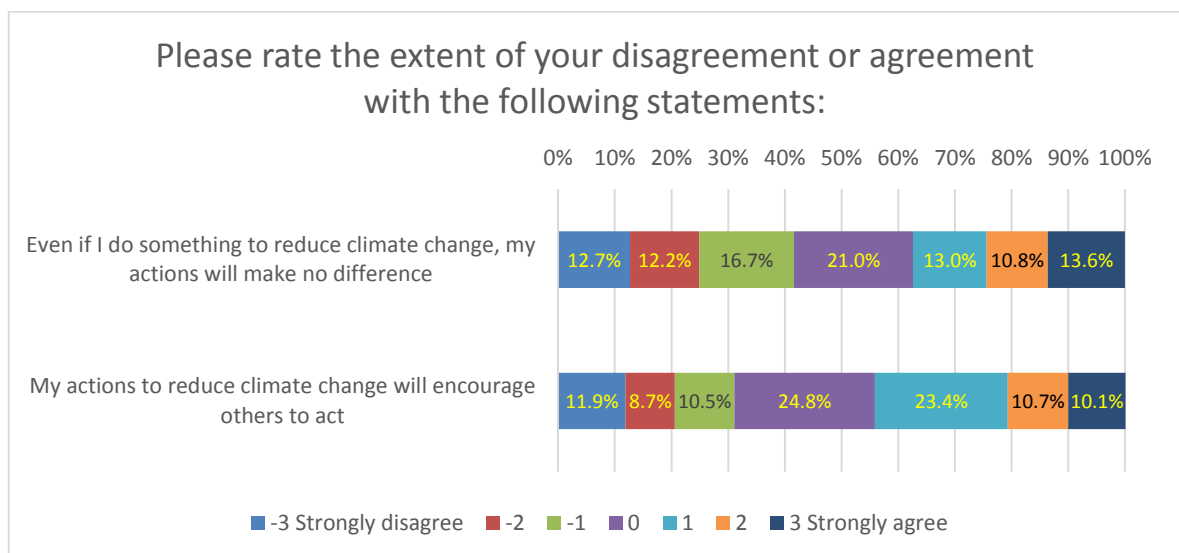
6. Beliefs about personal effectiveness to reduce climate change

Respondents were asked to use a scale from -3 (strongly disagree) to 3 (strongly agree) to rate their level of agreement or disagreement with two statements, aimed at measuring their view of the impact their personal actions could make on reducing climate change.

Slightly more respondents disagreed (41.6%) than agreed (37.4%) that even if they did something to reduce climate change, their actions would make no difference. Note that marginally more respondents strongly agreed with this than strongly disagreed. While the difference is statistically significant, it is sufficiently small to suggest that the New Zealand adult population is evenly split on this statement.

Respondents were a little more positive (44.2% v 31.1%) in believing their actions to reduce climate change will encourage others to act. Note, however, that nearly 25% of respondents rated their agreement at zero (i.e. do not agree or disagree).

Because of the balance between agreement and disagreement with the statements, the overall average scores for the two statements are zero.



Males (17.7%) were much more likely than females (9.4%) to agree their actions to reduce climate change would make no difference. 25 to 44 year olds were the most likely to disagree and those aged 55 years or more the most likely to agree.

On average, males were slightly more inclined to disagree that their actions to reduce climate change would encourage others to act. By age, those under 55 years were inclined to agree that their actions would encourage others to act; those 55 years of age and over were inclined to disagree.

The approximate numbers of New Zealanders 18 years of age or over who strongly agreed and strongly disagreed with these statements are as follows:

- Even if I do something to reduce climate change, my actions will make no difference: Strongly agree 435,100; strongly disagree 406,300.
- My actions to reduce climate change will encourage others to act: Strongly agree 323,100; strongly disagree 380,700.

7. Beliefs about the impacts of climate change

Respondents were given a series of statements about climate change and using a 1-5 scale, were asked how strongly they disagreed or agreed with them.

Between 23% and 38% of respondents chose “3” in rating their agreement with each statement, indicating a sizeable group neither agree nor disagree with the statements.

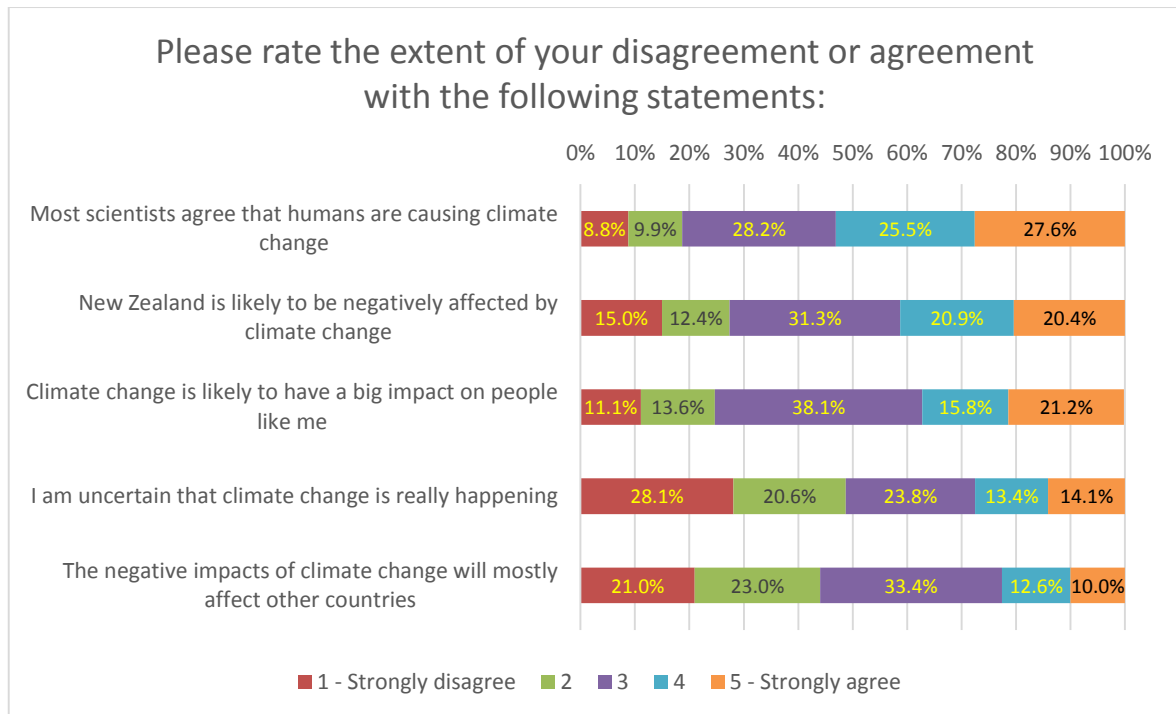
A majority (53.1%) agreed with the statement “Most scientists agree that humans are causing climate change”. 18.7% disagree.

Analysis indicates that people who are uncertain that climate change is really happening are also likely to disagree that “most scientists agree that humans are causing climate change”, that “climate change is likely to have a big impact on people like me” and that “New Zealand is likely to be negatively affected by climate change”.

It also indicates that agreement that “Climate change is likely to have a big impact on people like me” is primarily explained by two factors⁶:

- Agreement that “New Zealand is likely to be negatively affected by climate change”; and
- Agreement that “Most scientists agree that humans are causing climate change”.

⁶ 40% of the variance in the answers for “Climate change is likely to have a big impact on people like me” is explained by these two factors



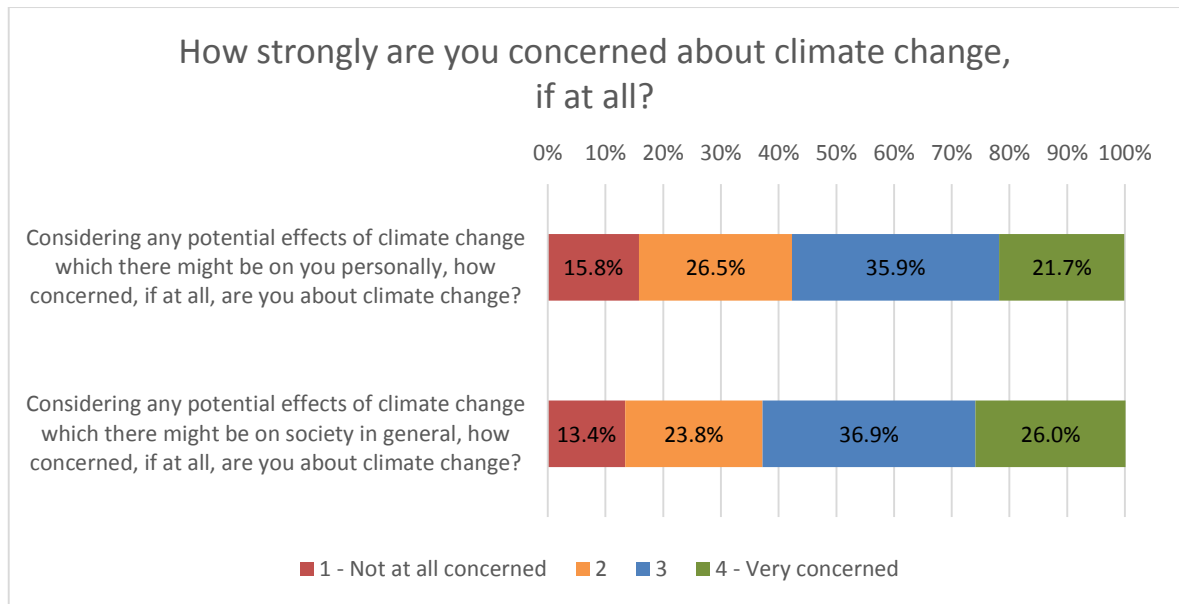
The approximate numbers of New Zealanders 18 years of age or over who feel strongly about these statements are estimated as follows:

- “Most scientists agree that humans are causing climate change”: 882,900 strongly agree; 281,500 strongly disagree.
- “New Zealand is likely to be negatively affected by climate change”: 652,600 strongly agree; 479,800 strongly disagree.
- “Climate change is likely to have a big impact on people like me”: 678,200 strongly agree; 355,100 strongly disagree.
- “I am uncertain that climate change is really happening”: 451,000 strongly agree; 898,900 strongly disagree.
- “The negative impacts of climate change will mostly affect other countries”: 319,900 strongly agree; 671,800 strongly disagree.

8. Concern about the effects of climate change

Respondents were asked whether they were concerned they were about climate change, considering the potential effects on themselves and society in general. Overall, respondents were more concerned about the effects of climate change on society in general than on themselves individually.

Concern about climate change declines as age increased and also declines with increasing household and personal income. Concern is highest up to 54 years, peaking among 25-34 year olds and declining from 55 years – particularly concern considering any potential effects on respondents themselves.



Overall, 57.6% of respondents, equivalent to approximately 1,842,600 New Zealanders 18+, have some concern (i.e. scored either 3 or 4) about the effects of climate change on themselves. 694,200 of them say they are very concerned.

62.9% of respondents, equivalent to approximately 2,012,100 New Zealanders 18+, have some concern about the effects of climate change on society in general. 831,700 of them say they are very concerned.

APPENDIX 1 – SAMPLE

Sample

2,246 members of the HorizonPoll National Panel, representing the New Zealand population 18+, responded to the survey between 29 July and 01 September 2014.

The sample is weighted on age, gender, education, personal income and employment and has a maximum margin of error at a 95% confidence level of $\pm 2.1\%$ overall.

Where estimated numbers of New Zealanders are shown in this report, they are based on the New Zealand population 18 years of age or over as shown in the 2013 New Zealand Census of Population and Dwellings. Estimates are rounded to the nearest 100 people based on an 18+ population of 3,198,963 derived from the age group Census results.

Respondent comments

All comments from respondents are captured as entered by respondents and are available from the Horizon Research system.

Contact

For more information about this survey or additional analysis, please contact Grant McInman on 021 076 2040, email gmcinman@horizonresearch.co.nz.

APPENDIX 2 – INDIVIDUAL ACTIONS

Very likely to take these actions	Install household products to save energy (e.g., low-energy light bulbs)	Conserve water at home (e.g., when cooking or showering)	Reduce home energy use for air-conditioning, heating or lighting	Avoid or reduce car travel (e.g., walk, cycle, use public transport, car-pooling)	Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	Avoid or reduce air travel	Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	Avoid or reduce eating meat	Avoid or reduce eating dairy products
Install household products to save energy (e.g., low-energy light bulbs)	-	84.8%	86.0%	76.4%	89.7%	80.8%	91.5%	79.5%	81.2%
Conserve water at home (e.g., when cooking or showering)	64.9%	-	83.3%	74.2%	81.3%	72.8%	82.4%	73.4%	71.3%
Reduce home energy use for air-conditioning, heating or lighting	59.8%	75.4%	-	65.1%	80.3%	68.1%	79.6%	65.7%	71.9%
Avoid or reduce car travel (e.g., walk, cycle, use public transport, car-pooling)	32.4%	41.1%	39.8%	-	63.3%	59.9%	47.9%	64.3%	59.2%
Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	32.9%	39.0%	42.5%	54.9%	-	53.8%	62.1%	56.1%	64.4%
Avoid or reduce air travel	23.0%	27.1%	28.0%	40.3%	41.8%	-	38.8%	51.4%	54.1%
Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	21.7%	25.6%	27.3%	26.9%	40.2%	32.4%	-	35.0%	35.1%
Avoid or reduce eating meat	15.6%	18.8%	18.6%	29.8%	30.0%	35.4%	28.9%	-	67.7%
Avoid or reduce eating dairy products	13.4%	15.4%	17.2%	23.1%	29.0%	31.4%	24.5%	57.1%	-
N (unweighted)	1,200	917	856	491	471	279	266	245	166

Install household products to save energy (e.g., low-energy light bulbs)	ALL	SEX		AGE GROUP						
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	5.9%	7.3%	4.6%	7.7%	9.7%	2.7%	4.9%	6.0%	3.7%	12.9%
2	4.0%	5.0%	2.9%	5.5%	1.9%	3.3%	3.7%	5.9%	5.1%	5.6%
3	14.7%	14.1%	15.3%	10.8%	19.6%	12.6%	14.4%	13.1%	10.3%	14.5%
4	19.1%	21.7%	16.4%	14.6%	14.9%	18.7%	22.6%	19.6%	16.5%	12.6%
5 - Very likely	53.7%	48.4%	59.1%	57.2%	51.3%	60.1%	51.2%	52.1%	64.0%	50.6%
Not applicable	2.7%	3.5%	1.8%	4.2%	2.6%	2.5%	3.2%	3.2%	0.5%	3.9%

N (unweighted)	2049	1,009	1,040	90	237	306	497	400	402	109
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Install household products to save energy (e.g., low-energy light bulbs)	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	5.9%	17.8%	6.8%	4.2%	3.4%	4.8%	2.5%	4.0%	4.4%	3.5%
2	4.0%	2.0%	5.5%	6.3%	3.5%	2.0%	7.4%	1.1%	0.5%	3.0%
3	14.7%	16.8%	12.4%	14.7%	15.0%	19.9%	7.1%	11.7%	27.1%	12.4%
4	19.1%	10.5%	20.8%	17.5%	17.9%	18.9%	21.1%	16.9%	18.4%	29.0%
5 - Very likely	53.7%	49.4%	53.6%	55.2%	57.7%	53.8%	59.2%	56.3%	46.1%	47.1%
Not applicable	2.7%	3.5%	0.9%	2.1%	2.4%	0.7%	2.6%	10.1%	3.5%	5.0%

N (unweighted)	2049	133	192	334	314	330	292	102	64	277
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Install household products to save energy (e.g., low-energy light bulbs)	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	5.9%	4.2%	8.9%
2	4.0%	2.9%	5.8%
3	14.7%	14.3%	15.3%
4	19.1%	18.9%	19.4%
5 - Very likely	53.7%	56.9%	48.1%
Not applicable	2.7%	2.8%	2.5%

N (unweighted)	2049	1,243	794
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Install household products to save energy (e.g., low-energy light bulbs)	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	5.9%	3.5%	4.6%	4.5%	6.0%	4.3%	2.5%	14.9%	6.1%
2	4.0%	5.5%	3.9%	2.6%	0.8%	3.8%	3.9%	2.0%	7.5%
3	14.7%	6.7%	9.7%	10.6%	21.4%	23.0%	10.1%	15.2%	16.1%
4	19.1%	16.2%	26.2%	22.7%	23.5%	18.5%	22.3%	13.6%	12.3%
5 - Very likely	53.7%	67.4%	54.5%	57.5%	42.3%	46.3%	59.9%	50.8%	55.2%
Not applicable	2.7%	0.7%	1.1%	2.2%	6.0%	4.1%	1.3%	3.4%	2.8%

N (unweighted)	2049	245	492	517	131	198	172	156	63
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Install household products to save energy (e.g., low-energy light bulbs)	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	5.9%	6.1%	17.7%	4.4%	3.9%	4.5%	7.0%	0.0%	2.5%	2.5%
2	4.0%	7.5%	6.4%	2.6%	3.5%	10.1%	1.5%	6.9%	2.0%	10.3%
3	14.7%	16.1%	12.3%	13.4%	17.6%	19.4%	16.6%	55.4%	6.8%	17.4%
4	19.1%	12.3%	14.9%	19.5%	21.5%	12.2%	16.5%	8.5%	24.1%	27.1%
5 - Very likely	53.7%	55.2%	46.9%	58.6%	53.4%	46.0%	58.3%	29.2%	57.3%	41.4%
Not applicable	2.7%	2.8%	1.8%	1.5%	0.1%	7.8%	0.1%	0.0%	7.3%	1.3%

N (unweighted)	2049	329	749	431	114	120	12	125	78	45
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Conserve water at home (e.g., when cooking or showering)	ALL	SEX		AGE GROUP						
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	4.6%	7.4%	1.7%	6.4%	8.7%	3.5%	3.1%	3.1%	2.2%	11.9%
2	6.1%	6.8%	5.4%	5.1%	8.0%	6.1%	5.1%	5.6%	4.7%	5.0%
3	19.6%	21.3%	17.7%	20.4%	23.3%	19.4%	19.2%	15.9%	14.9%	17.8%
4	26.6%	29.6%	23.5%	36.4%	21.6%	24.8%	24.8%	27.1%	32.2%	25.8%
5 - Very likely	41.2%	32.7%	49.9%	29.2%	35.9%	45.2%	45.0%	47.0%	45.3%	37.2%
Not applicable	1.9%	2.2%	1.7%	2.5%	2.5%	1.1%	2.9%	1.3%	0.7%	2.3%

N (unweighted)	2044	1,009	1,035	91	236	304	495	400	402	108
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Conserve water at home (e.g., when cooking or showering)	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	4.6%	11.9%	1.7%	3.5%	4.3%	4.1%	3.9%	2.0%	4.5%	3.4%
2	6.1%	2.9%	6.5%	8.8%	4.5%	7.7%	9.7%	4.7%	4.7%	3.5%
3	19.6%	17.9%	19.0%	19.0%	18.1%	20.0%	19.1%	36.1%	20.1%	19.9%
4	26.6%	19.2%	26.4%	25.3%	29.6%	26.3%	31.2%	29.1%	40.4%	27.1%
5 - Very likely	41.2%	44.4%	45.9%	41.9%	41.6%	41.2%	35.2%	27.8%	28.9%	41.8%
Not applicable	1.9%	3.7%	0.4%	1.5%	2.0%	0.7%	0.9%	0.2%	1.4%	4.4%

N (unweighted)	2044	134	190	332	312	328	292	103	64	278
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Conserve water at home (e.g., when cooking or showering)	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	4.6%	3.6%	6.4%
2	6.1%	7.0%	4.7%
3	19.6%	20.1%	18.7%
4	26.6%	24.6%	30.1%
5 - Very likely	41.2%	43.0%	38.0%
Not applicable	1.9%	1.8%	2.2%

N (unweighted)	2044	1,239	793
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Conserve water at home (e.g., when cooking or showering)	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	4.6%	4.1%	4.1%	5.8%	3.7%	5.8%	1.1%	6.4%	5.8%
2	6.1%	7.1%	4.2%	6.0%	3.9%	9.1%	5.0%	6.1%	4.0%
3	19.6%	8.3%	17.7%	16.4%	34.9%	22.8%	24.2%	14.1%	18.4%
4	26.6%	26.6%	37.6%	27.1%	26.9%	28.8%	21.8%	21.9%	25.9%
5 - Very likely	41.2%	53.6%	35.7%	42.7%	29.3%	31.9%	47.1%	47.5%	43.0%
Not applicable	1.9%	0.2%	0.8%	1.9%	1.3%	1.6%	0.8%	4.0%	2.8%

N (unweighted)	2044	244	491	514	132	198	172	156	62
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Conserve water at home (e.g., when cooking or showering)	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	4.6%	5.8%	11.3%	2.9%	5.2%	3.8%	4.7%	3.4%	3.2%	1.3%
2	6.1%	4.0%	7.0%	5.9%	4.4%	10.9%	2.9%	10.1%	6.2%	15.4%
3	19.6%	18.4%	20.2%	18.3%	26.7%	13.7%	20.2%	48.3%	10.2%	15.5%
4	26.6%	25.9%	22.1%	28.1%	24.0%	29.5%	21.2%	25.4%	35.3%	24.4%
5 - Very likely	41.2%	43.0%	39.4%	43.4%	39.4%	36.0%	50.8%	12.8%	42.0%	42.7%
Not applicable	1.9%	2.8%	0.1%	1.3%	0.3%	6.0%	0.1%	0.0%	3.0%	0.6%

N (unweighted)	2044	326	747	433	114	119	12	125	77	45
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Reduce home energy use for air-conditioning, heating or lighting	ALL	SEX		AGE GROUP						
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	6.3%	8.2%	4.4%	7.6%	10.8%	4.8%	2.3%	6.3%	3.2%	18.7%
2	7.8%	9.9%	5.6%	4.6%	8.4%	6.9%	6.5%	8.7%	8.0%	2.6%
3	20.4%	18.8%	22.0%	21.0%	28.2%	19.0%	20.4%	15.4%	17.1%	18.9%
4	24.5%	26.8%	22.2%	30.9%	13.6%	24.5%	27.5%	29.1%	26.3%	20.7%
5 - Very likely	37.6%	31.9%	43.5%	36.0%	36.0%	43.1%	36.3%	37.2%	44.5%	37.5%
Not applicable	3.3%	4.3%	2.2%	0.0%	3.1%	1.7%	7.0%	3.2%	0.9%	1.5%

N (unweighted)	2030	998	1,032	90	236	304	490	398	398	106
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Reduce home energy use for air-conditioning, heating or lighting	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	6.3%	14.4%	3.8%	6.8%	4.7%	6.5%	3.3%	2.9%	5.1%	5.1%
2	7.8%	3.1%	12.4%	6.1%	6.1%	6.2%	12.2%	14.1%	5.5%	10.2%
3	20.4%	17.9%	9.7%	19.4%	22.3%	24.5%	23.4%	10.8%	31.3%	23.9%
4	24.5%	16.6%	29.6%	20.9%	28.6%	25.5%	24.8%	49.7%	26.8%	20.6%
5 - Very likely	37.6%	40.9%	40.3%	46.7%	35.1%	34.6%	33.6%	22.3%	31.3%	34.7%
Not applicable	3.3%	7.1%	4.2%	0.1%	3.2%	2.6%	2.6%	0.2%	0.0%	5.5%

N (unweighted)	2030	131	188	331	310	326	289	102	64	278
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Reduce home energy use for air-conditioning, heating or lighting	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	6.3%	5.0%	8.7%
2	7.8%	7.4%	8.4%
3	20.4%	20.4%	20.3%
4	24.5%	25.3%	23.3%
5 - Very likely	37.6%	39.2%	34.8%
Not applicable	3.3%	2.7%	4.3%

N (unweighted)	2030	1,236	782
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Reduce home energy use for air-conditioning, heating or lighting	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	6.3%	3.5%	5.5%	5.4%	5.7%	6.6%	2.0%	10.6%	11.6%
2	7.8%	2.5%	6.3%	5.7%	12.0%	7.2%	12.9%	7.0%	6.4%
3	20.4%	13.7%	19.4%	17.6%	21.8%	26.4%	18.5%	16.4%	21.5%
4	24.5%	21.2%	33.5%	27.6%	21.7%	27.3%	21.0%	20.4%	22.9%
5 - Very likely	37.6%	58.7%	33.9%	43.2%	35.0%	29.9%	43.8%	37.3%	30.8%
Not applicable	3.3%	0.4%	1.5%	0.5%	3.8%	2.6%	1.8%	8.1%	6.8%

N (unweighted)	2030	244	488	514	130	194	170	155	62
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Reduce home energy use for air-conditioning, heating or lighting	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	6.3%	11.6%	13.3%	4.6%	2.8%	2.6%	7.2%	0.0%	10.1%	20.8%
2	7.8%	6.4%	7.6%	8.0%	12.3%	5.4%	5.6%	3.3%	4.6%	1.7%
3	20.4%	21.5%	15.9%	20.0%	20.7%	32.3%	21.3%	14.7%	22.0%	17.7%
4	24.5%	22.9%	22.8%	27.3%	27.1%	21.0%	13.3%	69.3%	25.2%	18.9%
5 - Very likely	37.6%	30.8%	39.6%	37.8%	32.9%	32.9%	51.8%	12.8%	37.4%	35.4%
Not applicable	3.3%	6.8%	0.8%	2.2%	4.2%	6.0%	0.8%	0.0%	0.7%	5.6%

N (unweighted)	2030	325	737	430	114	120	12	125	76	45
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Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	ALL	SEX								
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	34.7%	38.3%	31.0%	45.2%	40.7%	26.4%	27.8%	35.1%	38.5%	35.6%
2	19.3%	18.8%	19.9%	25.0%	15.4%	13.5%	24.3%	15.2%	21.7%	13.4%
3	17.8%	16.3%	19.2%	10.1%	15.6%	21.6%	18.9%	25.1%	14.0%	15.0%
4	9.4%	8.6%	10.3%	5.0%	8.0%	14.4%	6.6%	12.1%	10.8%	16.2%
5 - Very likely	12.9%	11.4%	14.4%	6.9%	16.8%	14.4%	15.8%	9.4%	10.1%	10.9%
Not applicable	5.9%	6.6%	5.2%	7.8%	3.5%	9.6%	6.5%	3.1%	4.8%	9.0%

N (unweighted)	2034	1,001	1,033	90	235	305	494	396	400	106
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Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	34.7%	30.9%	33.4%	33.8%	33.6%	37.9%	36.4%	56.0%	17.7%	34.0%
2	19.3%	9.9%	18.9%	22.3%	22.5%	20.6%	22.2%	21.1%	45.2%	14.3%
3	17.8%	19.9%	16.0%	17.8%	21.5%	14.7%	22.0%	8.4%	11.6%	15.9%
4	9.4%	6.5%	11.1%	9.2%	11.0%	11.4%	7.9%	7.1%	4.5%	9.5%
5 - Very likely	12.9%	21.0%	11.7%	12.3%	8.2%	13.7%	9.8%	6.0%	17.2%	14.5%
Not applicable	5.9%	11.9%	8.9%	4.6%	3.4%	1.8%	1.7%	1.5%	3.7%	11.7%

N (unweighted)	2034	132	190	331	311	324	291	103	64	277
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Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	34.7%	34.2%	35.6%
2	19.3%	20.9%	16.6%
3	17.8%	16.8%	19.4%
4	9.4%	10.2%	8.2%
5 - Very likely	12.9%	13.5%	11.8%
Not applicable	5.9%	4.5%	8.4%

N (unweighted)	2034	1,235	787
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Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	34.7%	41.1%	37.3%	30.7%	46.6%	41.4%	28.0%	33.5%	24.5%
2	19.3%	15.7%	20.7%	20.3%	18.4%	25.1%	15.1%	22.2%	11.4%
3	17.8%	16.2%	15.5%	17.2%	10.0%	16.5%	23.9%	15.1%	21.2%
4	9.4%	8.5%	9.9%	12.1%	7.8%	7.1%	11.8%	9.2%	6.9%
5 - Very likely	12.9%	14.6%	12.7%	10.6%	6.4%	7.3%	17.2%	11.4%	26.5%
Not applicable	5.9%	3.9%	4.0%	9.1%	10.7%	2.6%	3.9%	8.7%	9.5%

N (unweighted)	2034	244	489	515	132	194	171	154	61
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Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	34.7%	24.5%	41.9%	38.7%	33.1%	36.2%	22.9%	69.8%	31.0%	26.9%
2	19.3%	11.4%	15.7%	17.6%	24.2%	13.8%	22.3%	9.6%	17.5%	25.6%
3	17.8%	21.2%	18.6%	19.6%	16.3%	19.0%	19.6%	12.2%	19.1%	8.2%
4	9.4%	6.9%	5.5%	8.8%	8.7%	15.4%	6.7%	4.9%	9.1%	19.2%
5 - Very likely	12.9%	26.5%	11.1%	12.0%	12.6%	9.8%	22.7%	3.4%	17.0%	13.8%
Not applicable	5.9%	9.5%	7.1%	3.3%	5.1%	5.8%	5.8%	0.0%	6.3%	6.2%

N (unweighted)	2034	326	743	429	114	119	12	124	77	44
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Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	ALL	SEX		AGE GROUP						
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	15.7%	18.4%	12.9%	22.9%	22.4%	11.4%	10.2%	19.5%	13.0%	23.2%
2	13.3%	14.2%	12.3%	11.3%	11.7%	12.4%	12.8%	10.4%	13.5%	14.3%
3	26.4%	25.9%	27.0%	10.0%	21.5%	26.5%	31.5%	28.3%	32.1%	33.6%
4	19.6%	19.4%	19.7%	14.9%	13.3%	24.9%	19.3%	19.5%	25.5%	13.6%
5 - Very likely	19.8%	17.4%	22.2%	32.5%	19.9%	18.6%	22.5%	19.1%	14.9%	11.4%
Not applicable	5.3%	4.7%	5.9%	8.5%	11.1%	6.2%	3.8%	3.1%	1.1%	3.8%

N (unweighted)	2039	1,007	1,032	89	237	304	495	400	399	107
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Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	15.7%	27.9%	18.1%	9.4%	14.0%	16.2%	18.0%	8.4%	15.0%	11.3%
2	13.3%	6.7%	10.1%	17.1%	9.4%	14.5%	17.9%	20.3%	17.8%	15.2%
3	26.4%	23.9%	29.6%	25.5%	37.5%	17.3%	21.6%	24.7%	37.9%	27.2%
4	19.6%	13.8%	19.6%	19.5%	26.2%	18.8%	20.6%	29.6%	19.4%	15.2%
5 - Very likely	19.8%	18.6%	20.6%	23.6%	11.4%	25.3%	20.7%	16.8%	9.8%	19.9%
Not applicable	5.3%	9.1%	2.0%	4.8%	1.4%	7.9%	1.3%	0.2%	0.0%	11.2%

N (unweighted)	2039	131	190	332	313	329	291	103	64	275
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Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	15.7%	13.8%	18.9%
2	13.3%	14.3%	11.6%
3	26.4%	26.5%	25.9%
4	19.6%	19.6%	19.5%
5 - Very likely	19.8%	21.1%	17.6%
Not applicable	5.3%	4.6%	6.5%

N (unweighted)	2039	1,240	787
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Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	15.7%	14.2%	12.1%	15.0%	11.6%	12.3%	17.7%	18.6%	18.0%
2	13.3%	9.7%	15.2%	13.3%	19.0%	14.8%	19.5%	7.9%	4.4%
3	26.4%	17.8%	24.7%	23.9%	17.8%	30.9%	23.8%	34.6%	19.8%
4	19.6%	22.2%	22.1%	23.3%	20.5%	16.9%	19.1%	17.0%	22.0%
5 - Very likely	19.8%	35.4%	23.0%	18.5%	21.4%	19.4%	17.6%	14.1%	27.1%
Not applicable	5.3%	0.8%	2.9%	5.9%	9.6%	5.7%	2.3%	7.7%	8.6%

N (unweighted)	2039	245	486	513	132	197	172	156	63
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Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	15.7%	18.0%	24.3%	16.2%	10.6%	21.0%	22.8%	5.1%	9.5%	12.0%
2	13.3%	4.4%	10.1%	13.0%	20.2%	10.4%	5.6%	12.5%	8.3%	25.9%
3	26.4%	19.8%	31.0%	27.6%	25.5%	31.1%	22.2%	16.4%	16.6%	17.2%
4	19.6%	22.0%	8.7%	24.3%	16.0%	20.6%	22.0%	59.8%	25.3%	16.5%
5 - Very likely	19.8%	27.1%	22.2%	17.3%	19.2%	12.3%	23.5%	6.2%	29.1%	24.7%
Not applicable	5.3%	8.6%	3.7%	1.6%	8.5%	4.6%	3.9%	0.0%	11.3%	3.8%

N (unweighted)	2039	324	746	431	115	119	11	125	78	44
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Avoid or reduce car travel (e.g., walk, cycle, use public transport, car-pooling)	ALL	SEX								
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	19.2%	21.4%	17.0%	20.6%	25.0%	19.4%	14.3%	15.9%	17.7%	28.1%
2	12.4%	10.5%	14.4%	11.8%	15.6%	7.6%	11.0%	14.0%	15.7%	11.5%
3	22.8%	23.4%	22.2%	15.0%	17.1%	27.6%	25.0%	30.0%	19.1%	23.1%
4	18.1%	18.6%	17.6%	20.4%	11.9%	16.7%	19.6%	15.9%	25.7%	18.0%
5 - Very likely	22.8%	20.7%	25.0%	27.1%	22.7%	22.2%	27.4%	19.0%	18.6%	15.5%
Not applicable	4.7%	5.4%	3.9%	5.1%	7.6%	6.6%	2.6%	5.2%	3.1%	3.8%

N (unweighted)	2047	1,011	1,036	91	237	305	495	401	402	108
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Avoid or reduce car travel (e.g., walk, cycle, use public transport, car- pooling)	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	19.2%	24.6%	23.5%	17.0%	14.7%	18.3%	17.4%	19.1%	32.4%	20.2%
2	12.4%	3.8%	9.7%	16.7%	11.4%	16.9%	18.3%	17.8%	15.4%	7.0%
3	22.8%	19.8%	14.3%	19.8%	31.0%	21.4%	24.4%	22.4%	25.4%	25.7%
4	18.1%	12.9%	19.7%	18.0%	22.4%	17.9%	20.2%	17.0%	14.6%	15.8%
5 - Very likely	22.8%	31.7%	26.0%	25.1%	19.7%	18.6%	19.4%	13.1%	11.3%	24.6%
Not applicable	4.7%	7.4%	6.7%	3.4%	0.8%	6.8%	0.2%	10.6%	0.9%	6.7%

N (unweighted)	2047	133	192	332	314	330	292	102	64	277
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Avoid or reduce car travel (e.g., walk, cycle, use public transport, car- pooling)	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	19.2%	18.1%	21.3%
2	12.4%	13.2%	11.1%
3	22.8%	24.4%	19.6%
4	18.1%	17.1%	19.7%
5 - Very likely	22.8%	22.3%	23.9%
Not applicable	4.7%	4.9%	4.3%

N (unweighted)	2047	1,242	793
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Avoid or reduce car travel (e.g., walk, cycle, use public transport, car- pooling)	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	19.2%	17.0%	12.1%	17.5%	15.4%	18.6%	22.1%	27.7%	13.6%
2	12.4%	9.4%	13.2%	14.7%	14.3%	14.7%	13.9%	8.4%	7.3%
3	22.8%	16.9%	27.6%	22.6%	14.7%	26.1%	22.9%	20.2%	17.6%
4	18.1%	21.1%	20.4%	19.3%	15.5%	20.3%	17.3%	15.5%	14.8%
5 - Very likely	22.8%	35.2%	24.0%	22.5%	29.7%	16.5%	20.0%	22.5%	36.5%
Not applicable	4.7%	0.5%	2.8%	3.5%	10.4%	3.8%	3.8%	5.7%	10.2%

N (unweighted)	2047	245	492	515	131	198	172	157	62
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Avoid or reduce car travel (e.g., walk, cycle, use public transport, car- pooling)	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	19.2%	13.6%	21.4%	22.0%	18.8%	15.6%	28.0%	21.8%	7.3%	18.8%
2	12.4%	7.3%	11.9%	12.4%	18.9%	9.7%	7.3%	13.2%	11.4%	5.6%
3	22.8%	17.6%	22.5%	23.3%	23.8%	36.3%	16.4%	10.3%	11.5%	23.3%
4	18.1%	14.8%	11.6%	21.9%	18.5%	10.8%	25.1%	3.9%	13.7%	17.8%
5 - Very likely	22.8%	36.5%	25.5%	17.3%	17.8%	22.2%	22.5%	47.8%	43.4%	34.2%
Not applicable	4.7%	10.2%	7.0%	3.0%	2.2%	5.4%	0.7%	3.1%	12.7%	0.2%

N (unweighted)	2047	328	747	432	115	119	12	125	78	45
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Avoid or reduce air travel	ALL	SEX		AGE GROUP						
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	26.2%	30.2%	22.2%	21.1%	34.6%	23.7%	20.0%	21.9%	31.6%	28.0%
2	14.5%	13.2%	15.7%	16.4%	11.3%	11.1%	15.6%	16.1%	17.8%	11.9%
3	19.6%	20.5%	18.8%	16.1%	13.2%	18.3%	18.8%	30.3%	21.4%	17.2%
4	11.2%	11.9%	10.5%	16.5%	10.6%	11.8%	13.0%	7.7%	7.9%	17.8%
5 - Very likely	15.4%	12.7%	18.1%	21.5%	12.0%	18.5%	17.6%	15.3%	12.7%	12.3%
Not applicable	13.1%	11.6%	14.7%	8.4%	18.3%	16.6%	15.0%	8.8%	8.5%	12.9%

N (unweighted)	2044	1,005	1,039	89	237	305	495	400	402	108
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Avoid or reduce air travel	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	26.2%	31.5%	19.5%	15.7%	20.9%	28.0%	35.7%	38.6%	61.9%	29.8%
2	14.5%	8.6%	12.2%	18.1%	14.9%	12.2%	22.8%	19.3%	19.4%	11.5%
3	19.6%	19.2%	23.6%	21.1%	24.3%	14.6%	19.5%	19.7%	7.3%	17.1%
4	11.2%	7.8%	8.9%	8.4%	14.3%	16.3%	7.7%	3.3%	9.1%	14.4%
5 - Very likely	15.4%	19.6%	21.4%	23.0%	15.0%	8.8%	10.9%	5.0%	2.3%	12.8%
Not applicable	13.1%	13.4%	14.5%	13.7%	10.7%	20.1%	3.4%	14.1%	0.0%	14.3%

N (unweighted)	2044	133	191	332	313	330	291	102	64	277
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Avoid or reduce air travel	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	26.2%	25.1%	28.0%
2	14.5%	15.2%	13.2%
3	19.6%	20.3%	18.4%
4	11.2%	11.8%	10.1%
5 - Very likely	15.4%	14.2%	17.3%
Not applicable	13.1%	13.4%	12.8%

N (unweighted)	2044	1,241	791
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Avoid or reduce air travel	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	26.2%	29.9%	28.5%	22.3%	32.8%	18.5%	35.6%	25.4%	24.4%
2	14.5%	16.9%	18.3%	15.6%	17.6%	16.5%	11.1%	14.5%	7.1%
3	19.6%	17.4%	20.8%	21.8%	23.5%	24.0%	17.1%	13.8%	20.3%
4	11.2%	13.1%	10.9%	11.3%	5.1%	16.9%	6.4%	12.3%	8.2%
5 - Very likely	15.4%	17.3%	11.4%	11.8%	6.1%	8.4%	21.3%	19.2%	23.6%
Not applicable	13.1%	5.3%	10.2%	17.2%	14.8%	15.8%	8.5%	14.9%	16.4%

N (unweighted)	2044	245	491	516	131	197	172	156	61
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Avoid or reduce air travel	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	26.2%	24.4%	29.6%	27.8%	29.7%	17.8%	24.2%	26.4%	18.9%	17.5%
2	14.5%	7.1%	14.5%	18.4%	13.8%	11.2%	4.3%	54.0%	17.8%	6.3%
3	19.6%	20.3%	21.4%	20.1%	21.3%	14.5%	20.9%	0.9%	11.6%	23.4%
4	11.2%	8.2%	7.3%	11.1%	8.4%	12.1%	17.0%	0.0%	14.3%	17.4%
5 - Very likely	15.4%	23.6%	16.7%	14.3%	10.6%	21.4%	21.7%	15.7%	19.2%	19.5%
Not applicable	13.1%	16.4%	10.5%	8.3%	16.2%	22.9%	11.9%	3.1%	18.2%	15.8%

N (unweighted)	2044	328	747	431	114	120	12	125	78	43
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Avoid or reduce eating meat	ALL	SEX		AGE GROUP						
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	47.0%	51.9%	41.9%	46.6%	58.1%	40.8%	41.4%	44.4%	46.5%	53.2%
2	17.2%	16.8%	17.6%	25.9%	9.2%	13.4%	17.5%	19.0%	24.6%	12.3%
3	14.8%	13.8%	15.9%	6.9%	9.3%	22.6%	18.3%	18.1%	13.0%	10.7%
4	7.6%	6.3%	9.1%	10.5%	5.0%	9.5%	6.4%	9.5%	7.9%	9.2%
5 - Very likely	10.6%	7.9%	13.4%	10.1%	13.4%	10.7%	13.4%	8.1%	6.8%	6.1%
Not applicable	2.9%	3.5%	2.2%	0.0%	5.0%	3.0%	3.0%	0.9%	1.2%	8.4%

N	2042	1,010	1,032	91	237	305	495	401	398	107
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Avoid or reduce eating meat	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	47.0%	43.0%	45.7%	43.7%	41.0%	48.3%	56.5%	63.1%	65.6%	48.7%
2	17.2%	13.3%	19.0%	19.0%	18.2%	19.2%	16.5%	16.9%	20.0%	12.9%
3	14.8%	18.1%	13.6%	15.1%	21.3%	12.0%	11.3%	7.8%	8.1%	13.3%
4	7.6%	8.3%	2.7%	12.0%	9.9%	5.8%	6.0%	4.0%	3.0%	7.4%
5 - Very likely	10.6%	11.8%	17.3%	9.3%	8.1%	11.8%	9.5%	7.9%	0.4%	10.1%
Not applicable	2.9%	5.5%	1.6%	0.9%	1.5%	3.0%	0.3%	0.2%	2.9%	7.6%

N (unweighted)	2042	134	191	330	314	330	291	103	64	274
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Avoid or reduce eating meat	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	47.0%	45.5%	49.6%
2	17.2%	17.2%	16.8%
3	14.8%	16.1%	12.7%
4	7.6%	7.0%	8.6%
5 - Very likely	10.6%	11.1%	9.7%
Not applicable	2.9%	3.0%	2.6%

N (unweighted)	2042	1,241	789
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Avoid or reduce eating meat	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	47.0%	34.3%	43.8%	49.4%	52.3%	42.5%	54.4%	51.5%	34.7%
2	17.2%	16.6%	19.3%	15.4%	17.5%	23.9%	14.7%	18.0%	5.8%
3	14.8%	19.7%	12.2%	13.1%	14.2%	19.3%	13.6%	12.5%	16.5%
4	7.6%	10.0%	8.5%	11.8%	6.1%	5.2%	7.7%	6.6%	8.6%
5 - Very likely	10.6%	17.2%	14.9%	7.7%	5.6%	8.1%	9.0%	6.9%	24.4%
Not applicable	2.9%	2.1%	1.5%	2.6%	4.3%	1.0%	0.6%	4.4%	10.0%

N (unweighted)	2042	244	492	513	132	197	170	156	63
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Avoid or reduce eating meat	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	47.0%	34.7%	44.6%	49.3%	52.3%	49.9%	40.1%	72.4%	38.3%	33.1%
2	17.2%	5.8%	19.4%	15.5%	18.1%	17.0%	18.5%	15.0%	16.8%	18.7%
3	14.8%	16.5%	16.7%	14.8%	15.3%	13.0%	18.0%	0.9%	9.0%	16.0%
4	7.6%	8.6%	9.0%	9.0%	4.0%	13.3%	6.8%	0.0%	4.3%	13.4%
5 - Very likely	10.6%	24.4%	7.3%	9.5%	9.9%	6.3%	13.8%	11.8%	24.6%	18.3%
Not applicable	2.9%	10.0%	2.9%	1.9%	0.5%	0.5%	2.8%	0.0%	7.1%	0.5%

N (unweighted)	2042	325	745	431	115	120	12	125	78	45
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Avoid or reduce eating dairy products	ALL	SEX		AGE GROUP						
		Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
1 - Not at all likely	46.2%	50.8%	41.4%	47.3%	60.0%	39.0%	38.0%	44.8%	46.5%	51.1%
2	20.3%	19.7%	21.0%	21.4%	12.6%	14.4%	25.2%	21.9%	25.5%	13.2%
3	14.5%	11.7%	17.4%	7.2%	12.0%	21.5%	16.3%	14.9%	12.5%	12.4%
4	8.0%	7.4%	8.6%	5.4%	4.2%	11.9%	9.5%	8.6%	8.5%	10.2%
5 - Very likely	8.9%	8.3%	9.6%	18.7%	8.3%	10.8%	8.4%	9.4%	5.8%	4.6%
Not applicable	2.1%	2.1%	2.0%	0.0%	2.8%	2.4%	2.6%	0.4%	1.2%	8.5%

N (unweighted)	2036	1,004	1,032	91	237	305	493	396	400	106
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Avoid or reduce eating dairy products	ALL	HOUSEHOLD INCOME								
		Less than \$20,000 per year	Between \$20,001 and \$30,000 per year	Between \$30,001 and \$50,000 per year	Between \$50,001 and \$70,000 per year	Between \$70,001 and \$100,000 per year	Between \$100,001 and \$150,000 per year	Between \$150,001 and \$200,000 per year	More than \$200,000 per year	Don't know/ prefer not to say
1 - Not at all likely	46.2%	44.5%	40.1%	46.8%	37.8%	51.0%	54.0%	54.3%	54.4%	47.4%
2	20.3%	15.5%	21.3%	21.0%	28.7%	17.1%	19.4%	28.6%	24.6%	15.0%
3	14.5%	16.0%	19.0%	13.8%	13.5%	11.7%	12.6%	6.3%	9.4%	19.3%
4	8.0%	7.5%	4.3%	9.0%	13.2%	6.3%	8.0%	5.8%	8.3%	5.9%
5 - Very likely	8.9%	10.9%	13.2%	9.2%	5.4%	13.3%	5.4%	4.7%	3.3%	7.0%
Not applicable	2.1%	5.7%	2.1%	0.2%	1.4%	0.6%	0.6%	0.2%	0.0%	5.4%

N (unweighted)	2036	133	190	329	312	326	291	103	64	277
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Avoid or reduce eating dairy products	ALL	EMPLOYED	
		Yes	No
1 - Not at all likely	46.2%	45.6%	47.2%
2	20.3%	20.6%	19.6%
3	14.5%	15.4%	13.1%
4	8.0%	6.9%	9.8%
5 - Very likely	8.9%	9.7%	7.7%
Not applicable	2.1%	1.8%	2.5%

N (unweighted)	2036	1,237	787
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Avoid or reduce eating dairy products	ALL	HIGHEST QUALIFICATION							
		Postgraduate degree (Masters' degree or PhD)	Undergraduate (Bachelor) degree	Vocational qualification (includes trade certificates, diplomas etc)	University Bursary or 7th form	Sixth form/UE/NCEA Level 2	NCEA Level 1 or School Certificate	No formal school qualification	Prefer not to say
1 - Not at all likely	46.2%	42.7%	45.0%	46.9%	47.2%	43.4%	51.2%	44.2%	43.9%
2	20.3%	14.2%	18.7%	17.6%	28.3%	26.0%	19.5%	21.4%	11.7%
3	14.5%	18.8%	15.5%	17.3%	10.1%	14.3%	17.5%	8.4%	16.2%
4	8.0%	14.7%	13.0%	7.8%	3.5%	4.4%	6.0%	13.0%	5.6%
5 - Very likely	8.9%	8.8%	7.2%	8.4%	8.3%	10.4%	4.8%	8.0%	19.3%
Not applicable	2.1%	0.8%	0.5%	1.9%	2.7%	1.4%	1.1%	4.9%	3.3%

N (unweighted)	2036	245	490	513	130	197	170	153	63
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Avoid or reduce eating dairy products	ALL	HOUSEHOLD TYPE								
		Single person household	Couple only (no children/none at home)	Two parent family, one or two children at home	Two parent family, three or more children at home	One parent family, one or two children at home	One parent family, three or more children at home	Flatting or boarding - not a family home	Extended family	Prefer not to say
1 - Not at all likely	46.2%	43.9%	46.7%	47.0%	51.2%	41.0%	41.5%	72.1%	43.8%	30.1%
2	20.3%	11.7%	19.4%	21.7%	25.0%	17.6%	11.5%	16.1%	17.9%	19.5%
3	14.5%	16.2%	18.5%	14.1%	13.0%	13.4%	16.6%	0.0%	8.4%	17.5%
4	8.0%	5.6%	4.9%	8.0%	6.3%	19.3%	7.1%	6.9%	8.2%	14.1%
5 - Very likely	8.9%	19.3%	8.3%	6.9%	4.1%	8.6%	21.2%	4.9%	21.1%	18.4%
Not applicable	2.1%	3.3%	2.3%	2.3%	0.4%	0.0%	2.1%	0.0%	0.7%	0.4%
N (unweighted)	2036	323	743	430	114	120	12	125	78	45