New Zealanders' attitudes & behaviours towards CLINATE CHANGE

Ipsos Global Advisor

July 2022

Understanding public opinion on climate change

The Ipsos Global Advisor Survey is conducted globally (around 30 markets) on a regular basis. It focuses on the most important issues of the day, and recent topics covered have ranged from inflation to COVID-19 vaccine mandates.

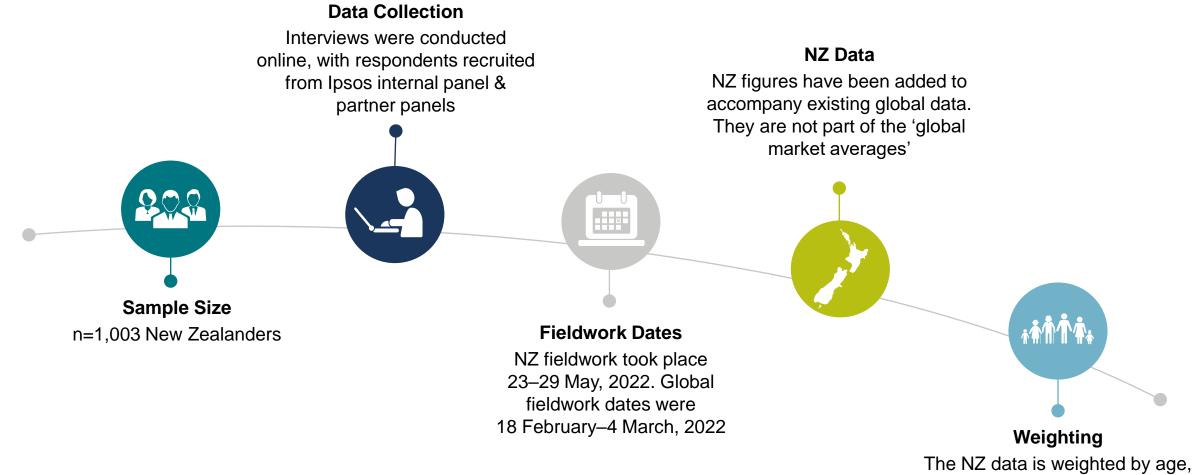
The current survey looks at attitudes and behaviours towards climate change and the environment.

Specifically, this report covers:

- New Zealanders' level of concern around climate change
- Awareness of and attitudes surrounding governments' initiatives to combat climate change
- The role of governments, businesses and individuals in addressing issues surrounding climate change
- Behaviours people are likely to adopt in order to reduce their contribution to climate change
- Opinions on how much responsibility different sectors and industries have on reducing emissions and combatting climate change

Background & methodology – New Zealand





gender, region & ethnicity to ensure the results represent NZ population

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NB: Some slides compare 2022 data with that of 2021. Significantly higher / lower figures are reported at 95% confidence. Where results do not sum to 100 or the 'difference' appears to be + / -1 more / less than the actual, this may be due to rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.

Key findings



Over two thirds of people globally are concerned about the impacts of climate change, both in their own countries and around the world. New Zealanders are the most concerned about the impact of climate change seen globally compared to people in other countries around the world.



There is an increased level of awareness of the urgency of the climate crisis. Compared to last year, significantly more New Zealanders recognise that individuals, businesses and government need to act now.



However, this has not translated into clear changes in how people plan to act. The proportion of the public, both globally and in New Zealand, planning to make pro-environmental changes over the coming year has not increased significantly since last year.



People's understanding of what to do as individuals to reduce contribution to carbon emissions also remains low. Recycling and growing / producing your own food are incorrectly identified by New Zealanders as the top-2 most impactful carbon-reducing actions, while living car-free or changing to a vegan diet (which have a far higher impact) are not seen by most as having a major impact.



Interestingly, **New Zealanders are great recyclers** (with 95% indicating that they are already recycling or are likely to start recycling in the next 12 months) **but are particularly reluctant to eat less meat** (42% say they are unlikely to reduce their meat consumption) **and dairy products** (49% are unlikely to reduce dairy consumption).



Despite progress over the last 12 months, **awareness of governments' climate change action plan remains fairly low**. Globally, just 39% agree that their government has a clear plan in place for how government, businesses and people are going to work together to tackle climate change. New Zealanders have a better awareness, with 46% recognising that the government has a clear climate action plan.



How worried are we?

Summary: How worried are we?

Globally, over two thirds are concerned about the impacts of climate change, both in their own countries and around the world.

New Zealand is the country most concerned about the impact seen globally.

However, views are split on whether we will make significant progress towards mitigating climate change in this next decisive decade.





New Zealanders are significantly more concerned about the impacts of climate change than the rest of world

Q. How concerned are you, if at all, about the impacts of climate change that are already being seen in your country / other countries around the world?

% Concerned		Gender Age			Education							
		Global average	New Zealand	Males	Females	16–34 years	35–49 years	50–64 years	65+ years	<level 3<="" th=""><th>Level 4–7</th><th>Level 8–10</th></level>	Level 4–7	Level 8–10
	Your own country	68%	76%	71%	81%	74%	80%	74%	77%	72%	72%	79%
	Other countries	70%	81%	78%	84%	81%	82%	78%	81%	76%	85%	81%

Green / red indicates significantly higher / lower than global average figures

Green / red indicates significantly higher / lower than NZ total figures

QED1: How concerned are you, if at all, about the impacts of climate change that are already being seen.



Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). NB: Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

Compared to the rest of the world, **New Zealanders** are particularly concerned about the current impacts of climate change seen around the world

Country data

Q. How concerned are you, if at all, about the impacts of climate change that are already being seen in other countries around the world?

Country	Concerned	Not concerned
Global Country Average	70%	25%
New Zealand	81%	16%
Italy	79%	16%
South Korea	79%	18%
Colombia	77%	20%
Malaysia	77%	20%
Spain	77%	17%
Hungary	76%	20%
Argentina	75%	20%
Chile	75%	20%
South Africa	75%	21%
Switzerland	75%	21%
India	74%	21%
Brazil	74%	22%
Ireland	73%	23%
Sweden	73%	24%
France	72%	23%
Peru	71%	23%
Turkey	70%	24%
Norway	70%	27%
Mexico	70%	25%
Australia	69%	24%
Great Britain	69%	24%
Belgium	68%	26%
Germany	68%	26%
Poland	67%	27%
Japan	66%	25%
Canada	64%	29%
Netherlands	63%	31%
United States	60%	32%
China	58%	35%
Saudi Arabia	55%	32%
Russia	45%	46%



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QED1: How concerned are you, if at all, about the impacts of climate change that are already being seen...

Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

3 in 4 New Zealanders are concerned about the impacts of climate change that are already being seen in our country

Country data

Q. How concerned are you, if at all, about the impacts of climate change that are already being seen in your country?

Country	Concerned	Not concerned
Global Country Average	68%	27%
South Africa	83%	14%
Chile	80%	15%
Italy	79%	18%
Colombia	79%	18%
India	78%	15%
Malaysia	78%	19%
Argentina	78%	20%
Brazil	77%	18%
Spain	77%	19%
New Zealand	76%	21%
Turkey	76%	18%
Hungary	74%	21%
Mexico	74%	23%
South Korea	74%	23%
Poland	70%	24%
Peru	70%	26%
Japan	69%	24%
Ireland	68%	29%
France	67%	28%
Australia	65%	30%
Belgium	64%	31%
Great Britain	64%	29%
United States	61%	31%
Canada	60%	32%
Norway	60%	37%
Germany	59%	35%
Switzerland	58%	37%
Sweden	55%	42%
Saudi Arabia	55%	33%
Russia	53%	38%
Netherlands	51%	43%
China	48%	49%

QED1: How concerned are you, if at all, about the impacts of climate change that are already being seen...

Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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Q. How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?

% Likely		Gender Age				Education						
		Global average	New Zealand	Males	Females	16–34 years	35–49 years	50–64 years	65+ years	<level 3<="" th=""><th>Level 4–7</th><th>Level 8–10</th></level>	Level 4–7	Level 8–10
	Your own country	57%	65%	64%	66%	63%	68%	63%	66%	62%	61%	69%
	Other countries	57%	46%	44%	48%	52%	52%	37%	43%	42%	48%	51%

Green / red indicates significantly higher / lower than global average figures

Green / red indicates significantly higher / lower than NZ total figures

QED2: How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?



Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

Nearly a third of New Zealanders don't think we will make significant progress against climate change this decade

Country data

Q. How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?

Your country

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Country	Likely	Unlikely
Global Country Average	57%	36%
China	85%	12%
India	77%	18%
Saudi Arabia	76%	17%
Sweden	73%	23%
Malaysia	69%	28%
New Zealand	65%	31%
Ireland	62%	33%
Switzerland	61%	33%
Chile	61%	31%
Italy	60%	33%
Peru	58%	34%
Germany	57%	34%
United States	55%	36%
Colombia	55%	38%
Poland	55%	37%
Australia	55%	37%
Hungary	54%	39%
France	53%	37%
Brazil	53%	39%
South Korea	53%	42%
Great Britain	53%	38%
Mexico	53%	42%
Spain	52%	39%
South Africa	52%	42%
Japan	51%	37%
Canada	51%	39%
Turkey	51%	40%
Norway	50%	39%
Netherlands	48%	43%
Argentina	43%	50%
Belgium	43%	46%
Russia	40%	47%

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QED2: How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?
Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

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There is division globally & in New Zealand on whether other countries will make significant progress in the next 10 years

Country data

Q. How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?

Other countries around the world

Country	Likely	Unlikely
Global Country Average	57%	34%
Malaysia	78%	17%
India	76%	16%
Peru	74%	19%
Colombia	72%	22%
Saudi Arabia	70%	19%
China	69%	22%
Mexico	69%	24%
South Africa	68%	24%
Chile	68%	24%
Argentina	66%	26%
Brazil	63%	30%
Poland	61%	28%
Italy	61%	32%
Ireland	60%	34%
Australia	58%	34%
Hungary	58%	34%
Turkey	58%	33%
Sweden	56%	39%
Japan	56%	32%
Switzerland	54%	40%
Spain	49%	40%
United States	47%	41%
New Zealand	46%	48%
South Korea	46%	47%
Great Britain	46%	42%
France	45%	43%
Russia	43%	42%
Belgium	41%	47%
Canada	40%	50%
Germany	37%	51%
Netherlands	34%	57%
Norway	34%	55%



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QED2: How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years? Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

Who is responsible?

How are different sectors contributing to climate change?

Summary: Who is responsible?

The public see high-profile sectors associated with carbon emissions as having a greater responsibility for reducing their contribution to climate change – particularly energy companies and sectors associated with transport.

Sectors whose carbon emissions aren't as obvious – such as financial services and online retail – are seen as having less responsibility.



New Zealanders believe that everyone – government, businesses & individuals – have a shared responsibility to reduce their carbon emissions



% Responsible			Gender			Education					
	Global average	New Zealand	Males	Females	16–34 years	35–49 years	50–64 years	65+ years	<level 3<="" th=""><th>Level 4–7</th><th>Level 8–10</th></level>	Level 4–7	Level 8–10
Government	77%	86%	85%	87%	83%	88%	86%	86%	82%	89%	87%
Businesses	76%	84%	82%	86%	80%	85%	86%	85%	78%	88%	86%
Individuals	74%	79%	76%	82%	78%	84%	80%	74%	75%	81%	83%
	l dicates significa n global averag				Green	red indicates	significantly hi	gher / lower th	an NZ total figur	es	

QED3: How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

The public see highprofile carbonemitting sectors, such as energy, as having more responsibility for reducing their contribution to climate change

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



Global average

New Zealand

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Sector		A great deal / fair amount	Not very much / none at all
Energy companies / providers		82%	14%
		85%	11%
Car manufacturers		80%	15%
	2010 2010 2010	85%	11%
Public transport providers		77%	18%
i ubile transport providers	2010 2010 2010	83%	14%
Airlines		77%	17%
Ainines	<u>काल</u> इंगल्ड	84%	12%
Manufacturers of household		74%	20%
goods	20102 20102	81%	16%
		74%	20%
Tech / electronics companies	212	78%	17%
	3	68%	26%
Clothing & fashion brands		72%	24%
Hoopitality	3	62%	32%
Hospitality		71%	25%
		55%	37%
Online retail	10-20-00 10-20-00 10-000-00	67%	27%
Financial contine providence	3	53%	39%
Financial service providers	ক্রান্থ - ়	59%	35%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

What is the plan?

Who should act to combat climate change?

Summary: Responsibility for climate action

Globally, just **39%** agree their government **has a clear plan in place** for how government, businesses and people are going to work together to tackle climate change.

More New Zealanders agree, with 46% saying the government has a clear climate change plan.



Globally, 68% state that if their national government does not act now to combat climate change, then it is failing citizens.

65% of New Zealanders hold this view.

Globally, **68%** state that if **businesses** do not act now to combat climate change, then **they are failing their employees and customers**. 70% of New Zealanders hold this view.



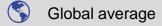
Globally, **70%** agree that if individuals do not act now to combat climate change, they will be failing future generations.

73% of New Zealanders hold this view.



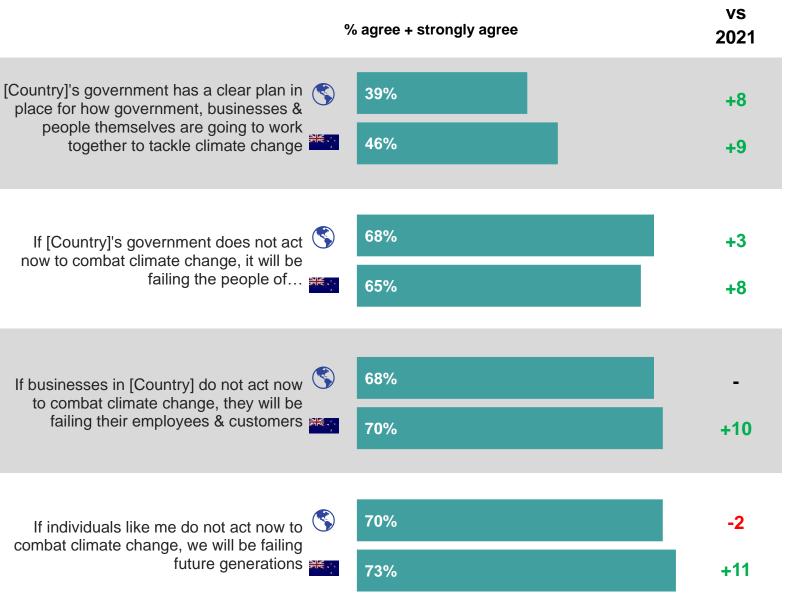
There has been progress over the last 12 months, with more people thinking their government has a clear plan. This year, more New **Zealanders recognise** that individuals & businesses also need to act

Q. To what extent do you agree or disagree with the following...



🍋 New Zealand

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TH2: To what extent do you agree or disagree with the following statements...

Base: 2022 – New Zealand (n=1,003), Global (22,033 online adults aged 16–74 across 29 countries, 18 Feb–4 Mar 2022); 2021 – New Zealand (n=1,010), Global (n=20,511 online adults aged 16–74 across 29 countries, 19 Feb–5 Mar 2021). Note: Comparator countries are those that have been asked this question in 2022 and 2021: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, United States of America.

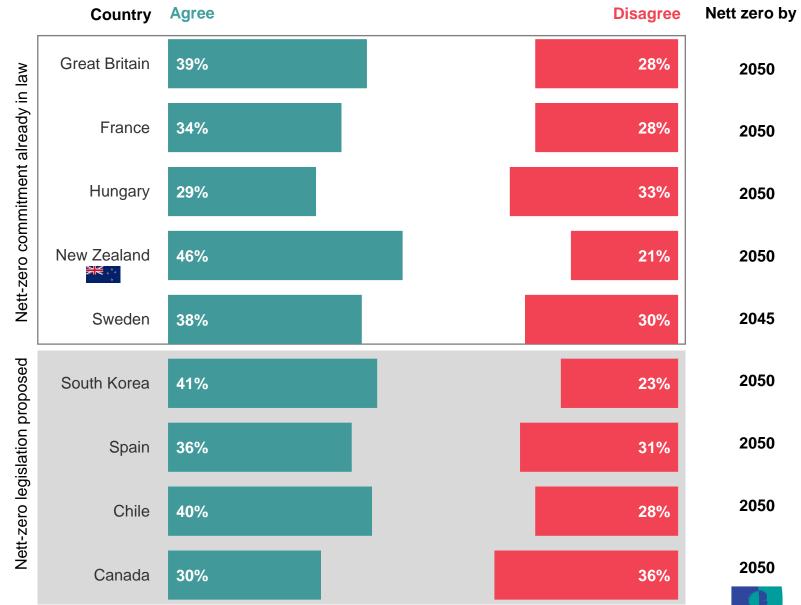


Legally binding nett-zero commitments do not correlate with higher awareness of a government's plans

Country data

Q. To what extent do you agree or disagree with the following:

[COUNTRY]'s government has a clear plan in place for how government, businesses and people themselves are going to work together to tackle climate change



TH2: To what extent do you agree or disagree with the following statements...

20 © Ipsos | New Zealanders' Attitudes & Behaviours Towards Climate Change 2022 **Base:** New Zealand (n=1,003), Global (n=22,534 online adults across 30 countries, 18 Feb–4 Mar 2022). **NB:** Excludes Norway due to methodological differences in how question was asked; only countries with nett-zero legislation (proposed or implemented) are shown. **Source:** Energy & Climate Intelligence Unit, 2020. Net Zero tracker: Net Zero Emissions Race. Available here: https://eciu.net/netzerotracker.

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What are we going to do?

Personal actions to be taken



Summary: What are we going to do?



While the public show **increasing levels of awareness of the urgency** with regard to the climate crisis, **this has not translated into clear changes in how they plan to act**. The proportion of the public planning to make pro-environmental changes over the coming year has not increased significantly since last year.

When asked what changes they are likely to make in order to combat climate change over the next year, the majority again mentioned **avoiding excess packaging**, with 58% expecting to make this change over the coming year (vs 59% in 2021). The public show least intention to change on higher-impact actions such as dietary changes and avoiding flights, though there have been increases in expectation to change on these measures since 2021.



Public understanding of what to do as individuals to reduce contribution to carbon emissions is low. Less packaging and recycling are incorrectly seen as priorities, whereas living car-free or changing to a vegan diet (which have a far higher impact) are not seen by most as having a major impact.



Recycling & saving energy at home are top of mind for the vast majority of New **Zealanders**, with over 90% indicating that they are either likely to do or are already doing this

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

	Likely	I'm already doing this	Total
Recycling materials e.g. glass, paper & plastic	33%	62%	95%
Saving energy at home	41%	52%	93%
Saving water at home	44%	41%	85%
Avoiding products with a lot of packaging	54%	30%	84%
Avoiding buying new goods	50%	31%	81%
Changing your household heating system to a low-carbon heating system, e.g. a heat pump	32%	41%	73%
Walking / cycling / using public transport instead of driving a car / motorbike	41%	23%	64%
Eating less meat / replacing the meat in some meals with alternatives, e.g. beans	34%	22%	56%
Not flying / replacing some flights with train / bus journeys	36%	19%	55%
Eating fewer dairy products / replacing dairy products with alternatives, e.g. soya milk	34%	16%	50%
QTH1: Thinking about things you might do in order to limit your own contribution to changes within the next year? Please select one answer in each row that applies.	·	'very likely to' + 'fairly likely to' y or unlikely would you be to make the following	Ipsos

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NZ rank in 2021

1

2

3

5

4

8

6

9

7

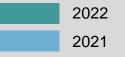
Avoiding products with a lot of packaging Avoiding buying new goods, e.g. mending what you have / buying used products instead	54% 53% 50% 46%
Saving water at home, e.g. by having water shorter showers / not watering your garden	44% 43%
Walking / cycling / using public transport instead of driving a car / motorbike	41% 36%
Saving energy at home, e.g. by installing insulation / switching off lights	41% 39%
Not flying / replacing some flights with train / bus journeys	36% 31%
Eating less meat / replacing the meat in some meals with alternatives, e.g. beans	34% 35%
Eating fewer dairy products / replacing dairy products with alternatives, e.g. soya milk	34% 29%
Recycling materials such as glass, paper & plastic	33% 33%
Changing your household heating system to a low- carbon heating system, e.g. a heat pump	32%

New Zealanders' willingness to make climatepositive changes has remained relatively steady compared to 2021

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

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Likely



Change 2022



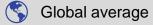
QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? Please select one answer in each row that applies.

Base: New Zealand – 2022 (n=1,003), 2021 (n=1,010)

24

Compared to those around the world, New **Zealanders remain** less willing to consume less meat & dairy or switch to more sustainable transport options

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?



New Zealand

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	Likely	Unlikely
Avoiding products with a lot of packaging	58%	18%
	54%	15%
Avoiding buying new goods	54%	21%
	50%	17%
Saving water at home	52%	16%
	44%	14%
Saving energy at home	52%	12%
Caving chorgy at home	41%	6 <mark>%</mark>
Recycling materials, e.g. glass, paper & plastic	50%	11%
	33%	4% <mark>.</mark>
Walking / cycling / using public transport instead of	49%	22%
driving a car / motorbike	41%	33%
Not flying / replacing some flights with train / bus	46%	28%
journeys	36%	36%
Eating less meat / replacing the meat in some meals	44%	35%
with alternatives, e.g. beans	34%	42%
Changing your household heating system to a low-	44%	31%
carbon heating system, e.g. a heat pump	32%	21%
Eating fewer dairy products / replacing dairy products	41%	43%
with alternatives, e.g. soya milk	34%	49%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? Please select one answer in each row that applies.



Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

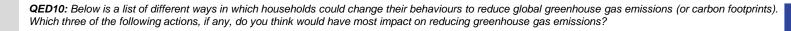
The public perceive many actions as having a far greater impact on reducing emissions than they actually do

1.21.21

Q. Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?



New Zealand



26 © Ipsos | New Zealanders' Attitudes & Behaviours Towards Climate Change 2022 True rank for reducing emissions

	1000			Likely
60	49% 50%		Recycling	
4	30% 26%	2	e electricity	Switching to purchasing renewab
38	28% 28%		s packaging	Less
46	22% 20%		irable items	Buying fewer / more du
5	22% 21%			Shifting to pub
9	21% 22%		able energy 🞬	More energy-efficient cooking equip cleaner fuel / renew
34	16% 19%	16% 19%		Fuel-efficient driving practices, e. correct gear & driving
23	16% 30%	16%	ur own food	Growing / producing yo
6		15% 16%	housing for (efficiency	Refurbishing & renovating
1		15% 15%	ing car-free	Liv
7		7% 8%	vegan diet	Having a
31		5% 4%	ousing to fill (Having smaller living spaces / co-he
25		4% 3%	having pets	Not

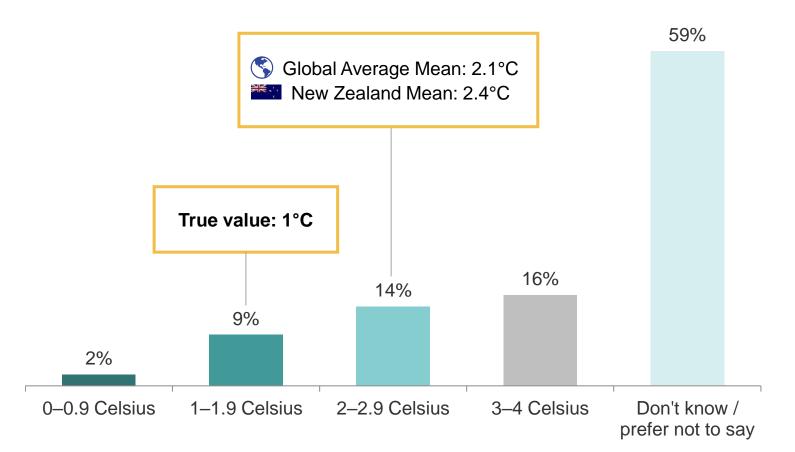
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Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway. Source: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: https://iopscience.iop.org/article/10.1088/1748-9326/ab8589/pdf

The public are more likely to overestimate how much the Earth has warmed – although many simply don't know

New Zealand

Q. How much do you think the climate of the Earth has warmed since 1850, if at all?



QED11: How much do you think the climate of the Earth has warmed since 1850, if at all? Please write in your answer in degrees Celsius below. Your answer can include up to two decimal points ranging from zero (0) to 4 degrees Celsius.



Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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Background & methodology – Global



These are the findings of the Global Advisor wave 167 (GA 167), an Ipsos survey conducted between February 18 and March 4, 2022.

The survey instrument is conducted monthly in 31 countries around the world via the Ipsos Online Panel system.

The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, mainland China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Norway, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 23,577 adults aged 18–74 in the US, Canada, Hong Kong, Malaysia, South Africa and Turkey, aged 16–99 in Norway and aged 16–74 in all other countries, were interviewed. Approximately 1,000+ individuals participated on a country-by-country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, India, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland and Turkey, where each have a sample of approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to + / - 3.5 percentage points and of 500 accurate to + / - 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

18 of the 31 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Norway Poland, South Korea, Spain, Sweden, Switzerland and United States).

The samples in Brazil, Chile, mainland China, Colombia, India, Ireland, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban and educated, and/or more affluent than the general population. They are not nationally representative of their country. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

A 30-country subset of the 31 countries in the 2022 worldwide study appears in charts where the data from

Norway is not comparable to that gathered in other countries. This is due to the way in which these questions were asked in Norway.

A 29-country subset of the 31 countries in the 2022 worldwide study appears alongside a 29-market subset of the 30 markets in the 2021 worldwide study. This is used to compare data between these two studies.

Please consult the base notes of comparator charts for a full list of the countries included therein.

Worldwide 30-market study 2021

30 markets around the world via the Ipsos Online Panel system. Total base: 21,011 online adults aged 16–74 across 30 countries. Fieldwork dates: Friday, February 19 to Friday, March 5, 2021. The markets reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, Hong Kong, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States of America.



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APPENDIX



Who is responsible?



The majority of people feel their government is responsible for reducing carbon emissions

Country data

Q. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Government

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	77%	17%
China	91%	8%
South Korea	90%	9%
New Zealand	86%	11%
Colombia	86%	12%
Chile	84%	12%
Norway	84%	12%
Ireland	83%	14%
India	82%	14%
Sweden	82%	13%
South Africa	82%	14%
Hungary	82%	13%
Spain	81%	12%
Japan	81%	11%
Mexico	81%	15%
Great Britain	79%	
Australia	78%	17%
Peru	78%	19%
Brazil	78%	17%
Argentina Canada	77%	19%
United States	76% 73%	18% 20%
Saudi Arabia	73%	16%
Netherlands	73%	21%
Belgium	72%	21%
France	71%	23%
Germany	71%	23%
Switzerland	71%	24%
Italy	70%	24%
Malaysia	68%	25%
Poland	67%	25%
Russia	67%	20%
Turkey	63%	29%



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People feel businesses have a level of responsibility similar to governments to reduce emissions

Country data

Q. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Business

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	76%	18%
China	89%	9%
South Korea	89%	10%
Hungary	88%	7%
South Africa	86%	11%
Norway	84%	11%
New Zealand	84%	13%
Colombia	84%	13%
Ireland	84%	15%
Spain	83%	12%
Japan	81%	11%
Australia	80%	15%
Chile	80%	16%
Brazil	79%	16%
Mexico	79%	17%
India	79%	16%
Great Britain	79%	15%
Peru	78%	17%
Canada	76%	17%
Netherlands	74%	20%
Belgium	73%	19%
United States	73%	20%
France	72%	22%
Germany	72%	20%
Switzerland	71%	23%
Sweden	71%	22%
Argentina	70%	23%
Russia	68%	20%
Saudi Arabia	67%	23%
Poland	67%	23%
Italy	67%	27%
Malaysia	65%	29%
Turkey	62%	31%



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QED3: How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions? Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

The public also recognises its own responsibility for lowering emissions

Country data

Q. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Individuals around the world

Country	A great deal / fair amount	
---------	----------------------------	--

Not very much / none at all

	-	
Global Country Average		20%
South Africa	87%	9%
Colombia	86%	10%
Peru	84%	12%
Chile	84%	12%
India	82%	14%
Mexico	82%	14%
Argentina	82%	13%
South Korea	81%	18%
Spain	80%	15%
Hungary	80%	15%
Ireland	80%	17%
Brazil	79%	15%
China	79%	18%
Japan	79%	13%
New Zealand	79%	18%
Norway	76%	19%
Sweden	75%	21%
Great Britain	74%	20%
Australia	74%	21%
Italy	72%	23%
Germany	72%	22%
Switzerland	71%	24%
United States	71%	22%
Saudi Arabia	70%	21%
Malaysia	69%	24%
Canada	68%	25%
Turkey	66%	27%
France	65%	27%
Belgium	65%	28%
Poland	62%	30%
Netherlands	60%	33%
Russia	48%	39%
		0070



36 © Ipsos | New Zealanders' Attitudes & Behaviours Towards Climate Change 2022 **QED3:** How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions? **Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

The majority state that car manufacturers are responsible for driving reduction in emissions

Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Car manufacturers

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	80%	15%
China	91%	8%
Hungary	90%	5%
South Korea	90%	8%
South Africa	88%	10%
Ireland	87%	11%
Colombia	86%	11%
Mexico	86%	12%
New Zealand	85%	11%
Chile	84%	12%
Argentina	83%	12%
Sweden	83%	14%
Canada	82%	13%
Norway	82%	14%
India	81%	15%
Spain Great Britain	81%	
Peru	81% 80%	
Japan	80%	16% 12%
Australia	79%	
United States	77%	13%
Belgium	77%	17%
Brazil	77%	17%
Russia	76%	18%
Netherlands	74%	19%
Italy	74%	19%
France	73%	19%
Saudi Arabia	73%	18%
Germany	73%	18%
Switzerland	71%	23%
Poland	71%	18%
Malaysia	69%	27%
Turkey	69%	23%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



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Airlines are also perceived to be highly responsible for playing their part in tackling climate change

Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Airlines

South Africa	85%	11%
China	85%	14%
New Zealand	84%	12%
Colombia	84%	13%
Norway	84%	12%
Sweden	83%	13%
Spain	82%	10%
Chile	80%	15%
Great Britain	80%	14%
Mexico	79%	18%
Australia	78%	16%
India	78%	17%
Canada	77%	17%
Peru	76%	19%
Brazil	76%	19%
Argentina	76%	17%
United States	76%	18%
Netherlands	76%	18%
Belgium	75%	19%
Japan	74%	16%
France	73%	19%
Germany	73%	18%
Saudi Arabia	72%	19%
Russia	72%	20%
Italy	71%	17%
Switzerland	70%	23%
Poland	69%	19%
Malaysia	67%	26%
Turkey	62%	30%

Global Country Average 77%

A great deal / fair amount

Country

South Korea

Hungary

Ireland

87%

87%

86%

Not very much / none at all

8%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



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Public transport providers are perceived to be as responsible as airlines for reducing emissions

Country data

39

Change 2022

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Public transport providers (e.g. taxis, buses, trains, trams)

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	77%	18%
Colombia	88%	10%
China	86%	13%
Ireland	86%	14%
Hungary	85%	10%
South Korea	85%	13%
South Africa	85%	12%
Mexico	85%	13%
New Zealand	83%	14%
Peru	83%	14%
Chile	83%	14%
Argentina	82%	14%
India	81%	17%
Norway	81%	15%
Spain	80%	13%
Great Britain	80%	15%
Brazil	78%	17%
Sweden	77%	20%
Canada	77%	17%
Australia	76%	18%
Japan	76%	15%
United States	75%	18%
Belgium	74%	18%
Saudi Arabia	72%	20%
Netherlands	72%	22%
Italy	72%	21%
Malaysia	71%	26%
France	70%	21%
Germany	69%	24%
Switzerland	69%	25%
Russia	69%	24%
Poland	68%	24%
Turkey	66%	28%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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Household goods manufacturers are on the same level as transport in terms of responsibility for reducing emissions

Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Manufacturers of household goods (groceries, toiletries, cleaning products, etc.)

Country	A great deal / fair amount	Not very much / none at all
I Country Average	74%	20%
Mexico	86%	12%
Colombia	86%	12%
South Africa	84%	13%
South Korea	84%	15%
Ireland	82%	16%
Hungary	82%	13%
Norway	81%	14%
New Zealand	81%	16%
India	81%	16%
Peru	80%	17%
Chile	80%	15%
Sweden	80%	17%
Argentina	79%	16%
Spain	79%	14%
Brazil	78%	18%
Great Britain	78%	16%
Australia	75%	19%
China	72%	26%
Canada	72%	21%
Saudi Arabia	70%	20%
United States	70%	22%
Belgium	69%	23%
Italy	69%	23%
France	69%	23%
Japan	68%	21%
Netherlands	67%	26%
Russia	66%	27%
Poland	64%	25%
Switzerland	64%	30%

Global

all

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

64%

62%

61%

Germany

Turkey

Malaysia



26%

30%

33%

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The fashion industry should also be a role model in taking responsibility for climate change

Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Clothing and fashion brands / companies

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	68%	26%
Norway	81%	15%
Sweden	80%	17%
Ireland	80%	18%
South Korea	79%	20%
Spain	79%	14%
Colombia	79%	18%
India	78%	19%
South Africa	77%	20%
Great Britain	75%	18%
Chile	74%	21%
Brazil	74%	21%
Mexico	72%	25%
New Zealand	72%	24%
Hungary	<u>69%</u>	24%
Australia	68%	26%
France	67%	23%
Belgium	66%	27%
Canada	66%	27%
Netherlands	64%	28%
China	64%	33%
Switzerland Poland	64% 63%	29%
	63%	25% 27%
Italy Germany	63%	21%
Japan	63%	25%
Saudi Arabia		31%
Peru	60%	33%
United States	60%	31%
Argentina	60%	34%
Turkey	59%	33%
Malaysia	55%	39%
Russia	39%	52%

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QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

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Financial services are less associated responsibility to reduce emissions

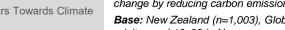
Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Financial service providers (banks, pensions, insurance, etc.)

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	53%	39%
India	72%	24%
Norway	70%	23%
Ireland	69%	27%
Brazil	66%	28%
Spain	64%	27%
Great Britain	64%	28%
South Africa	61%	35%
New Zealand	59%	35%
Australia	59%	33%
Colombia	58%	37%
Sweden	58%	38%
Saudi Arabia	58%	33%
South Korea	55%	43%
Peru	52%	42%
Switzerland	52%	41%
Malaysia	52%	41%
Japan	50%	35%
France	50%	40%
Netherlands	50%	41%
Belgium	49%	40%
Italy	49%	40%
United States	49%	42%
Mexico	48%	47%
Canada	48%	43%
Chile	48%	45%
Turkey	48%	44%
Hungary	48%	44%
Germany	47%	43%
China	45%	53%
Argentina	44%	47%
Poland	38%	49%
Russia	30%	62%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



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Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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Energy companies are charged with having the most responsibility to reduce their emissions

Country data

43

Change 2022

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Energy companies / providers (e.g. oil, gas, fuel, renewables, etc.)

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	82%	14%
China	92%	7%
Hungary	90%	5%
South Korea	90%	9%
Argentina	90%	7%
Colombia	89%	10%
South Africa	88%	10%
Ireland	88%	10%
Mexico	88%	10%
New Zealand	85%	11%
Chile	85%	11%
Peru	85%	12%
Spain Sweden	84%	9%
India	83% 83%	14% 14%
Norway	83%	
Australia	82%	13%
Great Britain	82%	13%
Canada	81%	14%
Brazil	80%	16%
Japan	80%	11%
Russia	80%	14%
United States	79%	16%
Netherlands	79%	15%
Italy	78%	15%
Belgium	77%	17%
Saudi Arabia	76%	16%
Germany	76%	17%
France	75%	17%
Malaysia	73%	24%
Switzerland	73%	23%
Poland	72%	18%
Turkey	70%	20%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

© Ipsos | New Zealanders' Attitudes & Behaviours Towards Climate Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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Tech companies should also be playing their part in reducing their climate change contribution

Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Technology and electronics companies

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	74%	20%
South Africa	85%	12%
South Korea	85%	14%
Ireland	83%	14%
Mexico	83%	14%
Colombia	82%	14%
Hungary	81%	13%
Norway	80%	14%
Spain	80%	13%
Brazil	79%	15%
India	79%	17%
New Zealand	78%	17%
Sweden	78%	18%
Chile	77%	18%
Great Britain	75%	18%
Canada	74%	18%
Argentina	74%	20%
China	73%	25%
Peru	73%	23%
Australia	72%	21%
Italy	72%	22%
Belgium	72%	21%
Netherlands	70%	22%
Japan	70%	18%
Saudi Arabia	69%	23%
Germany	69%	22%
Switzerland	69%	25%
Malaysia	68%	26%
United States	68%	23%
Poland	66%	24%
Turkey	65%	27%
France	65%	24%
Russia	62%	30%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



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Action from hospitality on reducing emissions is expected by almost two thirds globally

G

Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Hospitality (e.g. restaurants, hotels)

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	62%	32%
India	80%	16%
South Africa	79%	19%
Norway	77%	18%
Colombia	76%	20%
Ireland	76%	22%
Brazil	72%	23%
New Zealand	71%	25%
South Korea	70%	28%
Great Britain	69%	23%
Saudi Arabia	69%	23%
Spain	69%	23%
China	68%	31%
Malaysia	64%	30%
Australia	64%	29%
Mexico	64%	33%
Peru	64%	31%
Sweden	64%	32%
Chile	62%	33%
United States	60%	32%
Argentina	59%	33%
Canada	59%	34%
Hungary	59%	35%
Japan	57%	30%
Turkey	55%	36%
Italy	55%	37%
France	51%	37%
Switzerland	51%	42%
Belgium	51%	42%
Germany	48%	43%
Netherlands	45%	47%
Poland	45%	42%
Russia	30%	60%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



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The public have a lower expectation of online retail to tackle its contribution to climate change

Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Online retail

46

Country	A great deal / fair amount	Not very much / none at all
Global Country Average	55%	37%
India	75%	22%
Norway	75%	19%
Ireland	74%	23%
Sweden	69%	26%
New Zealand	67%	27%
Great Britain	67%	25%
Belgium	62%	29%
Brazil	61%	33%
Germany	60%	29%
Switzerland	60%	34%
Australia	58%	34%
Spain	58%	33%
South Africa	58%	37%
South Korea	58%	40%
Canada	57%	34%
Netherlands	56%	33%
France	56%	31%
Saudi Arabia	55%	37%
Italy		35%
United States	53%	37%
Japan	53%	33%
Colombia	53%	43%
Malaysia	51%	42%
China	51%	46%
Poland	49%	38%
Hungary	48%	45%
Turkey		39%
Mexico	45%	51%
Chile	42%	51%
Peru	41%	54%
Argentina	33%	57%
Russia	26%	65%

QED4: Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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What's the plan?



Awareness of government plans to tackle climate change is higher in New Zealand compared to the global average

Country data

Q. To what extent do you agree or disagree with the following:

[COUNTRY]'s government has a clear plan in place for how government, businesses and people themselves are going to work together to tackle climate change

Global Country Average 39% 82% China Saudi Arabia 67% India 65% New Zealand 46% Malaysia 46% Switzerland 44% Ireland 43% 41% South Korea Italy 41% 40% Brazil Mexico 40% Chile 40% Great Britain 39% Sweden 38% Turkey 38% Australia 37% 36% Peru Colombia 36% Germany 36% Spain 36% 34% France Poland 32% Russia 31% South Africa 31% Netherlands 30% 30% Canada Japan 30% Hungary 29% United States 27% Belgium 26% Argentina 25%

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te **TH2:** To what extent do you agree or disagree with the following statements...

Base: New Zealand (n=1,003), Global (n=22,534 online adults across 30 countries, 18 Feb-4 Mar 2022). NB: Excludes Norway due to methodological differences in how guestion was asked.

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Country Agree

Disagree

28%

3%

6%

12%

21%

27%

22%

25%

23%

21%

34%

28%

28%

28%

30%

29%

36%

37%

38%

28%

31%

28%

37%

15%

41%

32%

36%

25%

33%

40%

35%

44%

65% of New Zealanders are of the view that the government needs to act now to combat climate change or risk failing the population

Country data:

Q. To what extent do you agree or disagree with the following:

If [COUNTRY]'s government does not act now to combat climate change, it will be failing the people of [COUNTRY]

Country	Agree	Disagre
Global Country Average	68%	10%
Chile	86%	4 <mark>%</mark>
Colombia	85%	4 <mark>%</mark>
South Africa	84%	5 <mark>%</mark>
Argentina	83%	5 <mark>%</mark>
Peru	80%	7%
Mexico	76%	7%
Malaysia	76%	7%
China	75%	6%
Brazil	75%	7%
France	74%	8%
Ireland	73%	11%
Belgium	72%	7%
India	71%	7%
Spain	70%	8%
Australia	70%	12%
Sweden	68%	12%
Italy	68%	10%
Hungary	68%	7%
Great Britain	66%	9%
	65%	15%
Canada	63%	13%
Poland	62%	
United States	62%	
Turkey	61%	17%
Netherlands	61%	16%
Germany	60%	
South Korea	60%	
Switzerland	56%	
Saudi Arabia	55%	11%
Japan	48%	
Russia	46%	14%

TH2: To what extent do you agree or disagree with the following statements...

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Base: New Zealand (n=1,003), Global (n=22,534 online adults across 30 countries, 18 Feb-4 Mar 2022). NB: Excludes Norway due to methodological differences in how question was asked.

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There is strong agreement on the need for corporate action to combat climate change globally, with New Zealand sitting just above the global average

Country data:

Q. To what extent do you agree or disagree with the following:

If businesses in [COUNTRY] do not act now to combat climate change, they will be failing their employees and customers

Country	Agree	Disagree	
Global Country Average	68%	9%	
Colombia	83%	5%	
Peru	83%	5 <mark>%</mark>	
Chile	82%	5%	
South Africa	80%	5%	
Mexico	78%	5%	
Brazil	77%	5%	
Argentina	77%	5%	
China	74%	5 <mark>%</mark>	
France	74%	8%	
Ireland	73%	10%	
Sweden	71%	12%	
Spain	70%	8%	
	70%	11%	
India	69%	9%	
Belgium	69%	8%	
Australia Great Britain	68%		
	67%	9%	
Malaysia	67% 66%	8% 9%	
Italy Netherlands	65%	9%	
Hungary	<u>64%</u>	7%	
Poland	63%		
Canada	62%	13%	
Germany	<u>62%</u>	12%	
Saudi Arabia	<u>62%</u>	9%	
South Korea	<u>61%</u>	10%	
Turkey	61%	15%	
United States	61%	15%	
Switzerland	59%	14%	
Russia	48%	12%	
Japan	44%	14%	

TH2: To what extent do you agree or disagree with the following statements...

Base: New Zealand (n=1,003), Global (n=22,534 online adults across 30 countries, 18 Feb-4 Mar 2022). NB: Excludes Norway due to methodological differences in how question was asked.

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G



Individuals also feel the burden of responsibility & nearly 3 in 4 New Zealanders agree that they need to act now or risk failing future generations

Country data:

Q. To what extent do you agree or disagree with the following:

If individuals like me do not act now to combat climate change, we will be failing future generations

Country	Agree	
Global Country Average	70%	
Colombia	86%	
Chile	84%	
Mexico	83%	
Peru	83%	
Argentina	83%	
South Africa	81%	
China	79%	
Malaysia	76%	
Brazi	76%	
India	75%	
Ireland	74%	
Spair	73%	
New Zealand	73%	
Sweder	71%	
Italy	71%	
Turkey	69%	
Saudi Arabia	68%	
Australia	68%	
Hungary	68%	
South Korea	67%	
France	67%	
Great Britair	66%	
Belgium	65%	
Switzerland	64%	
Netherlands	63%	
Germany		
Canada	62%	
United States	61%	
Polanc	61%	
Japar	44%	
Russia	41%	

TH2: To what extent do you agree or disagree with the following statements...

Base: New Zealand (n=1,003), Global (n=22,534 online adults across 30 countries, 18 Feb-4 Mar 2022). NB: Excludes Norway due to methodological differences in how guestion was asked.

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51 © Ipsos | New Zealanders' Attitudes & Behaviours Towards Climate Change 2022 Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?



Likelihood to take action on climate change 2022 across countries

Top-3 actions: #1 in country						•	0	4	1		*	0				۲	0	0		2022.01	(•)	•	۲			0			>>		(*		
#2 in country#3 in country	тот	AR	GAUS	S BEI			СН	CHL	СНN	COL	ESP	FRA	GB	GER	HUN	IND	IRE	ITA	JAP	KSA	KOR	MAL	MEX	NOR	NLD	PER	POL	RUS	SAF	SE	TUR	USA	NZ
Avoiding products with a lot of packaging	58%	64%	6 55%	655%	6 55%	652%	49%	63%	76%	65%	65%	45%	53%	55%	52%	67%	58%	65%	53%	60%	72%	68%	62%	54%	52%	64%	48%	52%	61%	44%	55%	49%	54%
Avoiding buying new goods, e.g. mending what you have / buying used products instead	54%	56%	⁄₀48%	% 48%	6 47%	651%	54%	64%	68%	64%	57%	44%	49%	54%	51%	65%	53%	58%	43%	57%	66%	65%	60%	48%	49%	63%	42%	49%	56%	41%	49%	48%	50%
Saving water at home, e.g. by having shorter showers / not watering your garden / yard		58%	6 48%	643%	646%	646%	45%	57%	69%	54%	57%	34%	48%	52%	50%	64%	57%	58%	50%	59%	63%	65%	56%	42%	47%	61%	37%	47%	54%	36%	50%	45%	44%
Saving energy at home, e.g. by installing insulation / switching off lights	52%	56%	645%	647%	646%	647%	47%	59%	71%	57%	59%	35%	47%	49%	51%	62%	54%	61%	51%	56%	64%	65%	50%	45%	48%	64%	37%	52%	57%	33%	49%	47%	41%
Recycling materials, e.g. glass, paper & plastic	50%	57%	6 43%	640%	650%	644%	39%	59%	74%	55%	54%	30%	43%	44%	51%	67%	48%	52%	53%	59%	65%	68%	55%	34%	43%	59%	34%	60%	58%	27%	53%	43%	33%
Walking / cycling / using public transport instead of driving a car / motorbike	49%	58%	641%	643%	645%	634%	39%	57%	72%	58%	58%	35%	45%	47%	45%	65%	49%	55%	41%	60%	61%	61%	56%	36%	43%	65%	39%	47%	46%	34%	57%	33%	41%
Not flying / replacing some flights with train / bus journeys	46%	56%	6389	636%	646%	633%	47%	55%	68%	55%	52%	33%	36%	47%	40%	62%	40%	54%	37%	51%	53%	54%	57%	36%	35%	61%	35%	41%	47%	34%	53%	32%	36%
Eating less meat / replacing the meat in some meals with alternatives, e.g. beans	44%	52%	635%	6379	6419	629%	44%	53%	60%	58%	51%	33%	37%	45%	39%	55%	42%	56%	29%	56%	52%	55%	61%	34%	37%	64%	33%	35%	46%	35%	44%	33%	34%
Eating fewer dairy products / replacing dairy products with alternatives, e.g. soya milk	41%	48%	629%	6319	646%	۶ 27%	37%	54%	62%	56%	41%	28%	34%	40%	31%	59%	40%	46%	28%	51%	55%	57%	57%	27%	25%	65%	27%	30%	45%	22%	51%	31%	33%
Changing your household heating system to a low-carbon heating system, e.g. a heat pump	44%	56%	%32%	6389	651%	6 26%	641%	57%	62%	51%	45%	34%	28%	46%	42%	65%	46%	51%	19%	60%	58%	57%	49%	32%	36%	54%	36%	32%	53%	22%	50%	31%	32%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'

Despite more New Zealanders' stating they are willing to drive less compared to last year, we are still below the global average

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Walking / cycling / using public transport instead of driving a car / motorbike

Country L	_ikely
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Global Country Average 49% 22% 72% China 9% India 65% 15% 65% Peru 12% Malaysia 61% 24% South Korea 61% 17% Saudi Arabia 60% 18% Spain 58% 15% Colombia 58% 10% Argentina 58% 13% Mexico 57% 10% Turkey 57% Chile 57% Italy 55% 17% 49% 26% Ireland 47% 22% Germany 47% Russia 27% South Africa 46% 27% Great Britain 45% 24% 45% 17% Brazil 45% 21% Hungary Netherlands 43% 25% 43% 24% Belgium 32% 41% Australia 41% New Zealand 33% 41% Japan 37% Switzerland 39% 25% 39% Poland 23% Norway 36% 29% 35% 25% France Sweden 34% 20% 34% 37% Canada United States 33% 45%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'



Unlikely

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New Zealanders are 10 points below the global average for likelihood of not flying / flying less frequently

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Not flying / replacing some flights with train / bus journeys

Country	Likely	Unlikely
Global Country Average	46%	28%
China	68%	18%
India	62%	19%
Peru	61%	23%
Mexico	57%	20%
Argentina	56%	22%
Malaysia	54%	32%
Colombia	55%	27%
Chile	55%	25%
Italy	54%	22%
South Korea	53%	29%
Turkey	53%	21%
Spain	52%	24%
Saudi Arabia	51%	26%
Switzerland	47%	29%
Germany	47%	22%
South Africa	47%	30%
Brazil	46%	20%
Russia	41%	35%
Hungary	40%	20%
Ireland	40%	40%
Australia	38%	35%
Japan	37%	37%
New Zealand	36%	36%
Great Britain	36%	36%
Belgium	36%	29%
Norway	36%	38%
Poland	35%	25%
Netherlands	35%	40%
Sweden	34%	31%
France	33%	25%
Canada	33%	34%
United States	32%	34%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'



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New Zealanders are generally pretty reluctant to reduce their meat consumption

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Eating less meat / replacing the meat in some meals with alternatives, e.g. beans

Country	Likely	
untry Average	44%	
Peru	64%	
Mexico	61%	
China	60%	
Colombia	58%	
Italy	56%	
Saudi Arabia	56%	
India	55%	
Malaysia	55%	
Chile	53%	
South Korea	52%	
Argonting	52%	

Unlikely

Global Country Average	44%	35%
Peru	64%	21%
Mexico	61%	17%
China	60%	29%
Colombia	58%	22%
Italy	56%	25%
Saudi Arabia	56%	23%
India	55%	21%
Malaysia	55%	33%
Chile	53%	24%
South Korea	52%	40%
Argentina	52%	26%
Spain	51%	32%
South Africa	46%	39%
Germany	45%	29%
Switzerland	44%	28%
Turkey	44%	27%
Ireland	42%	43%
Brazil	41%	30%
Hungary	39%	47%
Great Britain	37%	40%
Netherlands	37%	43%
Belgium	37%	38%
Australia	35%	44%
Sweden	35%	36%
Russia	35%	48%
New Zealand	34%	42%
Norway	34%	44%
Poland	33%	42%
France	33%	33%
United States	33%	49%
Canada	29%	51%
Japan	29%	59%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'



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Nearly half (49%) of New **Zealanders state** they are unlikely to consume fewer dairy products

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Eating fewer dairy products / replacing dairy products with alternatives, e.g. soy / soya milk

Country	Likely	Unl	ikely
Global Country Average	41%	4	3%
Peru	65%		9%
China	62%		27%
India	59%		26%
Mexico	57%	2	23%
Malaysia	57%	3	81%
Colombia	56%	2	28%
South Korea	55%	3	84%
Chile	54%	3	82%
Saudi Arabia	51%	2	27%
Turkey	51%		84%
Argentina	48%		87%
Italy	46%		3%
Brazil	46%		84%
South Africa	45%		3%
Spain	41%		3%
Germany	40%		89%
Ireland	40%		9%
Switzerland	37%		7%
Great Britain	34%		51%
New Zealand	33%		9%
Hungary	31%		52%
Belgium	31%		0%
United States	31%		0%
Russia	30%		6%
Australia	29%		5%
France	28%		<u>60%</u>
Japan	28%		<u>9%</u>
Norway	27%		<u>5%</u>
Poland	27%		<u>50%</u>
Canada	27%		54%
Netherlands	25%		<u>32%</u>
Sweden	22%	6	60%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'



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Base: New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb-4 Mar 2022). NB: Surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

.

Despite ranking very low in likelihood of saving energy at home, only 6% of New Zealanders say that they are unlikely to do this

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Saving energy at home, e.g. by installing insulation / switching off lights

Country	Likely
Global Country Average	52%
China	71%
Malaysia	65%
Peru	64%
South Korea	64%
India	62%
Italy	61%
Chile	59%
Spain	59%
Colombia	57%
South Africa	57%
Saudi Arabia	56%
Argentina	56%
Ireland	54%
Russia	52%
Hungary	51%
Japan	51%
Mexico	50%
Turkey	49%
Germany	49%
Netherlands	48%
Switzerland	47%
Great Britain	47%
Belgium	47%
United States	47%
Canada	47%
Brazil	46%
Australia	45%
Norway	45%
New Zealand	41%
Poland	37%
France	35%
Sweden	33%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'

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Despite ranking very low in likelihood of recycling, only 4% of New **Zealanders say** that they are unlikely to do this

Country data

59

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Recycling materials, e.g. glass, paper and plastic

Country	Likely
---------	--------

Global Country Averag Chin Malaysi Indi South Kore Russi Per Saudi Arabi Chil South Afric Argentin Mexic Colombi Spai Japa Turke Ita Hungar Braz Irelan Canad German Austral Great Brita Netherland United State Belgiur Switzerlan Norwa Polan New Zealan

		•
Average	50%	11%
China	74%	9%
Malaysia	68%	11%
India	67%	14%
uth Korea	65%	11%
Russia	60%	26%
Peru	59%	9%
di Arabia	59%	18%
Chile	59%	8%
uth Africa	58%	10%
Argentina	57%	13%
Mexico	55%	8%
Colombia	55%	8%
Spain	54%	11%
Japan	53%	22%
Turkey	53%	13%
Italy	52%	9%
Hungary	51%	15%
Brazil	50%	12%
Ireland	48%	11%
Canada	44%	7%
Germany	44%	10%
Australia	43%	10%
at Britain	43%	9%
therlands	43%	10%
ed States	43%	15%
Belgium	40%	10%
/itzerland	39%	10%
Norway	34%	8%
Poland	34%	15%
Zealand	33%	4%
France	30%	10%
Sweden	27%	6%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'



Unlikely

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Just over half (54%) of the NZ population are likely to avoid products with a lot of packaging – similar to the global average of 58%

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Avoiding products with a lot of packaging

Country Likely

Global Country Ave South k Ma Cold Arge M South Saudi A Ir Be Aus Ger 🗮 🔛 New Ze No Great E Hu Ca R Nether United S Switze P Sv

,, ,		
/erage	58%	18%
China	76%	8%
Korea	72%	13%
alaysia	68%	16%
India	67%	14%
Italy	65%	15%
lombia	65%	10%
Spain	65%	15%
Peru	64%	12%
jentina	64%	12%
Chile	63%	13%
Nexico	62%	12%
Africa	61%	18%
Arabia	60%	17%
reland	58%	18%
elgium	55%	17%
Turkey	55%	19%
Brazil	55%	15%
ıstralia	55%	20%
rmany	55%	14%
ealand	54%	15%
lorway	54%	20%
Britain	53%	20%
Japan	53%	31%
ungary	52%	18%
anada	52%	22%
Russia	52%	35%
rlands	52%	25%
States	49%	28%
erland	49%	15%
Poland	48%	25%
France	45%	18%
weden	44%	24%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'

lpsos

Unlikely

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50% of New Zealanders are likely to avoid buying new goods vs the global average of 54%

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Avoiding buying new goods, e.g. mending what you have / buying used products instead

Country	Like	y

Global Country Average China South Korea Malaysia India Colombia Chile Peru Mexico Italy Saudi Arabia Spain South Africa Argentina Switzerland Germany Ireland Hungary Canada New Zealand Russia Great Britain Netherlands Turkey Belgium Norway Australia United States Brazil France Japan

Poland

Sweden

)	54%		
l	68%		
l	66%		
l	65%		
l	65%		
l	64%		
ł	64%		
I	63%		
)	60%		
,	58%		
l	57%		
1	57%		
l	56%		
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l	49%		
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l	48%		
•	48%		
	47%		
•	44%		
	43%		
	42%		
	41%		

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'

Ipsos

Unlikely

21%

19%

18%

16%

19%

16%

14%

19%

13%

19%

19%

20%

23%

20%

<u>16%</u> 18%

25%

22%

20%

17%

36%

26%

29%

21%

20%

18%

24%

26%

20%

18%

41%

24%

19%

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The proportion of New Zealanders who are likely to save water is comparatively low (44%)

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Saving water at home, e.g. by having shorter showers / not watering your garden

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Country	Entery	Officery
Global Country Average	52%	16%
China	69%	11%
Malaysia	65%	16%
India	64%	12%
South Korea	63%	18%
Peru	61%	11%
Saudi Arabia	59%	13%
Italy	58%	14%
Argentina	58%	11%
Spain	57%	11%
Chile	57%	9%
Ireland	57%	17%
Mexico	56%	6%
South Africa	54%	8%
Colombia	54%	9%
Germany	52%	14%
Hungary	50%	16%
Turkey	50%	16%
Japan	50%	30%
Australia	48%	15%
Great Britain	48%	19%
Netherlands	47%	23%
Russia	47%	30%
Canada	46%	21%
Brazil	46%	10%
United States	45%	21%
Switzerland	45%	16%
New Zealand	44%	
Belgium	43%	14%
Norway Poland	42%	24%
Sweden	37%	19%
France	36%	
France	34%	13%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'

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Unlikely

32% of New Zealanders are likely to change their heating system at home

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Change your household heating system to a low-carbon heating system, e.g. a heat pump

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Global Country Average 44% 65% India China 62% Saudi Arabia 60% South Korea 58% 57% Chile Malaysia 57% Argentina 56% 54% Peru South Africa 53% Colombia 51% 51% Brazil 51% Italy Turkey 50% 49% Mexico 46% Germany Ireland 46% Spain 45% 42% Hungary Switzerland 41% Belgium 38% Poland 36% Netherlands 36% 34% France Australia 32% Russia 32% Norway 32% New Zealand 32% United States 31% Great Britain 28% 26% Canada 22% Sweden

Japan

19%

31% 14% 20% 18% 22% 26% 28% 17% 19% 19% 19% 30% 31% 16% 23% 42%
14% 20% 18% 22% 26% 28% 17% 19% 14% 19% 30% 31% 16% 23% 42%
20% 18% 22% 26% 28% 17% 19% 14% 19% 30% 31% 16% 23%
18% 30% 22% 26% 28% 17% 19% 19% 30% 31% 16% 23%
30% 22% 26% 17% 19% 14% 19% 30% 31% 16% 23%
22% 26% 28% 17% 19% 14% 19% 30% 31% 16% 23%
26% 28% 17% 19% 14% 30% 31% 16% 23%
28% 17% 19% 19% 30% 31% 16% 23%
17% 19% 14% 30% 31% 16% 23% 42%
19% 14% 19% 30% 31% 16% 23% 42%
14% 19% 30% 31% 16% 23% 42%
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30%
38%
52%
30%
21%
46%
55%
44%
24%

QTH1: Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely = 'certain to' + 'very likely to' + 'fairly likely to'



Unlikely

What are we going to do?

Ipsos

Likelihood to take action on climate change 2022 across countries

Top-3 actions:																																	
#1 in country			F	\bullet		()		*					<u> </u>			•					2.222.01								8				
#2 in country				<u> </u>	\mathbf{r}	(7)				_	-		A N		-	-				* 4	-	-					-	-	~		-	-	
#3 in country	тот	ARG	AUS	BEL	BRA	CAN	СН	CHL	CHN	COL	ESP	FRA	GB	GER	HUN	IND	IRE	ITA	JAP	KOR	KSA	MAL	MEX	NLD	NOR	PER	POL	RUS	SAF	SE	TUR	USA	NZ
Recycling	49%	63%	47%	48%	60%	49%	45%	62%	46%	67%	51%	47%	42%	39%	49%	41%	47%	46%	35%	54%	34%	54%	58%	39%	50%	62%	53%	42%	63%	43%	47%	50%	50%
Switching to purchasing renewable electricity	30%	43%	35%	26%	26%	20%	31%	45%	27%	45%	31%	18%	34%	30%	31%	24%	35%	35%	15%	19%	24%	13%	54%	22%	13%	43%	39%	32%	41%	30%	27%	27%	26%
Less packaging	28%	18%	27%	35%	38%	34%	35%	22%	30%	18%	39%	33%	25%	33%	25%	19%	29%	32%	25%	44%	17%	32%	17%	27%	34%	21%	30%	29%	20%	25%	29%	21%	28%
Buying fewer / more durable items	22%	18%	21%	22%	19%	26%	24%	22%	18%	22%	19%	31%	25%	24%	21%	15%	20%	15%	14%	26%	23%	18%	19%	25%	54%	16%	19%	14%	12%	48%	12%	19%	20%
Shifting to public transport	22%	17%	14%	22%	19%	16%	19%	28%	42%	20%	22%	15%	16%	21%	13%	25%	20%	23%	26%	37%	17%	25%	26%	14%	28%	22%	25%	16%	17%	26%	24%	12%	21%
More energy-efficient cooking equipment / using cleaner fuel / renewable energy	21%	19%	20%	15%	16%	17%	9%	23%	32%	22%	27%	5%	19%	5%	31%	26%	22%	11%	15%	30%	23%	32%	24%	30%	4%	30%	21%	25%	40%	8%	28%	21%	22%
Fuel-efficient driving practices, e.g. using the correct gear & driving more slowly	16%	16%	14%	12%	17%	16%	10%	13%	39%	16%	14%	16%	13%	12%	9%	27%	19%	10%	16%	18%	16%	17%	20%	11%	7%	17%	11%	14%	22%	18%	15%	22%	19%
Growing / producing your own food	16%	29%	20%	14%	15%	17%	10%	22%	10%	20%	6%	14%	14%	10%	13%	15%	14%	14%	5%	5%	21%	27%	18%	7%	12%	18%	8%	19%	35%	20%	19%	21%	30%
Refurbishing & renovating housing for efficiency	15%	9%	13%	29%	7%	19%	24%	11%	7%	8%	19%	28%	19%	17%	36%	13%	25%	22%	3%	10%	19%	12%	7%	32%	20%	7%	8%	10%	9%	8%	5%	18%	16%
Living car-free	15%	15%	11%	18%	21%	13%	17%	14%	13%	14%	9%	10%	17%	17%	17%	14%	14%	14%	14%	12%	13%	6%	19%	19%	18%	16%	14%	19%	9%	25%	16%	12%	15%
Having a vegan diet	7%	8%	8%	6%	7%	6%	9%	9%	7%	5%	6%	4%	10%	10%	4%	14%	9%	8%	1%	5%	19%	10%	2%	10%	9%	5%	4%	2%	6%	13%	2%	6%	8%
Having smaller living spaces / co-housing to fill empty rooms	5%	3%	6%	4%	4%	6%	6%	4%	7%	4%	4%	4%	4%	4%	3%	12%	7%	3%	2%	4%	10%	6%	4%	4%	4%	6%	3%	4%	5%	4%	5%	6%	4%
Not having pets	4%	2%	4%	3%	2%	3%	4%	2%	5%	3%	2%	4%	3%	5%	3%	8%	4%	2%	5%	7%	9%	4%	1%	4%	4%	2%	4%	2%	3%	3%	2%	3%	3%



Top-3 actions:

QED10: Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?