

**New Zealanders' attitudes &  
behaviours towards**

# **CLIMATE 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.

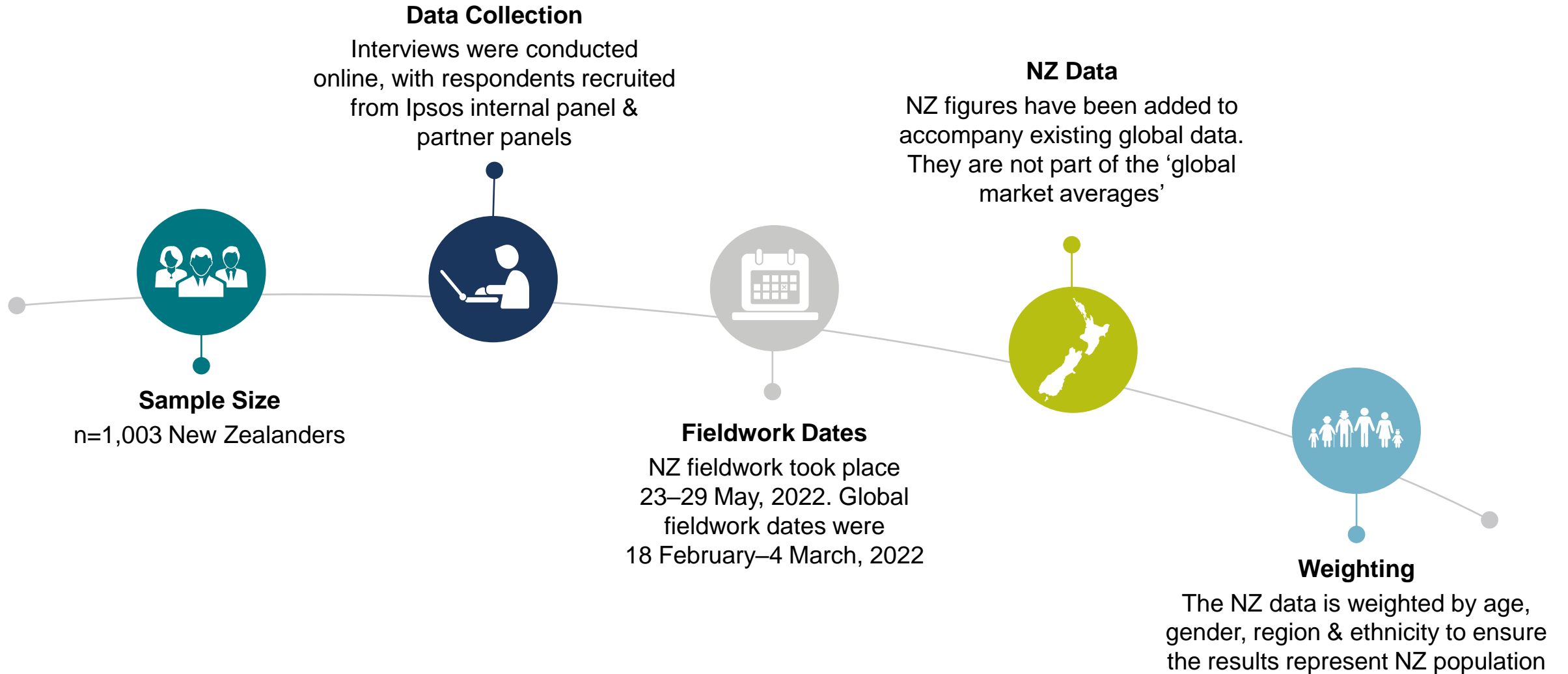
**The current survey looks at attitudes and behaviours towards climate change and the environment.**

**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



**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

	% Concerned		Gender		Age				Education		
	Global average	New Zealand	Males	Females	16-34 years	35-49 years	50-64 years	65+ years	<Level 3	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

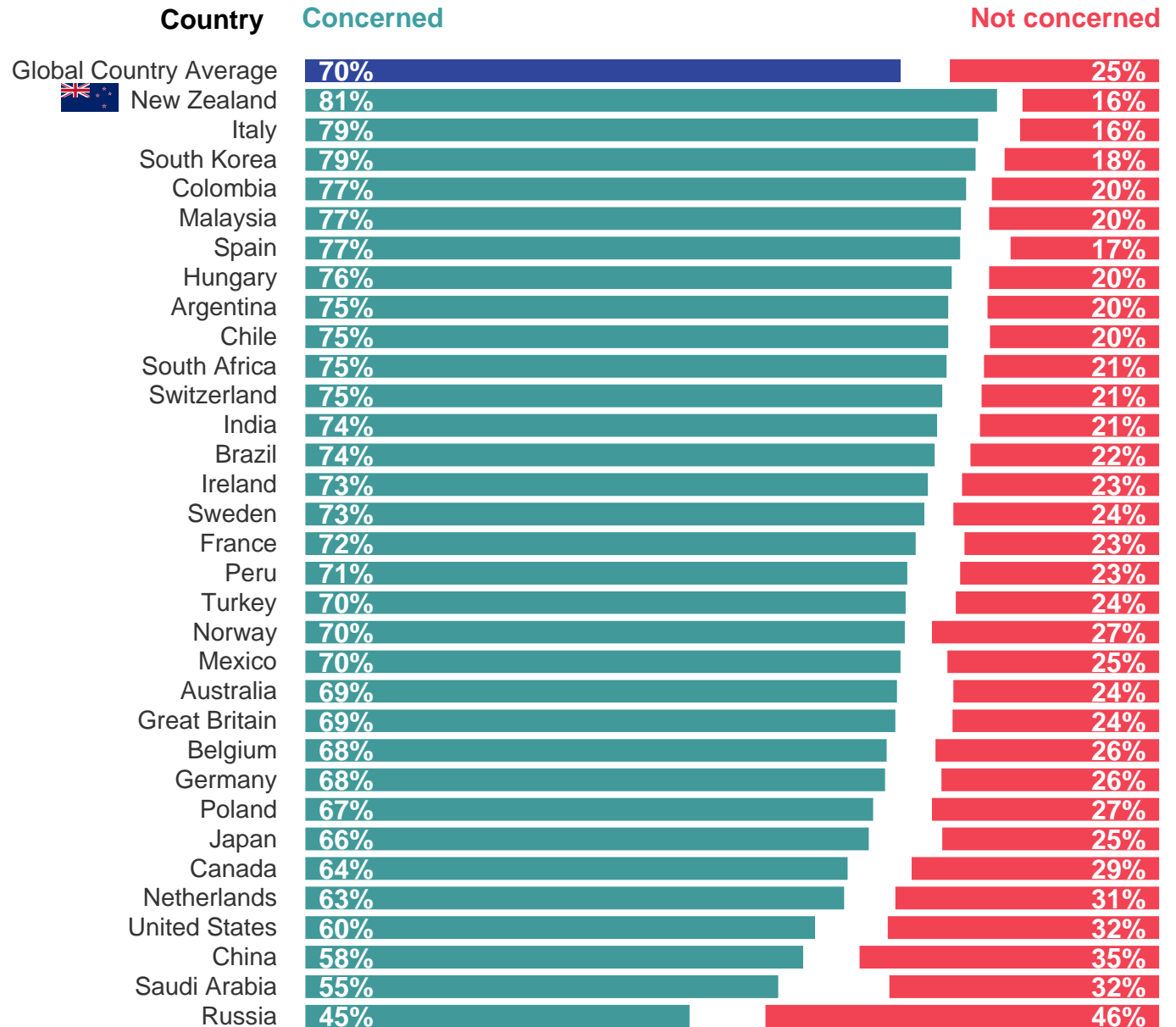
QED1: How concerned are you, if at all, about the impacts of climate change that are already being seen.

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?

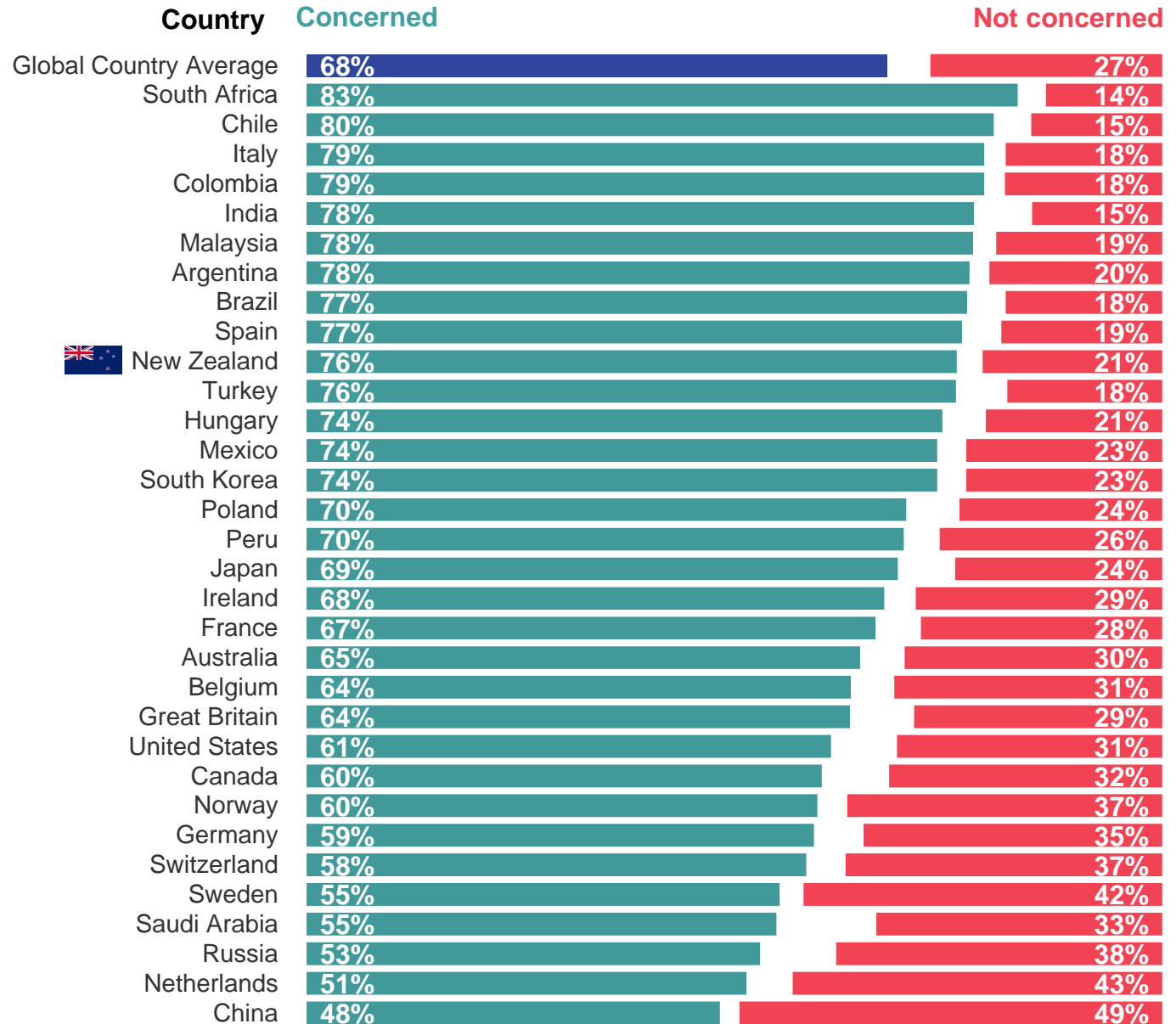




# 3 in 4 New Zealanders are concerned about the impacts of climate change that are already being seen in our country

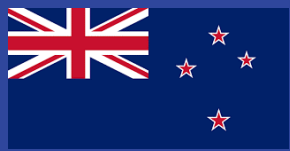
## Country data

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



**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.



# New Zealanders are generally more optimistic about their own country making significant progress against climate change in the next decade. However, nearly half don't think that other countries will

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

	Global average		New Zealand		Gender		Age				Education		
	Global average	New Zealand	Males	Females	16-34 years	35-49 years	50-64 years	65+ years	<Level 3	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

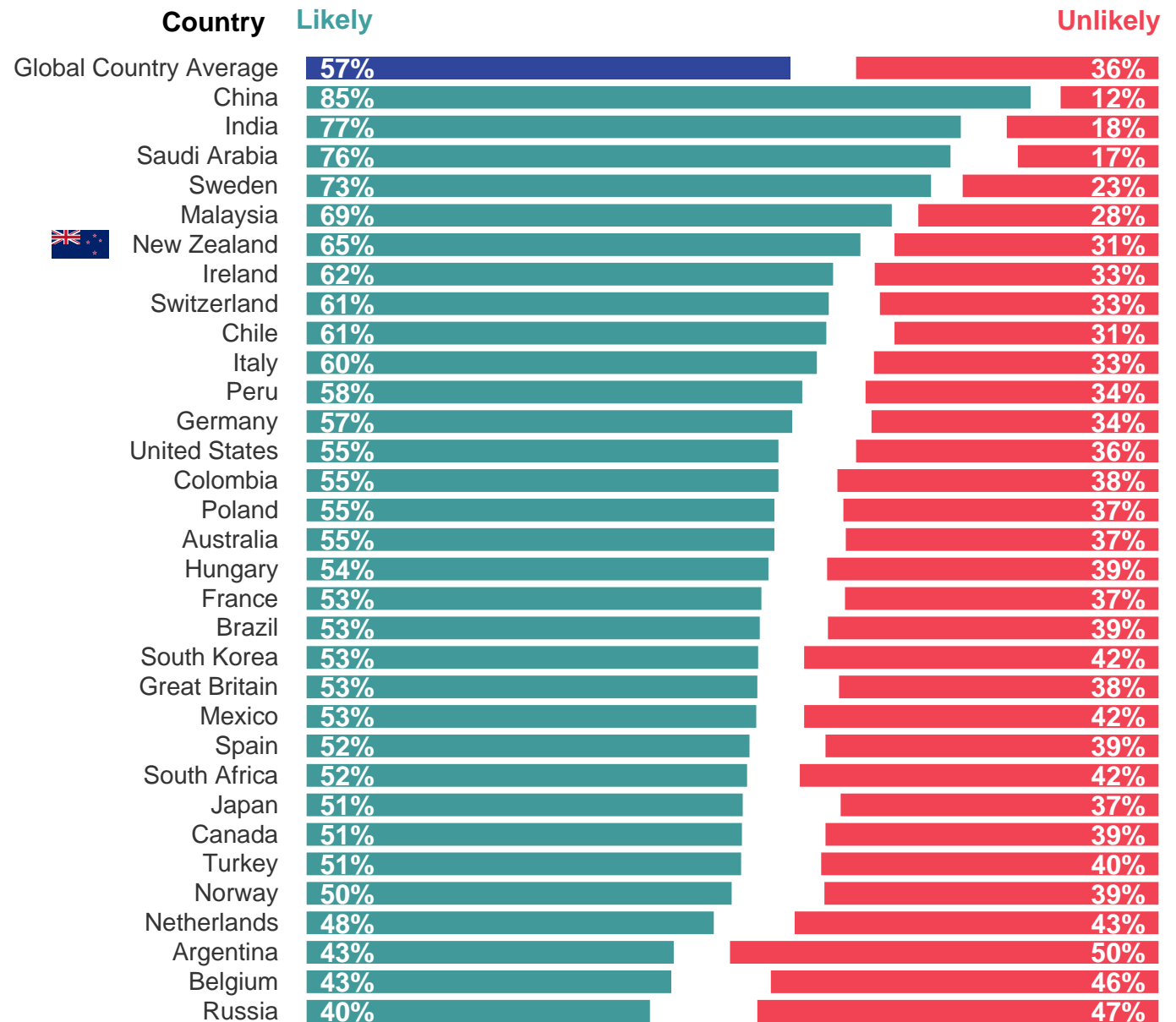
Green / red indicates significantly higher / lower than NZ total figures

# 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



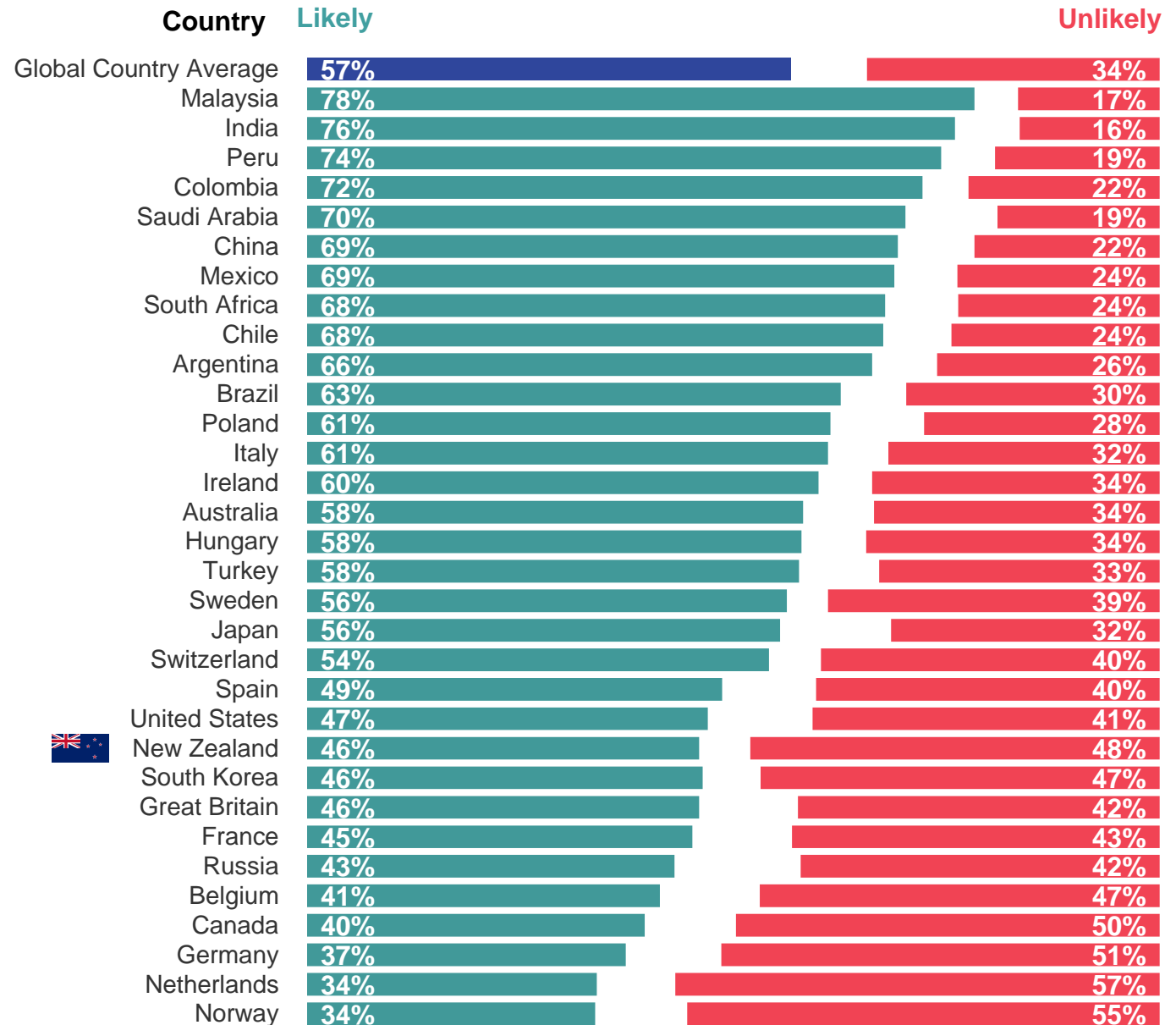


# There is division globally & in New Zealand on whether other countries will make significant progress in the next 10 years

## 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



# Who is responsible?

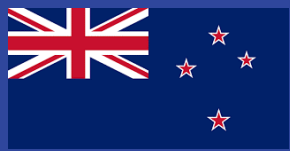
How are different sectors contributing to climate change?

## 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

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

% Responsible

	% Responsible		Gender		Age				Education		
	Global average	New Zealand	Males	Females	16–34 years	35–49 years	50–64 years	65+ years	<Level 3	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%

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

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


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.

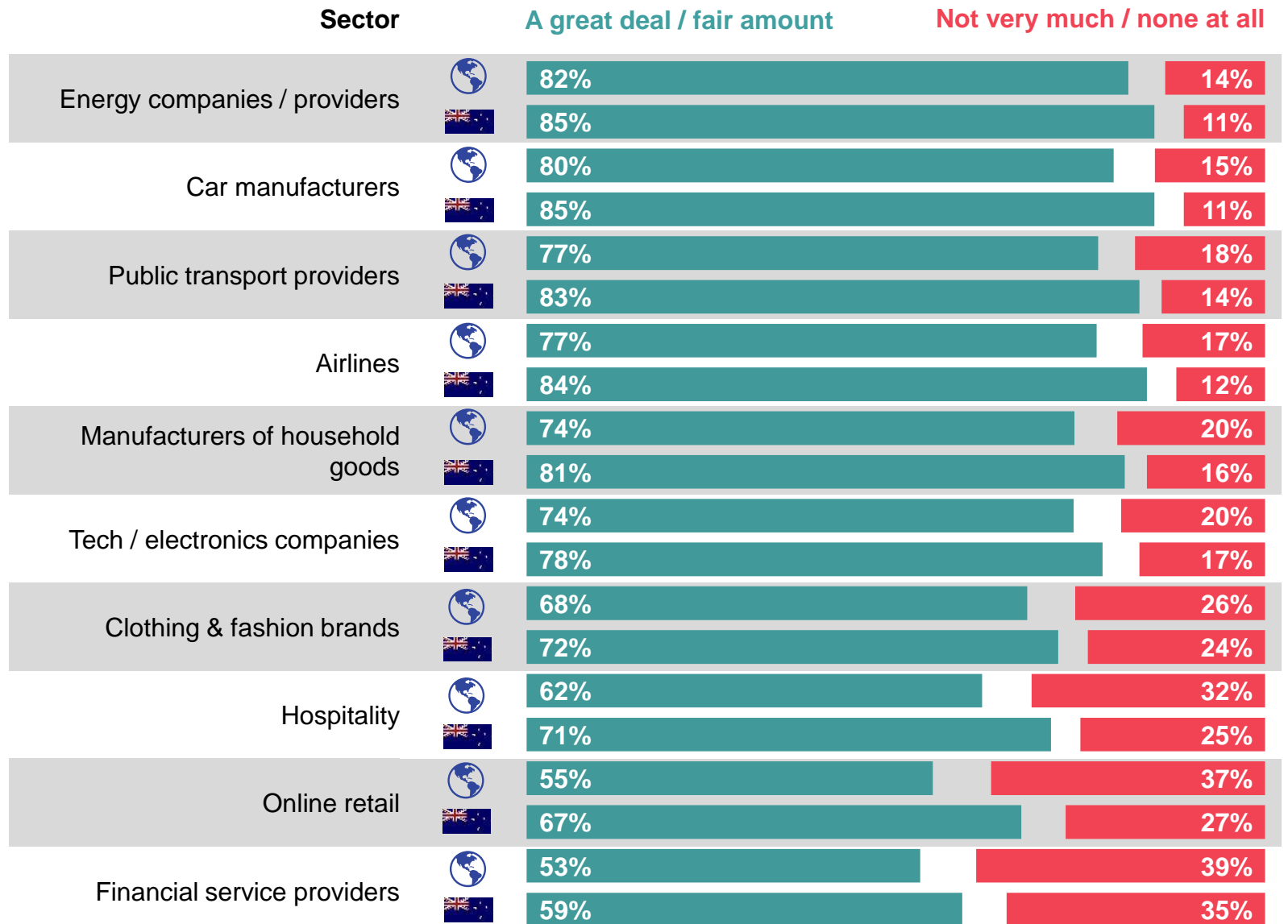


# The public see high-profile carbon-emitting sectors, such as *energy*, as having more responsibility for reducing their contribution to climate change

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



**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.**

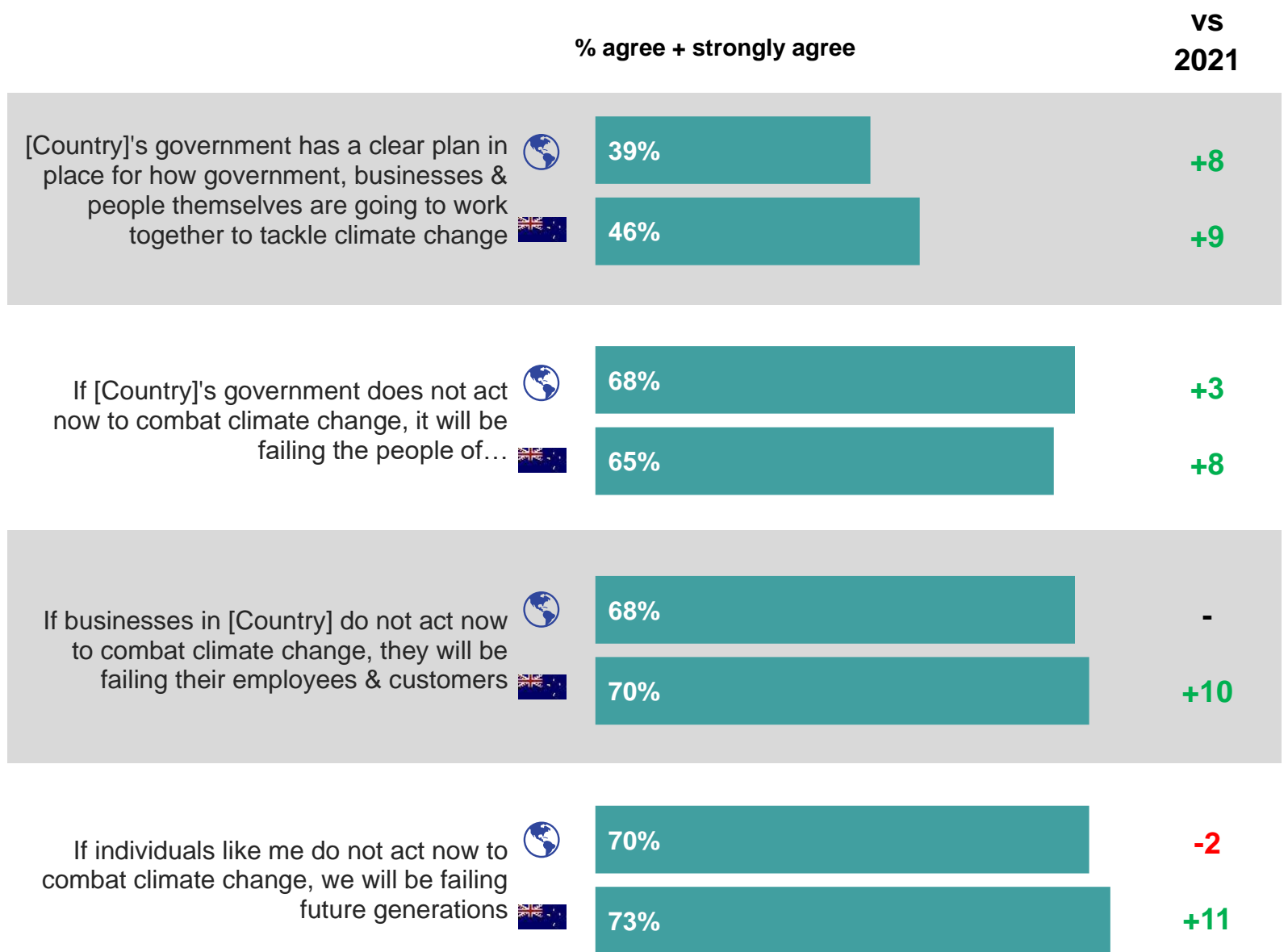
73% of New Zealanders hold this view.

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...

 Global average

 New Zealand



Green / red indicates significantly higher / lower than 2021

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.

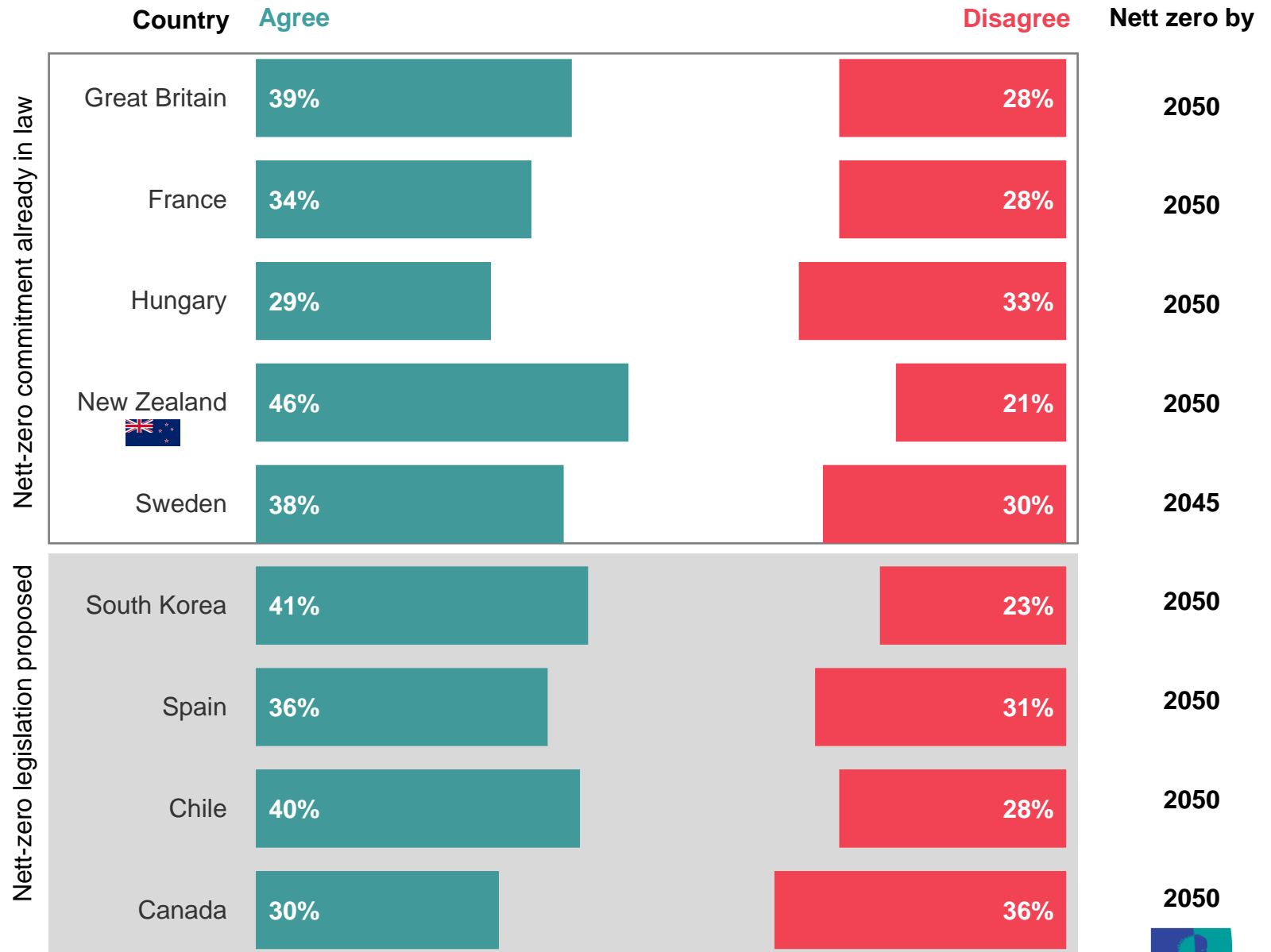


# Legally binding net-zero commitments do not correlate with higher awareness of a government's plans

## 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...

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 net-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>.

# 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.



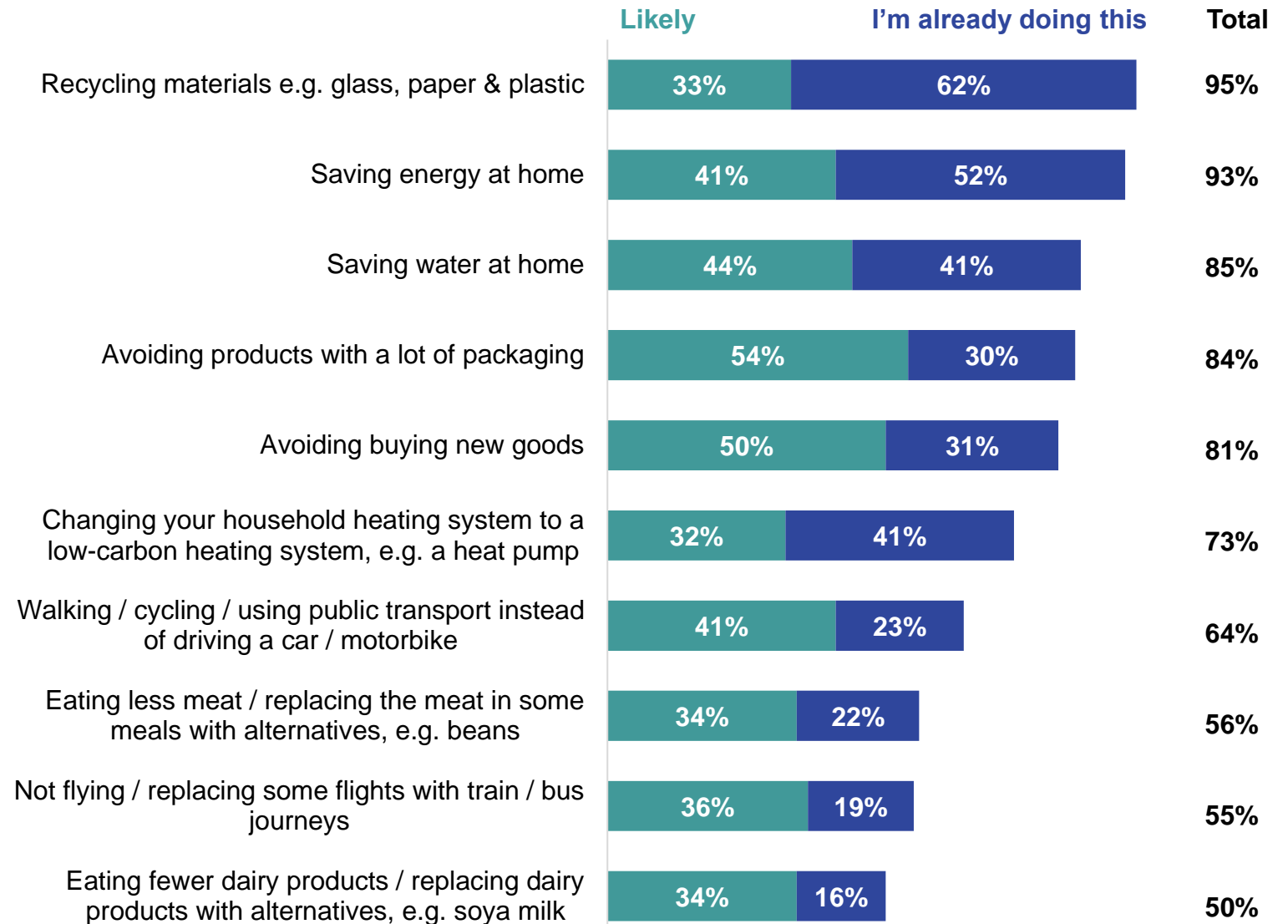
When asked what changes they are likely to make in order to combat climate change over the next year, the majority again mentioned **avoiding excess packaging**, with 58% expecting to make this change over the coming year (vs 59% in 2021). The public show least intention to change on higher-impact actions 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?

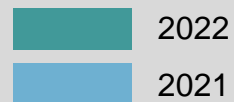


Likely = 'certain to' + 'very likely to' + 'fairly likely to'

# New Zealanders' willingness to make climate-positive 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?


## Likely



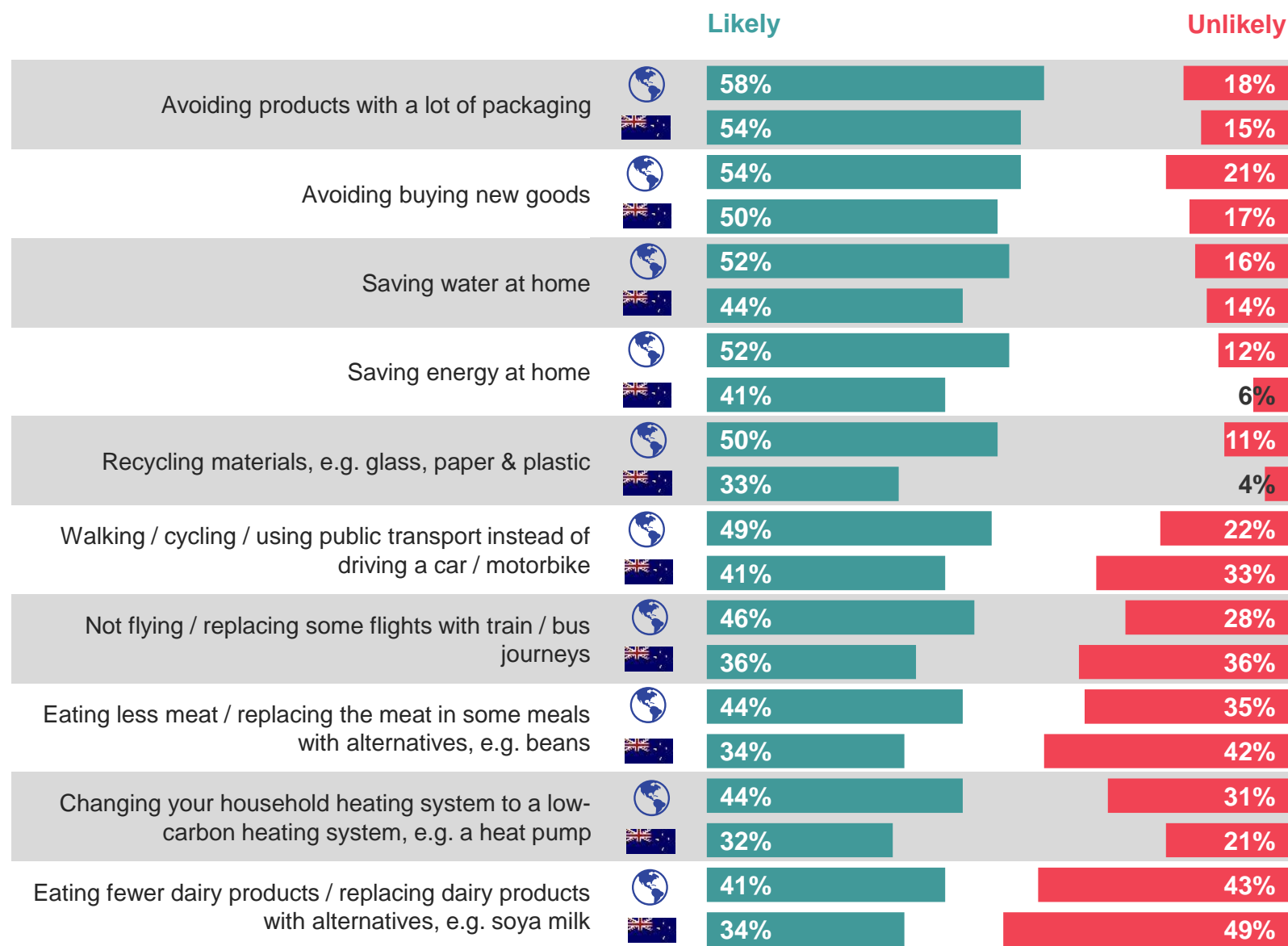
Green / red indicates significantly higher / lower than 2021

# 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?

 Global average

 New Zealand




**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.

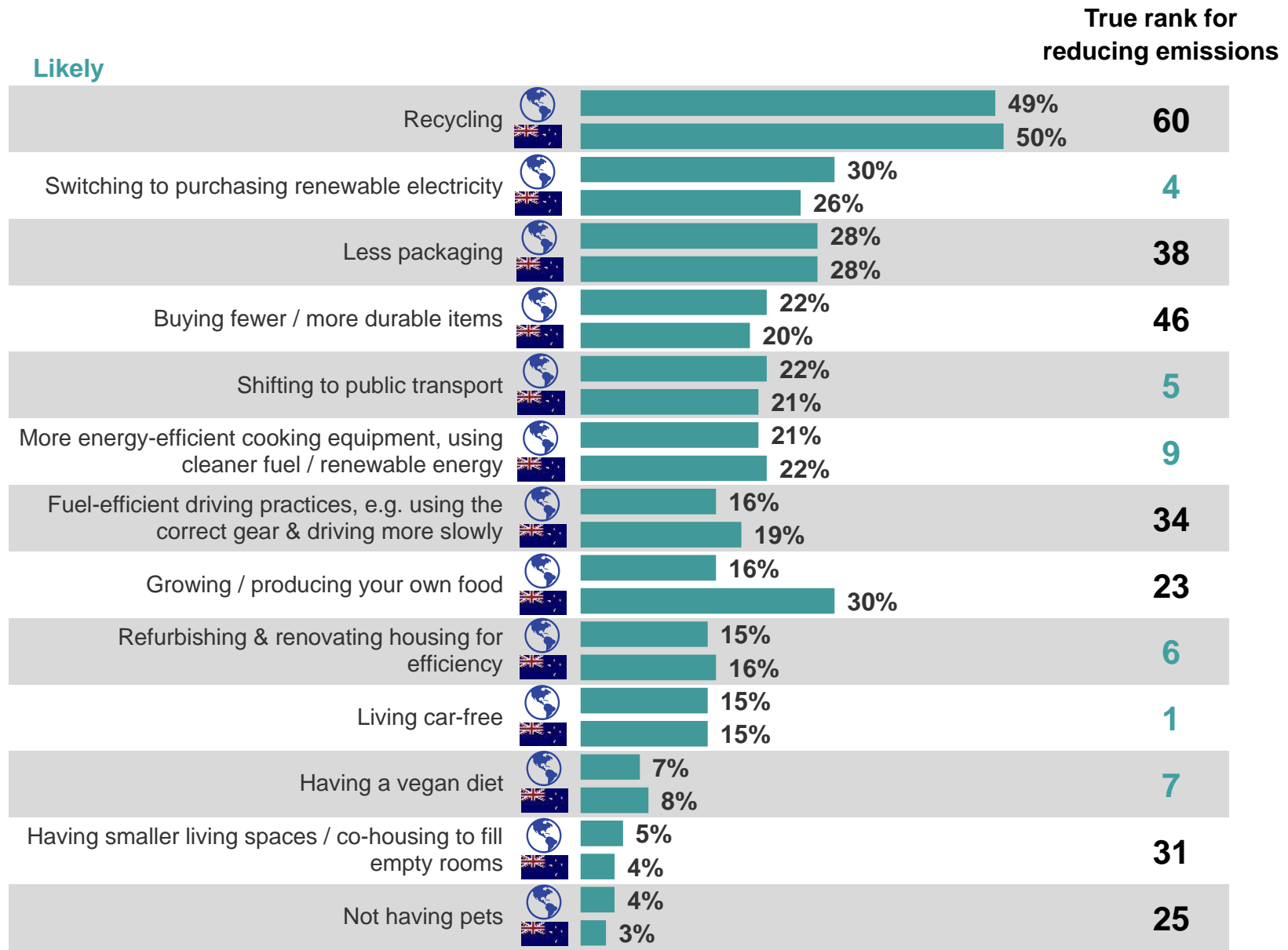


# The public perceive many actions as having a far greater impact on reducing emissions than they actually do

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

 Global average

 New Zealand



**QED10:** Below is a list of different ways in which households could change their behaviours to reduce global greenhouse gas emissions (or carbon footprints). Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas 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. **Source:** Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here:

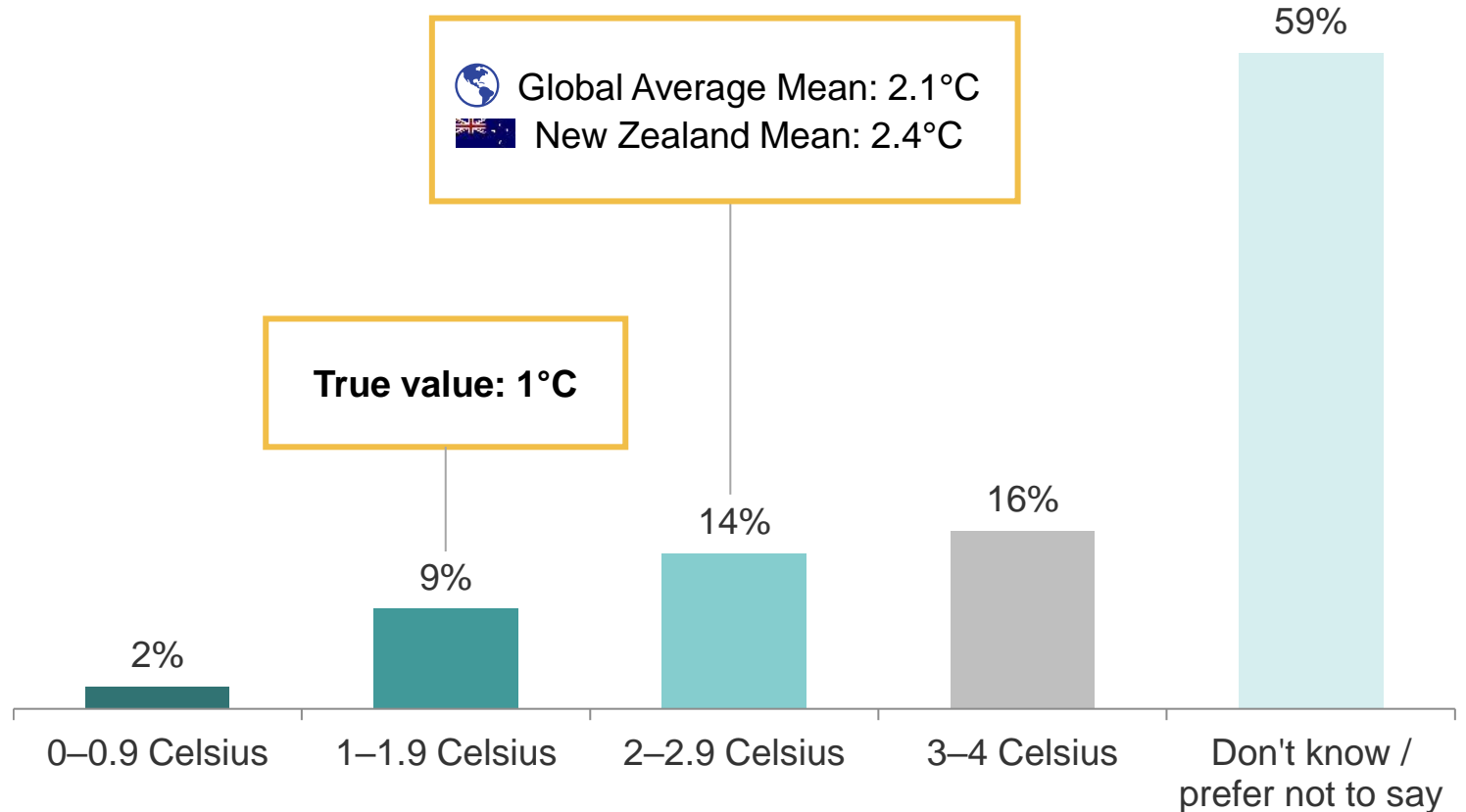
<https://iopscience.iop.org/article/10.1088/1748-9326/ab8589/pdf>



# 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.



# 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.

# THE TEAM

Carin Hercock  
Managing Director  
carin.hercock@ipsos.com  
+64 21 394 508

Amanda Dudding  
Research Director  
amanda.dudding@ipsos.com  
+64 21 612 264

Kania Sugandi  
Associate Director  
kania.sugandi@ipsos.com

Aidan Fenwick  
Senior Research Executive  
aidan.fenwick@ipsos.com

Kerrienne Lindsey  
Senior Research Executive  
kerrienne.lindsey@ipsos.com



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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, countries and People.

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Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

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**THANK  
YOU**

**GAME CHANGERS**



# APPENDIX

# Who is responsible?

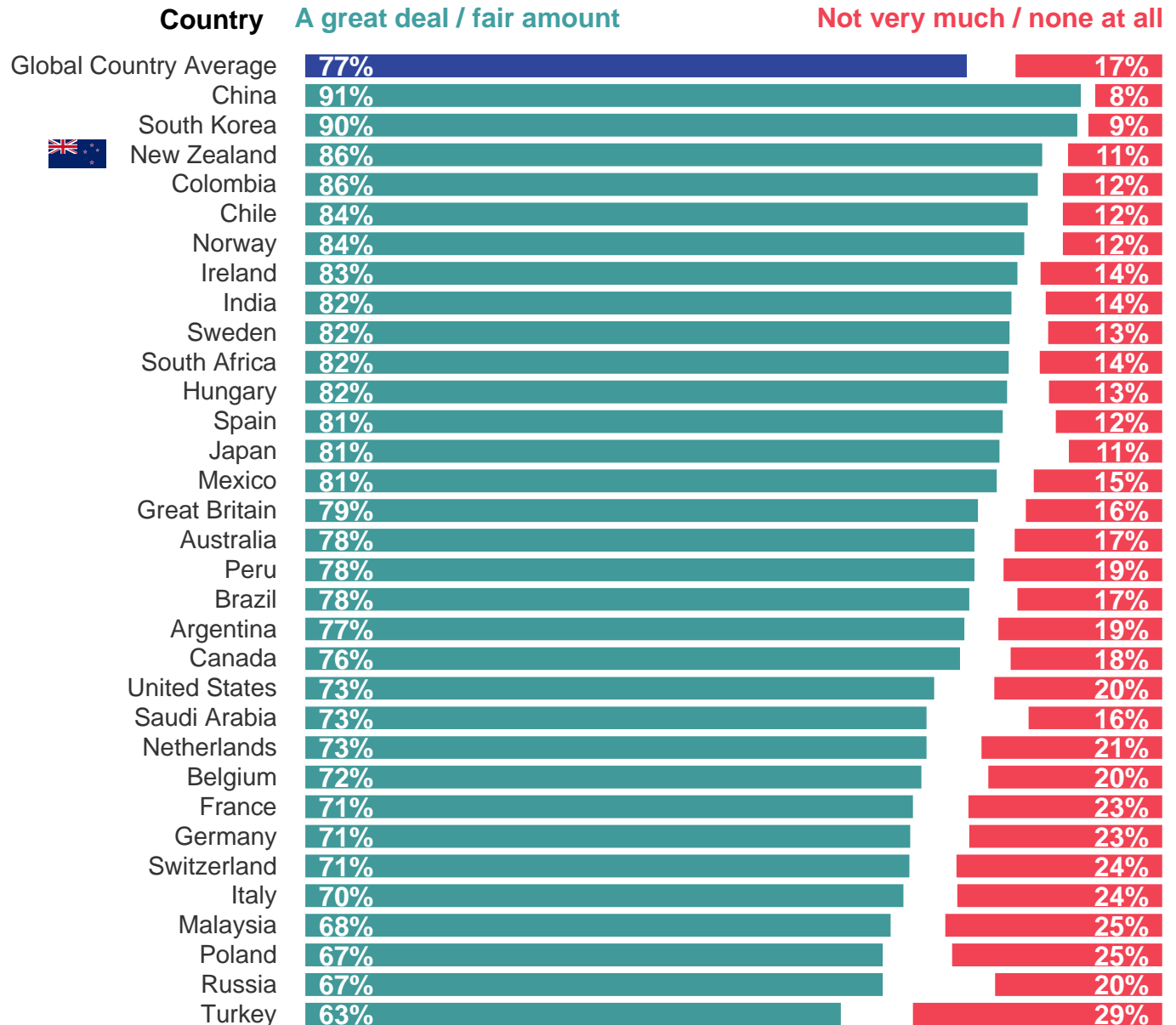


# The majority of people feel their government is responsible for reducing carbon emissions

## 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

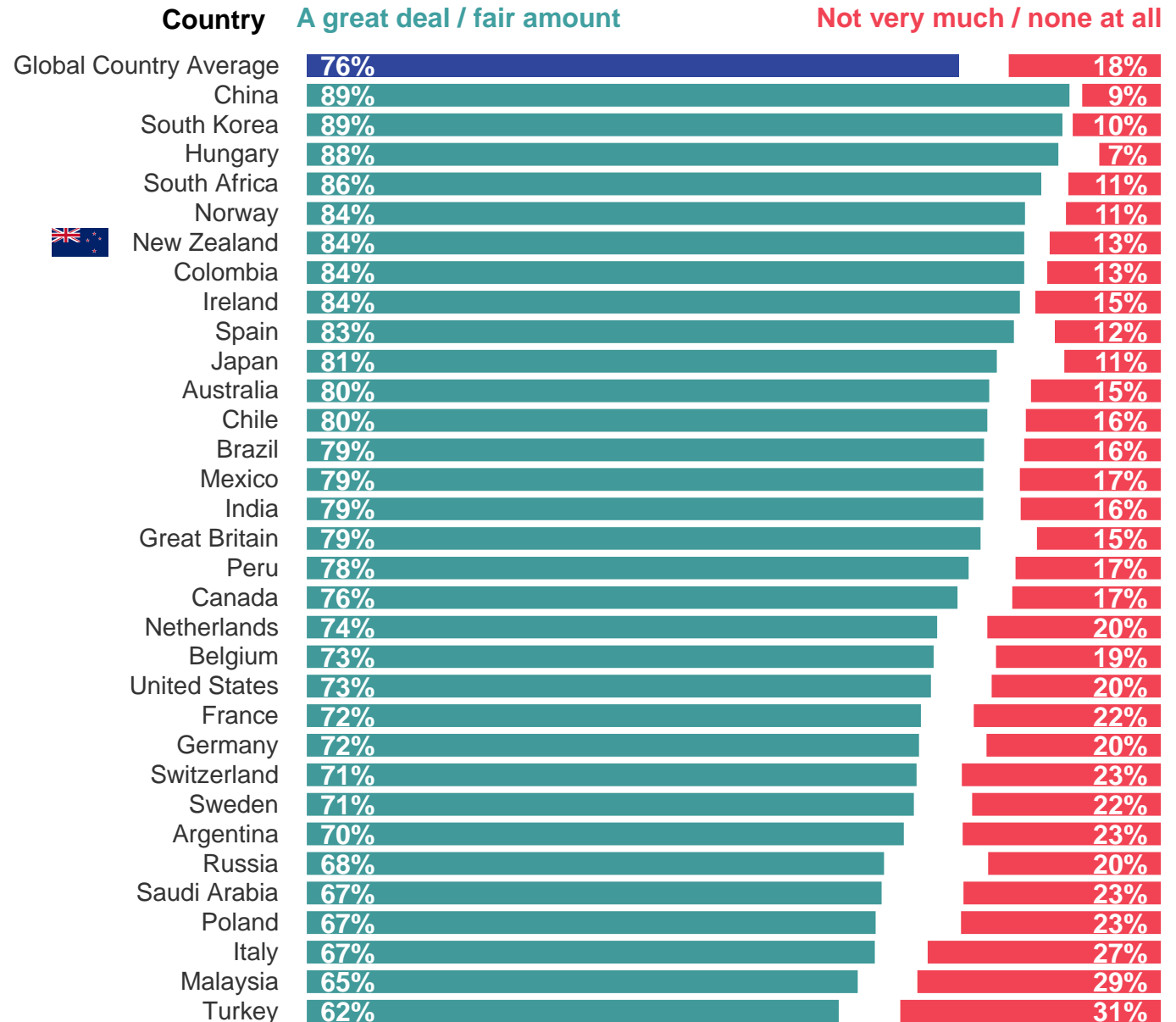


# People feel businesses have a level of responsibility similar to governments to reduce emissions

## 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

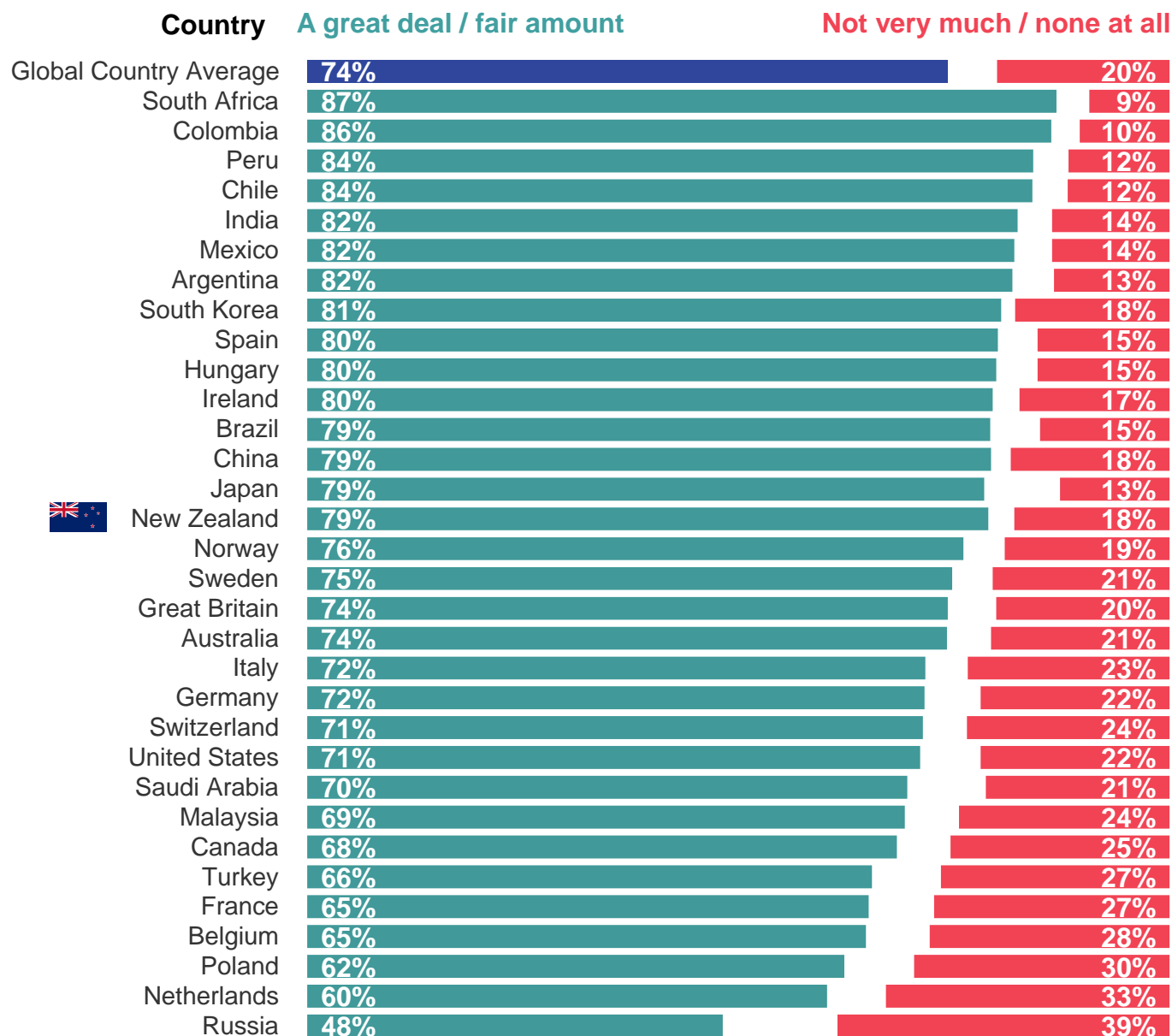


# The public also recognises its own responsibility for lowering emissions

## 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



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

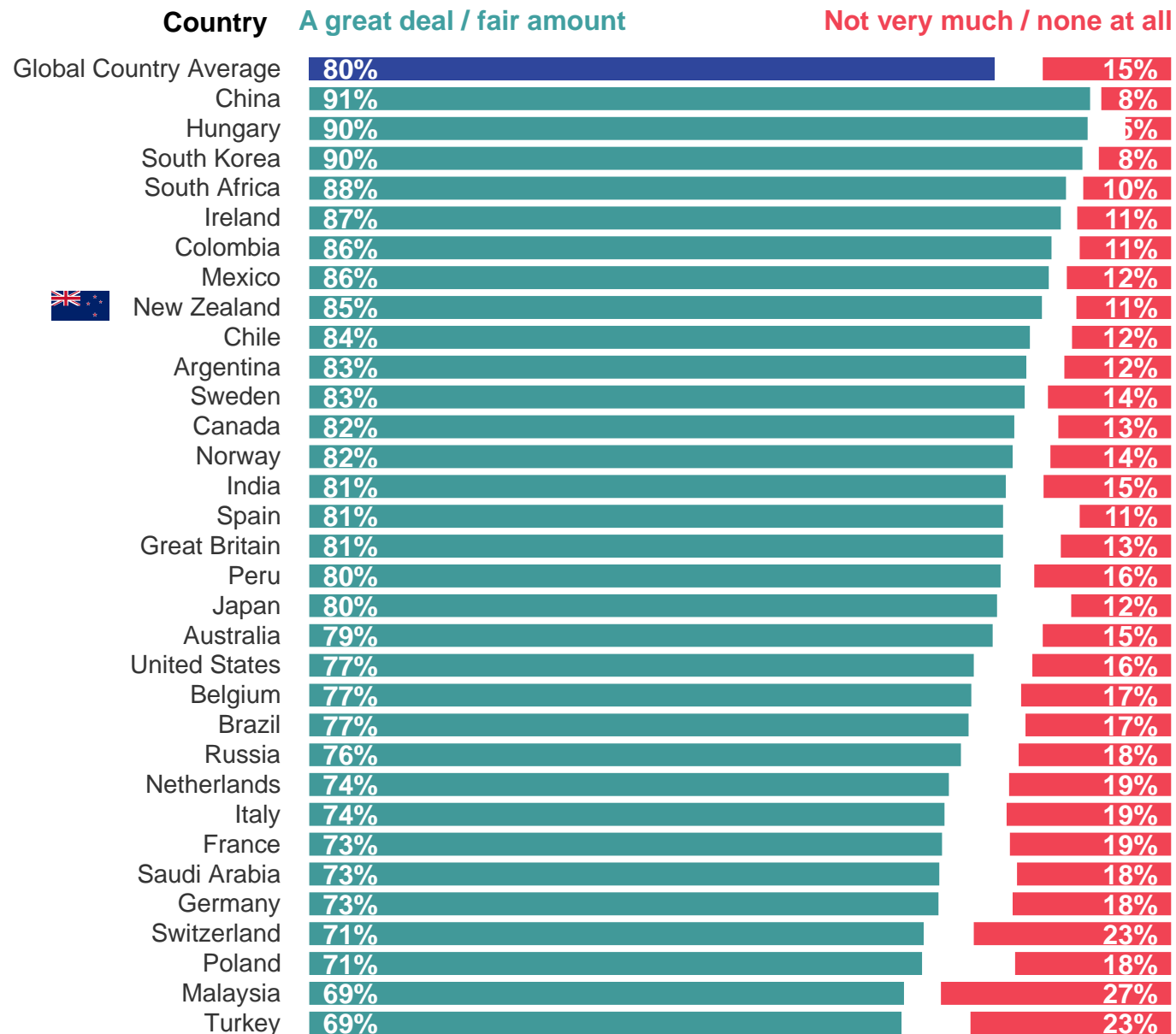
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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



**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?

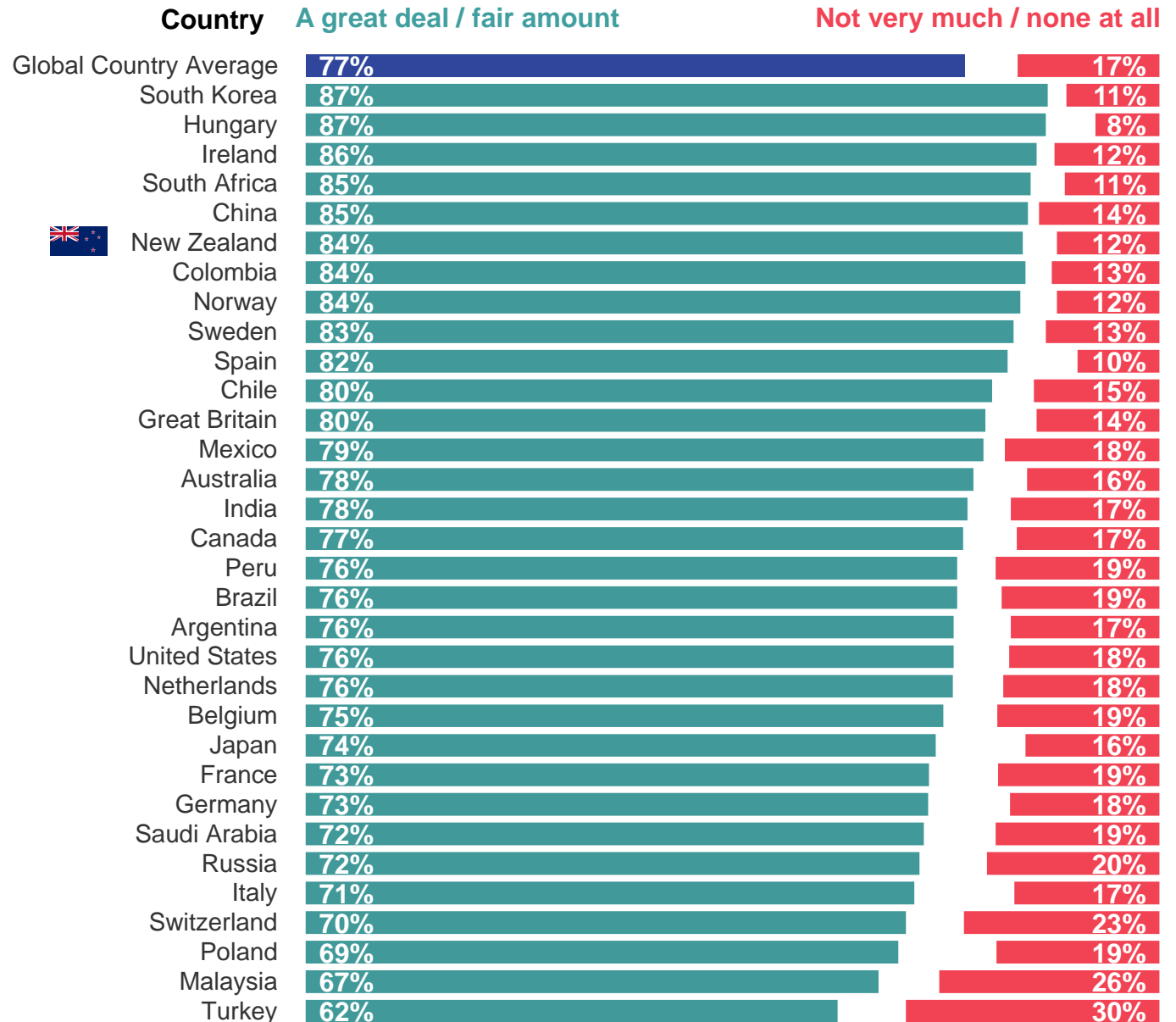
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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



**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.

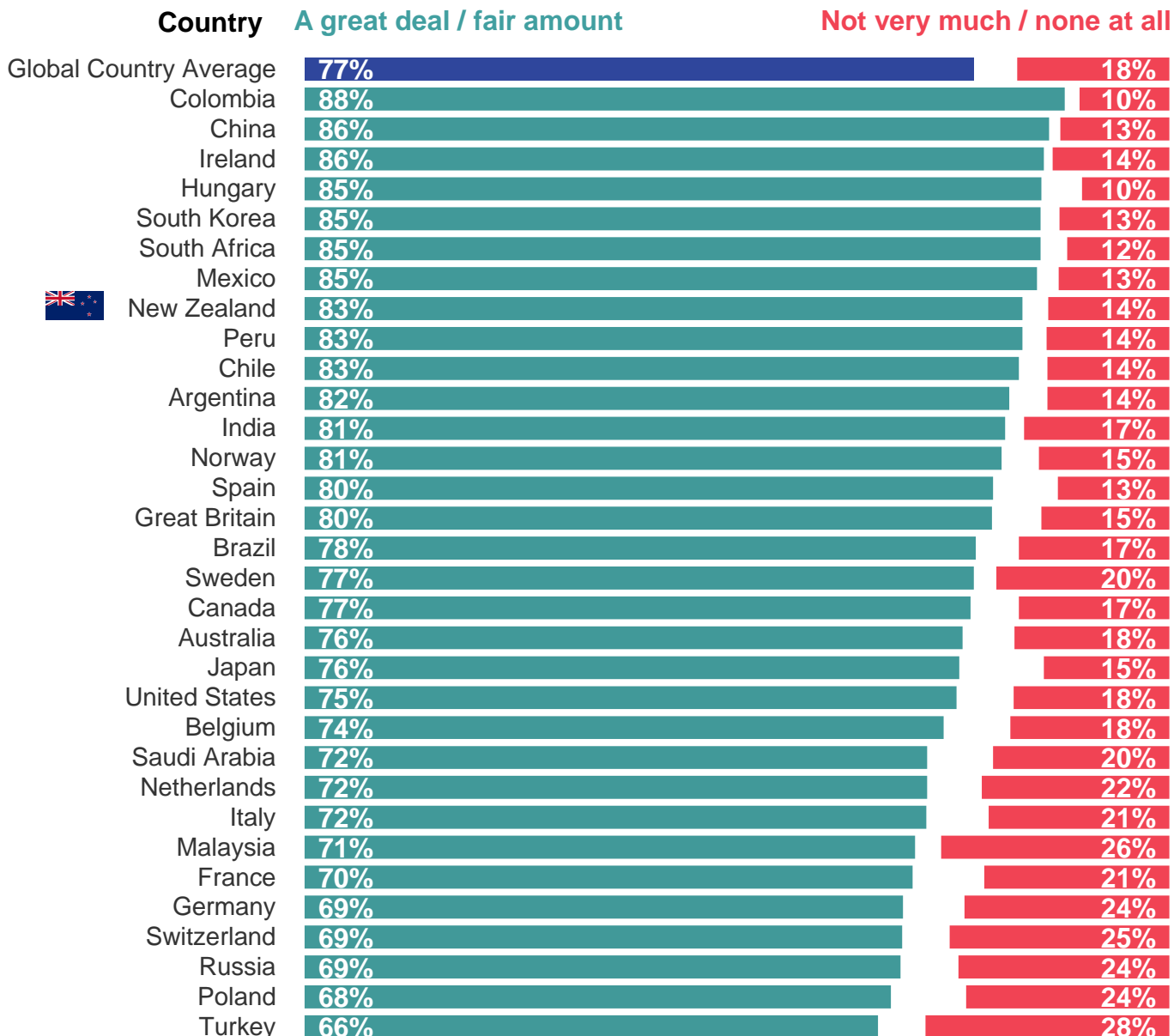


# Public transport providers are perceived to be as responsible as airlines for reducing emissions

## 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?

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



**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?

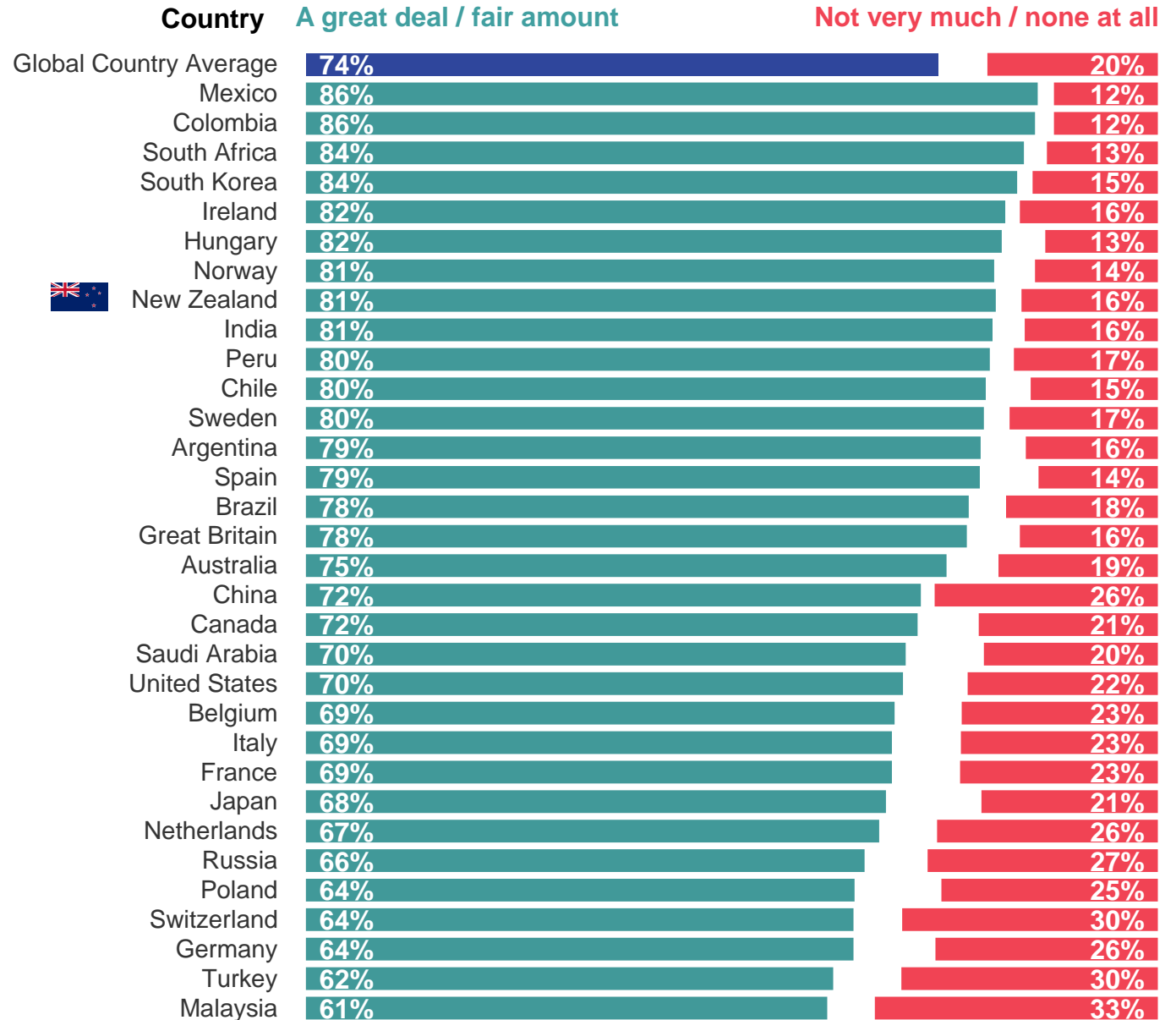
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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.)**



**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?

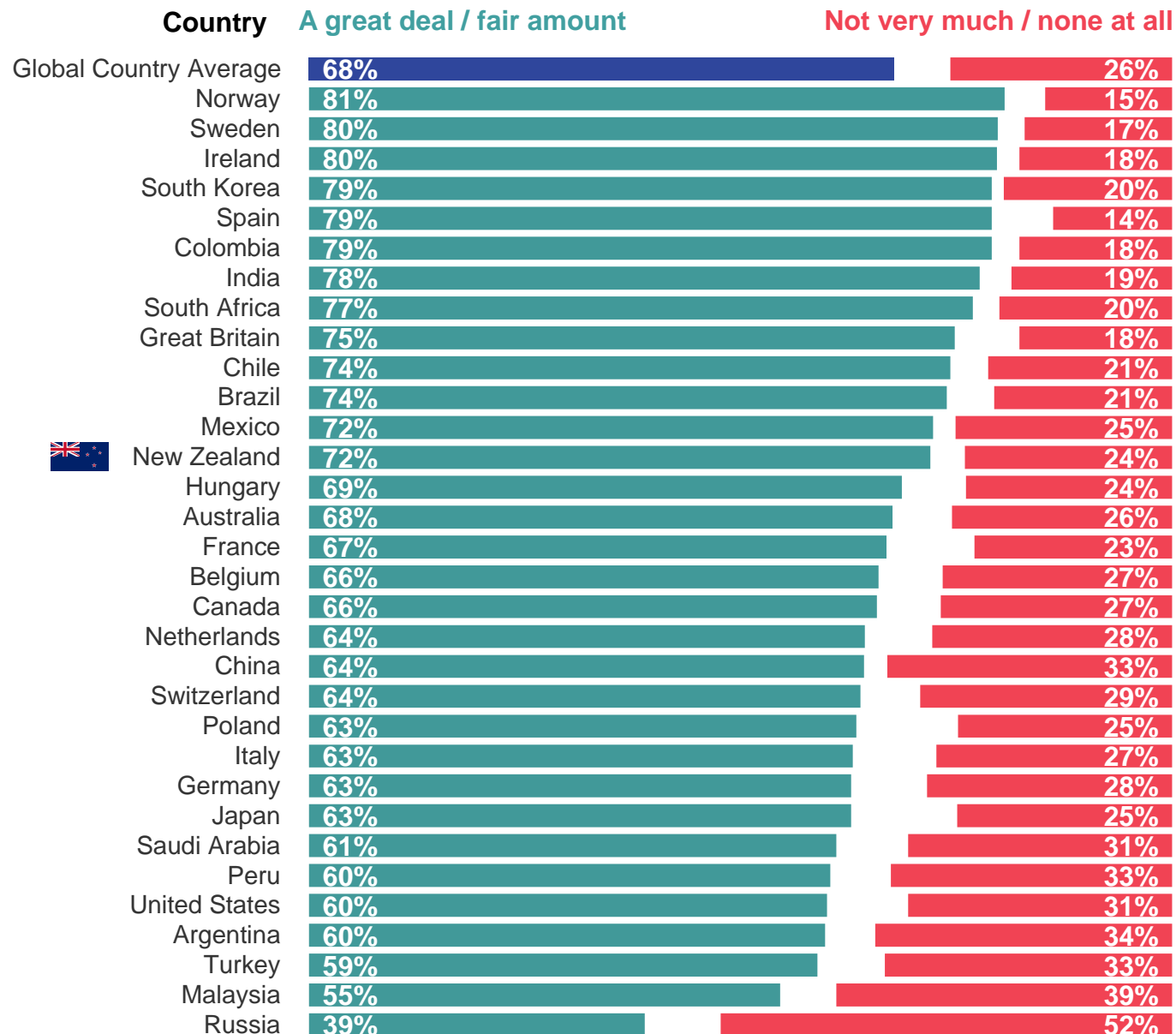
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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



**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?

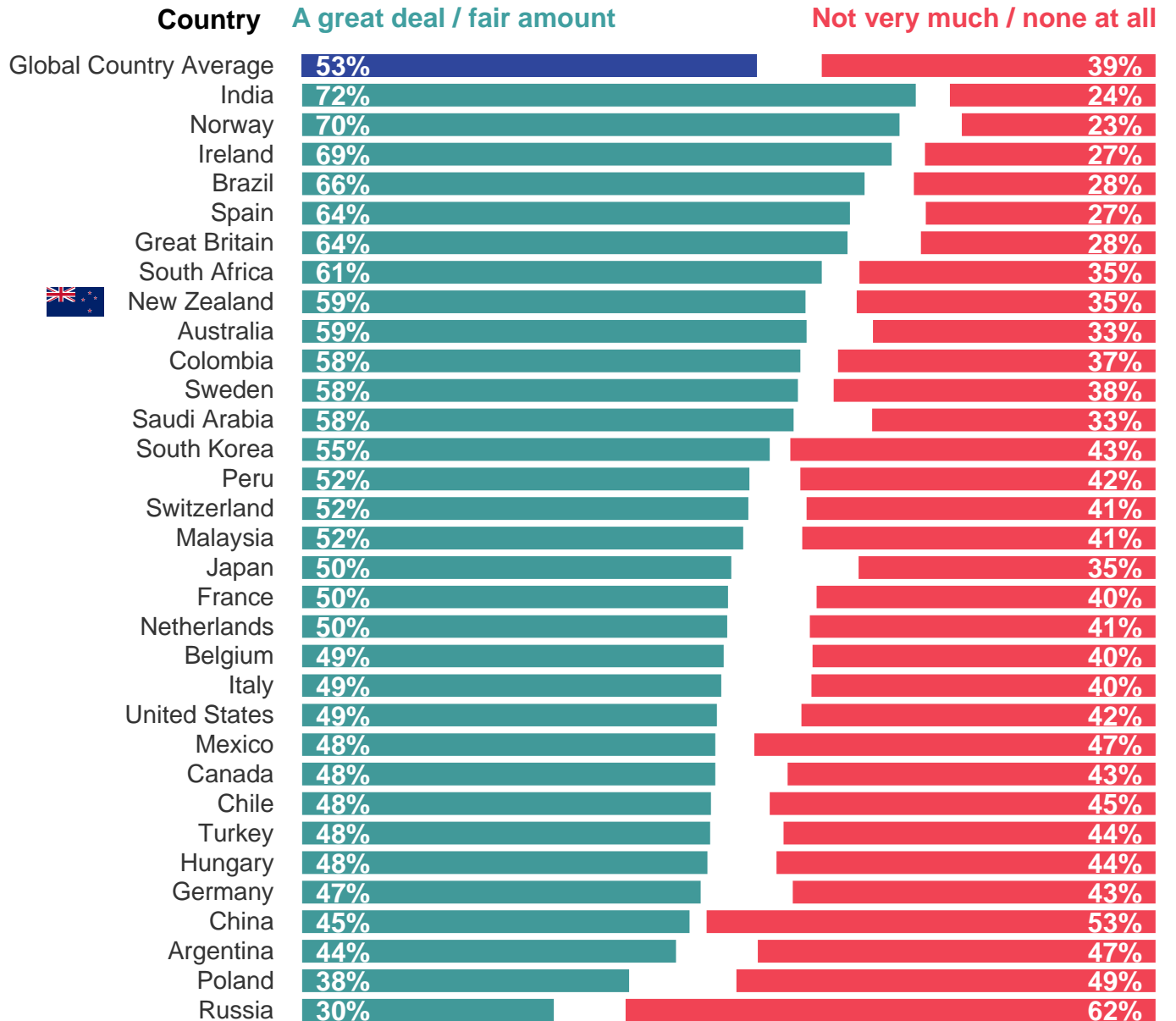
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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.)**



**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?

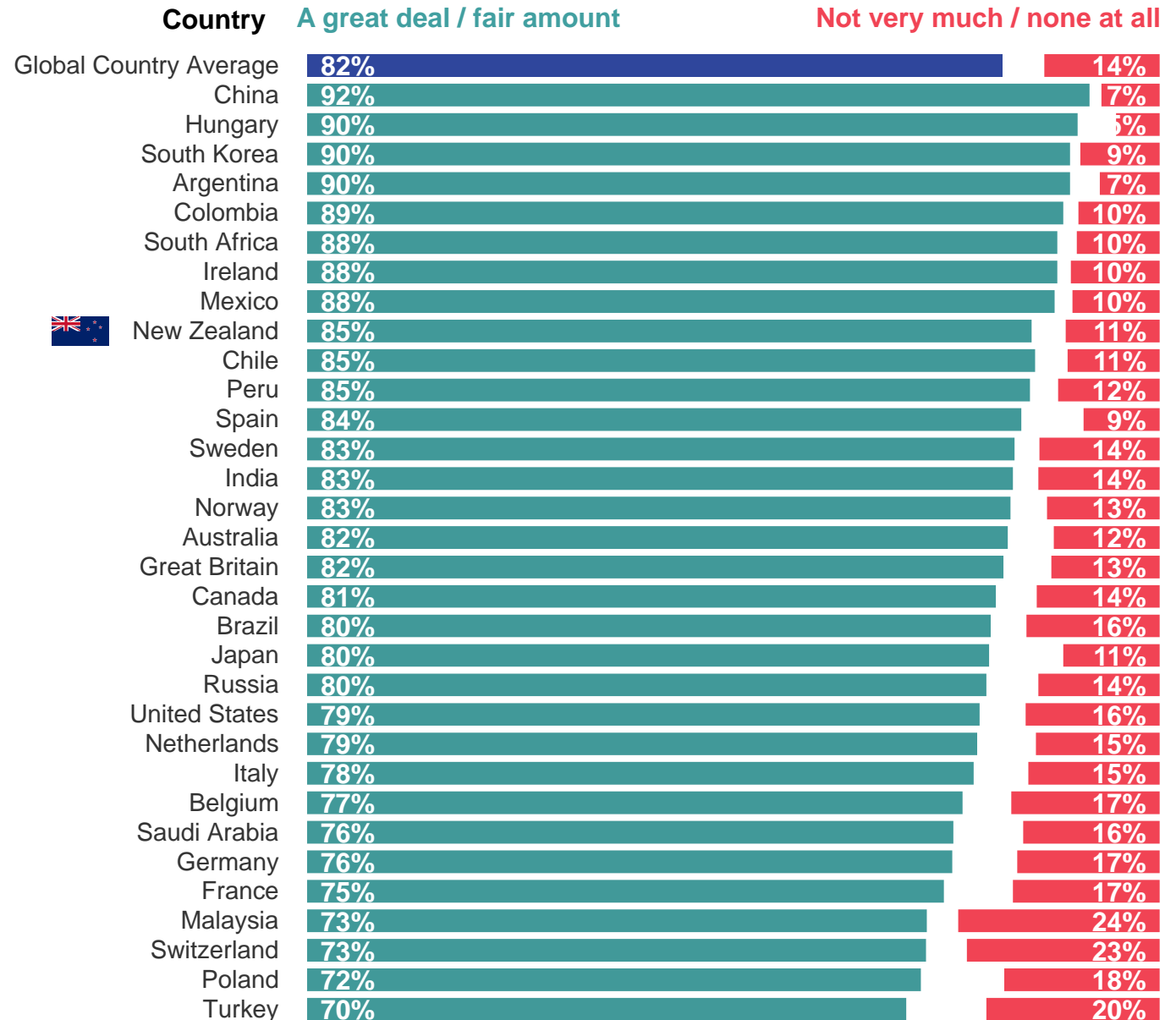
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

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

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



**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.

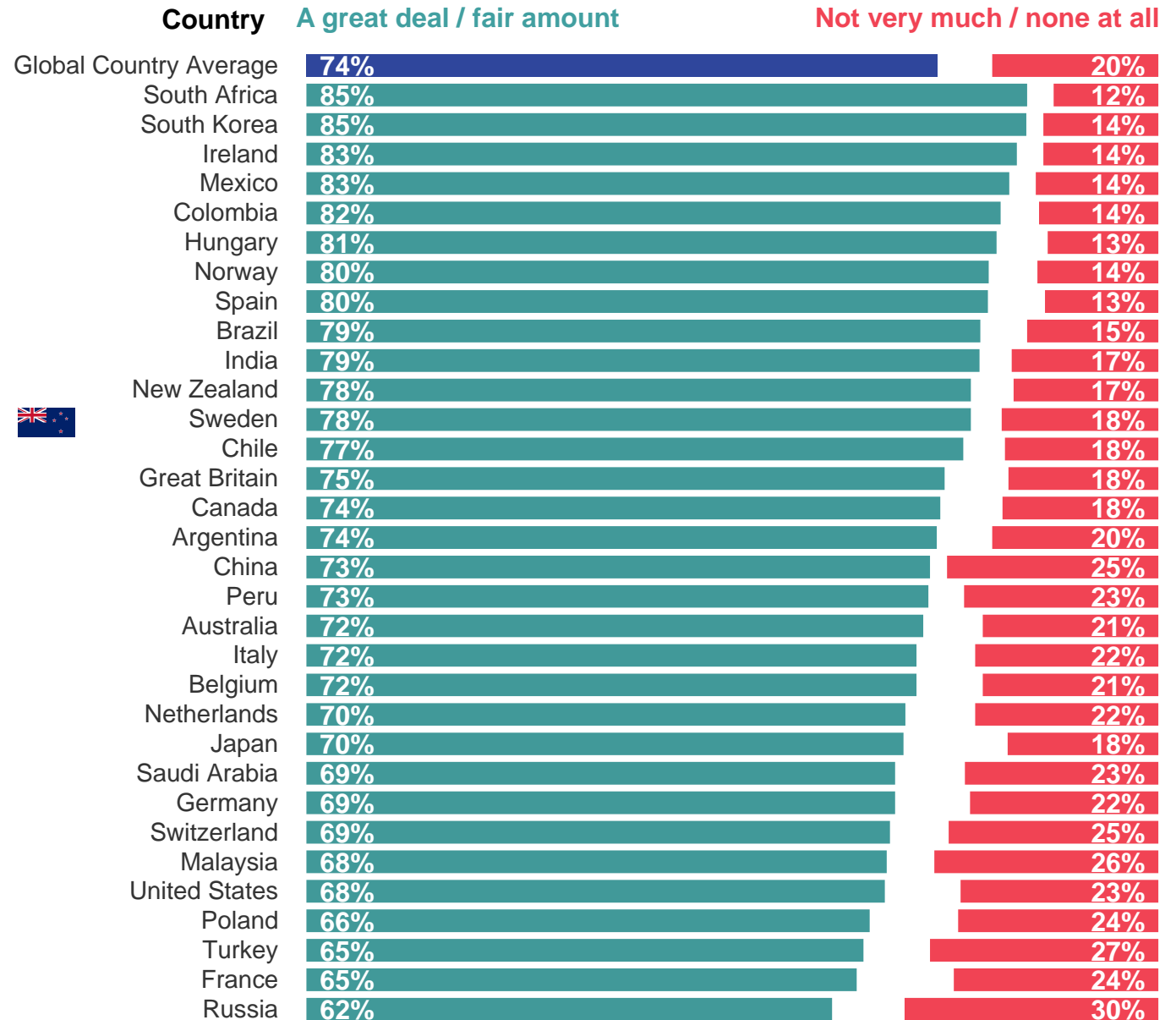


# Tech companies should also be playing their part in reducing their climate change contribution

## 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



**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?

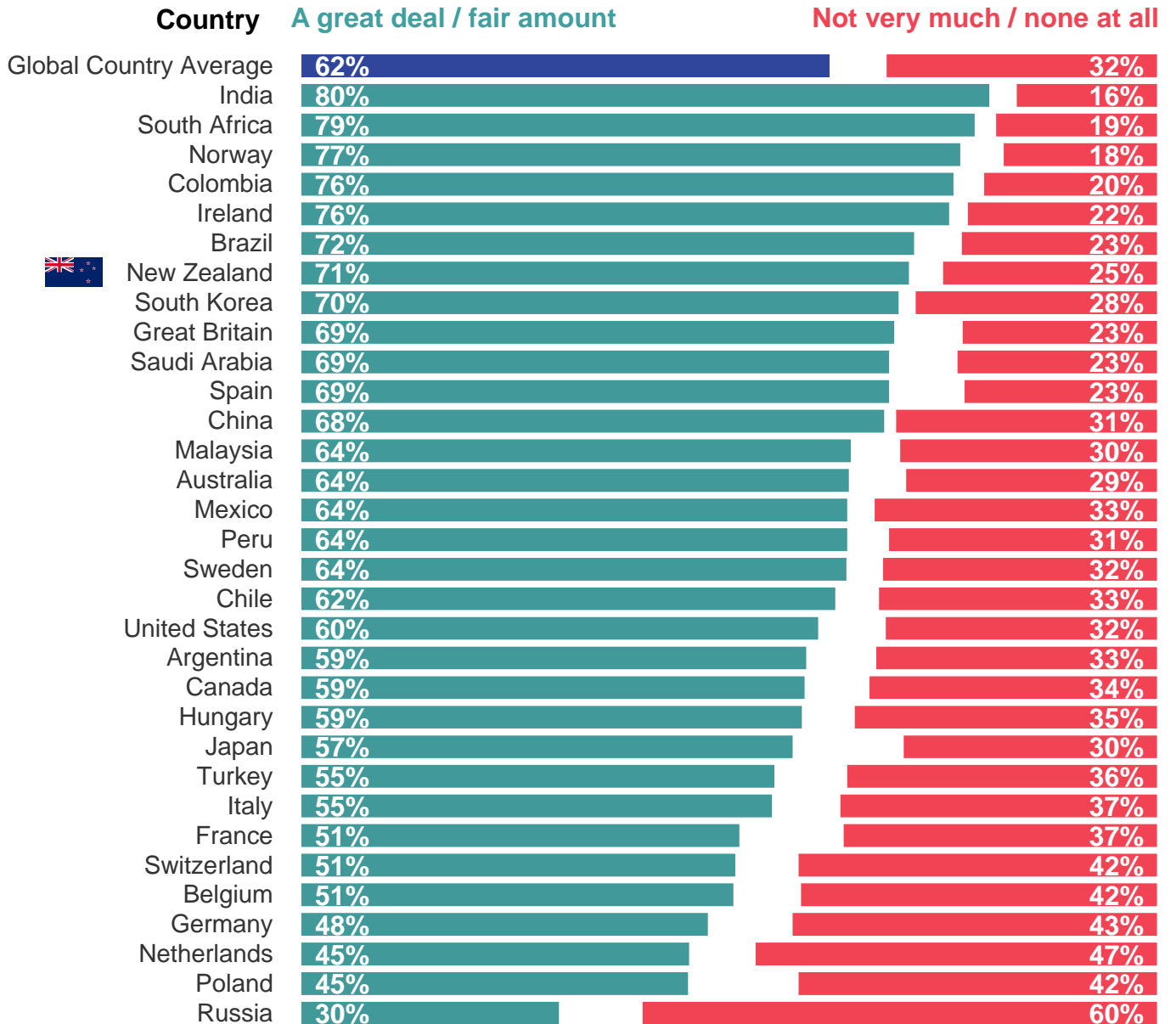
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

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

## 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)**



**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?

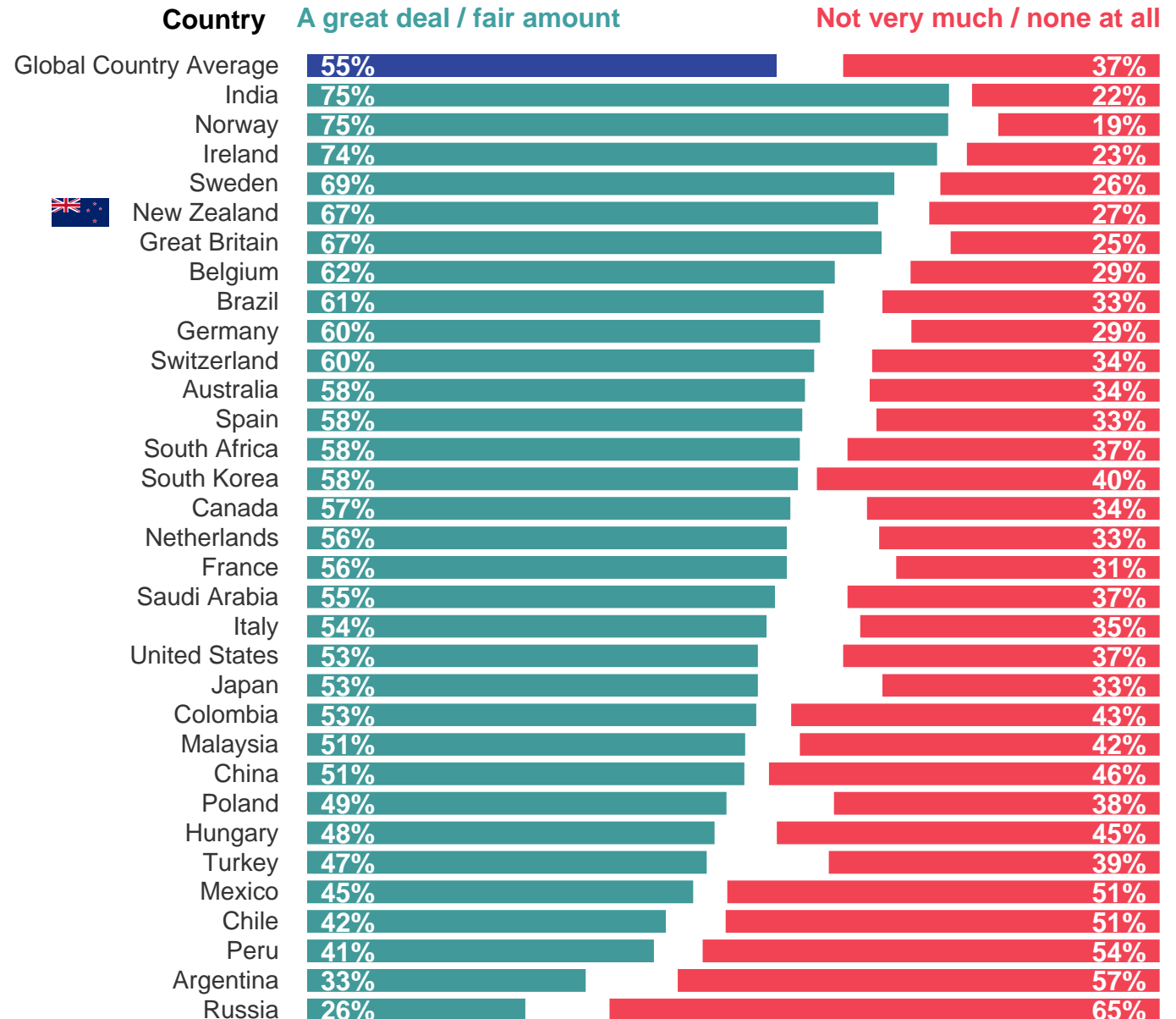
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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



**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.

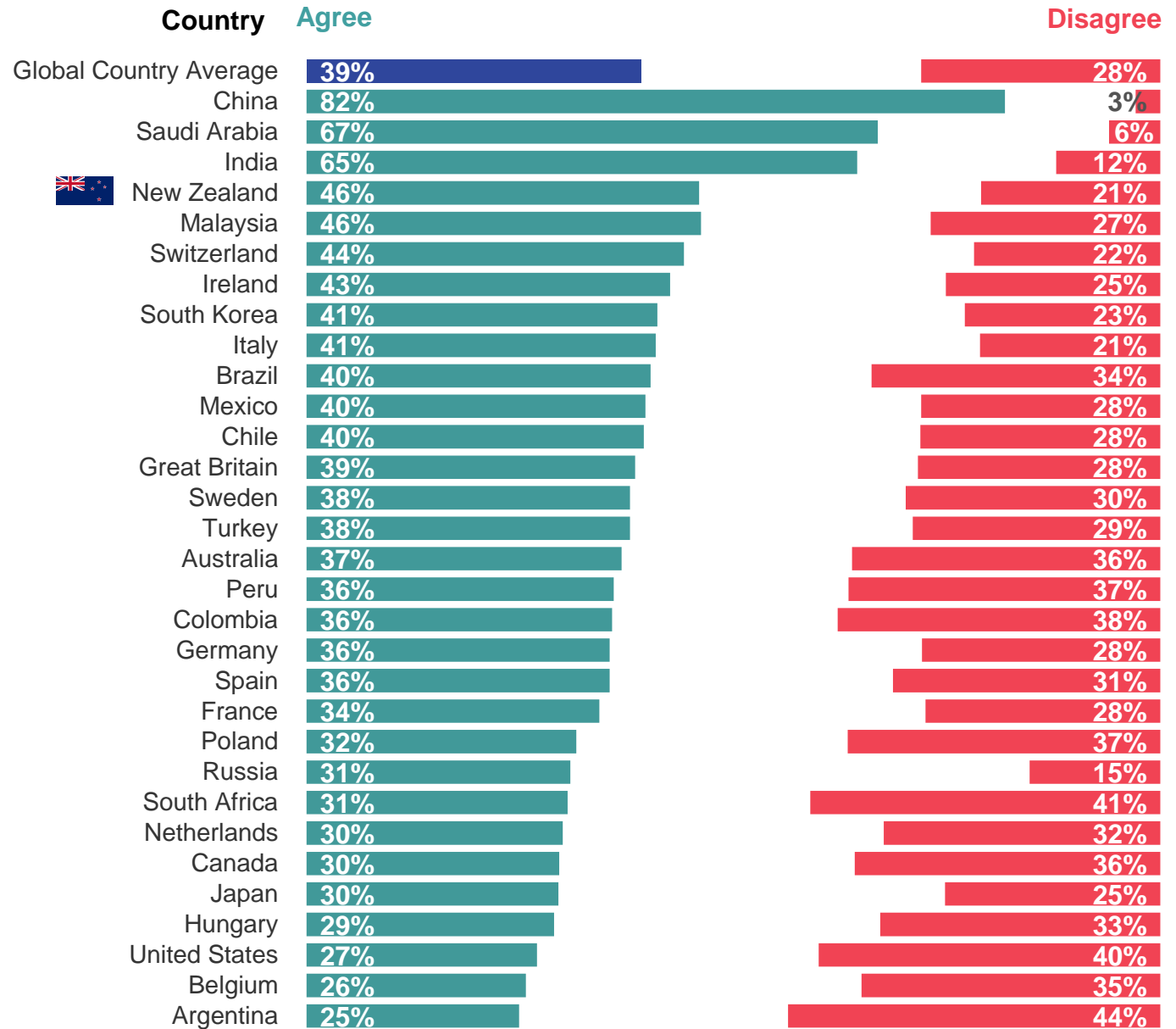
# What's the plan?

# 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**



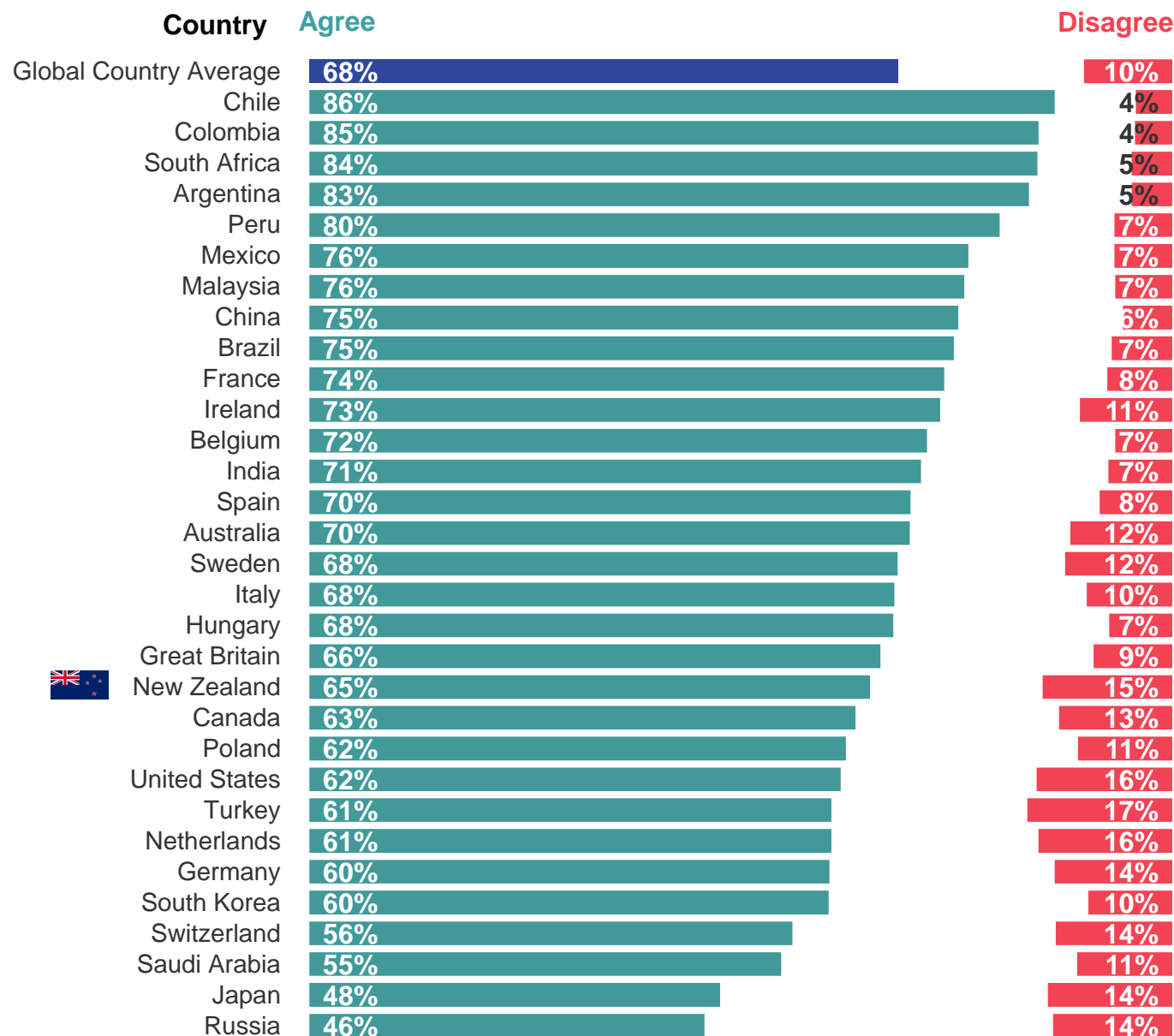


# 65% of New Zealanders are of the view that the government needs to act now to combat climate change or risk failing the population

## 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]

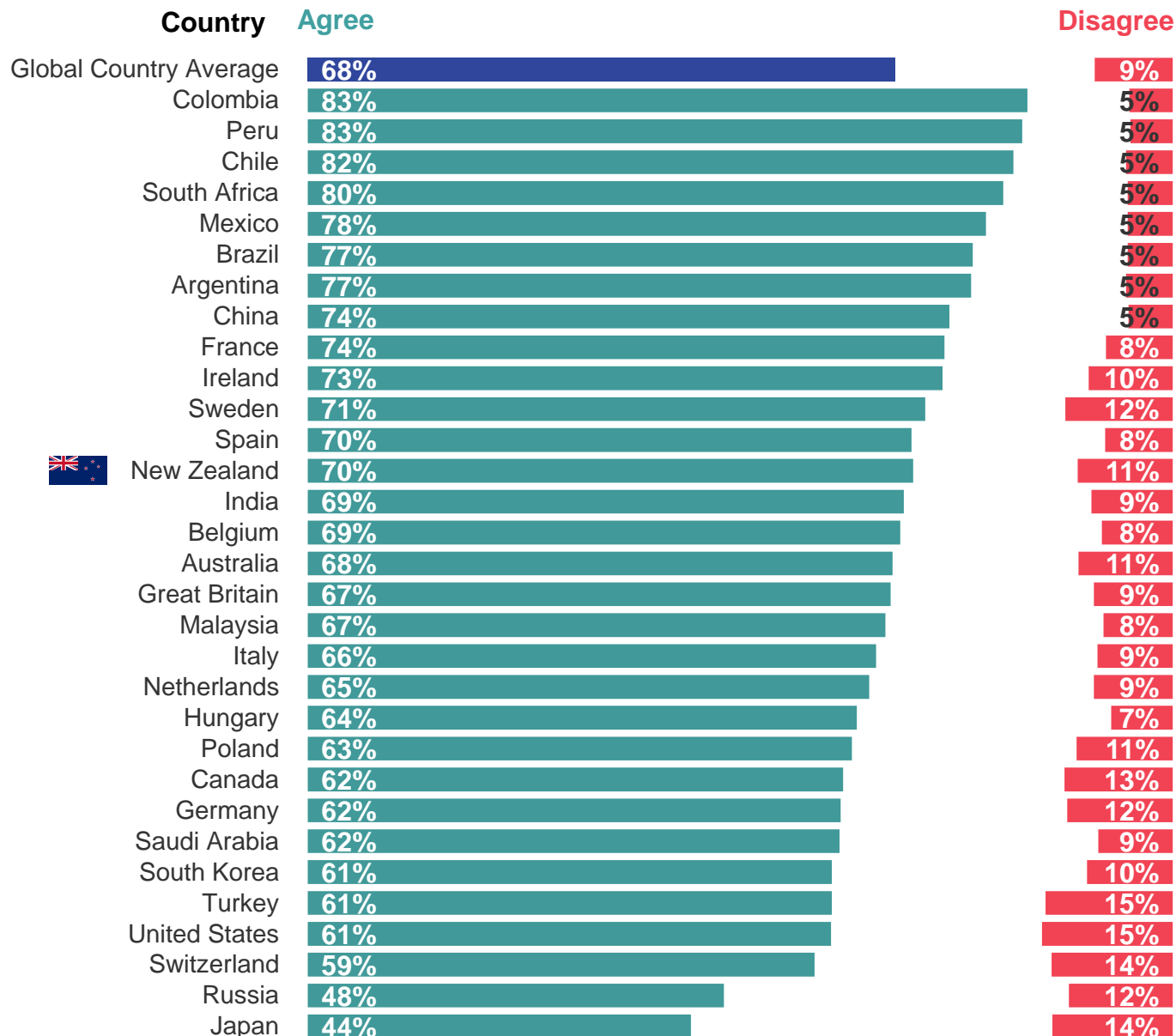


# There is strong agreement on the need for corporate action to combat climate change globally, with New Zealand sitting just above the global average

## 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**

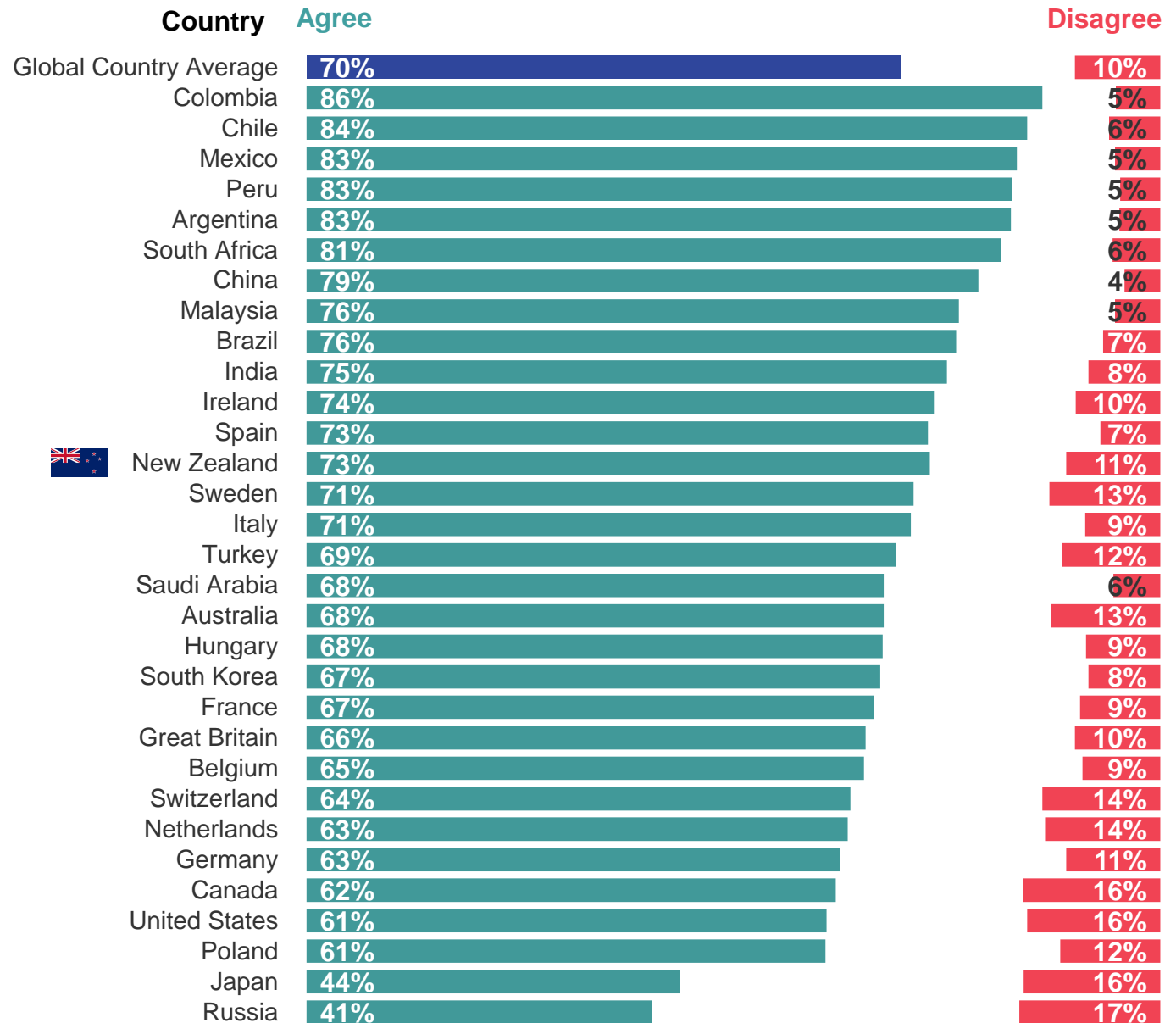


# Individuals also feel the burden of responsibility & nearly 3 in 4 New Zealanders agree that they need to act now or risk failing future generations

## 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**



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	#2 in country	#3 in country	TOT	ARG	AUS	BEL	BRA	CAN	CH	CHL	CHN	COL	ESP	FRA	GB	GER	HUN	IND	IRE	ITA	JAP	KSA	KOR	MAL	MEX	NOR	NLD	PER	POL	RUS	SAF	SE	TUR	USA
Avoiding products with a lot of packaging	58%	64%	55%	55%	55%	52%	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%	48%	48%	47%	51%	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	52%	58%	48%	43%	46%	46%	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%	45%	47%	46%	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%	43%	40%	50%	44%	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%	41%	43%	45%	34%	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%	38%	36%	46%	33%	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%	35%	37%	41%	29%	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%	29%	31%	46%	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%	38%	51%	26%	41%	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'

**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.

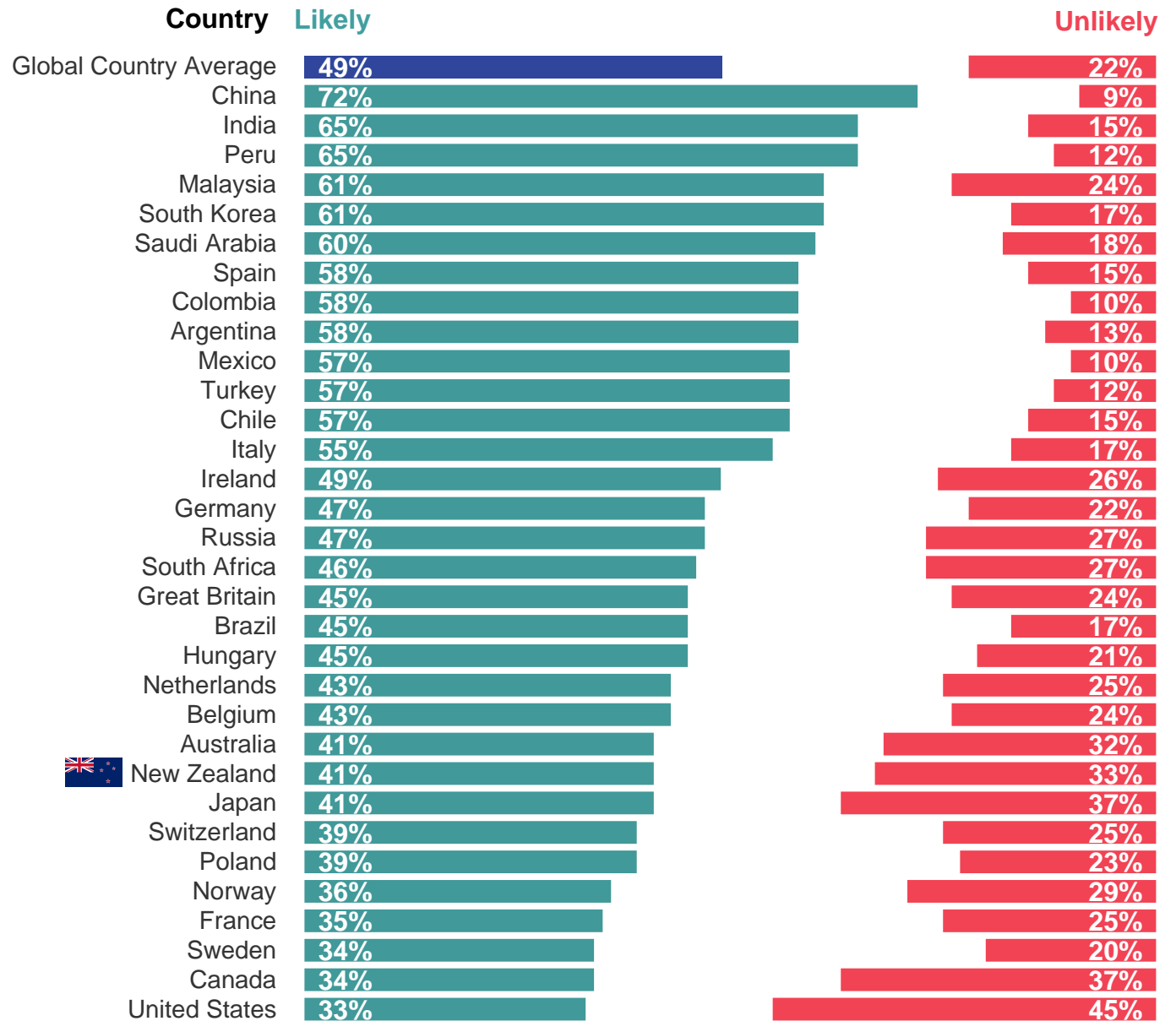


# Despite more New Zealanders' stating they are willing to drive less compared to last year, we are still below the global average

## 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**



**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'

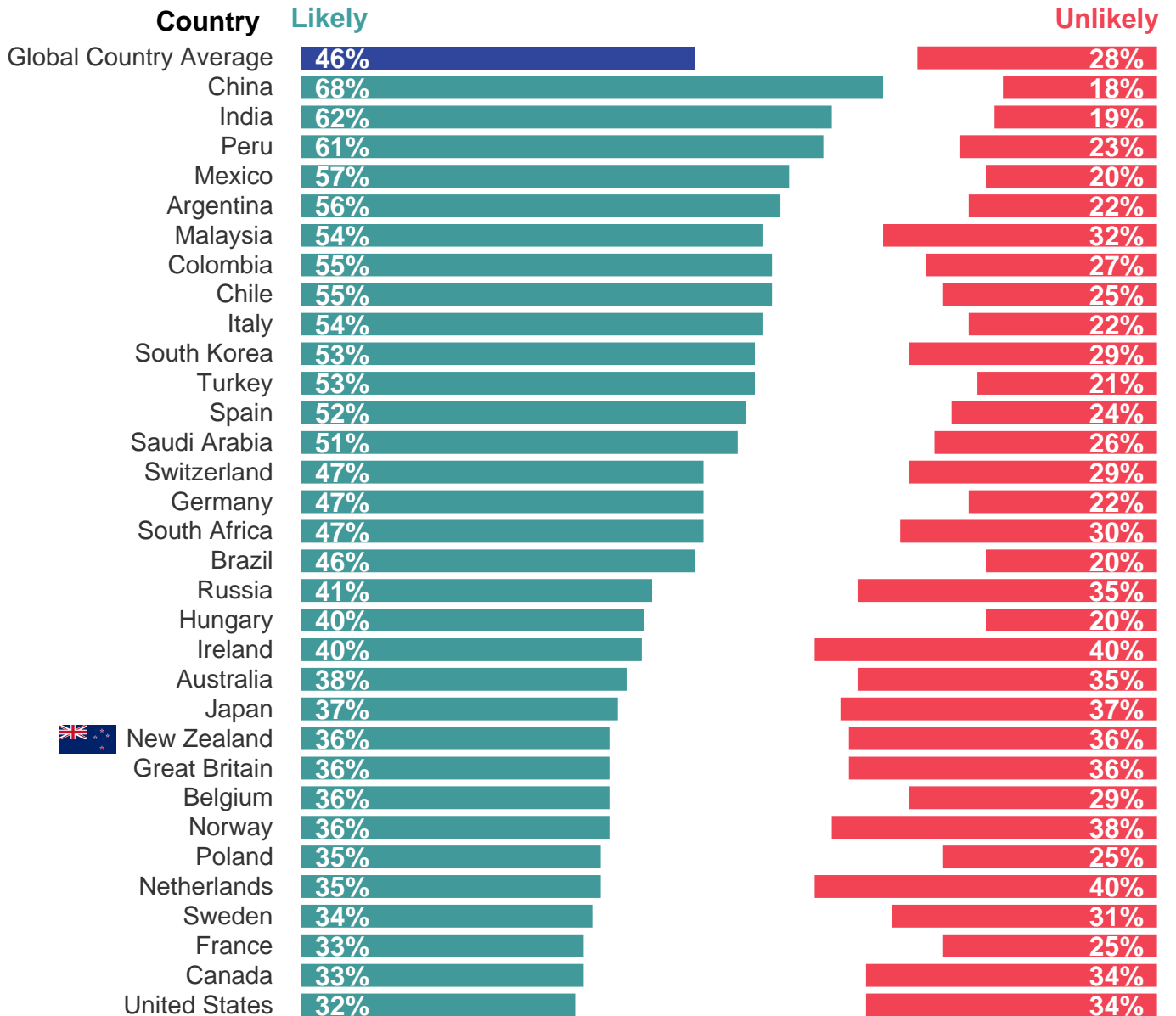
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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**



**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'

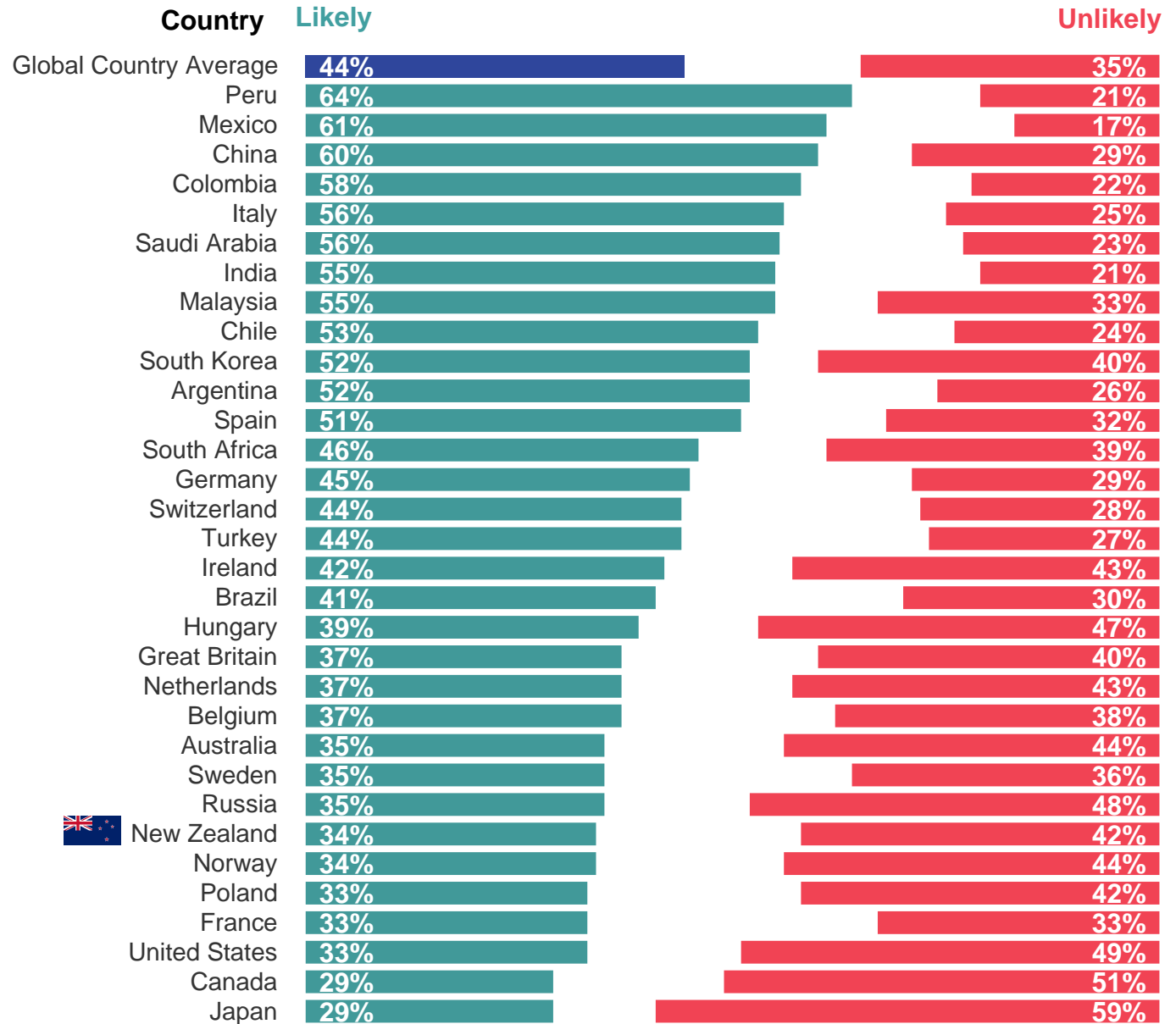
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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**



**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'

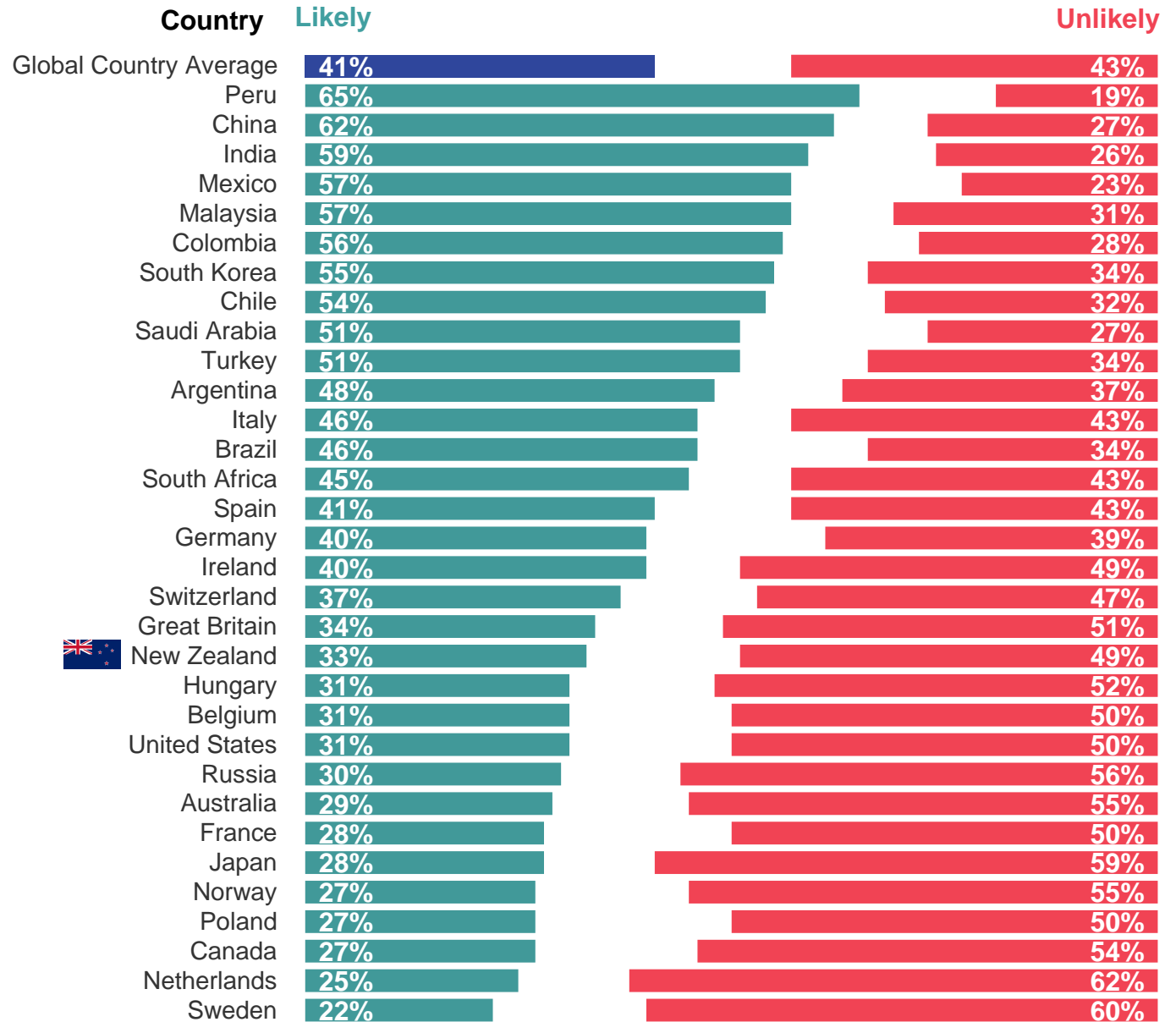
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# Nearly 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**



**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'

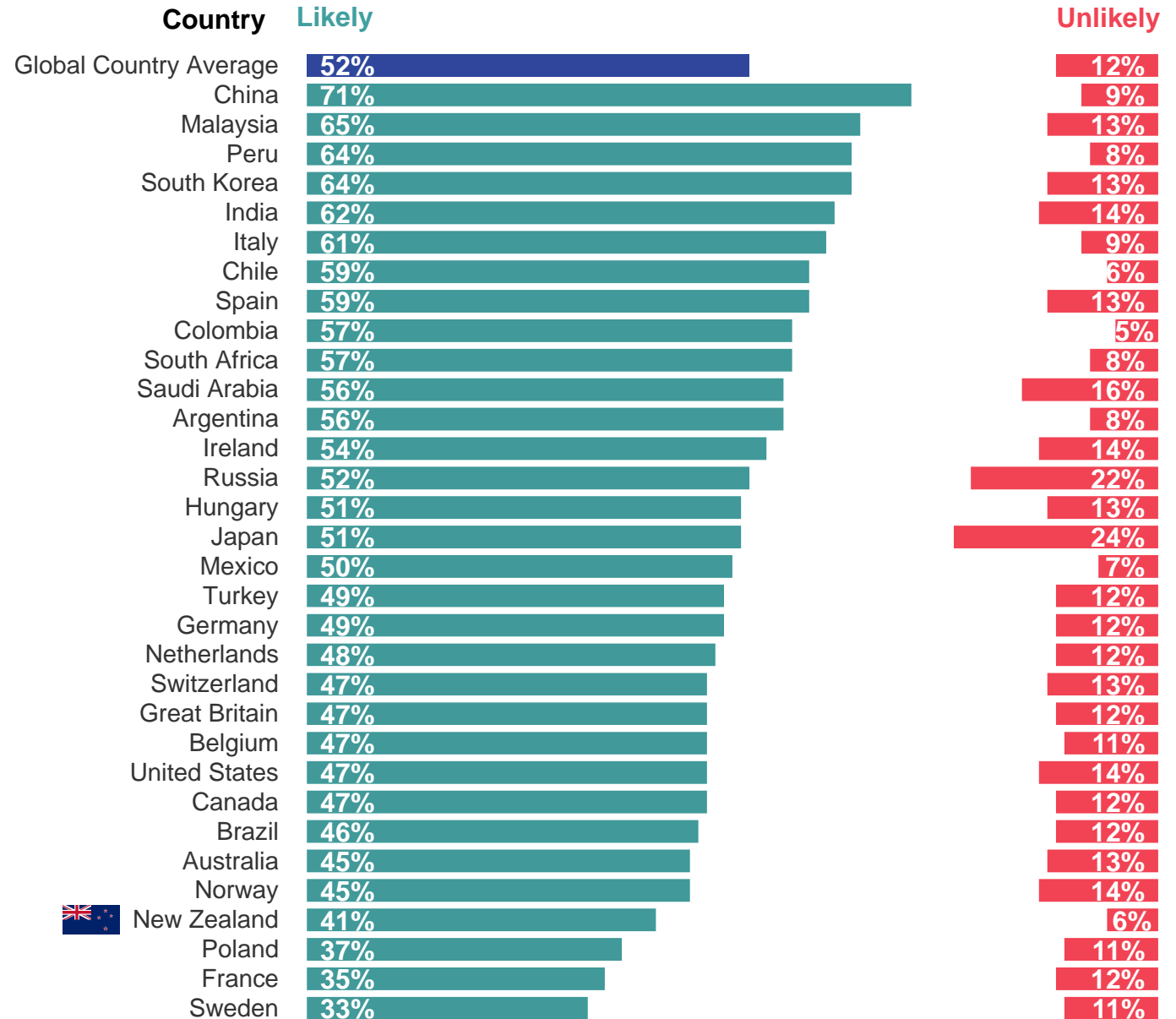
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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**



**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'

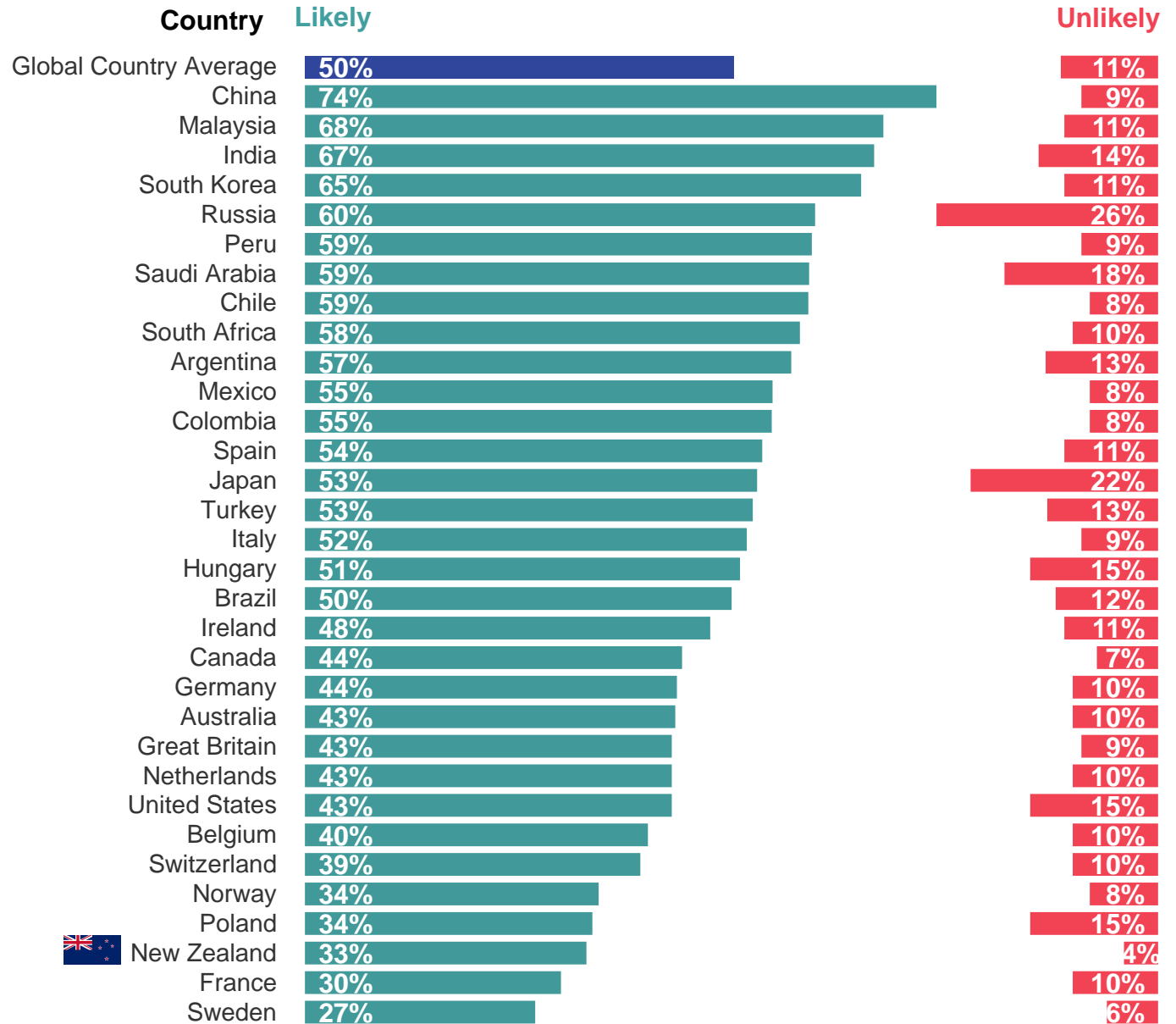
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# Despite ranking very low in likelihood of recycling, only 4% 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?

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



**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'

**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.

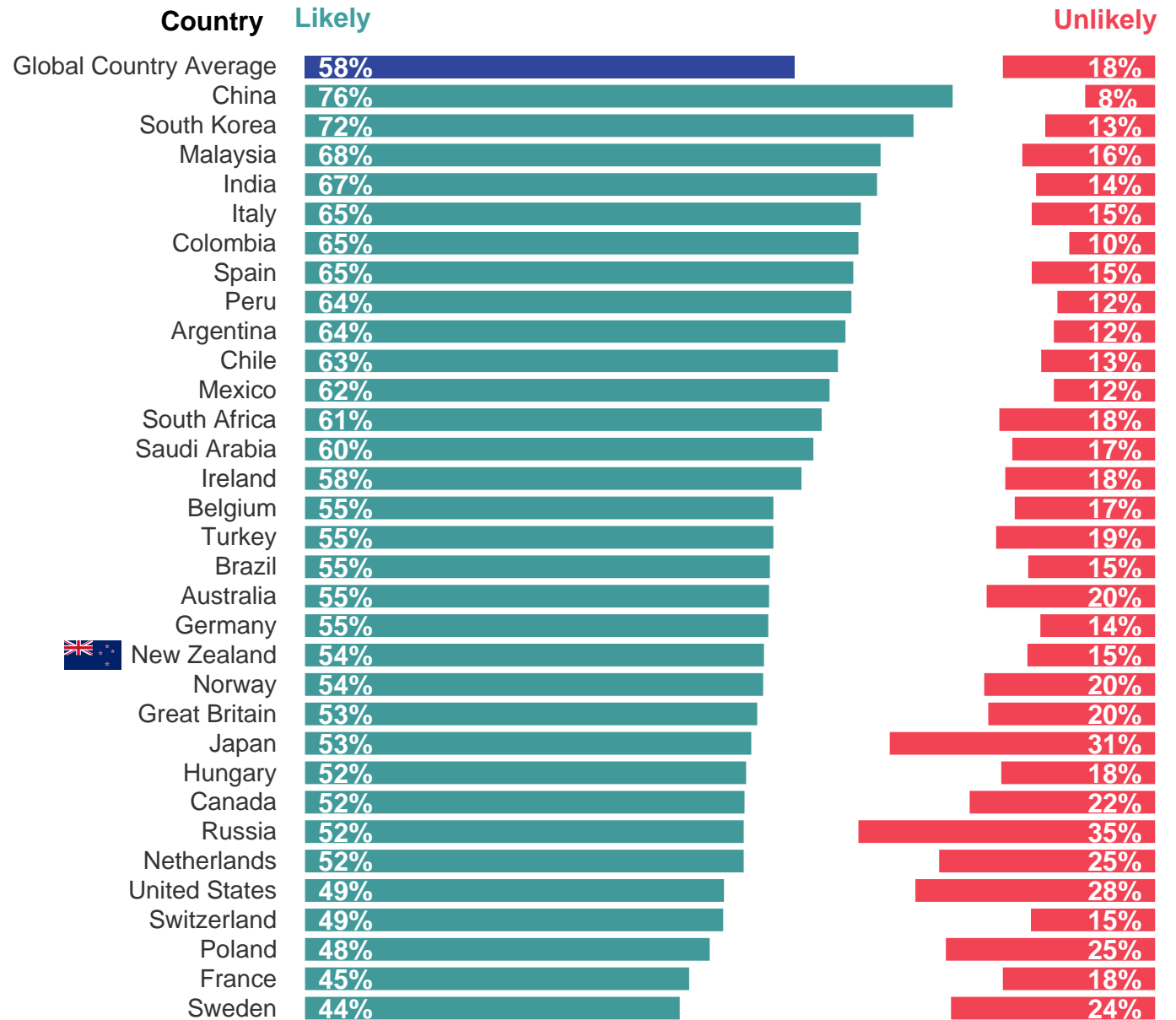


Just over half (54%) of the NZ population are likely to avoid products with a lot of packaging – similar to the global average of 58%

### 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



**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'

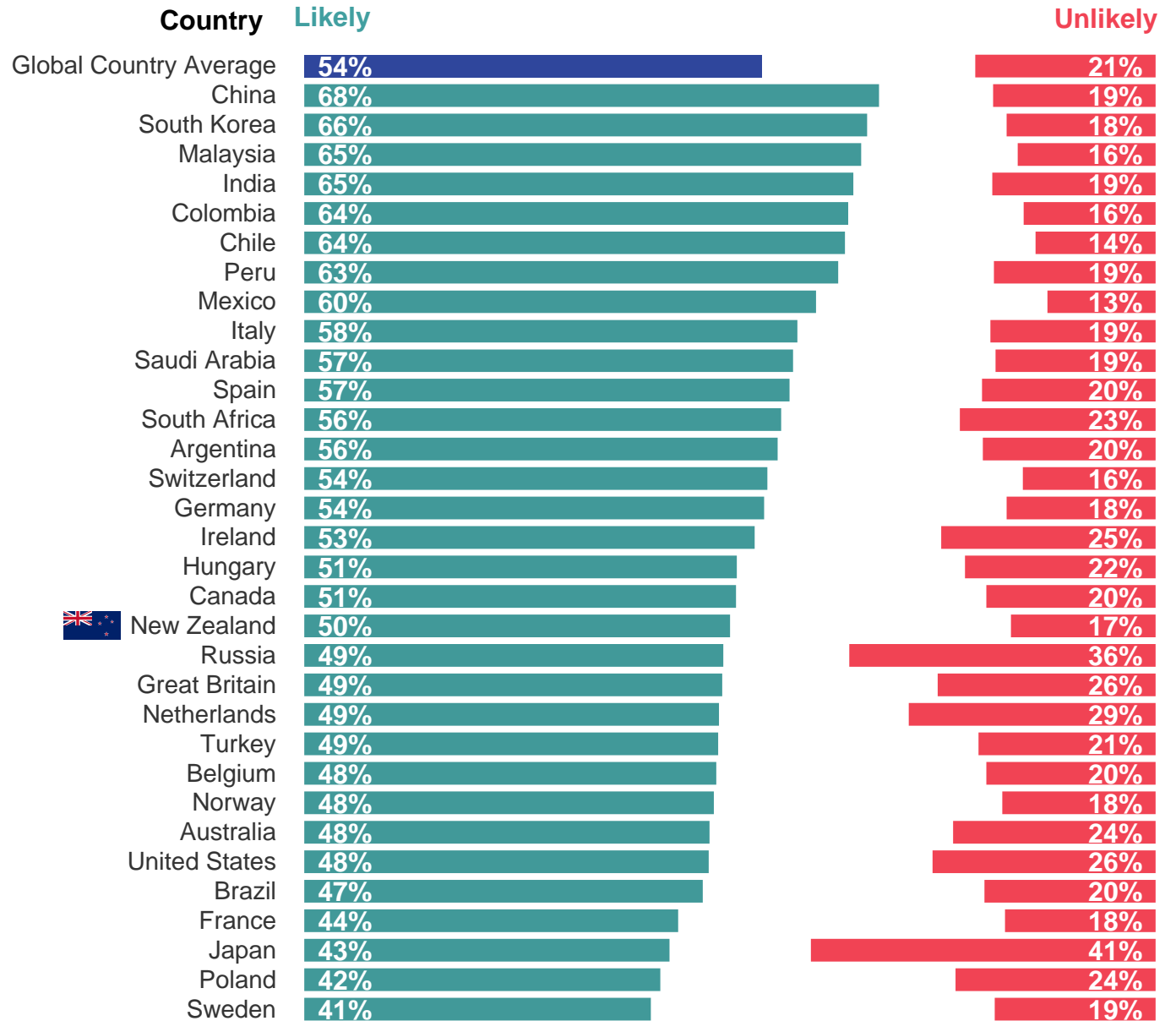
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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**



**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'

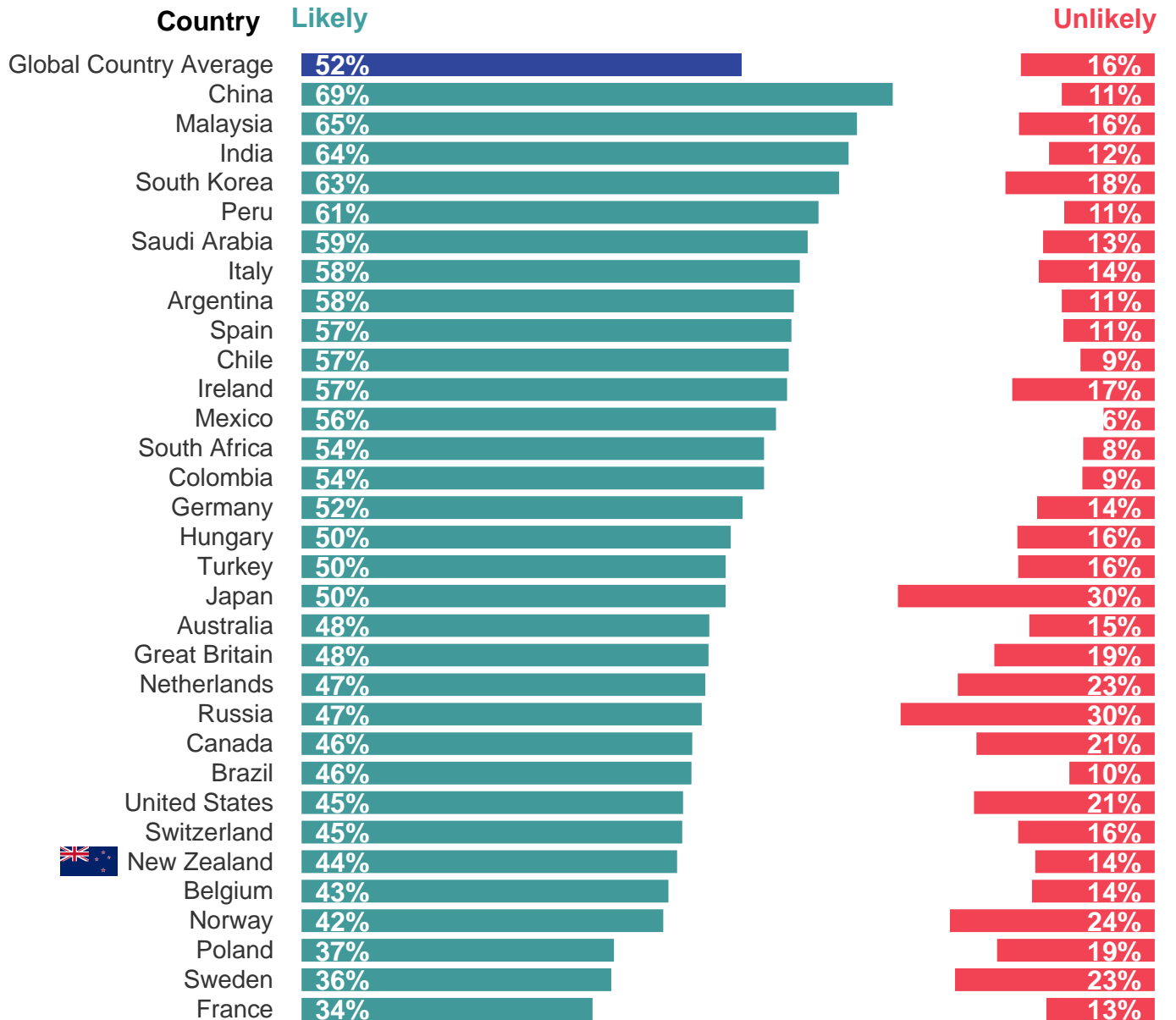
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# The 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**



**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'

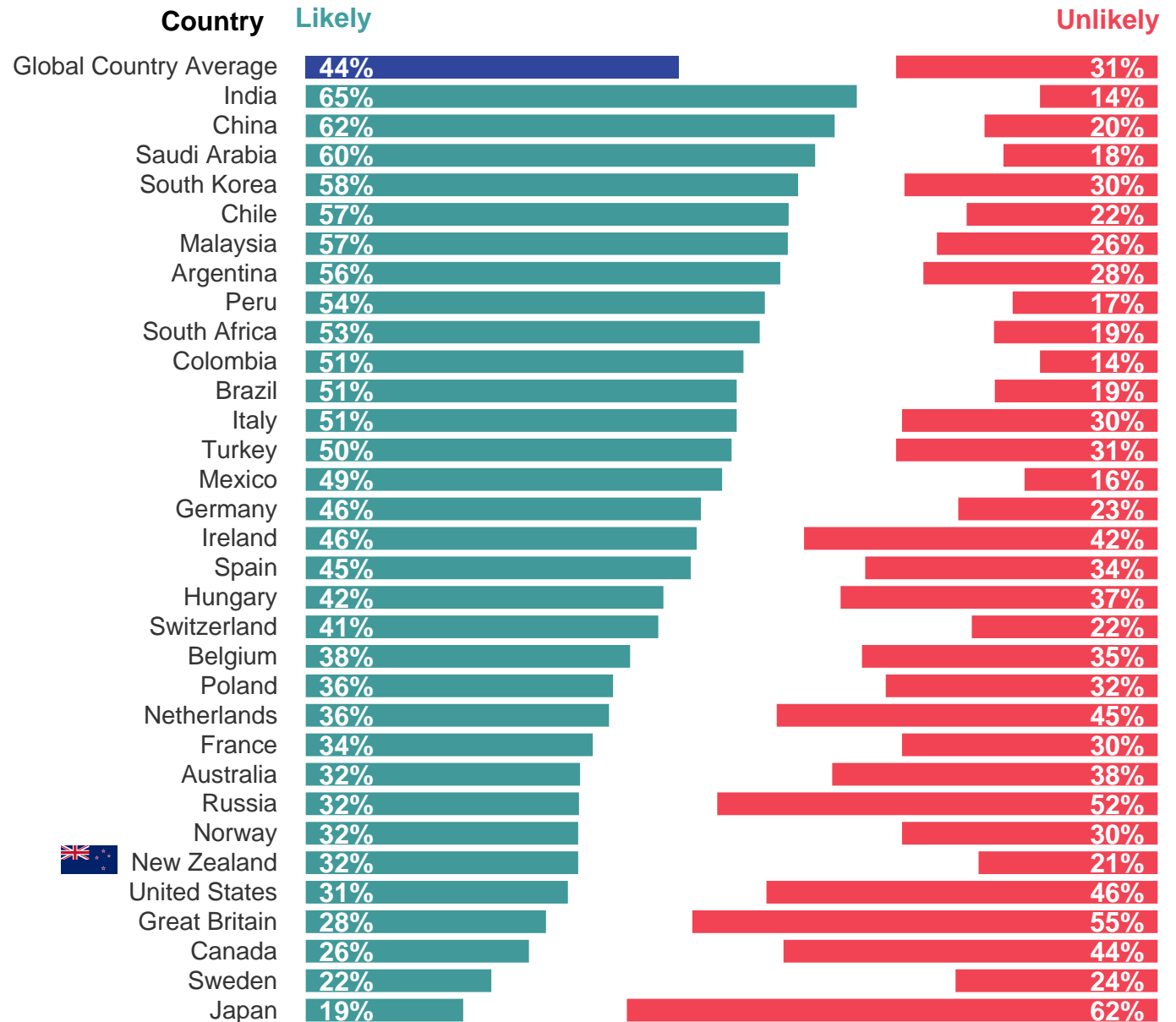
**Base:** New Zealand (n=1,003), Global (n=23,577 online adults across 31 countries, 18 Feb–4 Mar 2022). **NB:** Surveyed adults aged 16–74 in 30 countries, adults aged 16–99 in Norway.

# 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**



**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'

**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 are we going to do?

# Likelihood to take action on climate change 2022 across countries

## Top-3 actions:

- #1 in country
- #2 in country
- #3 in country



	TOT	ARG	AUS	BEL	BRA	CAN	CH	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%

