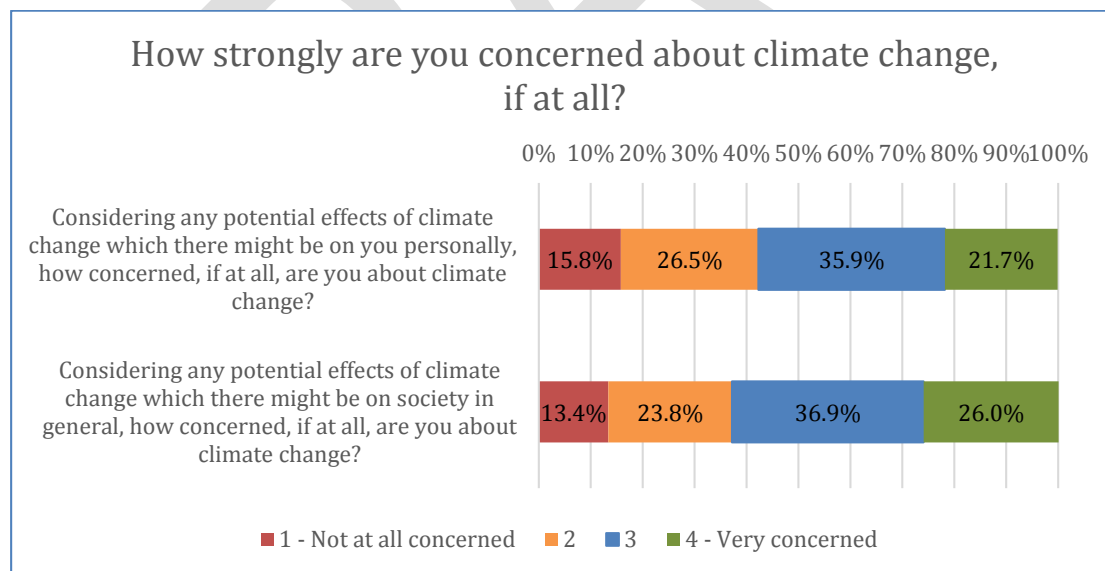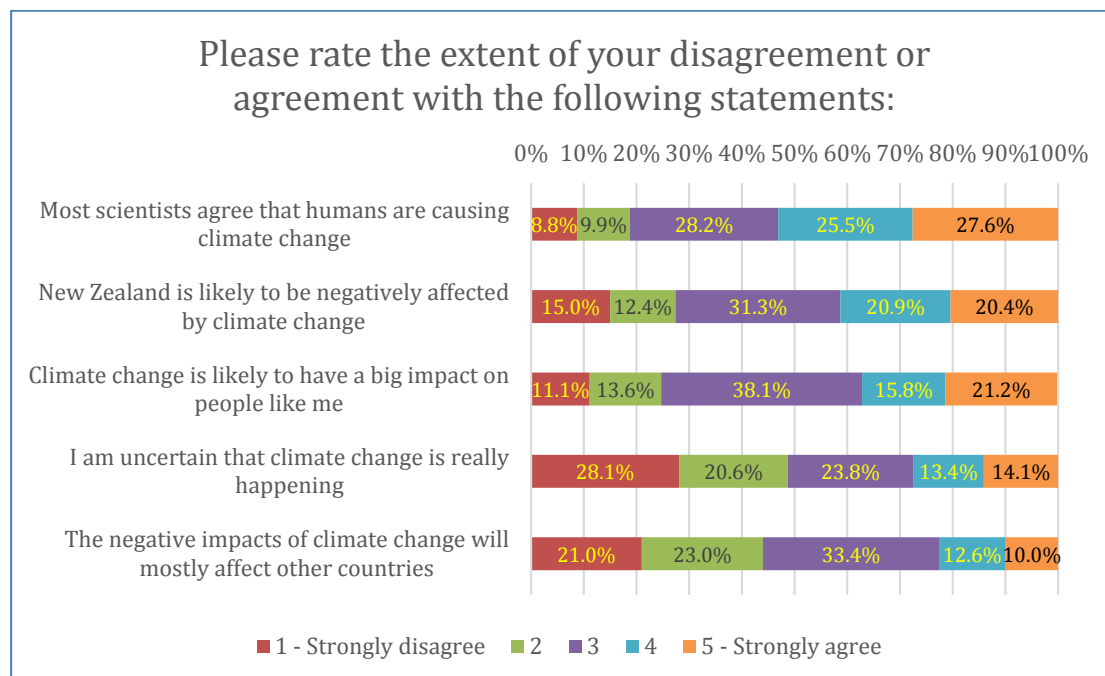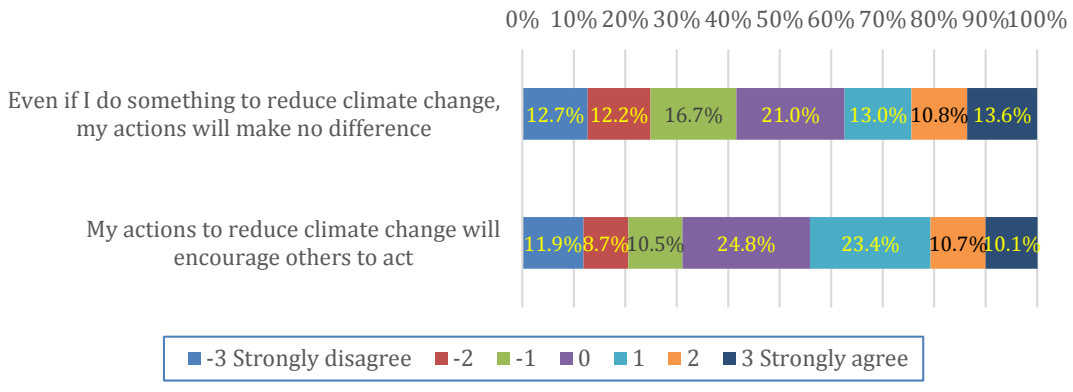# Annex: Selected results from *New Zealanders' Climate Change Actions and Attitudes* survey
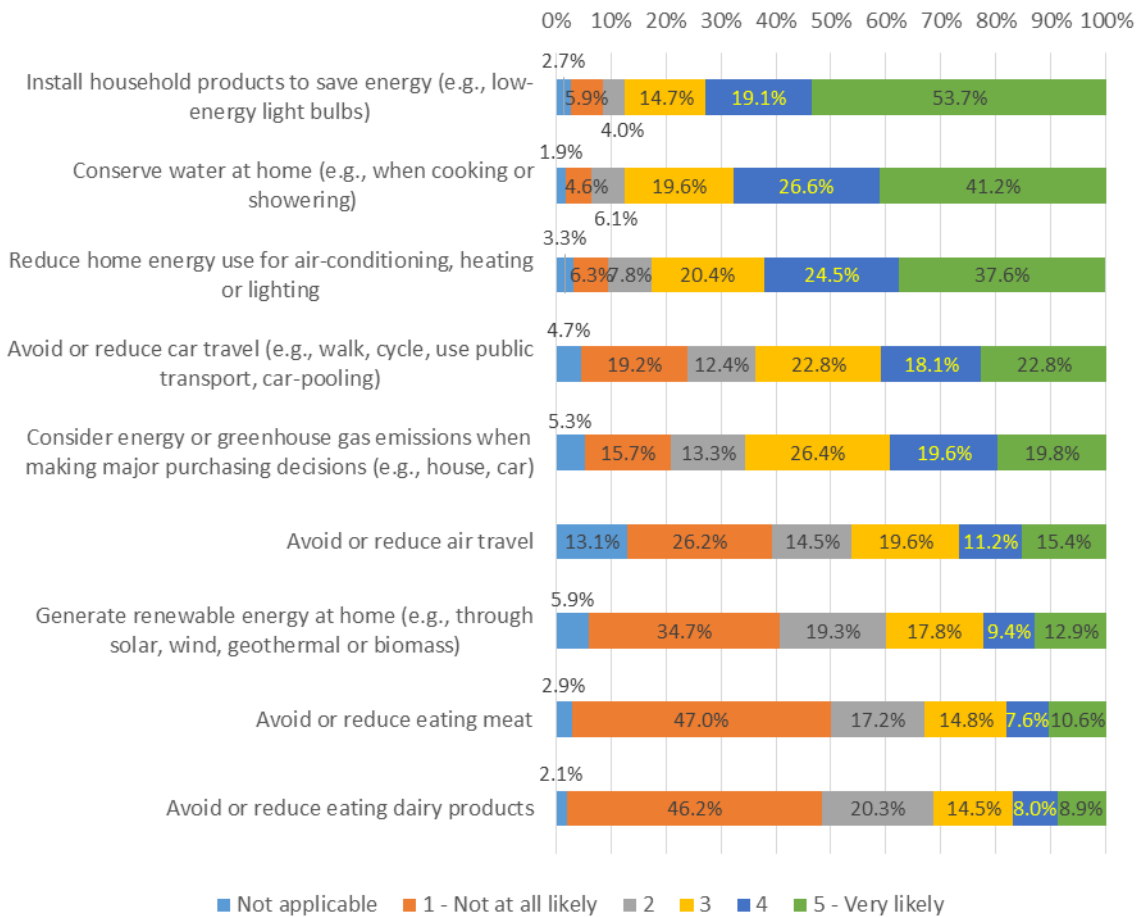
General results (Figures from Horizon Research Limited)
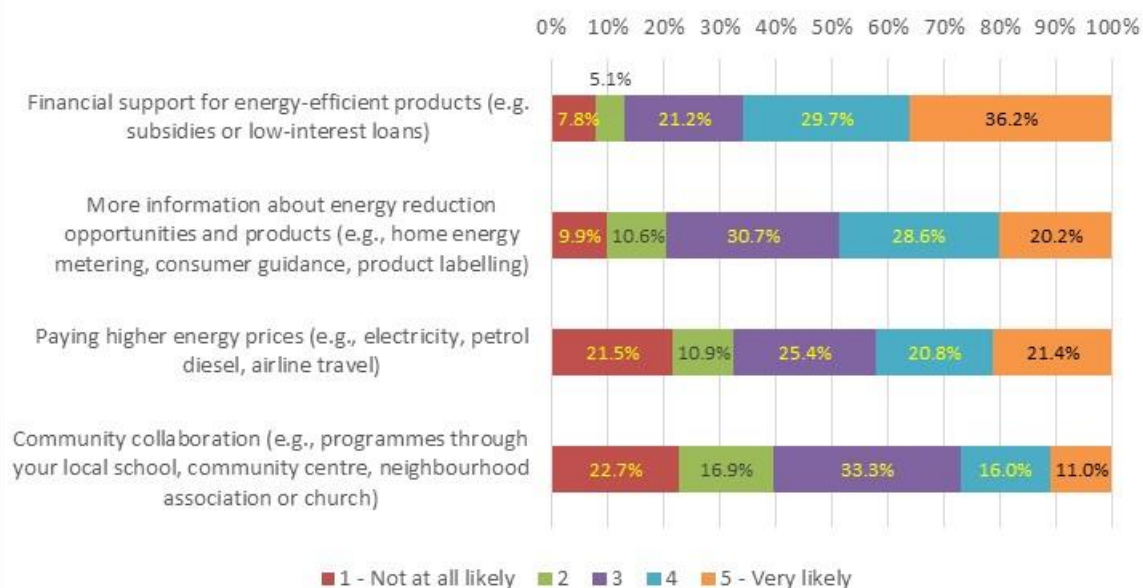
Please rate the extent of your disagreement or agreement with the following statements:

Statement	1 - Strongly disagree	2	3	4	5 - Strongly agree
Most scientists agree that humans are causing climate change	8.8%	9.9%	28.2%	25.5%	27.6%
New Zealand is likely to be negatively affected by climate change	15.0%	12.4%	31.3%	20.9%	20.4%
Climate change is likely to have a big impact on people like me	11.1%	13.6%	38.1%	15.8%	21.2%
I am uncertain that climate change is really happening	28.1%	20.6%	23.8%	13.4%	14.1%
The negative impacts of climate change will mostly affect other countries	21.0%	23.0%	33.4%	12.6%	10.0%

How strongly are you concerned about climate change, if at all?

Question	1 - Not at all concerned	2	3	4 - Very concerned
Considering any potential effects of climate change which there might be on you personally, how concerned, if at all, are you about climate change?	15.8%	26.5%	35.9%	21.7%
Considering any potential effects of climate change which there might be on society in general, how concerned, if at all, are you about climate change?	13.4%	23.8%	36.9%	26.0%

Please rate the extent of your disagreement or agreement with the following statements:

	-3 Strongly disagree	-2	-1	0	1	2	3 Strongly agree
Even if I do something to reduce climate change, my actions will make no difference	12.7%	12.2%	16.7%	21.0%	13.0%	10.8%	13.6%
My actions to reduce climate change will encourage others to act	11.9%	8.7%	10.5%	24.8%	23.4%	10.7%	10.1%

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

	Not applicable	1 - Not at all likely	2	3	4	5 - Very likely
Install household products to save energy (e.g., low-energy light bulbs)	2.7%	5.9%		14.7%	19.1%	53.7%
Conserve water at home (e.g., when cooking or showering)	1.9%	4.6%		19.6%	26.6%	41.2%
Reduce home energy use for air-conditioning, heating or lighting	3.3%	6.3%	7.8%	20.4%	24.5%	37.6%
Avoid or reduce car travel (e.g., walk, cycle, use public transport, car-pooling)	4.7%	19.2%	12.4%	22.8%	18.1%	22.8%
Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)	5.3%	15.7%	13.3%	26.4%	19.6%	19.8%
Avoid or reduce air travel	13.1%	26.2%	14.5%	19.6%	11.2%	15.4%
Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)	5.9%	34.7%	19.3%	17.8%	9.4%	12.9%
Avoid or reduce eating meat	2.9%	47.0%	17.2%	14.8%	7.6%	10.6%
Avoid or reduce eating dairy products	2.1%	46.2%	20.3%	14.5%	8.0%	8.9%

How likely are the following measures to motivate you to use less energy?

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Measure	1 - Not at all likely	2	3	4	5 - Very likely
Financial support for energy-efficient products (e.g. subsidies or low-interest loans)	7.8%	5.1%	21.2%	29.7%	36.2%
More information about energy reduction opportunities and products (e.g., home energy metering, consumer guidance, product labelling)	9.9%	10.6%	30.7%	28.6%	20.2%
Paying higher energy prices (e.g., electricity, petrol diesel, airline travel)	21.5%	10.9%	25.4%	20.8%	21.4%
Community collaboration (e.g., programmes through your local school, community centre, neighbourhood association or church)	22.7%	16.9%	33.3%	16.0%	11.0%

Legend: ■ 1 - Not at all likely ■ 2 ■ 3 ■ 4 ■ 5 - Very likely

How likely are the following measures to motivate you to generate renewable energy (e.g. solar, wind, biomass or geothermal) at home?

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Measure	1 - Not at all likely	2	3	4	5 - Very likely
Financial support for renewable energy products (e.g. subsidies, low-interest loans, opportunity to sell excess electricity back to the grid)	12.4%	8.0%	21.2%	25.1%	33.4%
More information about home renewable energy generation reduction opportunities and products (e.g. consumer guidance, product demonstration)	17.2%	12.0%	33.5%	22.1%	15.1%
Paying higher energy prices (e.g., electricity, petrol diesel, airline travel)	29.7%	15.4%	24.6%	16.5%	13.9%
Community collaboration (e.g., programmes through your local school, community centre, neighbourhood association or church)	25.7%	16.8%	31.5%	15.0%	11.0%

Legend: ■ 1 - Not at all likely ■ 2 ■ 3 ■ 4 ■ 5 - Very likely

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

Demonstration of the age and gender effects (Figures from the authors)

The graphs and table below present survey results for 22 selected questions by gender and age group. The questions are grouped into five categories: climate change beliefs, climate change concern, effectiveness beliefs, environmental citizenship, and intended household actions that reduce emissions.
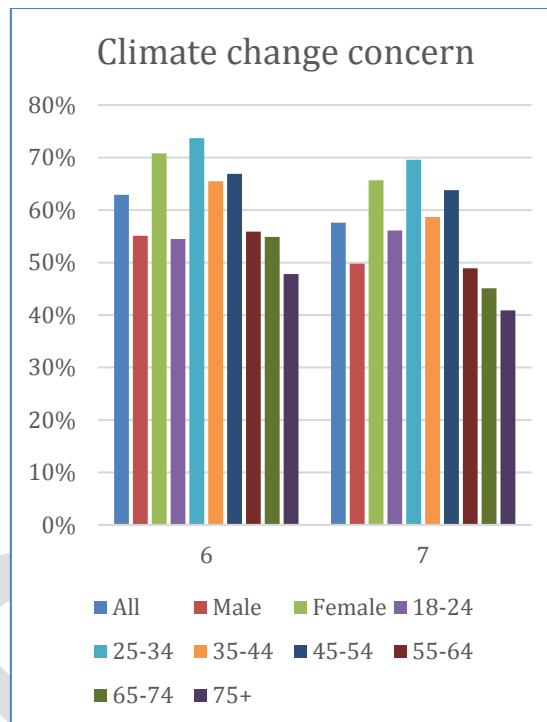
Questions: Climate change beliefs

1. Most scientists agree that humans are causing climate change. (agree/strongly agree)
2. I am uncertain that climate change is really happening. *(disagree/strongly disagree)*
3. The negative impacts of climate change will mostly affect other countries. *(disagree/strongly disagree)*
4. New Zealand is likely to be negatively affected by climate change. (agree/strongly agree)
5. Climate change is likely to have a big impact on people like me. (agree/strongly agree)
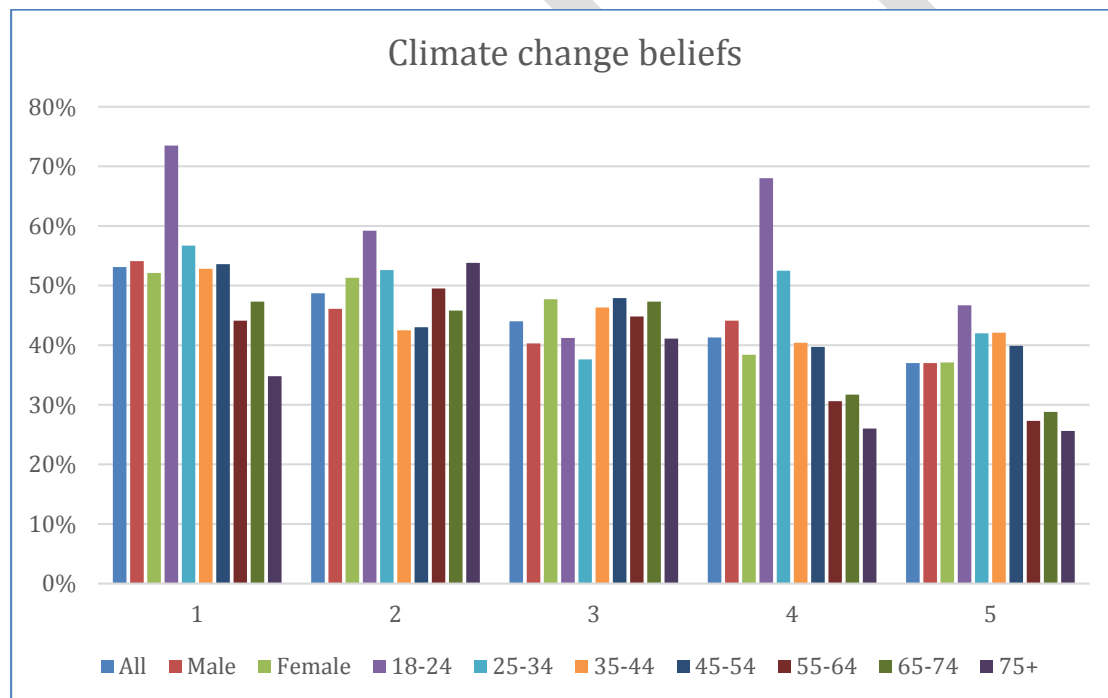
Questions: Climate change concern

6. Considering any potential effects of climate change which there might be on society in general, how concerned, if at all, are you about climate change? (concerned, very concerned)

7. Considering any potential effects of climate change which there might be on you personally, how concerned, if at all, are you about climate change? (concerned/very concerned)

Questions: Effectiveness beliefs

8. Even if I do something to reduce climate change, my actions will make no difference. (*disagree/strongly disagree*)

9. My actions to reduce climate change will encourage others to act. (agree/strongly agree)
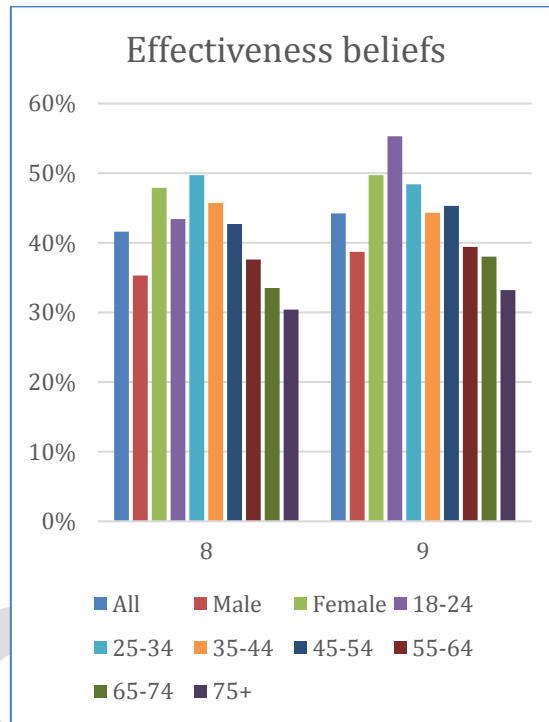
Questions: Environmental citizenship

In the next 12 months, how likely are you to…

10. Speak in favour of pro-environmental policies in conversations with your friends or family? (likely/very likely)

11. Vote for a candidate at least in part because he or she is in favour of strong environmental protection? (likely/very likely)

12. Boycott companies that are not environmentally friendly? (likely/very likely)

13. Join public demonstrations or protests supporting environmental protection? (likely/very likely)
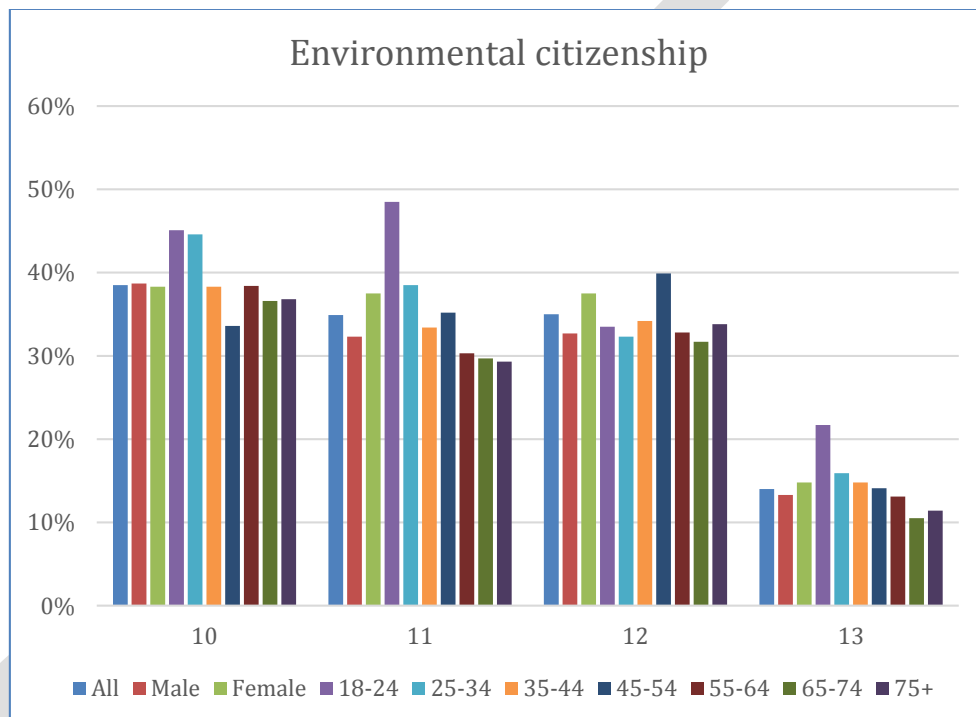
Questions: Intended household actions that reduce emissions

In the next 12 months, how likely are you to…

14. Install household products to save energy (e.g., low-energy light bulbs)? (likely/very likely)

15. Conserve water at home (e.g., when cooking or showering)? (likely/very likely)

16. Reduce home energy use for air-conditioning, heating or lighting? (likely/very likely)

17. Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass)? (likely/very likely)

18. Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car)? (likely/very likely)

19. Avoid or reduce car travel (e.g., walk, cycle, use public transport, car-pooling)? (likely/very likely)

20. Avoid or reduce air travel? (likely/very likely)

21. Avoid or reduce eating meat? (likely/very likely)

22. Avoid or reduce eating dairy products? (likely/very likely)
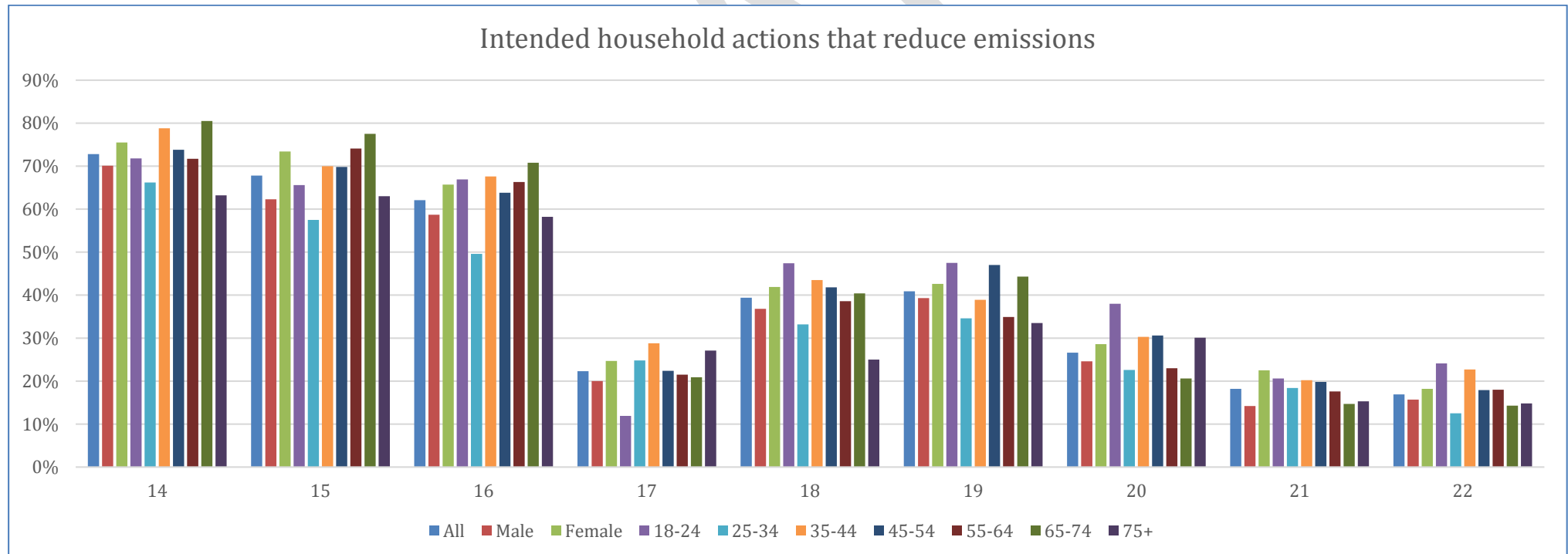
Demonstration of gender and age effects: Survey data (Table by the authors)

Questions by respondents' gender and age group	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Climate change beliefs										
1 Most scientists agree that humans are causing climate change. (agree/strongly agree)	53%	54%	52%	74%	57%	53%	54%	44%	47%	35%
2 I am uncertain that climate change is really happening. (disagree/strongly disagree)	49%	46%	51%	59%	53%	43%	43%	50%	46%	54%
3 The negative impacts of climate change will mostly affect other countries (disagree/strongly disagree)	44%	40%	48%	41%	38%	46%	48%	45%	47%	41%
4 New Zealand is likely to be negatively affected by climate change. (agree/strongly agree)	41%	44%	38%	68%	53%	40%	40%	31%	32%	26%
5 Climate change is likely to have a big impact on people like me. (agree/strongly agree)	37%	37%	37%	47%	42%	42%	40%	27%	29%	26%
Climate change concern										
6 Considering any potential effects of climate change which there might be on society in general, how concerned, if at all, are you about climate change? (concerned, very concerned)	63%	55%	71%	55%	74%	66%	67%	56%	55%	48%
7 Considering any potential effects of climate change which there might be on you personally, how concerned, if at all, are you about climate change? (concerned/very concerned)	58%	50%	66%	56%	70%	59%	64%	49%	45%	41%
Effectiveness beliefs										
8 Even if I do something to reduce climate change, my actions will make no difference. (disagree/strongly disagree)	42%	35%	48%	43%	50%	46%	43%	38%	34%	30%
9 My actions to reduce climate change will encourage others to act. (agree/strongly agree)	44%	39%	50%	55%	48%	44%	45%	39%	38%	33%
Environmental citizenship										
In the next 12 months, how likely are you to…										
10 Speak in favour of pro-environmental policies in conversations with your friends or family? (likely/very likely)	39%	39%	38%	45%	45%	38%	34%	38%	37%	37%
11 Vote for a candidate at least in part because he or she is in favour of strong environmental protection? (likely/very likely)	35%	32%	38%	49%	39%	33%	35%	30%	30%	29%
12 Boycott companies that are not environmentally friendly? (likely/very likely)	35%	33%	38%	34%	32%	34%	40%	33%	32%	34%

Questions by respondents' gender and age group	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
13 Join public demonstrations or protests supporting environmental protection? (likely/very likely)	14%	13%	15%	22%	16%	15%	14%	13%	11%	11%
Intended household actions that reduce emissions										
In the next 12 months, how likely are you to…										
14 Install household products to save energy (e.g., low-energy light bulbs) (likely/very likely)	73%	70%	76%	72%	66%	79%	74%	72%	81%	63%
15 Conserve water at home (e.g., when cooking or showering) (likely/very likely)	68%	62%	73%	66%	58%	70%	70%	74%	78%	63%
16 Reduce home energy use for air-conditioning, heating or lighting (likely/very likely)	62%	59%	66%	67%	50%	68%	64%	66%	71%	58%
17 Generate renewable energy at home (e.g., through solar, wind, geothermal or biomass) (likely/very likely)	22%	20%	25%	12%	25%	29%	22%	22%	21%	27%
18 Consider energy or greenhouse gas emissions when making major purchasing decisions (e.g., house, car) (likely/very likely)	39%	37%	42%	47%	33%	44%	42%	39%	40%	25%
19 Avoid or reduce car travel (e.g., walk, cycle, use public transport, car-pooling) (likely/very likely)	41%	39%	43%	48%	35%	39%	47%	35%	44%	34%
20 Avoid or reduce air travel (likely/very likely)	27%	25%	29%	38%	23%	30%	31%	23%	21%	30%
21 Avoid or reduce eating meat (likely/very likely)	18%	14%	23%	21%	18%	20%	20%	18%	15%	15%
22 Avoid or reduce eating dairy products (likely/very likely)	17%	16%	18%	24%	13%	23%	18%	18%	14%	15%