

Climate Change II survey June 2007

ShapeNZ

1367 respondents nationwide

14 – 26 June 2007

Weighted by age, income, employment, gender, party vote 2005

Margin of error on national sample + - 2%

Available for publication when authorised by the New Zealand Business Council for Sustainable Development. Not for publication prior to 10 July 2007 without prior approval.

Note: Two results are presented for each question.

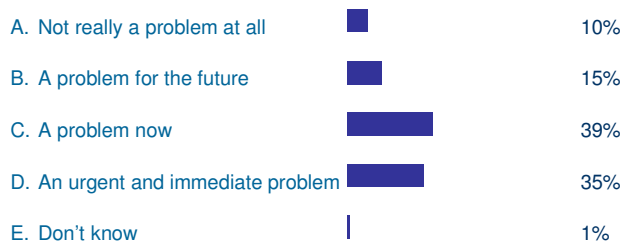
The first results panel represents answers from all respondents.

The second panel represents answers for a Business Decision Maker Group (occupation business manager, proprietor, self employed).

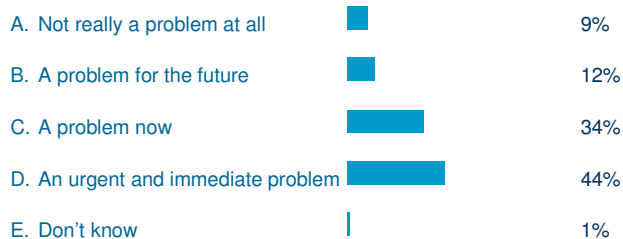
Climate change issues

Firstly, do you think climate change or global warming, due to the Greenhouse Effect, is an urgent issue facing New Zealand or not really a problem at all?

Results for 1377 total responses (format: Multichoice)

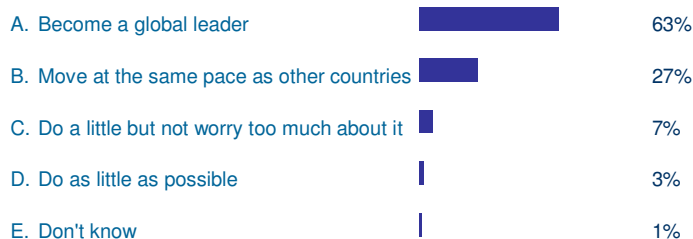


Results for the 398 people who meet the filter criteria

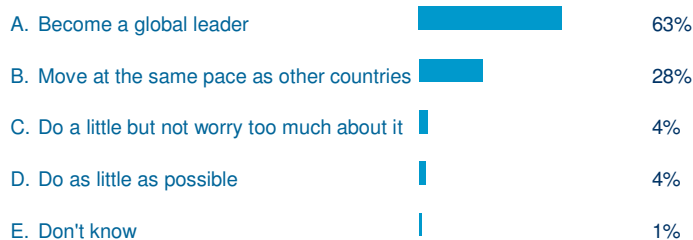


Thinking about the ways New Zealand could respond to climate change, which general course would you prefer the country to follow?

Results for 1375 total responses (format: Multichoice)



Results for the 398 people who meet the filter criteria



Main parties' approaches to emissions goals

New Zealand has committed to reduce greenhouse gas emissions to 1990 levels between 2008 and 2012.

The Prime Minister has announced an aspirational goal for the country to become carbon neutral, with no emission reduction target dates yet set, to manage climate change and enhance the “New Zealand brand” and trading opportunities.





The National Party has announced it wants emissions reduced by 50%, compared with 1990 levels, by 2050, saying this is realistic, credible and achievable and has a target date.

Thinking about the two main parties' approaches to climate change targets, which policy approaches do you prefer?






(select all of the options you prefer)

Results for 1481 total responses (format: Multichoice)



B. Reduce emissions by 50% by 2050		39%
C. Neither		7%
D. Don't know		8%
E. Other (please specify)		7%

Results for the 430 people who meet the filter criteria

A. Strive for carbon neutrality over time		39%
B. Reduce emissions by 50% by 2050		38%
C. Neither		8%
D. Don't know		5%
E. Other (please specify)		11%

Any comment on this?

(Text responses not included in this report)

Thinking of how climate change policies should be determined, some suggest the parties with seats in Parliament should reach cross-party agreement on which policies to follow, so people and businesses can plan ahead, regardless of general election results. Do you believe...

Results for 1344 total responses (format: Multichoice)

A. Parties in Parliament should reach a cross-party agreement on climate change policies		87%
B. Parties should not seek a cross-party policy agreement on climate change policies		6%
C. Don't know		7%

Results for the 387 people who meet the filter criteria

A. Parties in Parliament should reach a cross-party agreement on climate change policies		89%
B. Parties should not seek a cross-party policy agreement on climate change policies		8%
C. Don't know		3%

Any comment on this?

(Text responses not included in this report)

Home insulation

New Zealand has about 300,000 totally uninsulated homes. They are said to cause ill health and require more energy to heat. People who live in well insulated homes that achieve

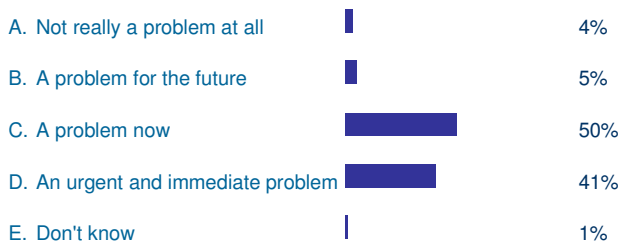
temperatures above 18 degrees enjoy dramatic health improvements and reduced admission to hospital.

New Zealand has some incentives and some schemes involving the private sector, local government and community groups in projects to insulate or retrofit homes in some local areas.

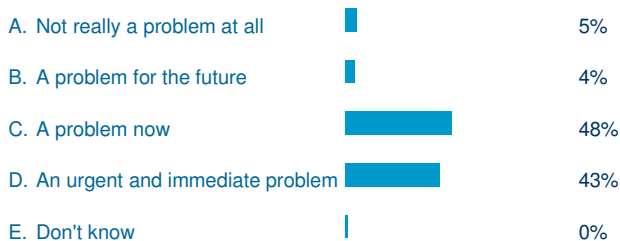
It will take many decades to insulate all homes under current policies. Insulating the ceiling, under the floor, and draft-proofing doors and windows in a typical home, to achieve a temperature of more than 18 degrees, will cost more than \$2200.

Do you believe the number of uninsulated homes in New Zealand is...

Results for 1325 total responses (format: Multichoice)



Results for the 383 people who meet the filter criteria



Given insulation of 300,000 homes at about \$2200 each would cost about \$726 million, do you believe the Government should fund the mass insulation of 300,000 homes?

Results for 1324 total responses (format: Multichoice)








Results for the 381 people who meet the filter criteria






A. Yes		52%
B. No		42%
C. Don't know		6%

If such a policy were to be adopted, should the Government...

Results for 1321 total responses (format: Multichoice)

A. Implement the policy as quickly as possible, say within three years		39%
B. Implement the policy over five years		32%
C. Implement the policy over a period longer than five years		13%
D. The Government should not implement the policy at all		13%
E. Don't know		3%







Results for the 381 people who meet the filter criteria

A. Implement the policy as quickly as possible, say within three years		36%
B. Implement the policy over five years		32%
C. Implement the policy over a period longer than five years		13%
D. The Government should not implement the policy at all		19%
E. Don't know		1%

If free insulation of homes were to be made available by the Government, who should receive insulation as a first priority?






(select as many as apply)

Results for 3122 total responses (format: Multichoice)

A. The elderly		28%
B. Low income home occupiers with children under 15		24%
C. Those in uninsulated homes suffering from respiratory diseases		23%
D. Uninsulated homes in the coldest parts of the country		21%
E. The Government should not provide free insulation to these homes		3%
F. Don't know		1%


Results for the 859 people who meet the filter criteria

A. The elderly		25%
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B. Low income home occupiers with children under 15		24%
C. Those in uninsulated homes suffering from respiratory diseases		22%
D. Uninsulated homes in the coldest parts of the country		21%
E. The Government should not provide free insulation to these homes		6%
F. Don't know		1%

If paying for insulation in uninsulated homes were to reduce the amount of money available for a cut in your personal income tax over time, would you..

Results for 1312 total responses (format: Multichoice)

A. Support the insulation policy		67%
B. Not support the insulation policy		22%
C. Don't know		11%

Results for the 380 people who meet the filter criteria


A. Support the insulation policy		64%
B. Not support the insulation policy		31%
C. Don't know		5%

If the funding for insulating homes could be managed so a cut in your personal income tax over time was also possible would you..

Results for 1320 total responses (format: Multichoice)

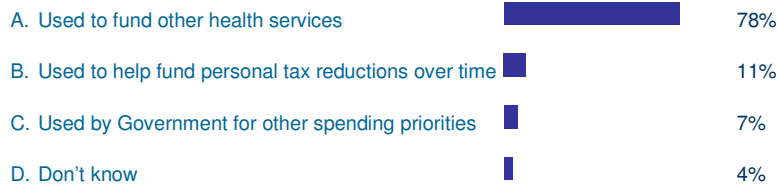
A. Support the insulation policy		81%
B. Not support the insulation policy		11%
C. Don't know		8%

Results for the 380 people who meet the filter criteria

A. Support the insulation policy		79%
B. Not support the insulation policy		18%
C. Don't know		3%

Should any savings in health spending from insulating homes be..

Results for 1322 total responses (format: Multichoice)



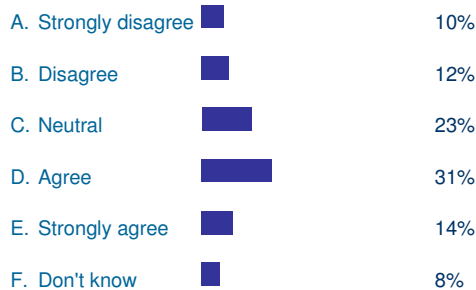
Results for the 380 people who meet the filter criteria



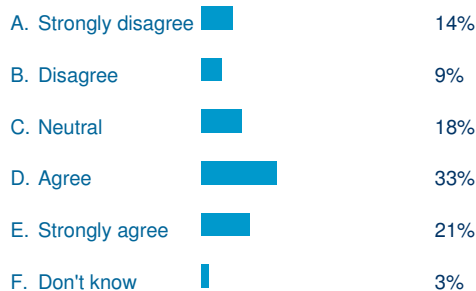
Business and personal responses to climate change

The Government is considering an emissions trading system, under which businesses which make emissions must buy carbon credits, and those who reduce emissions can sell carbon credits. Do you agree or disagree with this policy approach?

Results for 1305 total responses (format: Multichoice)





















Results for the 374 people who meet the filter criteria













Of the following activities, which have you done in the past, or are doing currently to reduce your greenhouse gas emissions and help manage climate change?

(select all that apply)

Results for 7337 total responses (format: Multichoice)

A. Have bought a more fuel efficient, low emission vehicle		5%
B. Have sold an older model vehicle		5%
C. Chosen alternative everyday travel options rather than use a vehicle		4%
D. Walking (rather than driving)		8%
E. Cycling (rather than driving)		3%
F. Using public transport		6%
G. Have rented or purchased a more energy efficient home		3%
H. Have bought energy efficient appliances		10%
I. Use energy efficient light bulbs		14%
J. Recycle household waste		15%
K. Have bought carbon offsets		0%
L. Have planted extra trees to offset emissions		5%
M. Chosen to build, live or work in an energy efficient, sustainable building		2%
N. Conserve water		11%
O. Bought products and services from organisations providing certified environmental friendly products and services		8%
P. None of these		0%
Q. Don't know		0%
R. Other (please specify)		1%

Results for the 2377 people who meet the filter criteria

A. Have bought a more fuel efficient, low emission vehicle		5%
B. Have sold an older model vehicle		5%
C. Chosen alternative everyday travel options rather than use a vehicle		6%
D. Walking (rather than driving)		7%
E. Cycling (rather than driving)		4%
F. Using public transport		6%
G. Have rented or purchased a more energy efficient home		3%
H. Have bought energy efficient appliances		10%
I. Use energy efficient light bulbs		13%
J. Recycle household waste		14%

K. Have bought carbon offsets		1%
L. Have planted extra trees to offset emissions	■	4%
M. Chosen to build, live or work in an energy efficient, sustainable building	■	3%
N. Conserve water	■	9%
O. Bought products and services from organisations providing certified environmental friendly products and services	■	8%
P. None of these		0%
Q. Don't know		0%
R. Other (please specify)		2%

And which of the following activities would you consider engaging in in the future to reduce your greenhouse gas emissions and help manage climate change?

(select all that apply)

Results for 8684 total responses (format: Multichoice)

A. Buy a more fuel efficient, low emission vehicle	■	9%
B. Sell an older model vehicle	■	5%
C. Choose alternative everyday travel options rather than use a vehicle	■	5%
D. Walk (rather than drive)	■	6%
E. Cycle (rather than drive)	■	4%
F. Use public transport	■	6%
G. Rent or purchase a more energy efficient home	■	5%
H. Buy energy efficient appliances	■	10%
I. Use energy efficient light bulbs	■	10%
J. Recycle household waste	■	9%
K. Buy carbon offsets		2%
L. Plant extra trees to offset emissions	■	8%
M. Choose to build, live or work in an energy efficient, sustainable building	■	5%
N. Conserve water	■	9%
O. Buy products and services from organisations providing certified environmental friendly products and services	■	7%
P. None of these		0%
Q. Don't know		0%

R. Other (please specify)		1%
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Results for the 2780 people who meet the filter criteria

A. Buy a more fuel efficient, low emission vehicle	■	9%
B. Sell an older model vehicle		5%
C. Choose alternative everyday travel options rather than use a vehicle	■	5%
D. Walk (rather than drive)	■	6%
E. Cycle (rather than drive)		4%
F. Use public transport	■	6%
G. Rent or purchase a more energy efficient home		5%
H. Buy energy efficient appliances	■	10%
I. Use energy efficient light bulbs	■	9%
J. Recycle household waste	■	9%
K. Buy carbon offsets		2%
L. Plant extra trees to offset emissions	■	7%
M. Choose to build, live or work in an energy efficient, sustainable building	■	6%
N. Conserve water	■	8%
O. Buy products and services from organisations providing certified environmental friendly products and services	■	8%
P. None of these		0%
Q. Don't know		0%
R. Other (please specify)		1%


If a product or service were to carry a verified New Zealand carbon neutral label, would this have any impact on your likelihood to buy it?


Results for 1294 total responses (format: Multichoice)


A. I would be more likely to buy it, even if it cost a little more than other products	■	34%
B. I would be more likely to buy it as long as it cost around the same as other products	■	48%
C. I would be no more or less likely to buy it than other products	■	12%
D. I would be less likely to buy it assuming it cost around the same as other products		0%
E. I would be less likely to buy it, even if it cost a little less than other products		1%


F. Don't know  4%


Results for the 373 people who meet the filter criteria


A. I would be more likely to buy it, even if it cost a little more than other products  50%

B. I would be more likely to buy it as long as it cost around the same as other products  32%

C. I would be no more or less likely to buy it than other products  13%

D. I would be less likely to buy it assuming it cost around the same as other products  1%

E. I would be less likely to buy it, even if it cost a little less than other products  1%

F. Don't know  2%

Do you believe the Government should lead the development of an overall New Zealand carbon neutral label available for use on any authorised New Zealand product or service, for sale within New Zealand or overseas?

Results for 1304 total responses (format: Multichoice)

A. Yes  73%

B. No  13%

C. Don't know  14%

Results for the 377 people who meet the filter criteria

A. Yes  71%

B. No  20%

C. Don't know  9%

Should the Government adopt a policy to make all schools carbon neutral?

Results for 1304 total responses (format: Multichoice)

A. Yes  66%

B. No  15%

C. Don't know  19%

Results for the 377 people who meet the filter criteria







A. Yes  63%

B. No  22%







C. Don't know  15%

If the Government were to offer a cash incentive to encourage you to replace your energy inefficient home appliances (e.g. refrigerator) with energy efficient ones, would you support or oppose this policy?

Results for 1305 total responses (format: Multichoice)

A. Strongly oppose		4%
B. Oppose		6%
C. Neutral		15%
D. Support		44%
E. Strongly support		29%
F. Don't know		2%

Results for the 376 people who meet the filter criteria

A. Strongly oppose		7%
B. Oppose		11%
C. Neutral		13%
D. Support		35%
E. Strongly support		32%
F. Don't know		2%


Waste management and recycling legislation

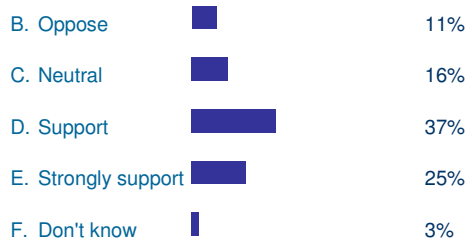
Parliament is currently considering a private members bill which would provide for the introduction of a levy on solid waste going to landfill.

The levy will be paid by those taking the waste to landfill. It will possibly raise \$90 million a year and may be used to invest in projects to reduce, recycle or find new uses for waste.

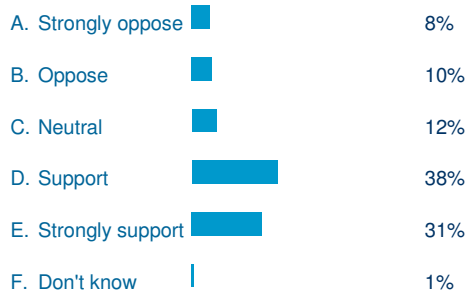
Do you support or oppose the introduction of a waste levy on solid waste to reduce the volume going to landfills and encourage recycling and re use of waste?

Results for 1297 total responses (format: Multichoice)

A. Strongly oppose		8%
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Results for the 372 people who meet the filter criteria



Recycling legislation

New Zealanders buy over 670 thousand tonnes of packaging every year, and recycle about half of it. 95% of New Zealanders have access to facilities to recycle paper, glass, cans and plastics numbered 1 and 2, and 77% of New Zealand councils offer households a kerbside recycling service.

Some are proposing container deposit legislation (CDL), under which consumers would pay more when they buy certain products (e.g. drink bottles) which would then be refunded if they drop the used container back to a central collection point. They say this system will provide a financial incentive for returning products or packaging to a centralised facility or to the point of sale.


Opponents claim CDL will duplicate and compete with kerbside council collections and add significant costs for consumers, retailers and bottlers.

The packaging industry in New Zealand says it can further improve recycling rates by offering public place recycling facilities – allowing people to deposit containers in special bins in public places, in addition to kerbside recycling by councils. They claim these facilities can be located where they are most needed and will be less costly than CDL.







What do you think?

Would you support or oppose a new charge on containers (like bottles) at the point of purchase?

Results for 1298 total responses (format: Multichoice)





A. Strongly oppose		11%
B. Oppose		22%
C. Neutral		19%
D. Support		29%
E. Strongly support		16%
F. Don't know		3%

Results for the 370 people who meet the filter criteria

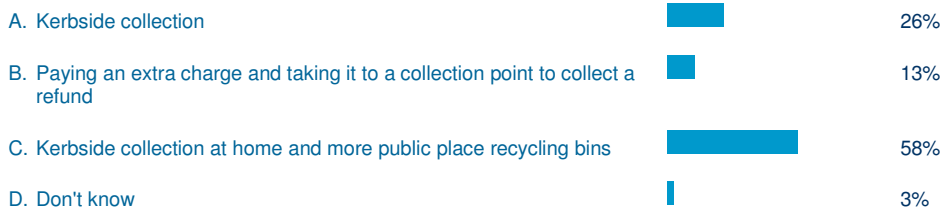
A. Strongly oppose		10%
B. Oppose		19%
C. Neutral		16%
D. Support		31%
E. Strongly support		21%
F. Don't know		4%

Which method of recycling containers, such as drink bottles, would you personally prefer?

Results for 1297 total responses (format: Multichoice)

A. Kerbside collection		25%
B. Paying an extra charge and taking it to a collection point to collect a refund		14%
C. Kerbside collection at home and more public place recycling bins		59%
D. Don't know		2%

Results for the 372 people who meet the filter criteria

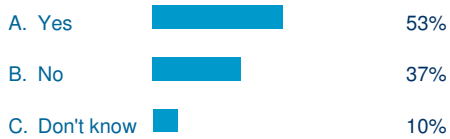


Would you personally be prepared to pay extra for products to cover the deposit required by CDL?

Results for 1299 total responses (format: Multichoice)



Results for the 372 people who meet the filter criteria

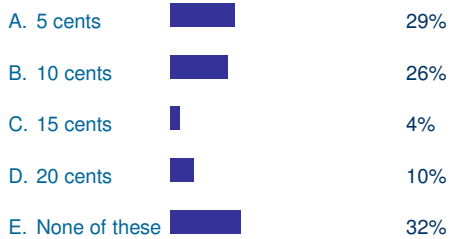


Do you have any comments about CDL, public place recycling or kerbside collection systems of recycling?

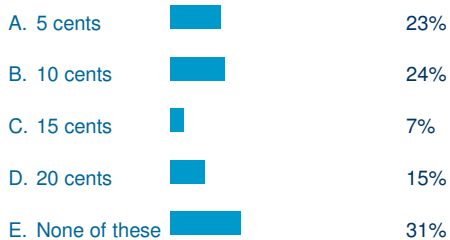
(Text responses not included in this report)

Under CDL, which of the following charges per container would be acceptable to you?

Results for 842 total responses (format: Multichoice)



Results for the 242 people who meet the filter criteria




























Information sources

Where do you receive your information on climate change and similar topics?

(Please tick all that apply)

Results for 5009 total responses (format: Multichoice)

A. My employer		2%
B. Colleagues, family and friends		7%
C. Television		15%
D. Newspapers		15%
E. Business newspapers or magazines		5%
F. Other magazines		7%
G. Internet		13%
H. Electronic newsletters		5%
I. Radio		9%
J. The Labour Party		2%
K. The National Party		1%
L. The Green Party		4%
M. The New Zealand First Party		0%
N. The Maori Party		0%
O. The ACT Party		0%
P. The United Future party		0%
Q. NZ Business Roundtable		1%
R. Business New Zealand		1%
S. Chambers of Commerce		1%
T. Employers and Manufacturers' Association		0%
U. NZ Business Council for Sustainable Development		3%
V. Sustainable Business Council		2%
W. World Wildlife Fund		2%
X. Greenpeace		4%
Y. None of these		0%

Z. N/A, do not seek this type of information | 0%



























Results for the 1837 people who meet the filter criteria

A. My employer		3%
B. Colleagues, family and friends	■	8%
C. Television	■	10%
D. Newspapers	■	12%
E. Business newspapers or magazines	■	7%
F. Other magazines	■	8%
G. Internet	■	11%
H. Electronic newsletters	■	7%
I. Radio	■	7%
J. The Labour Party		2%
K. The National Party		1%
L. The Green Party	■	4%
M. The New Zealand First Party		0%
N. The Maori Party		0%
O. The ACT Party		0%
P. The United Future party		0%
Q. NZ Business Roundtable		1%
R. Business New Zealand		1%
S. Chambers of Commerce		1%
T. Employers and Manufacturers' Association		1%
U. NZ Business Council for Sustainable Development	■	5%
V. Sustainable Business Council	■	3%
W. World Wildlife Fund		2%
X. Greenpeace	■	3%
Y. None of these		0%
Z. N/A, do not seek this type of information		0%





And which sources do you trust to provide you with accurate and balanced information on climate change?

(Please tick all that apply)

Results for 2792 total responses (format: Multichoice)

A. My employer		2%
B. Colleagues, family and friends		5%
C. Television		11%
D. Newspapers		13%
E. Business newspapers or magazines		4%
F. Other magazines		7%
G. Internet		13%
H. Electronic newsletters		4%
I. Radio		7%
J. The Labour Party		1%
K. The National Party		1%
L. The Green Party		5%
M. The New Zealand First Party		0%
N. The Maori Party		0%
O. The ACT Party		0%
P. The United Future party		0%
Q. NZ Business Roundtable		0%
R. Business New Zealand		1%
S. Chambers of Commerce		1%
T. Employers and Manufacturers' Association		0%
U. NZ Business Council for Sustainable Development		4%
V. Sustainable Business Council		3%
W. World Wildlife Fund		4%
X. Greenpeace		6%
Y. None of these		5%
Z. N/A, do not seek this type of information		1%

Results for the 848 people who meet the filter criteria

A. My employer		4%
B. Colleagues, family and friends		7%
C. Television		6%
D. Newspapers		9%

E. Business newspapers or magazines		6%
F. Other magazines		9%
G. Internet		12%
H. Electronic newsletters		5%
I. Radio		5%
J. The Labour Party		1%
K. The National Party		0%
L. The Green Party		5%
M. The New Zealand First Party		0%
N. The Maori Party		0%
O. The ACT Party		0%
P. The United Future party		0%
Q. NZ Business Roundtable		1%
R. Business New Zealand		2%
S. Chambers of Commerce		1%
T. Employers and Manufacturers' Association		0%
U. NZ Business Council for Sustainable Development		7%
V. Sustainable Business Council		5%
W. World Wildlife Fund		3%
X. Greenpeace		4%
Y. None of these		6%
Z. N/A, do not seek this type of information		0%

Any comments on these sources of information?

(Text responses not included in this report)

Where 1 equals poor and 5 equals excellent, how do you rate the current Government's management of climate change?

Results for 497 total responses (format: Rating)

1. 1		15%
2. 2		28%
3. 3		36%
4. 4		12%

5. 5		2%
6. Don't know	■	8%

Results for the 130 people who meet the filter criteria

1. 1	■	25%
2. 2	■	33%
3. 3	■	27%
4. 4	■	9%
5. 5		1%
6. Don't know	■	5%

As there is some chance you may change your mind on which party to vote for at the next election, does one of the following apply to you?

Results for 485 total responses (format: Multichoice)

A. Don't know but likely to vote Labour	■	25%
B. Don't know but likely to vote National	■	24%
C. Don't know but likely to vote for a party other than Labour or National	■	23%
D. Had voted Labour but might vote National	■	10%
E. Had voted National but might vote Labour		1%
F. None of these	■	18%

Results for the 132 people who meet the filter criteria

A. Don't know but likely to vote Labour	■	20%
B. Don't know but likely to vote National	■	33%
C. Don't know but likely to vote for a party other than Labour or National	■	19%
D. Had voted Labour but might vote National	■	8%
E. Had voted National but might vote Labour		1%
F. None of these	■	19%