

**NET-ZERO**  
**NEW ZEALAND**

# **NATIONWIDE SURVEY**

**INITIAL INSIGHTS**

**NOVEMBER 2022**

# ABOUT

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Throughout October 2022 a nationwide survey on a Net-Zero New Zealand was held. The survey is a cornerstone element of the Net-Zero New Zealand Project which is turn generously supported by the Jeremy Bloomfield Scholarship at Te Herenga Waka- University of Wellington.

As part of the survey participants were asked for their views on climate change, New Zealand's Net-Zero Target as well as some key steps to take towards it. A range of demographic data was also collected to enable deeper stratification of the results in the next phase of analysis. Below are some initial insights as to participants' views.

## WHO TOOK PART?

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Kiwis aged between 18+ were eligible to take part, whether they were based in New Zealand or offshore. 100+ participants took part.

Represented in the survey findings are the views of:

- Kiwis from all regions in New Zealand, including overseas
- Kiwis based in urban, semi-urban and rural settings
- Kiwis that identified as male, female and other
- Kiwis aged between 18-65+
- Kiwis from a range of ethnicities, including Māori & Pasifika

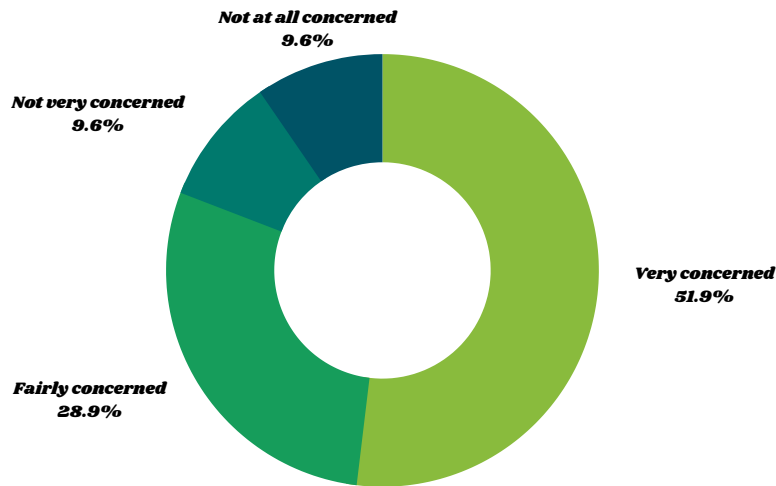
# FINDINGS

## ON CLIMATE CHANGE GENERALLY

*The most important current issues as ranked by participants:*

- 1 COST OF LIVING**
- 2 CLIMATE CHANGE**
- 3 INEQUALITY**
- 4 POVERTY**
- 5 BIODIVERSITY**
- 6 CRIME**
- 7 ECONOMIC GROWTH**

*When asked how concerned they were about climate change participants said they were:*



*When asked the extent to which New Zealand should reduce our GHG emissions:*

**63.4%** said a great deal    **10.9%** said not too much  
**16%** said to some extent    **7.5%** said not at all

***When asked how much is climate change currently affecting people in other countries:***

**62.4%** said a great deal    **9.9%** said not too much  
**22.8%** said to some extent    **5%** said not at all

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***When asked the degree to which climate change is currently affecting people in New Zealand:***

**17.8%** said a great deal    **17.8%** said not too much  
**54.5%** said to some extent    **8.9%** said not at all  
**1%** said they didn't know

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***When asked the degree to which climate change is currently affecting people in their local area:***

**13.9%** said a great deal    **24.8%** said not too much  
**46.5%** said to some extent    **13.9%** said not at all  
**1%** said they didn't know

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***When asked how seriously much they think climate change will affect them and their family:***

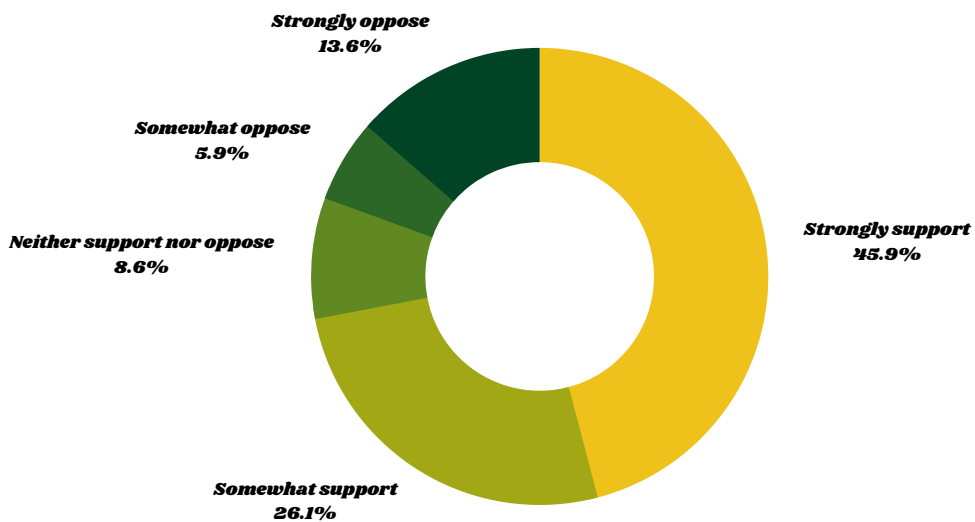
**40.6%** said a great deal    **8.9%** said not too much  
**38.6%** said to some extent    **10.9%** said not at all  
**1%** said they didn't know

# ON A NET-ZERO NEW ZEALAND

*When asked how familiar they were with Net-Zero:*

**34.4%** were very familiar   **6.5%** said not very much  
**37.6%** were familiar a fair amount   **15.1%** said a little  
**6.5%** had not heard of it before the survey

*When asked the extent to which they support or oppose New Zealand's Net-Zero Target:*

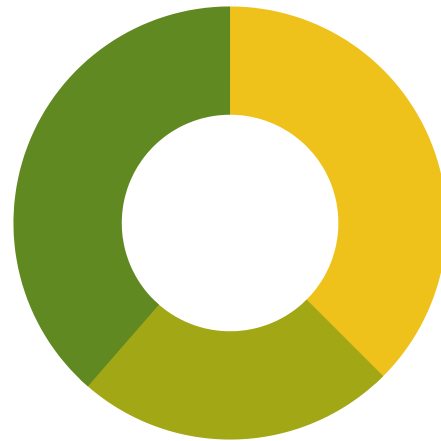


*When asked how likely it is New Zealand will achieve our Net-Zero New Zealand target:*

**4.4%** said very likely   **16.3%** said neither likely nor unlikely  
**25%** said likely   **13.9%** said somewhat unlikely  
**3.3%** said they didn't know   **22.8%** said very unlikely

**When asked New Zealand's Net-Zero Target should be expanded to include all GHGs:**

**More Information Needed**  
38.6%



**Yes**  
37.5%

**No**  
23.9%

- 1 TRANSPORT**
- 2 AGRICULTURE**
- 3 MANUFACTURING**
- 4 WASTE DISPOSAL**
- 5 HEATING & COOLING**
- 6 SERVICE SECTOR**
- 7 ELECTRICITY USAGE**

**When asked to rank New Zealand's sectors in terms of their emission contribution:**

**When asked the extent to which they believed the way they lived their life was going to have to change to address climate change:**

**34.4%** strongly agreed **6.5%** disagreed

**39.8%** said to some extent **10.5%** strongly disagreed

**1.2%** said they didn't know **5.4%** neither agreed nor disagreed

**When asked the extent to which they think that technology will help reduce most of our emissions:**

**3.2%** strongly agreed **24.7%** disagreed

**39.8%** agreed **21.5%** strongly disagreed

**1.2%** said they didn't know **21.5%** neither agreed nor disagreed

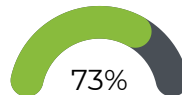
# ON NET-ZERO SOLUTIONS

*Solutions the majority said they would implement if cost was not an issue (in order):*

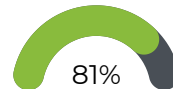
- 1 ENERGY EFFICIENT GOODS & APPLIANCES**
- 2 USING GREEN BUILDING MATERIALS & DESIGNS**
- 3 INSTALLING RENEWABLE ENERGY AT HOME**
- 4 USING A SMART METER TO CONTROL USAGE**
- 5 EXPLORING GREEN JOBS & OPPORTUNITIES**
- 6 AVOIDING USING PLANES FOR BUSINESS**
- 7 EATING PLANT-BASED MEALS**

*When asked if the following should be responsible for reaching Net-Zero :*

**Government**



**Businesses**



*When asked if the general public should be the most responsible for cutting Net-Zero?*

**Yes** **No**

48% 52%

*When asked how likely it was for broader lifestyle changes to occur in New Zealand in the next decade:*

- 1 ENERGY - HOME INSULATION & EFFICIENCY OF APPLIANCES**
- 2 WASTE - HOUSEHOLDS RECYCLING MORE AND WASTING LESS**
- 3 TRAVEL- PEOPLE NO LONGER USING PETROL OR DIESEL CARS**
- 4 FOOD- PEOPLE CONSUMING HALF AS MUCH MEAT & DAIRY AS NORMAL**
- 5 SPENDING HABITS- PEOPLE BUYING LESS / REUSING MORE**
- 6 TRAVEL- PEOPLE FLYING LESS THAN PRE-COVID**