



## Six New Zealand

February 2020

Summary results of a national climate survey

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|--|---|-------|
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| Appendix: Six New Zealand's in their own words | Rich commentary has been provided by respondents to two questions; “In what ways do you think you might be harmed [by climate change]?” and “Is there anything else you would like to add in relation to climate change and the issues discussed in this survey?”   | 26-28 |



*“One of the first rules of effective communication is to “know thy audience.” Climate change public engagement efforts must start with the fundamental recognition that people are different and have different psychological, cultural, and political reasons for acting – or not acting – to reduce greenhouse gas emissions. Our research has identified “Global Warming’s Six Americas”: six unique audiences within the American public that each responds to the issue in their own distinct way.”, [Yale Programme of Climate Change Communication](#)*



The same or similar segmentation model has been undertaken in Australia (2013 and 2016), Germany (2015), and India (2013)



The 1point5 Project has modified the original survey for New Zealand use whilst retaining the core methodology (Latent Class Analysis), data gathering model (internet survey) and questions, question families and scales. The first New Zealand survey was completed in December 2019.

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We asked over 2,034 representative New Zealanders their views on climate change (Age, Sex, Income)

|        |                                  | National | Survey | Source      |
|--------|----------------------------------|----------|--------|-------------|
| Sex    | Male                             | 50.7%    | 52.6%  | 2018 Census |
|        | Female                           | 49.3%    | 47.4%  |             |
| Age    | Gen Z - 18-24                    | 9.3%     | 12.4%  | 2018 Census |
|        | Gen Y 25-39                      | 20.4%    | 19.9%  |             |
|        | Gen X 40-54                      | 19.5%    | 20.4%  |             |
|        | Baby Boomers - 55-75             | 27.5%    | 23.9%  |             |
| Income | Under \$20,000 (includes 'Loss') | 29%      | 30%    | 2013 Census |
|        | \$21,001 to \$25,000             | 7%       | 8%     |             |
|        | \$25,001 to \$30,000             | 6%       | 7%     |             |
|        | \$30,001 to \$35,000             | 6%       | 6%     |             |
|        | \$35,001 to \$40,000             | 6%       | 6%     |             |
|        | \$40,001 to \$50,000             | 10%      | 10%    |             |
|        | \$50,001 to \$60,000             | 7%       | 9%     |             |
|        | \$60,001 to \$70,000             | 6%       | 7%     |             |
|        | \$70,001 to \$100,000            | 8%       | 9%     |             |
|        | \$100,001 to \$150,000           | 4%       | 5%     |             |
|        | \$150,001 or more                | 2%       | 2%     |             |

# We asked over 2,034 representative New Zealanders their views on climate change (Ethnicity)

| Main x Ethnicity                      | Level 1 Code | National | Survey | Difference to target |
|---------------------------------------|--------------|----------|--------|----------------------|
| European                              | 1            | 62.3%    | 62.5%  | 0.2%                 |
| Māori                                 | 2            | 14.7%    | 14.6%  | -0.1%                |
| Pacific Peoples                       | 3            | 7.2%     | 6.7%   | -0.5%                |
| Asian                                 | 4            | 13.4%    | 12.6%  | -0.8%                |
| Middle Eastern/Latin American/African | 5            | 1.3%     | 0.4%   | -0.9%                |
| Other Ethnicity                       | 6            | 1.1%     | 3.1%   | 2.0%                 |

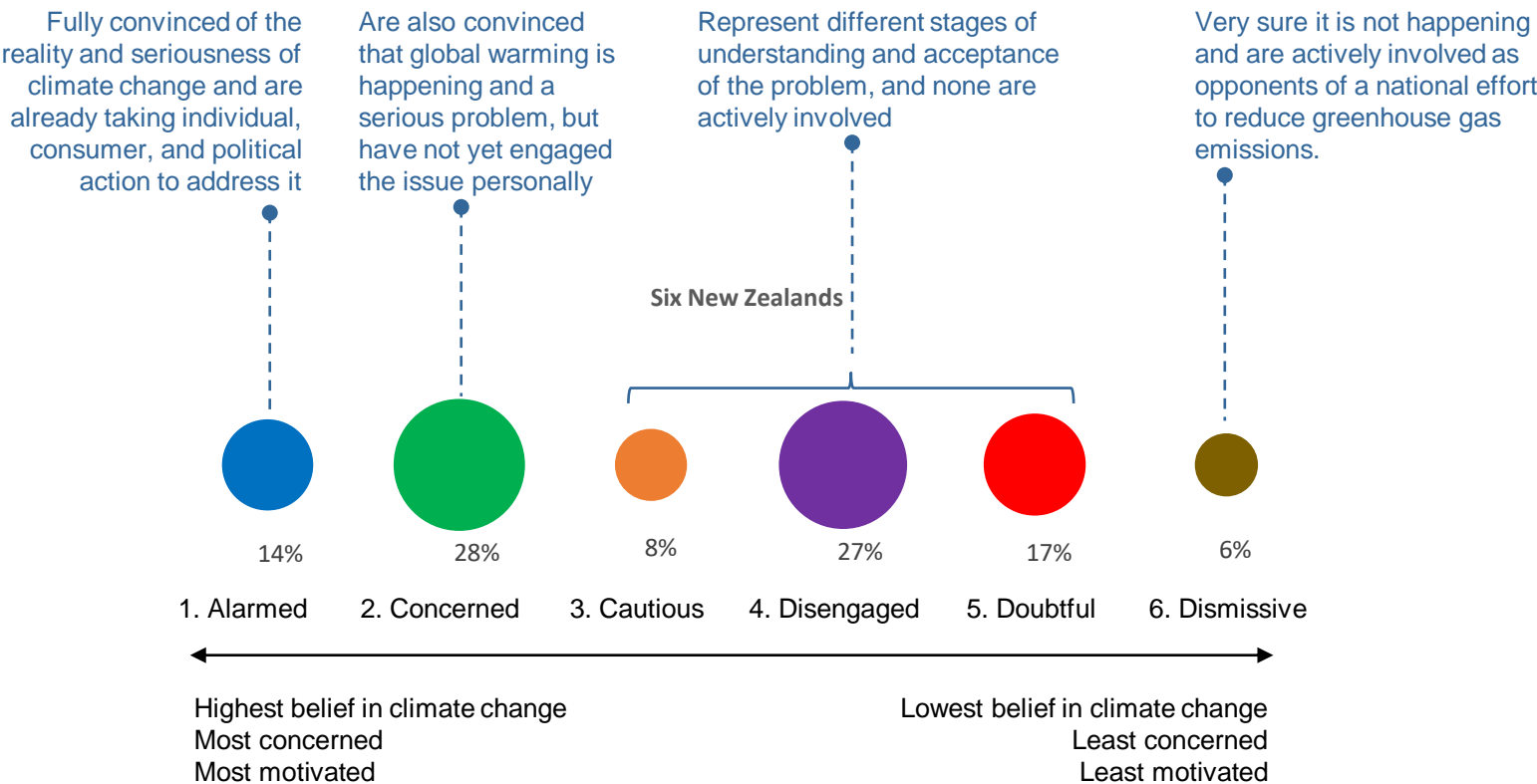
| Main x Ethnicity        | Level 2 Code | National | Survey | Difference to target |
|-------------------------|--------------|----------|--------|----------------------|
| European nfd            | 10           | 0.6%     | 0.3%   | -0.3%                |
| New Zealand European    | 11           | 55.6%    | 59.1%  | 3.5%                 |
| Other European          | 12           | 6.0%     | 3.1%   | -2.9%                |
| Māori                   | 21           | 14.3%    | 14.6%  | 0.3%                 |
| Pacific Peoples nfd     | 30           | 0.1%     | 0.0%   | -0.1%                |
| Samoa                   | 31           | 3.4%     | 3.3%   | -0.1%                |
| Cook Islands Maori      | 32           | 1.5%     | 1.8%   | 0.3%                 |
| Tongan                  | 33           | 1.5%     | 0.8%   | -0.7%                |
| Niuean                  | 34           | 0.6%     | 0.5%   | 0.0%                 |
| Tokelauan               | 35           | 0.2%     | 0.1%   | -0.1%                |
| Fijian                  | 36           | 0.4%     | 0.3%   | -0.1%                |
| Other Pacific Peoples   | 37           | 0.3%     | 0.0%   | -0.2%                |
| Asian nfd               | 40           | 0.2%     | 0.1%   | -0.1%                |
| Southeast Asian         | 41           | 2.3%     | 1.2%   | -1.1%                |
| Chinese                 | 42           | 4.6%     | 5.3%   | 0.7%                 |
| Indian                  | 43           | 4.4%     | 5.2%   | 0.8%                 |
| Other Asian             | 44           | 1.7%     | 0.7%   | -0.9%                |
| Middle Eastern          | 51           | 0.5%     | 0.1%   | -0.4%                |
| Latin American          | 52           | 0.5%     | 0.2%   | -0.3%                |
| African                 | 53           | 0.3%     | 0.1%   | -0.2%                |
| Other Ethnicity         | 61           | 1.1%     | 3.1%   | 2.1%                 |
| Don't Know              | 94           | 0.0%     | 0.0%   | 0.0%                 |
| Refused to Answer       | 95           | 0.0%     | 0.0%   | 0.0%                 |
| Repeated Value          | 96           | 0.0%     | 0.0%   | 0.0%                 |
| Response Unidentifiable | 97           | 0.0%     | 0.0%   | 0.0%                 |
| Response Outside Scope  | 98           | 0.0%     | 0.0%   | 0.0%                 |
| Not Stated              | 99           |          |        |                      |

## Background and Discussion on ethnicity

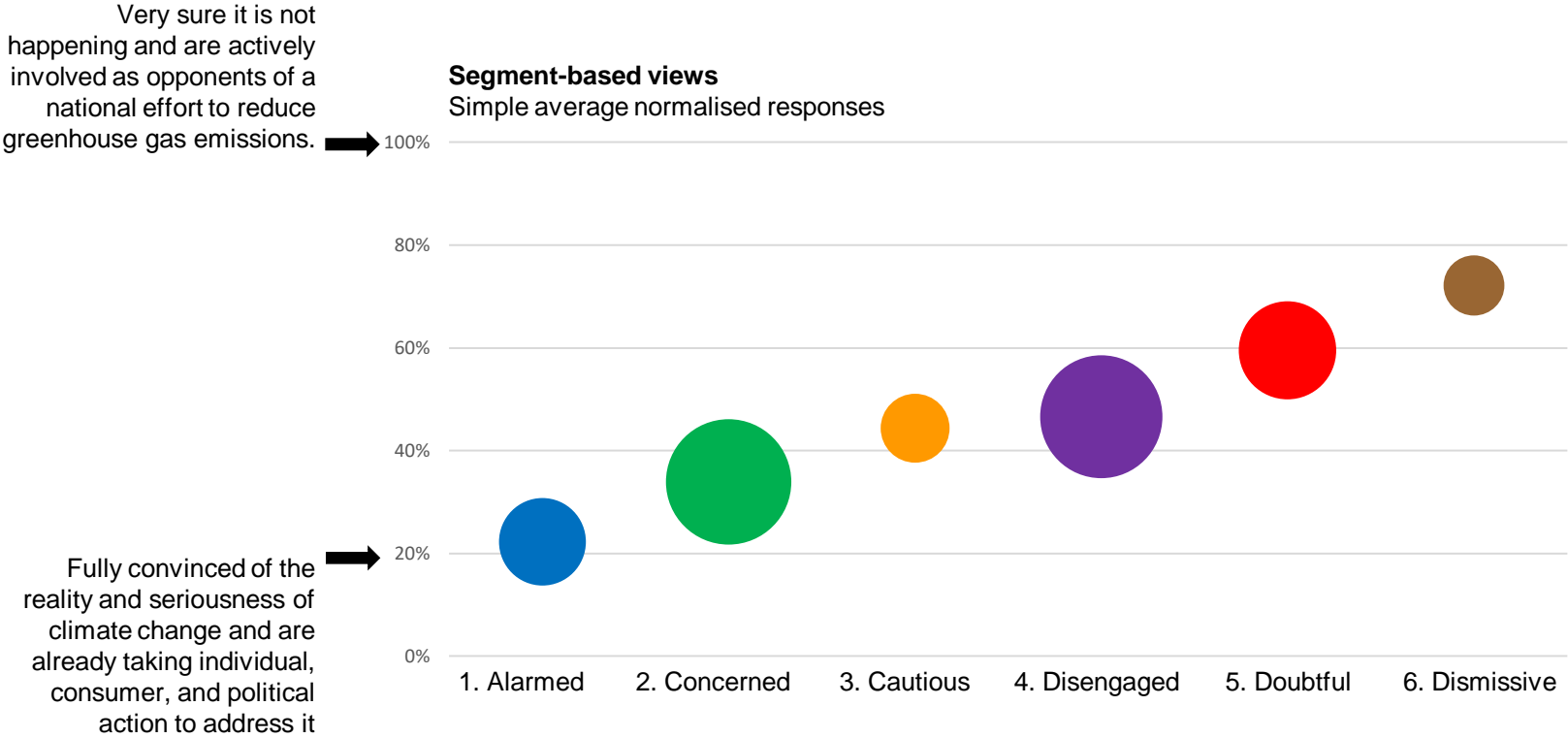
- Total Response method outlined [here](#) was used to estimate ethnicity.
- Ethnicity Data Protocols (2017) as recommended [here](#) guided data capture.
- Percentage target is New Zealand actual based on the 2018 New Zealand Census Total Response data
- Other ethnicity Actual was higher than survey in large part because free text was permissible for ethnicity data entry and variants on spelling and capitalisation under-weighted some ethnicities e.g. sth African (rather South African) fell into "Other ethnicity"

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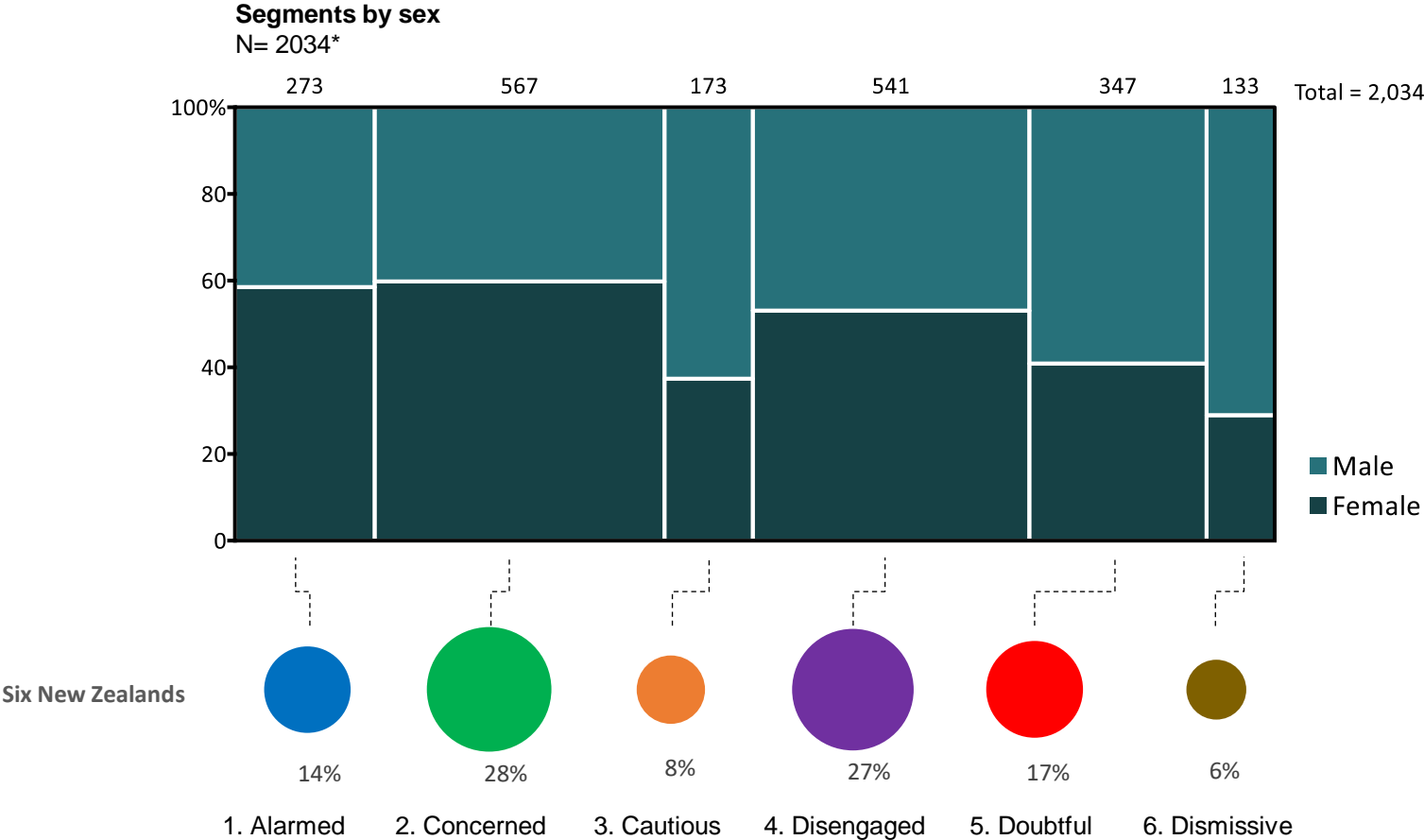
14% are Alarmed and 28% are concerned while only 6% are Dismissive



# The segments can be placed along a continuum of normalised responses

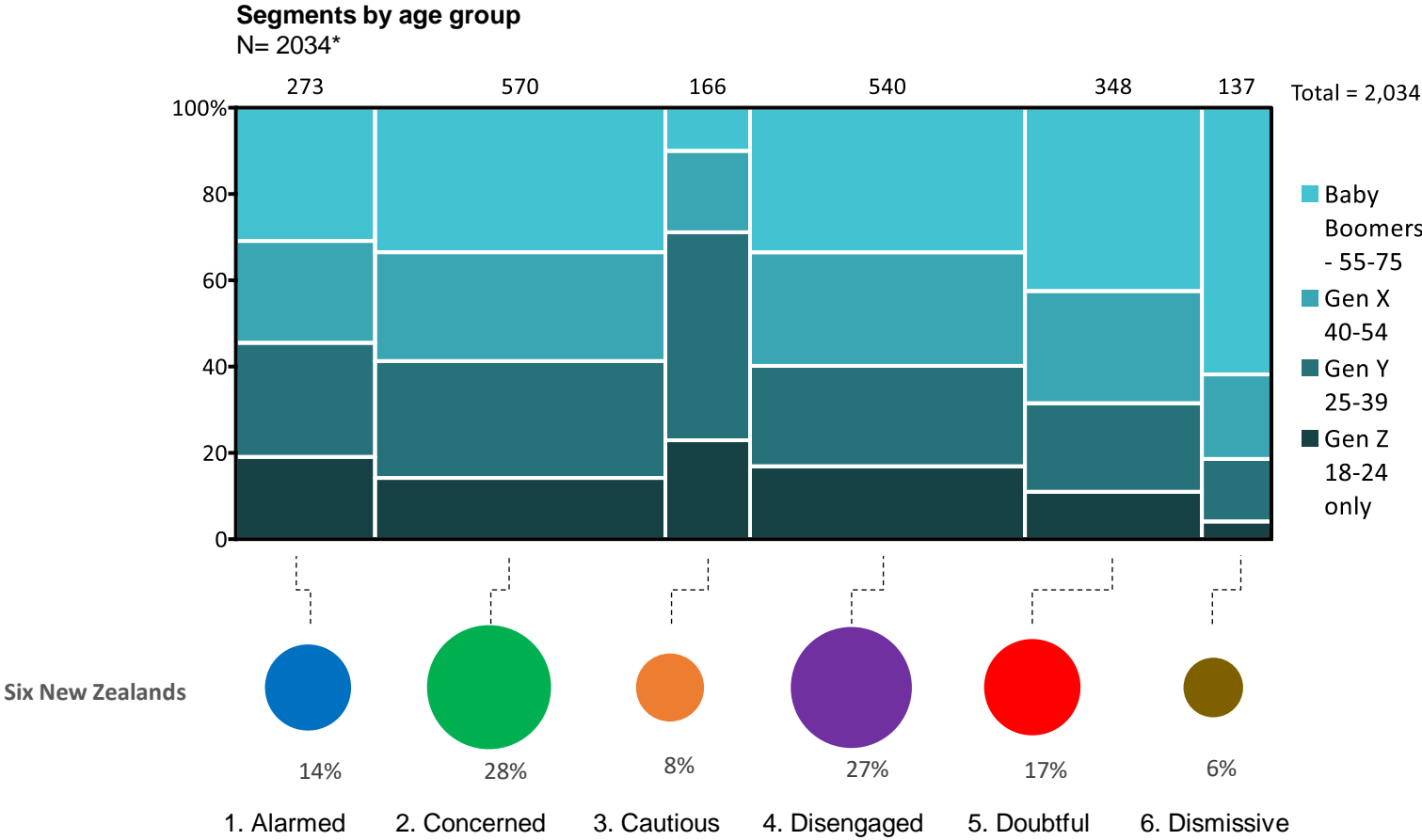


Females are 46% more likely than males to be Alarmed or Concerned and much less likely to be doubters or dismissive

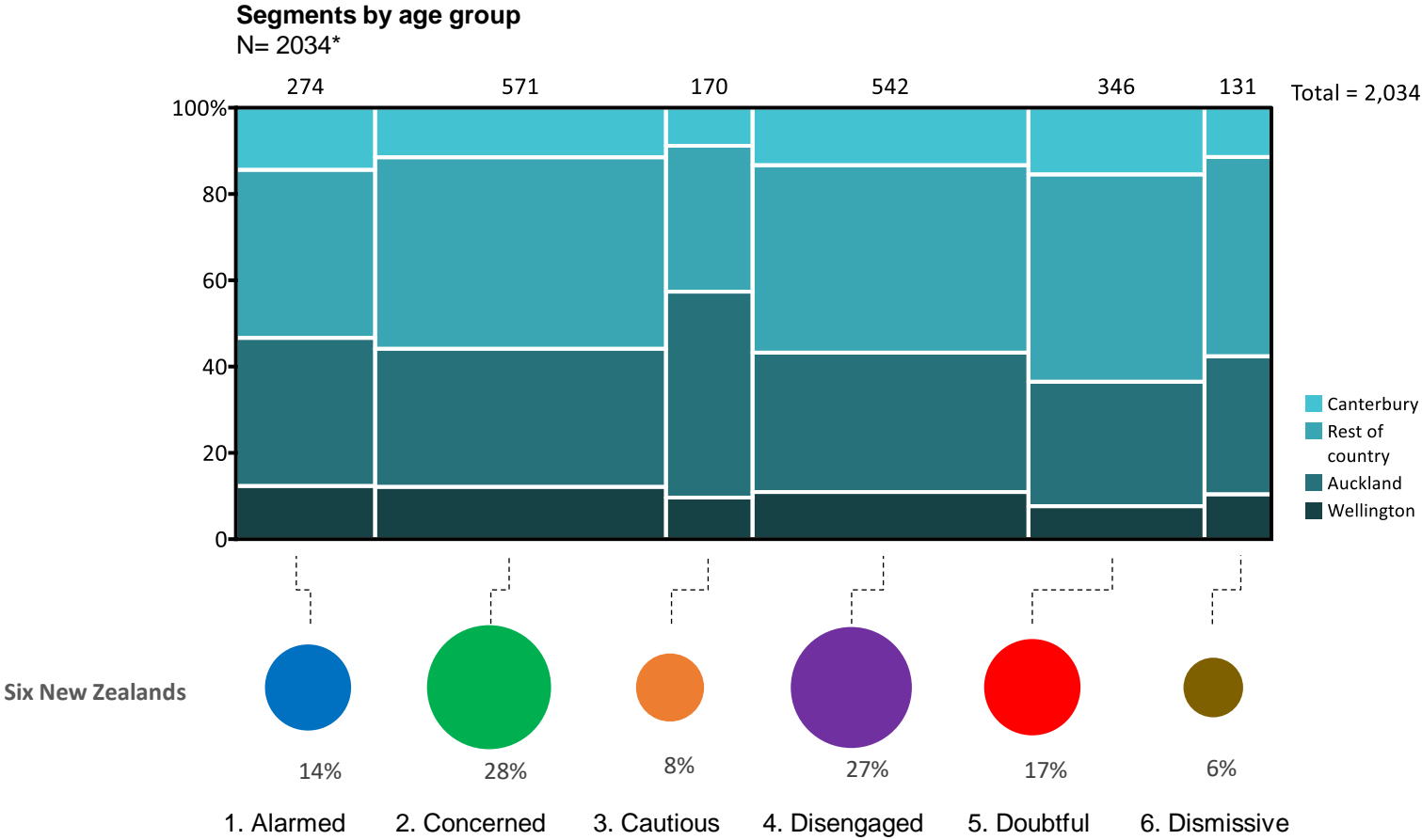


\*Results normalised for population (2018 Census); numbers per segment due to rounding

Similar likelihood of being Alarmed & Concerned across the ages but Baby Boomers 6X more likely to be Dismissive than Gen Z. Conversely Gen Z and Gen Y tend more to ambivalence than Baby Boomers.

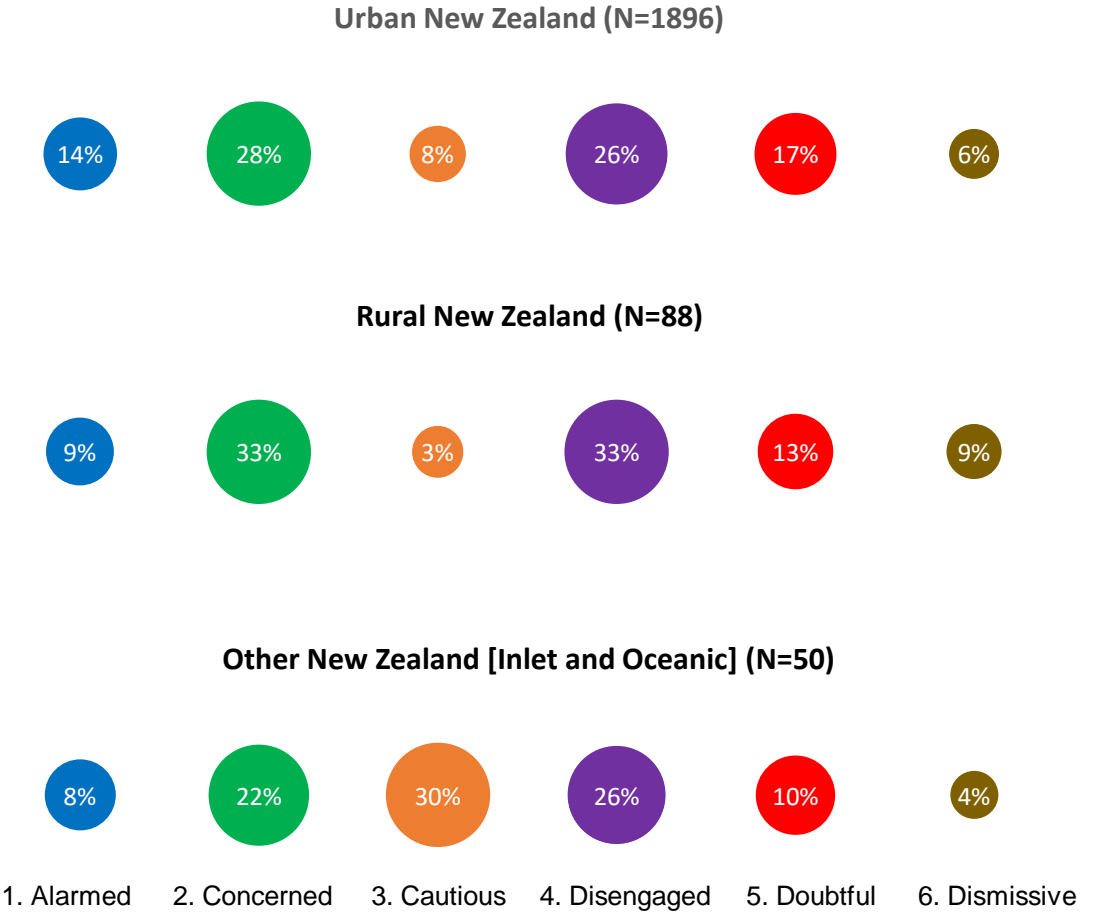


# Wellingtonians have the highest likelihood of being Alarmed and Concerned but the gap to average isn't large



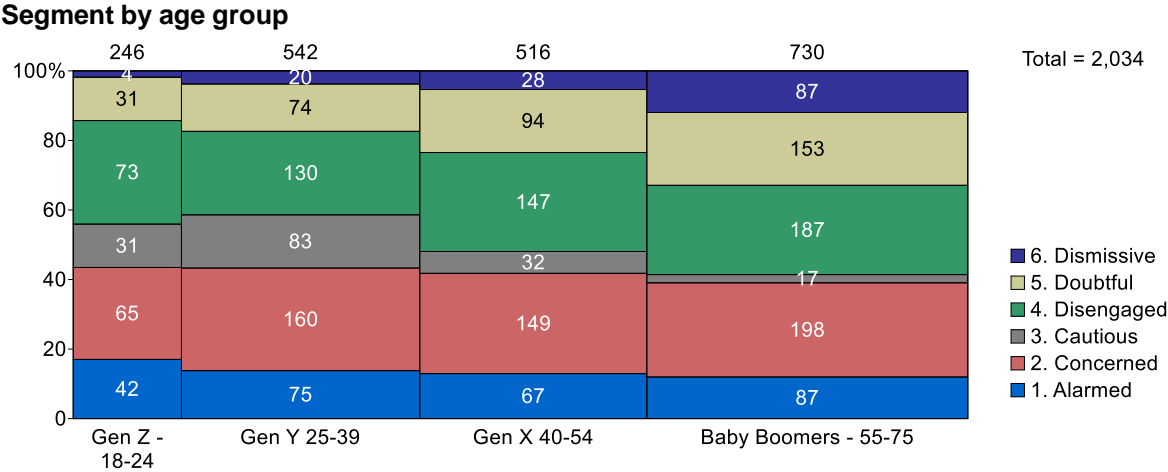
\*Results normalised for population (2018 Census); numbers per segment due to rounding

Alarmed is twice as large amongst urban while dismissive is twice as large amongst rural\*

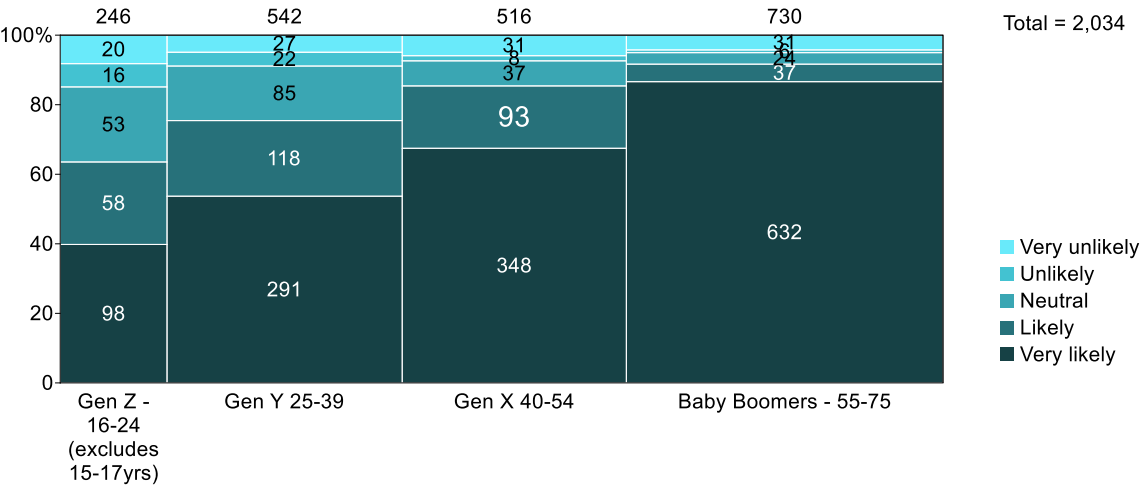


\* Caution should be taken with results given small (N=88) rural sample size

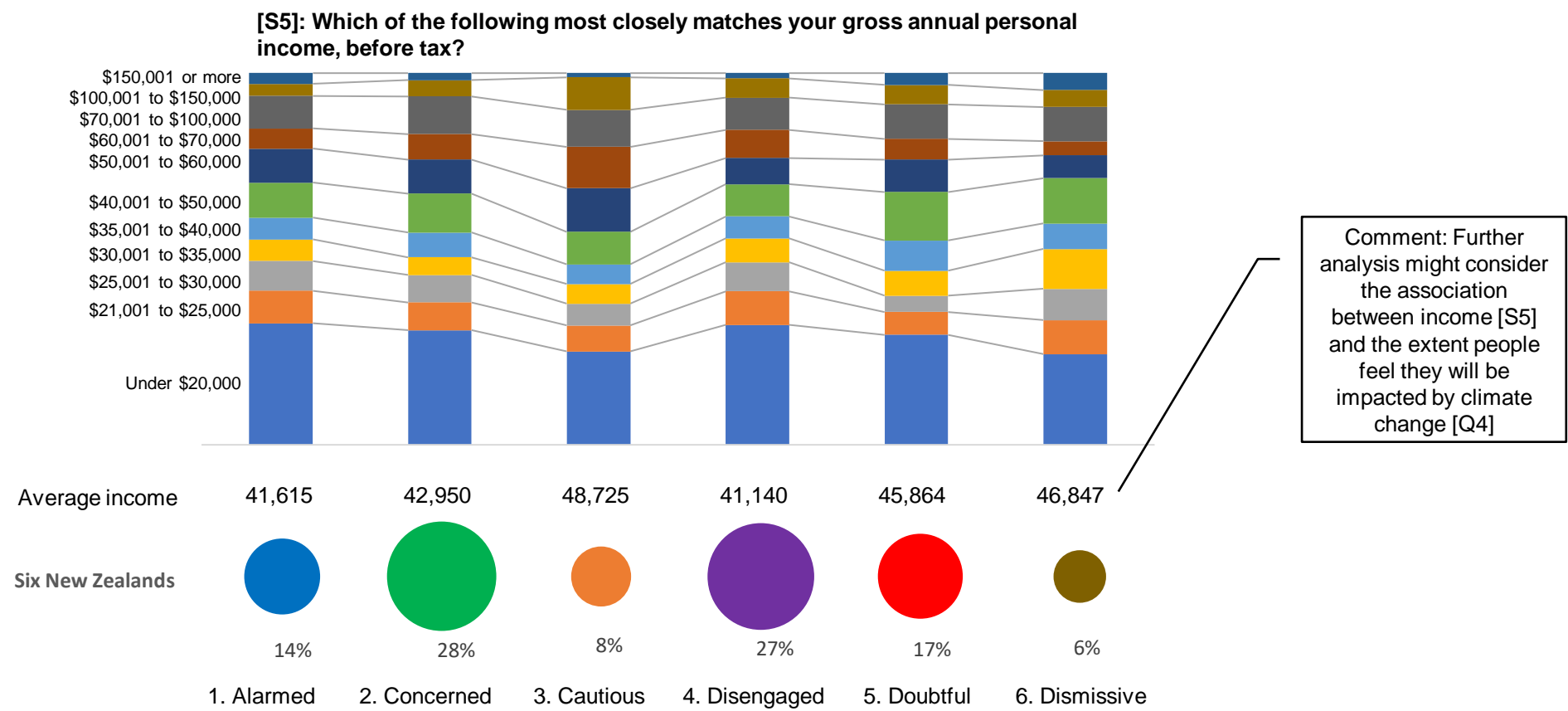
Much stronger Dismissive and Doubtful base in Older cohort and they have a much higher stated propensity to vote. The voice of youth is being drowned out by demography (numbers) and % who vote.



[NZ39b]: If a general election was held today, how likely would you be to vote?

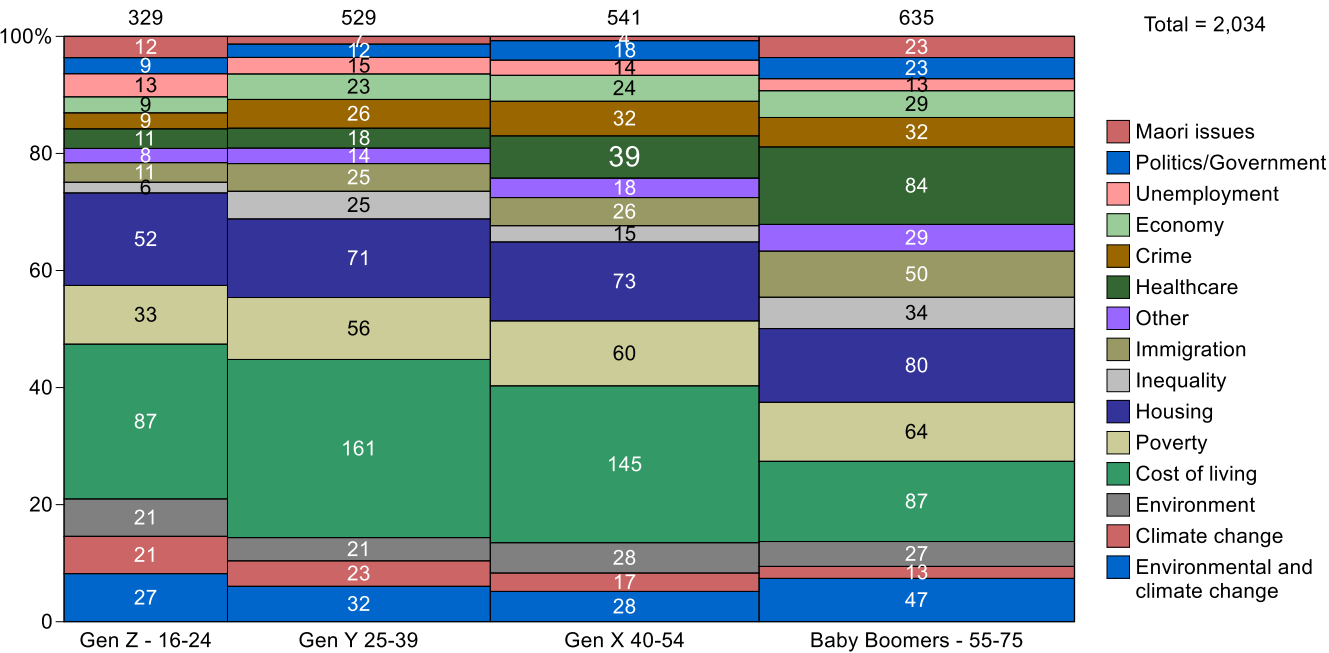


Increasing income is associated with increasing ambivalence towards climate action which seems likely associated with Age i.e. age is likely a good predictor of income



Gen Z are 50% more likely to consider environment and/or climate change the most important issue facing New Zealand than Baby Boomers but represent a cohort roughly half the size.

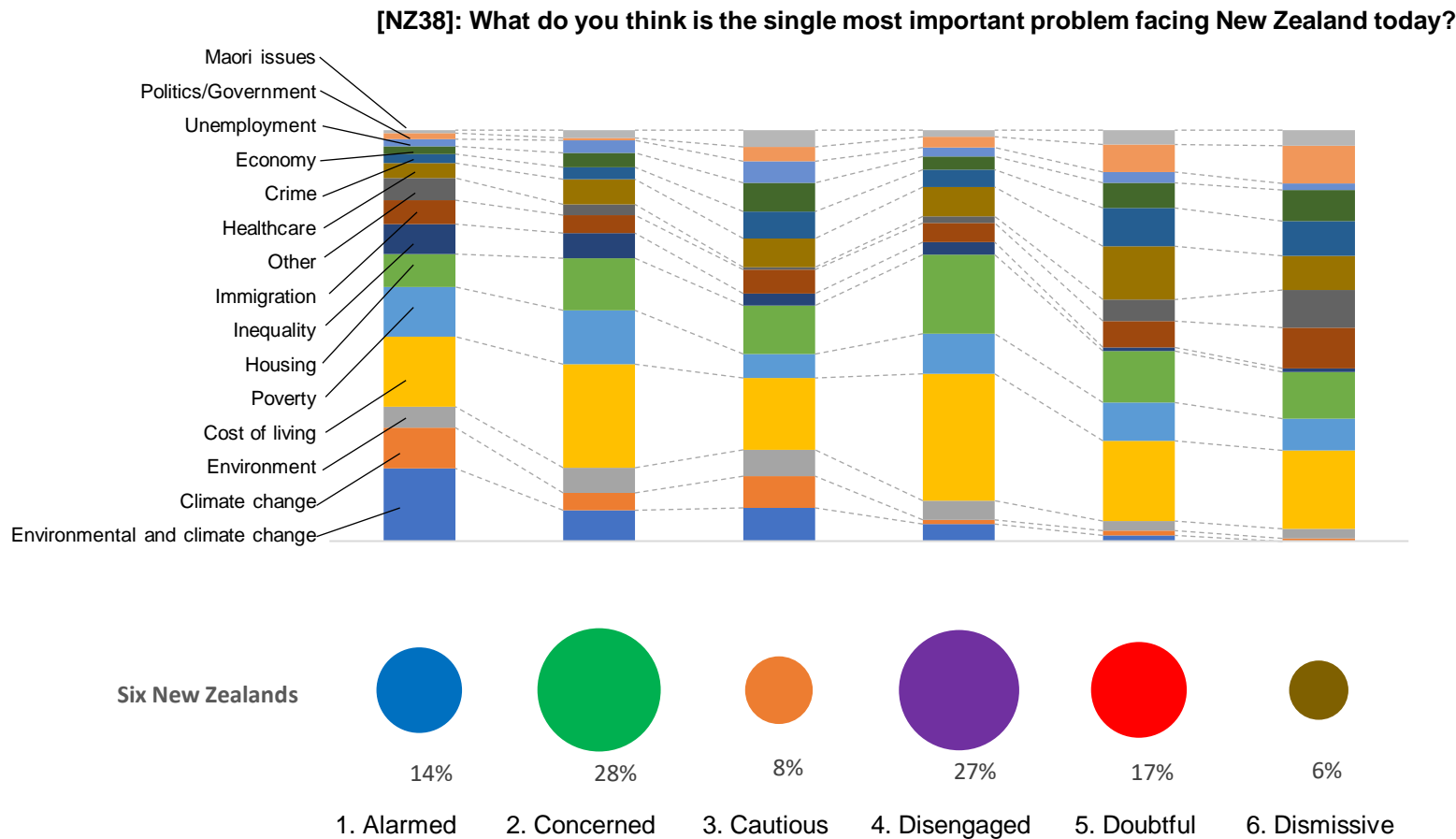
[NZ38]: What do you think is the single most important problem facing New Zealand today?  
Segment by age group



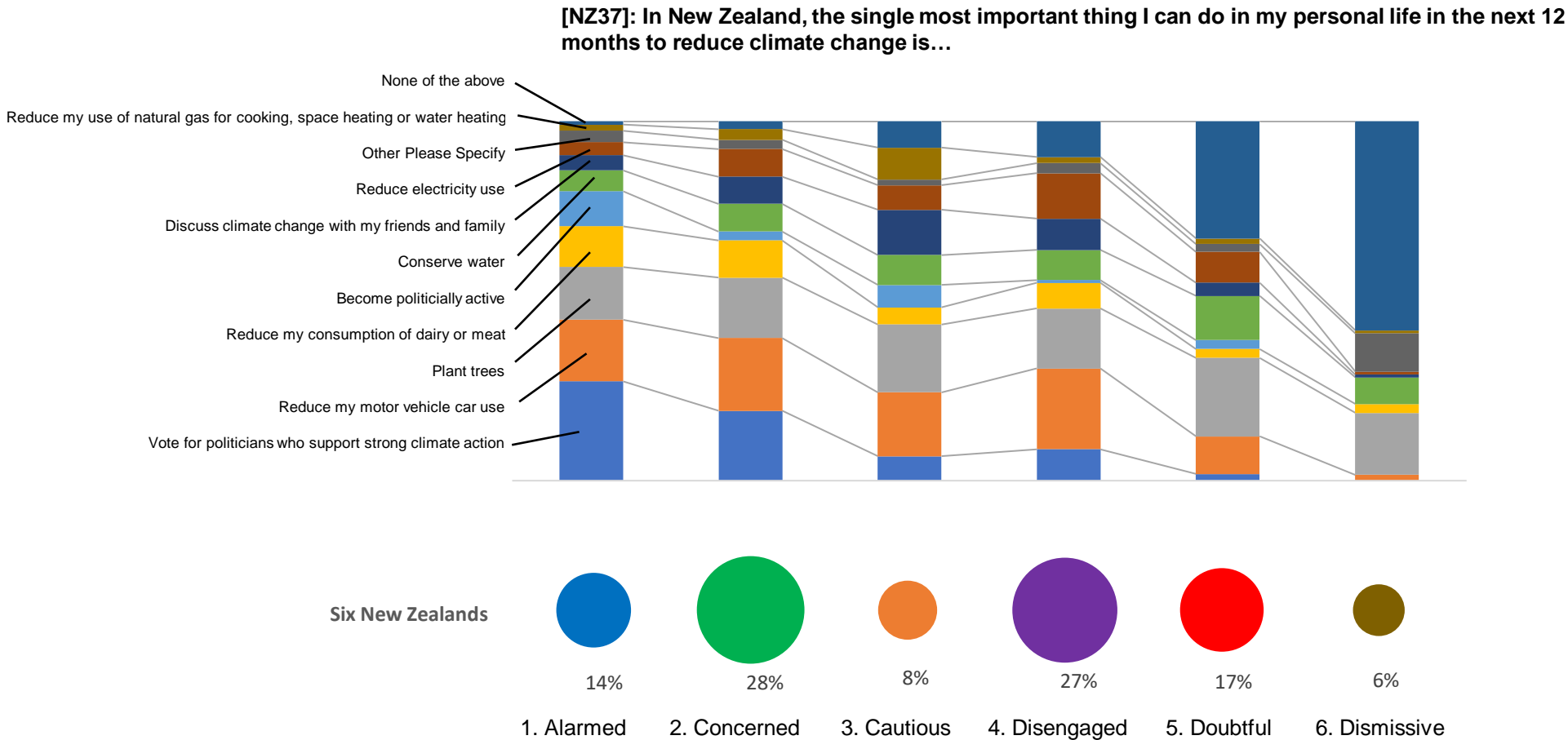
\*Results normalised for population (2018 Census); nb 16-17 year olds were survey and represent a small group who were removed for voting analysis.

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10% cite climate change (4%), or ‘climate change & environment’ (6%) as the single most important issue

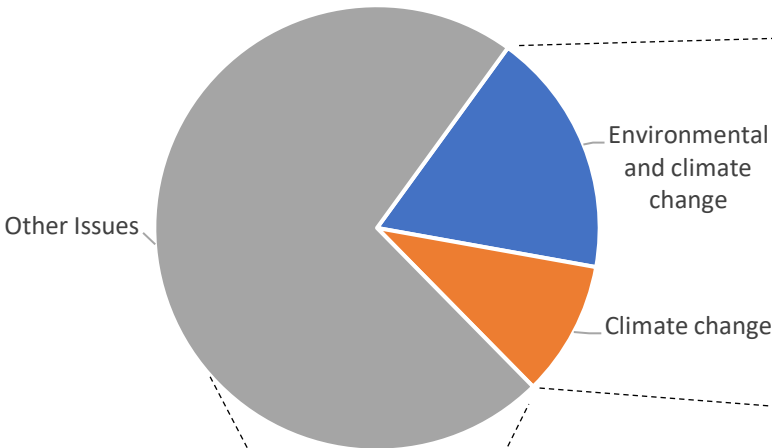


# Views on the most important things one can do to reduce climate change vary significantly

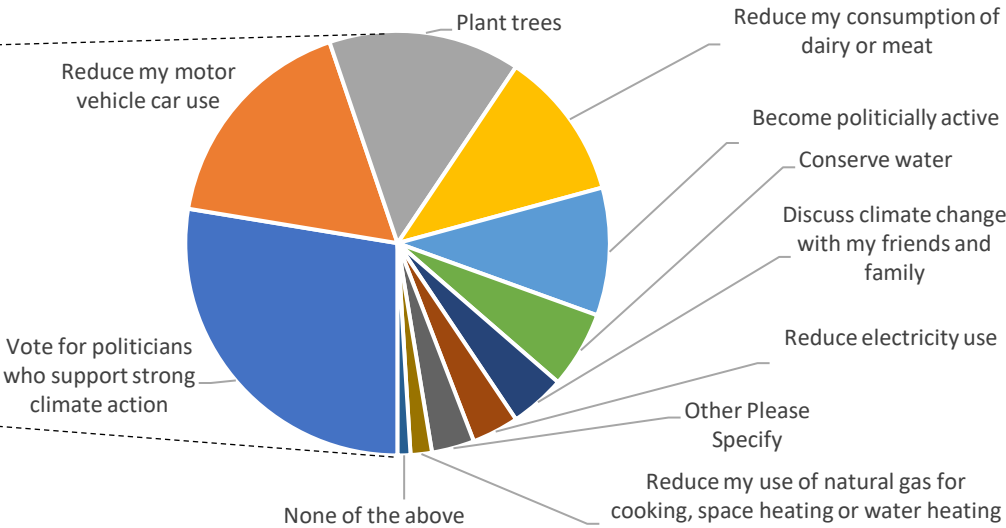


# Amongst those most likely to act on climate chance, focus is lacking making support for policies hard

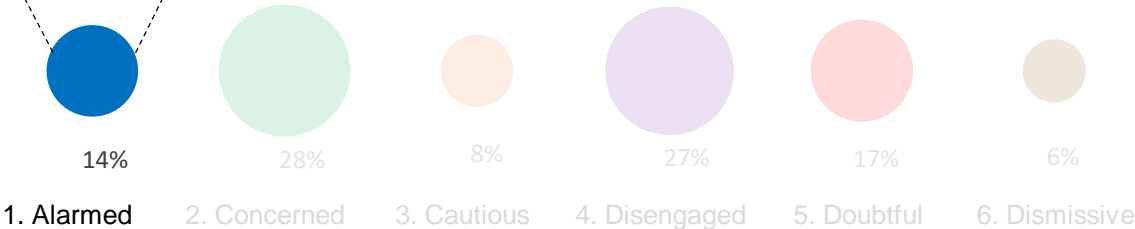
[NZ38]: What do you think is the single most important problem facing New Zealand today? Alarmed (N=199)



[NZ37]: In New Zealand, the single most important thing I can do in my personal life in the next 12 months to reduce climate change is...



Six New Zealands



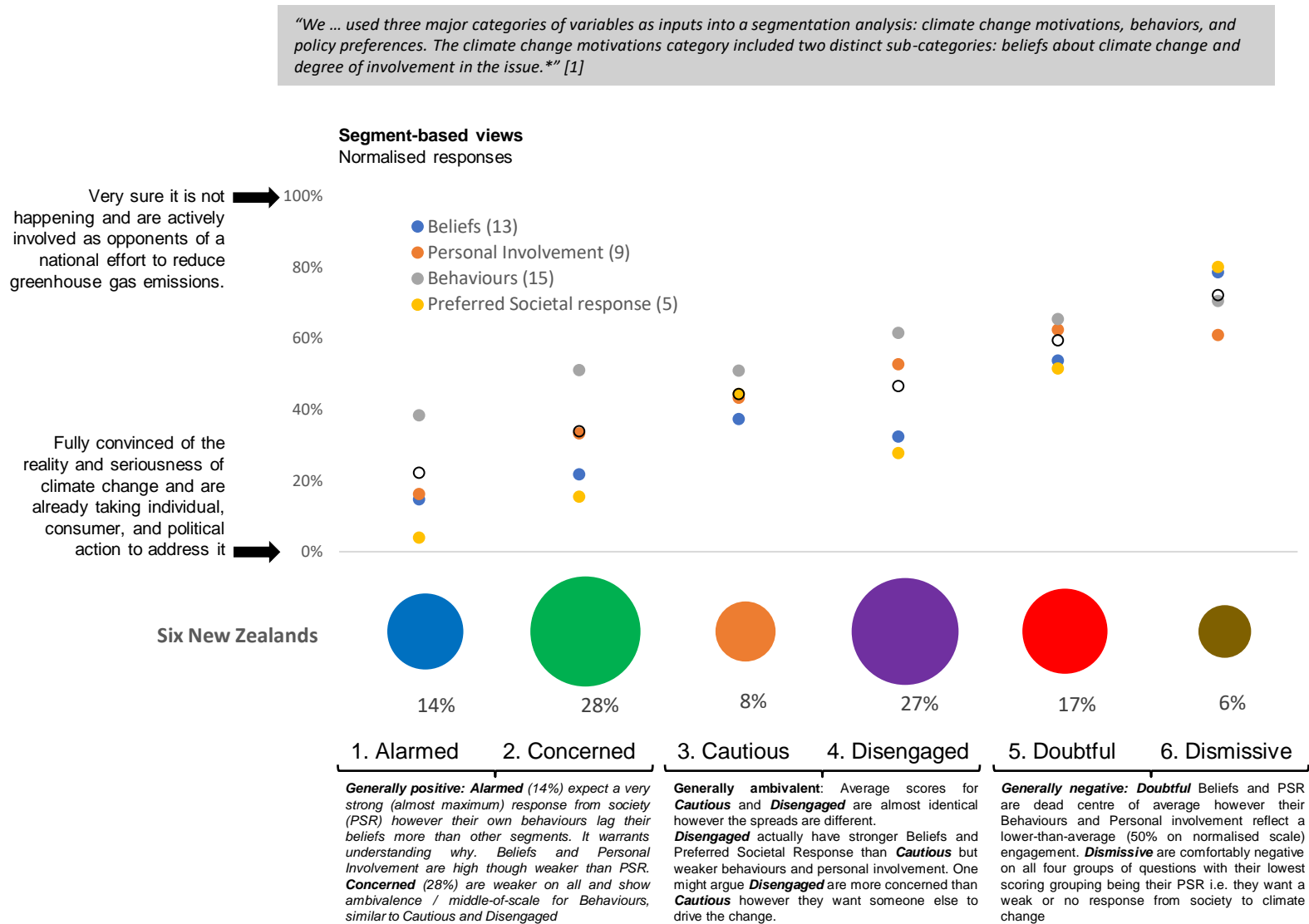
# Alarmed and Concerned show the biggest gaps between Beliefs and Behaviours. This may represent an untapped opportunity if Behaviours can be brought to align with beliefs

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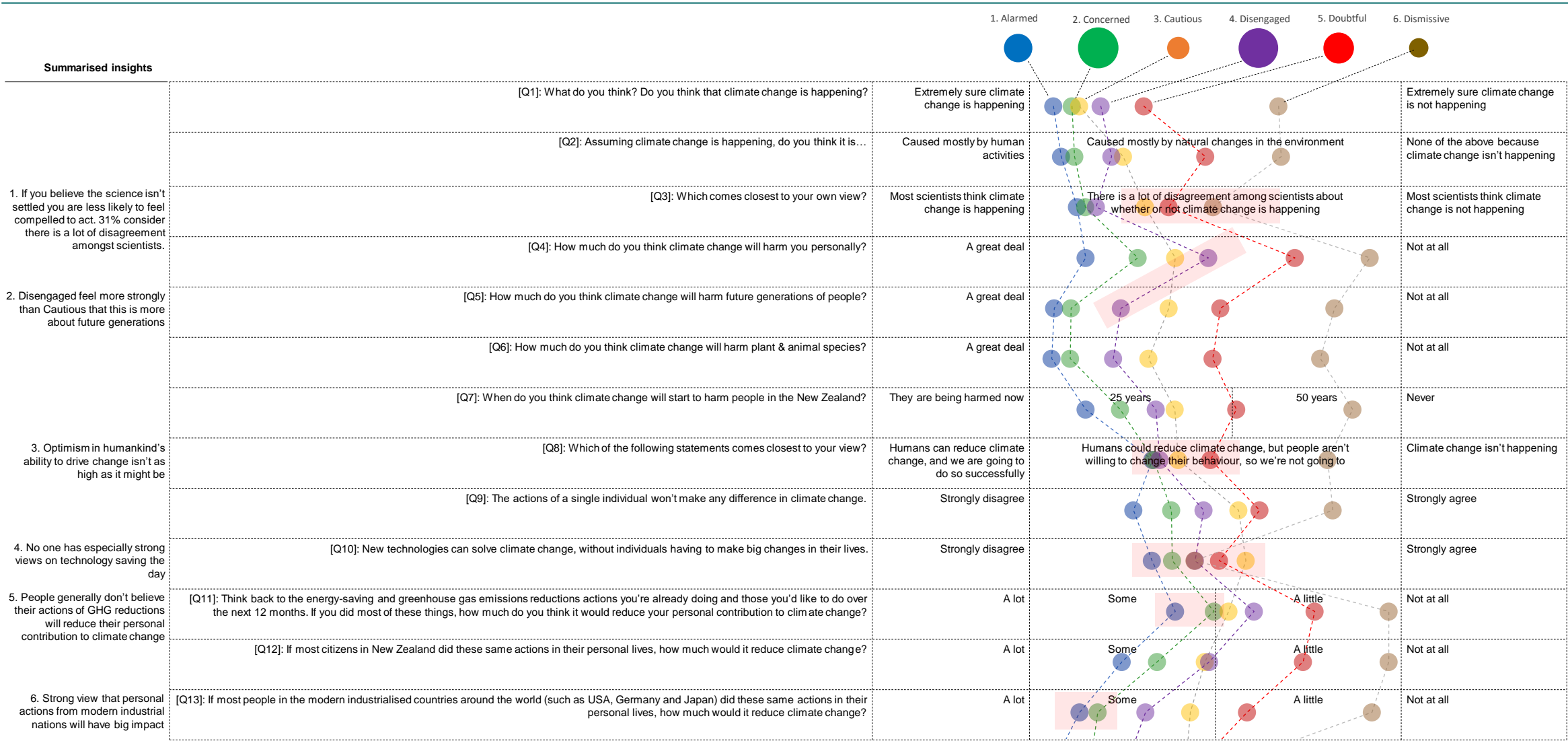
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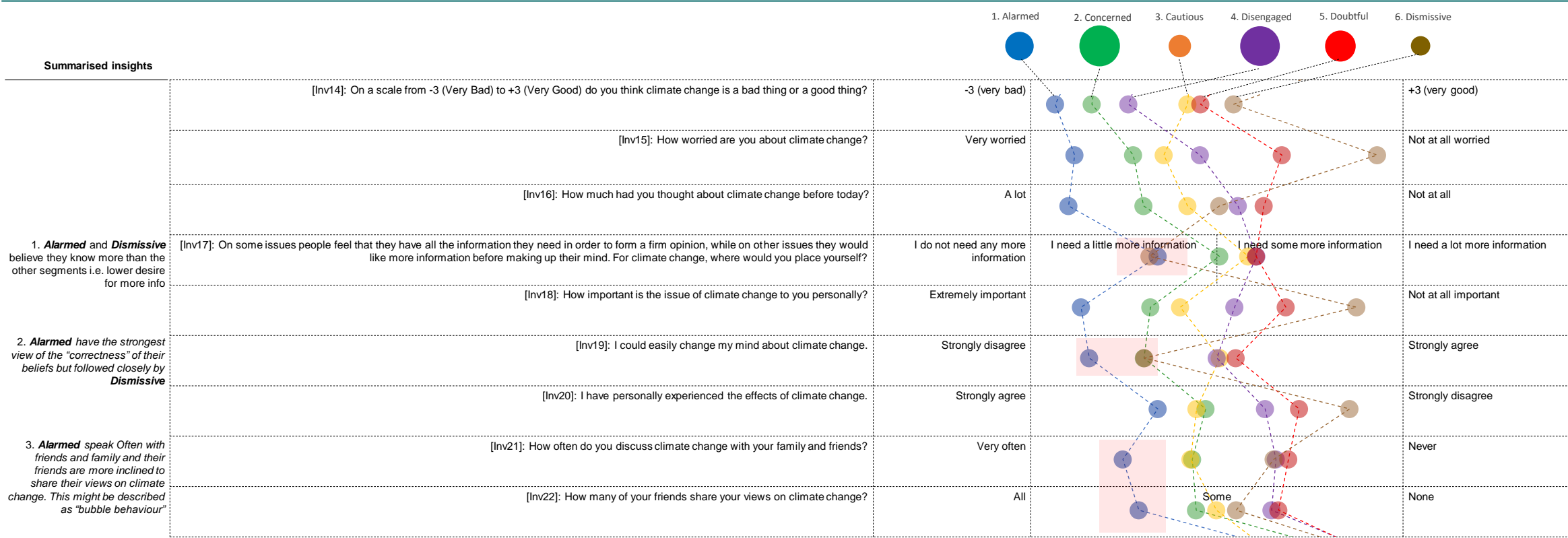
(1) Maibach EW, Leiserowitz A, Roser-Renouf C, Mertz CK (2011) Identifying Like-Minded Audiences for Global Warming Public Engagement Campaigns: An Audience Segmentation Analysis and Tool Development. PLoS ONE 6(3): e17571. doi:10.1371/journal.pone.0017571; \* for the New Zealand survey 'Climate change' was used in place of the original (2008) term 'Global warming'

Detailed responses by segment: Beliefs

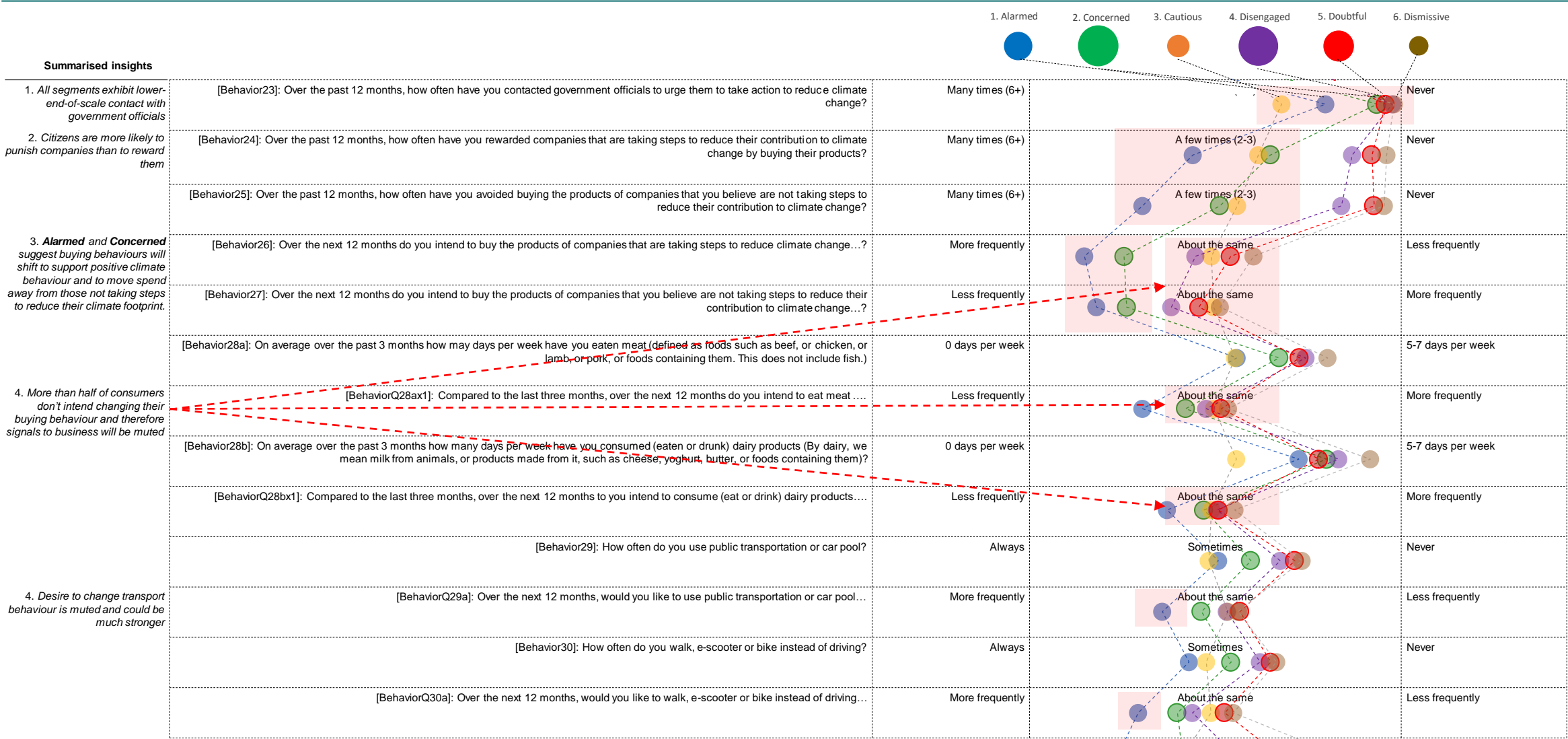


NB: Results have been normalised (0-1) from lowest belief in or support for climate action to highest to allow like-for-like comparison in spite of different scales

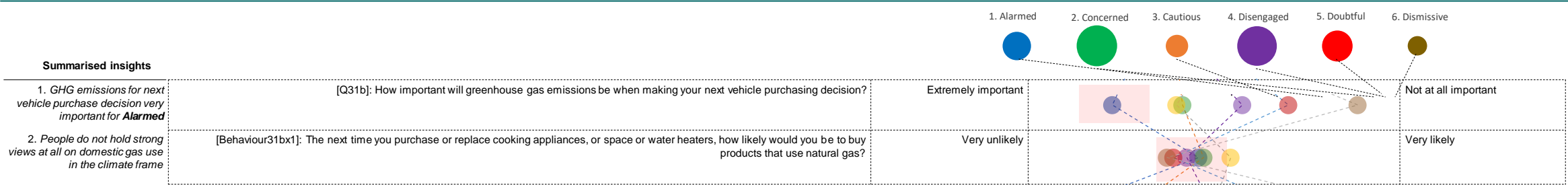
Detailed responses by segment: Issue involvement



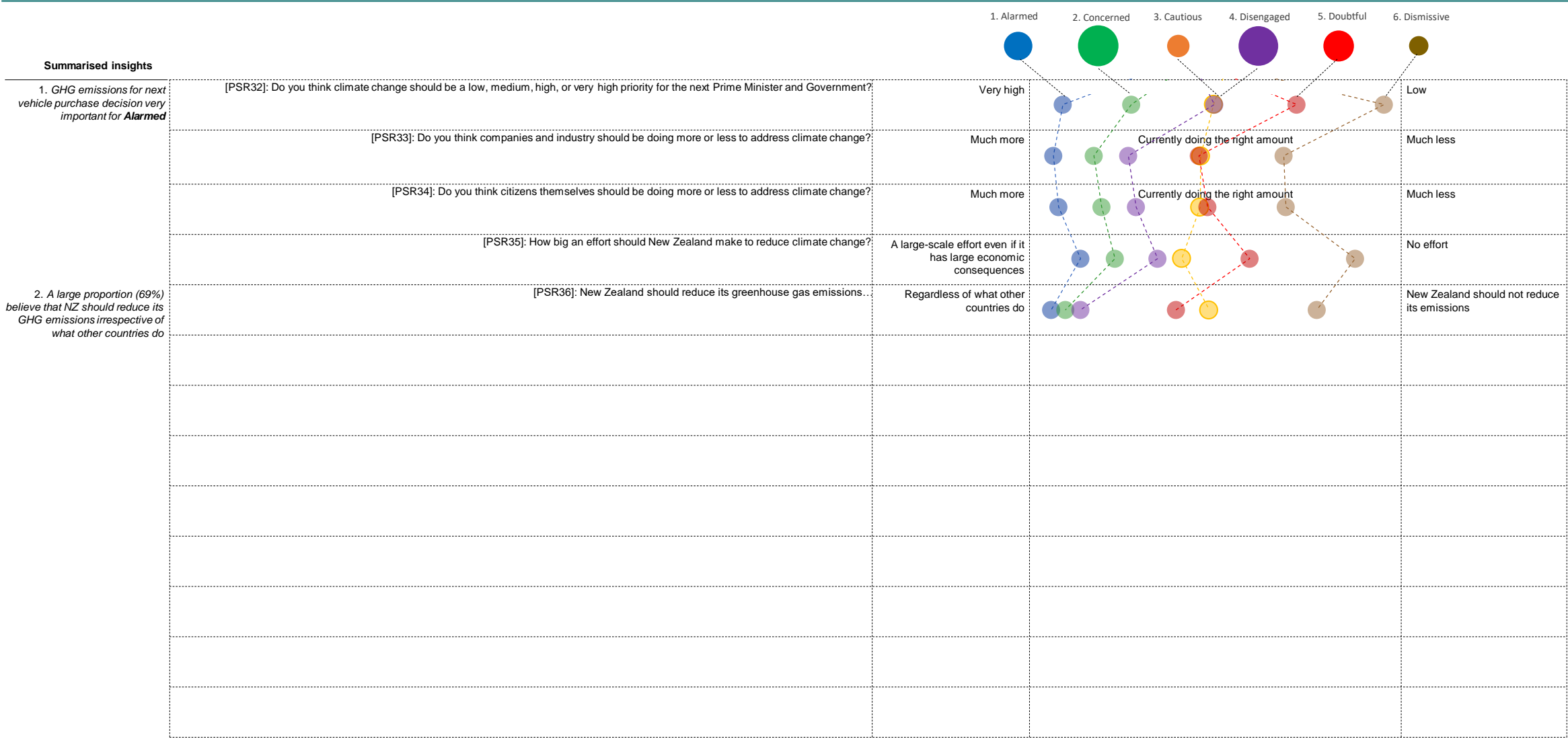
Detailed responses by segment: Behaviour (1 of 2)



# Detailed responses by segment: Behaviour (2 of 2)

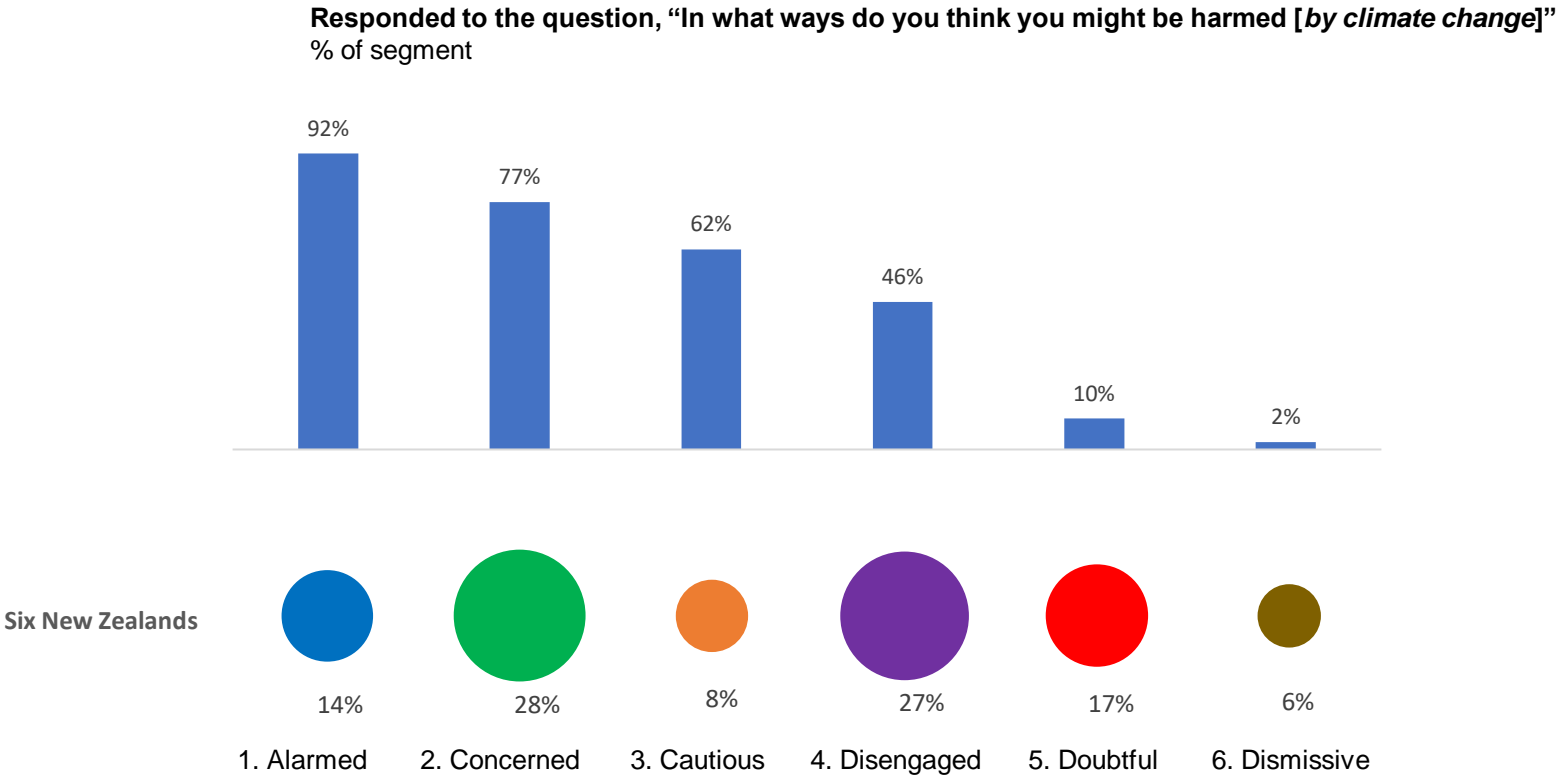


Detailed responses by segment: Preferred societal response



| Section  | Key messages  | Page  |
|--|---|-------|
| Introduction and survey summary                | The Six Americas survey developed by Yale and George Mason University has been used around the world including Australia (2013, and 2016) and was modified by The 1point5 Project for New Zealand use.  | 1-2   |
| Target and actual demographics                 | We asked over 3,500 New Zealanders their views on climate change in November and December 2019. The survey was representative of the sex, age, geographic split, ethnicity and income mix of our country. This document reflects a nationally representative summary of 2034 respondents. A following report will cover Auckland sentiment.   | 3-5   |
| Summarised demographic results                 | Females are 46% more likely than males to be Alarmed or Concerned and much less likely to be doubters or dismissive. There is a similar likelihood of being Alarmed & Concerned across the ages but Baby Boomers are 6X more likely to be Dismissive than Gen Z. Conversely Gen Z and Gen Y tend more to ambivalence than Baby Boomers. Geographically Wellingtonians have the highest likelihood of being Alarmed and Concerned but the gap to average isn't large. Increasing income is associated with increasing ambivalence towards climate action which seems likely associated with Age i.e. age is likely a good predictor of income. When considering voting behaviours two things are at play. Firstly there is a much stronger Dismissive and Doubtful base in the older cohort and secondly the older cohort have a much higher stated propensity to vote AND there are more of them. In short, the voice of youth is being drowned out by demography (numbers) and % who vote. Gen Z are 50% more likely to consider environment and/or climate change the most important issue facing New Zealand than Baby Boomers but represent a cohort roughly half the size.   | 6-15  |
| Six New Zealands segments                      | <ul style="list-style-type: none"><li>Most questions are balanced positive and negative in their scales representing a continuum from Alarmed to Dismissive. As expected Beliefs, Behaviours, Personal Involvement and Preferred Societal Response slide from Alarmed to Dismissive. In general people are not Behaving to their Beliefs i.e. Behaviour lags Beliefs in all segments except Dismissive. At a high level one could consider three macro groupings – Generally positive, generally ambivalent; generally negative</li><li><b>Generally positive (42%): Alarmed (14%)</b> expect a very strong (almost maximum) response from society (PSR) however their own behaviours are much weaker than other question groups. It warrants understanding why. Beliefs and Personal Involvement are high though weaker than PSR. <b>Concerned (28%)</b> are weaker on all and show ambivalence / middle-of-scale for Behaviours, similar to <b>Cautious</b> and <b>Disengaged</b></li><li><b>Generally ambivalent (35%):</b> Average scores for <b>Cautious (8%)</b> and <b>Disengaged (27%)</b> are almost identical however the spreads are different. <b>Disengaged</b> actually have stronger Beliefs and Preferred Societal Response than <b>Cautious</b> but weaker behaviours and personal involvement. One might argue <b>Disengaged</b> are more concerned than <b>Cautious</b> however they want someone else to drive the change.</li><li><b>Generally negative (23%): Doubtful (17%)</b> Beliefs and PSR are dead centre of average however their Behaviours and Personal involvement reflect a lower-than-average (50% on normalised scale) engagement. <b>Dismissive (6%)</b> are comfortably negative on all four groups of questions with their lowest scoring grouping being their PSR i.e. they want a weak or no response from society to climate change</li></ul> <ul style="list-style-type: none"><li>Further detailed insights can be gained by exploring the answers to specific questions across the segments.</li></ul> | 16-25 |
| Appendix: Six New Zealand's in their own words | Rich commentary has been provided by respondents to two questions; “In what ways do you think you might be harmed [by climate change]?” and “Is there anything else you would like to add in relation to climate change and the issues discussed in this survey?”   | 26-28 |

# Engagement with the survey around personal harm was higher for more climate aware segments



Word clouds and text feedback have been removed from the public version

Please contact The 1point5 Project if you'd like access to this data