

## Research results: New Zealanders' attitudes to climate change and energy

### General public / consumers

'Climate change is real'

Strongly agree	40%
Agree	43%
Neutral	11%
Disagree	4%
Strongly disagree	3%

Base: Total sample n=999

'Climate change will impact my lifestyle'

Strongly agree	11%
Agree	47%
Neutral	28%
Disagree	11%
Strongly disagree	3%

Base: Total sample n=999

How would you describe your actions on climate change?

Not really doing anything and don't really want to do anything	7%
Not really doing anything, but I'd like to start	7%
Doing a bit but could be doing more	52%
Doing a bit and couldn't do any more	11%
Doing a lot but could be doing more	20%
Doing a lot and couldn't do any more	4%

Base: Total sample n=999

'Other people need to do more to reduce their impact on the environment'

Strongly agree	20%
Agree	56%
Neutral	21%
Disagree	2%
Strongly disagree	1%

Base: Total sample n=999

'Companies need to do more to reduce their impact on the environment'

Strongly agree	38%
Agree	50%
Neutral	10%
Disagree	1%
Strongly disagree	1%

Base: Total sample n=999

'It's hard to reduce my environmental impact without reducing my quality of life'

Strongly agree	4%
Agree	26%
Neutral	31%
Disagree	34%
Strongly disagree	4%

Base: Total sample n=999

'The government needs to do more to help reduce New Zealand's impact on the environment'

Strongly agree	25%
Agree	51%
Neutral	18%
Disagree	4%
Strongly disagree	2%

Base: Total sample n=999

## Business

'Climate change is real'

Strongly agree	35%
Agree	45%
Neutral	12%
Disagree	4%
Strongly disagree	4%

Base: Total sample n=415

## 'Climate change will impact my lifestyle'

Strongly agree	13%
Agree	51%
Neutral	22%
Disagree	11%
Strongly disagree	3%

Base: Total sample n=415

## 'Businesses can make a difference to the environment'

Strongly agree	25%
Agree	62%
Neutral	10%
Disagree	1%
Strongly disagree	2%

Base: Total sample n=415

## 'Businesses have a moral duty to others to improve the environment'

Strongly agree	12%
Agree	62%
Neutral	20%
Disagree	5%
Strongly disagree	1%

Base: Total sample n=415

## 'It's hard to reduce our environmental impact without increasing costs'

Strongly agree	11%
Agree	51%
Neutral	21%
Disagree	16%
Strongly disagree	2%

Base: Total sample n=415

**Note to editors**

*TRA ([www.tra.co.nz](http://www.tra.co.nz)) surveyed 1,000 New Zealanders aged 18 and over, and 400 businesses in November 2018.*

*Margin of error: 1000 New Zealanders +/- 3 percentage points*

*Margin of error: 400 Businesses +/- 5 percentage points*