

How important is sustainability to Kiwis?



NOWNEXT

Pathfinder



Stuff



Kiwis have their say about sustainability.

NOWNEXT

As New Zealand's awareness of climate change and its impacts increases, we asked New Zealanders how this influences decisions in their everyday lives.

More than 10,000 Kiwis answered, of all ages, from around the country.

Kiwis shared their concerns about climate change, and the actions they're making in their daily lives to address its impacts.

NOWNEXT

Methodology & Approach



METHODOLOGY

The survey ran from 8 - 31 October 2021.

Questions were curated by Stuff in conjunction with Pathfinder Asset Management.

Survey Monkey was utilised with quota sampling.

Promoted across stuff.co.nz via editorial and advertising, Neighbourly, Stuff regional, metropolitan, community, and Sunday newspapers, and email marketing.

Total starts: 10,525 and 10,262 completions (response rate 97.5%)

Average time spent on survey 3:47.



APPROACH

16 questions were asked in the survey covering the environment, climate change and sustainability, and including demographic questions on

- Age
- Gender
- Household income
- Region
- Ethnicity.



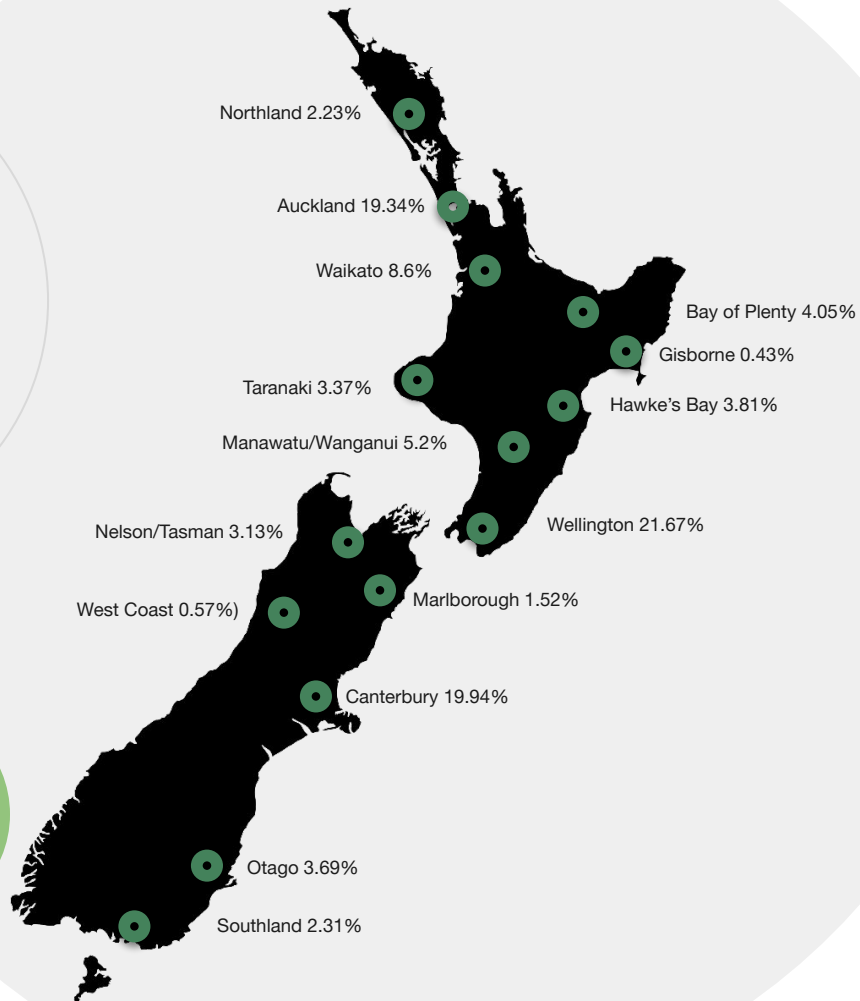
Stuff

NOWNEXT

Nationwide Approach

Total Responses
10,262

Completion rate
97%



Stuff

NOWNEXT

The Key Takeaway.

A summary.

The **immediacy of the problem** and the **existential threat** of climate change is paramount and it's a challenge that needs to be **tackled collaboratively by society.**

However, when it comes to taking action at an individual level, not all are making changes to lifestyle, home or how they live.



Stuff

Stuff

NOWNEXT

Key Takeaways.

1

Urgency

Almost three-quarters of respondents (74%) believe we need to act immediately to combat climate change.

2

Collective effort

4 out of 5 respondents (82%) see climate change as a problem that needs to be solved by individuals, governments and communities all working together.

3

A threat to society

Almost as many respondents (43%) see climate change as the biggest threat to society as Covid-19, social inequality and housing affordability combined (46%).

4

We can do better

Over half of respondents (56%) believe NZ is not doing enough to combat climate change.

5

A personal choice

When it comes to taking action at an individual level, not all respondents are making changes to their lifestyle, home or how they live.



Stuff

NOWNEXT

Housing market

Will Kiwis take climate change into account when they consider their next property purchase?

54%

will take climate change into account.

21%

will not take climate change into account.

Residents from Tasman, Nelson, and Wellington are more likely to take climate change into account when they buy their next home.

Stuff

NOWNEXT

Retirement

Will environmental issues be taken into account when New Zealanders chose their Kiwisaver?

46%

would choose a Kiwisaver provider based on their environmental policies & approach.

57%

of respondents aged 18-44 will consider environmental issues.

43%

of Kiwis aged 45+ will consider environmental issues.

Stuff

NOWNEXT

Food Shopping Habits

62%

take the environment and/or climate change account when buying food or beverages.

71%

of female shoppers are likely to take climate change and/or the environment into account, compared to 51% of males.

Nelson and Marlborough had the highest number of shoppers who took environmental and/or climate impacts into account when making food or beverage choices.

Stuff

NOWNEXT

Politics

More than half of the respondents take climate change into consideration when voting - with the younger generation having the highest representation.

68%

of respondents take climate change into consideration when voting.

77%

of 18-24 year old Kiwis factor in climate change with their voting choices.

74%

of 25-34 year old Kiwis factor in climate change with their voting choices.

NOWNEXT

Employment

Based on the working age population (18-64 years); respondents shared how sustainability impacted their employment choices.

35%

weighed up a company's sustainability actions when applying for jobs.

34%

don't take sustainability into account when applying for jobs.

Residents from Auckland, Tasman, Nelson, and Otago are most likely to consider an employer's sustainability efforts when applying for jobs.

Stuff

NOWNEXT

Travel

How much do Kiwis take into account the impact on the environment and climate change when we book our holidays?

46%

of respondents take climate and environmental impacts into account when booking their travel.

A household's income doesn't influence travel decisions based on climate change or the environment.

The Nelson, Tasman, and Otago regions had the highest proportion of residents who took into account the impact of their travels on the environment or climate change.

Stuff

NOWNEXT

Authority

Is climate change a problem for the individual or an issue government, communities and individuals need to address as a whole?

82%

believe that it's an issue that should be **jointly** solved by the government, communities, and individuals.

7%

of respondents don't believe that climate change is a joint issues for all 3 groups.

Stuff

NOWNEXT

Threat to humanity

Sometimes considered as a 'youth issue', Kiwis of all ages recognise climate change as a threat to future generations.

43%

view climate change as the single biggest threat to future generations. Ahead of Covid-19 and social inequality.

48%

of respondents aged 18-44 view climate change as the biggest threat to future generations.

42%

of respondents aged 45+ view climate change as the biggest threat to future generations.

NOWNEXT

Our actions

Are we doing enough?

57%

say that NZ is not doing enough to combat climate change.

25%

think that we are doing the right amount of work to combat the issue.

12%

think we are doing too much already.

69%

of overall respondents who say we are not doing enough are female.

39%

of respondents aged 45+ say that NZ is doing too much or just the right amount to tackle climate change.

77%

of respondents aged 18-24 said NZ is not doing enough to tackle climate change.

Stuff

NOWNEXT

The sense of urgency

74%

say that NZ needs to take immediate steps to combat climate change.

14%

say that we are too late to stop the catastrophic effects of climate change.

5.3%

say that NZ could wait another decade before taking action.

Stuff

NOWNEXT

Our legacy

How our actions now affect
our legacy.

56%

intend to make at least one
major change in their
home, car, or commute.

63%

of respondents aged 18-64
intended to make this
change in the next 12
months.

30%

are looking at switching to
an EV or hybrid car.

18%

intend on installing solar
panels.

17%

are looking at cycling to
work.

15%

intend on using public
transport for their daily
commute.

Stuff

Thank you.

NOWNEXT

Pathfinder



Stuff

