

CLIMATE CHANGE AND CONSUMER BEHAVIOUR

An Ipsos Global Advisor Survey

February 2020

GAME CHANGERS



CLIMATE CHANGE AND CONSUMER BEHAVIOUR SURVEY

Background Information

A total of 561 New Zealanders aged 18–74 answered questions about climate change and consumer behaviour in our November Global Advisor survey which ran from 1 to 12 November 2019.

This survey explored several key questions on changes relating to products and services they might buy or use, individual actions at home and when travelling, and the types of food they purchase.

This survey was conducted across 28 countries with a total of 19,964 respondents. The international data was collected from 25 October to 8 November 2019.

This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.



CLIMATE CHANGE AND CONSUMER BEHAVIOUR SURVEY

The Media Context: What was making NZ news around the time of the survey?

Climate activists plan a citizen's assembly

rnz.co.nz – 12 Nov 2019

More than 11,000 scientists from around the world declare a 'climate emergency'

nzherald.co.nz – 6 Nov 2019

Kiwi experts weigh in on climate emergency, says 'the science is clear'

newshub.co.nz – 6 Nov 2019

National will vote in favour of two sizable pieces of climate change fighting legislation

nzherald.co.nz – 5 Nov 2019

Duncan Garner, James Shaw butt heads over climate change emergency declaration

newshub.co.nz – 6 Nov 2019

Climate change conversation rejected as Australia burns

rnz.co.nz – 12 Nov 2019

KEY FINDINGS

New Zealanders are **no more likely than the average global citizen** to have made changes specifically **out of concern about climate change** over the past few years. The changes New Zealanders are more likely to have made include:



How much/often **they recycle products**



How much/often **they reuse products**



How much/often **they compost**



Their **motor vehicle**



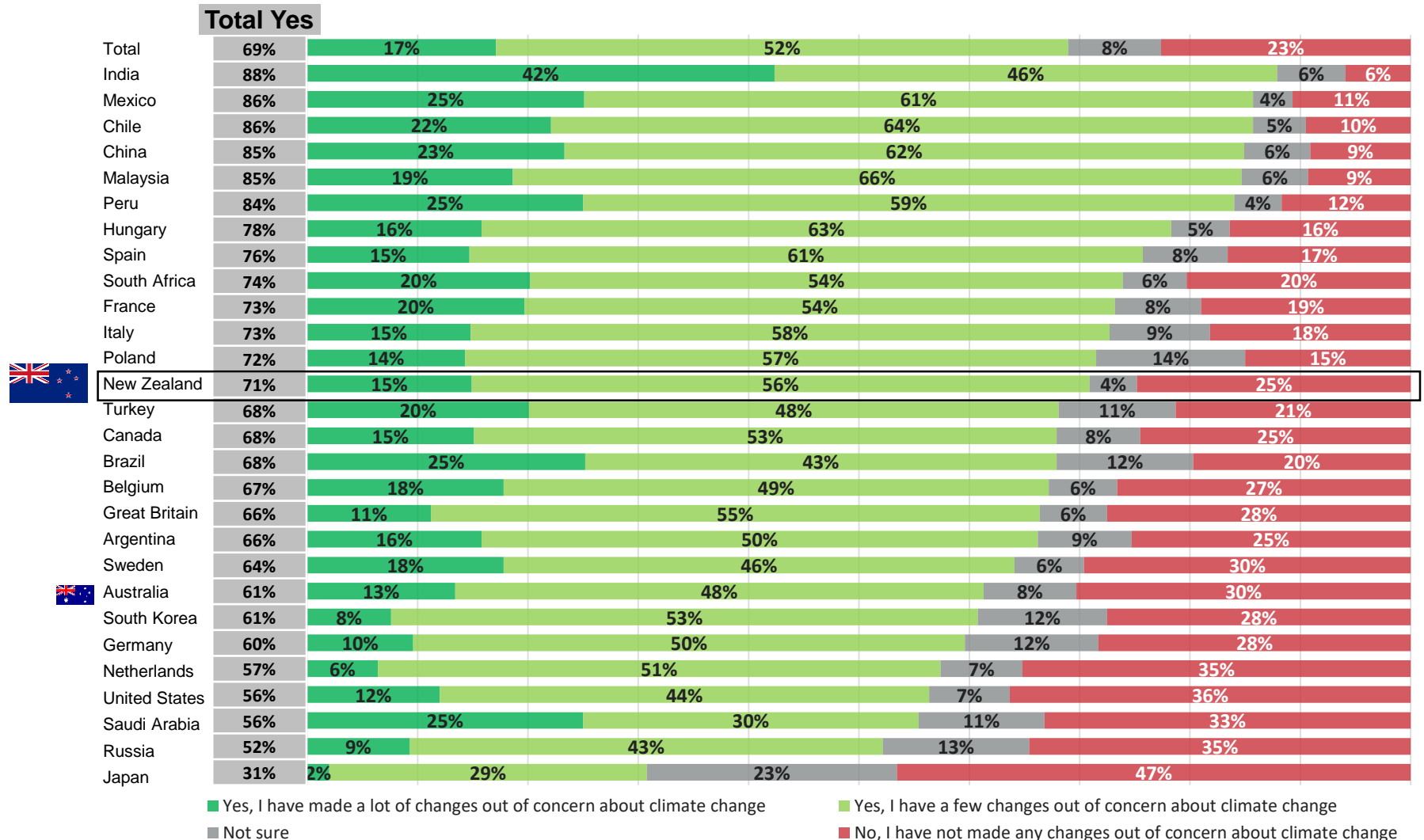
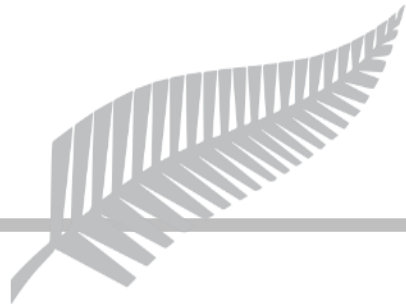
CHANGES TO PRODUCTS AND SERVICES BOUGHT / USED OUT OF CONCERN ABOUT CLIMATE CHANGE

The countries where consumers report having made the most changes to counteract climate change are: India (88%), Mexico (86%), Chile (86%), China (85%), Malaysia (85%) and Peru (84%).

In New Zealand, 71% have made changes (15% have made 'a lot' and 56% 'a few').

Japan is the only country surveyed where only a minority (31%) say they have changed their behaviour, while nearly half (47%) say they have not.

Other countries where more than one third say they have not made any changes are: the United States (36%) and the Netherlands and Russia (35% both).

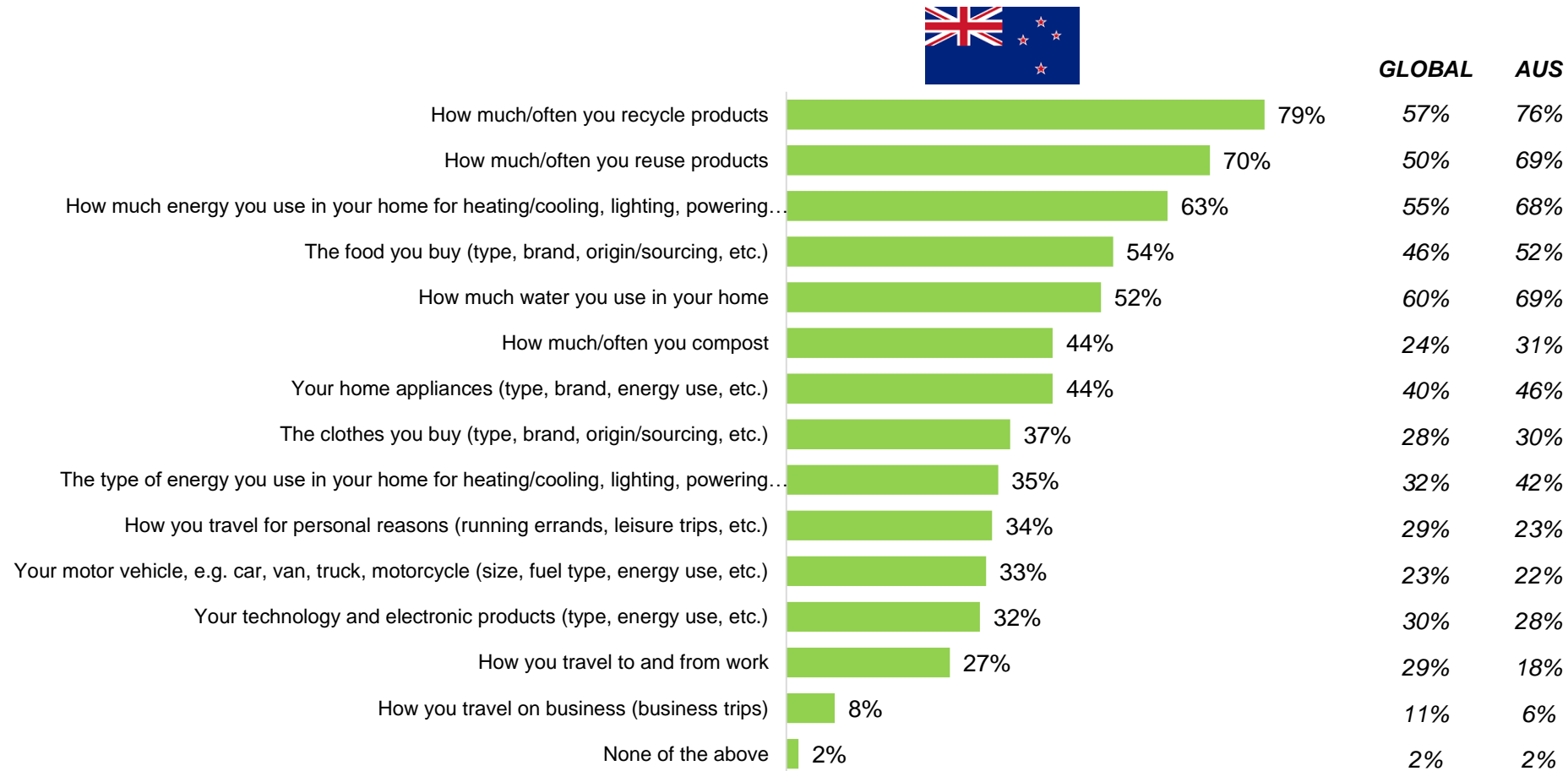


CHANGES MADE OUT OF CONCERN ABOUT CLIMATE CHANGE

Individual actions by New Zealanders were more often carried out in their homes

New Zealanders reported the most changes to the following issues at home:

- Volume and frequency of recycling products (79% vs. 57% Global and 76% Australia)
- Volume and frequency of reusing products (70% vs. 50% and 69%)
- Amount of energy used (63% vs. 55% and 68%)
- Food purchased (54% vs. 46% and 52%)
- Amount of water used (52% vs. 60% and 69%)
- Home appliances (44% vs. 40% and 46%)
- Volume and frequency of composting (44% vs. 24% and 31%)



Q: Over the past few years, which of the following have you made any changes to, specifically out of concern about climate change?

Base: 13,899 online adults aged 16-74 across 28 countries who have made any change to what they buy or use, specifically out of concern about climate change, Oct-Nov 2019

NZ sample – Nov 2019 (n=398); AUS sample – Oct-Nov 2019 (n=609)

CHANGES MADE OUT OF CONCERN ABOUT CLIMATE CHANGE

New Zealanders recycle, reuse products and are more mindful about composting and clothing choices than the average global citizen

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
How much water you use in your home	60%	70%	69%	51%	66%	56%	73%	50%	58%	49%	56%	58%	59%	60%	34%	59%	75%	59%	52%	74%	76%	58%	27%	78%	42%	61%	43%	70%	57%
How much/often you recycle products	57%	56%	76%	56%	52%	79%	56%	41%	60%	55%	79%	42%	45%	59%	41%	59%	61%	57%	79%	60%	64%	47%	14%	64%	56%	55%	56%	46%	68%
How much energy you use in your home	55%	66%	68%	50%	52%	68%	62%	32%	58%	56%	62%	51%	52%	52%	46%	51%	59%	74%	63%	62%	62%	50%	26%	70%	35%	58%	42%	51%	58%
How much/often you reuse products	50%	49%	69%	40%	48%	73%	52%	42%	36%	53%	70%	44%	43%	45%	39%	54%	51%	52%	70%	50%	47%	50%	18%	66%	48%	49%	45%	37%	60%
The food you buy	46%	49%	52%	43%	37%	43%	48%	39%	54%	63%	54%	39%	46%	51%	21%	46%	48%	49%	54%	50%	46%	46%	29%	54%	27%	46%	49%	55%	43%
Your home appliances	41%	42%	46%	30%	40%	41%	44%	34%	34%	48%	35%	53%	43%	45%	26%	39%	40%	49%	44%	40%	53%	41%	26%	44%	31%	51%	24%	39%	40%
The type of energy you use in your home	32%	33%	42%	26%	26%	32%	39%	29%	27%	34%	26%	25%	41%	26%	32%	32%	36%	42%	35%	30%	34%	20%	26%	45%	22%	30%	28%	33%	28%
Your technology & electronic products	31%	34%	28%	22%	25%	27%	36%	24%	20%	39%	18%	44%	44%	23%	11%	40%	34%	31%	32%	39%	40%	31%	21%	34%	17%	29%	25%	39%	22%
How you travel to & from work	29%	30%	19%	21%	27%	25%	37%	51%	18%	22%	24%	39%	35%	18%	10%	34%	41%	28%	27%	36%	32%	32%	17%	27%	18%	31%	25%	28%	16%
How you travel for personal reasons	29%	26%	23%	34%	16%	29%	29%	32%	32%	41%	33%	22%	28%	30%	17%	28%	31%	43%	34%	24%	32%	27%	15%	27%	22%	36%	34%	23%	27%
The clothes you buy	28%	27%	30%	21%	28%	28%	28%	29%	26%	28%	27%	26%	35%	22%	16%	31%	26%	30%	37%	28%	31%	35%	25%	26%	16%	23%	31%	32%	22%
How much/often you compost	24%	23%	31%	34%	16%	49%	21%	9%	38%	33%	26%	33%	25%	27%	21%	21%	17%	15%	44%	9%	27%	20%	12%	29%	5%	11%	34%	11%	21%
Your motor vehicle	23%	21%	22%	15%	14%	28%	19%	29%	17%	22%	22%	19%	40%	20%	21%	34%	27%	22%	33%	21%	16%	17%	20%	30%	15%	20%	23%	25%	24%
How you travel on business	11%	12%	6%	11%	9%	5%	10%	16%	10%	10%	7%	6%	19%	14%	2%	20%	15%	8%	8%	16%	12%	14%	11%	11%	7%	11%	13%	10%	7%
None of the above	2%	0%	2%	2%	2%	2%	1%	1%	3%	2%	2%	1%	1%	3%	4%	2%	1%	0%	2%	1%	0%	2%	2%	1%	1%	1%	3%	3%	1%

Q: Over the past few years, which of the following have you made any changes to, specifically out of concern about climate change?



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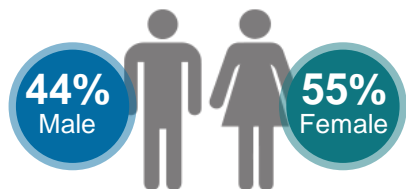
7 – © Ipsos | Climate Change and Consumer Behaviour

SAMPLE DEMOGRAPHICS

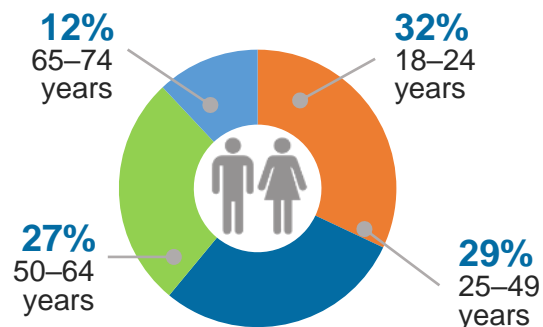


561 respondents

were interviewed online in November 2019 using the Dynata online panel



Results are weighted by age, gender and region to ensure they reflect NZ population



Employment status

44% Full-time	7% Self-employed
14% Part-time	5% Student
12% Not in paid work & not seeking work	7% Not in paid work but seeking work
10% Retired	



Highest education completed*

31% Level 1-4
47% Level 5-7
18% Level 8-10
3% Don't know



Type of area live in

50% In the suburbs of a large city
17% In a rural area
13% In a large city
11% In, or right outside, a medium-sized city
8% In, or right outside, a small city

METHODOLOGY

Ipsos interviewed a total of 19,964 adults aged 18–74 in Canada, Malaysia, South Africa, Turkey, and the United States, and 16–74 in 23 other countries on its Global Advisor online survey platform between 25 October and 8 November 2019. The NZ interviews were conducted from 1 to 12 November 2019.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, India, Italy, Japan, Spain and the US, and 500 individuals each in Argentina, Belgium, Chile, Hungary, Malaysia, Mexico, the Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden and the US can be considered as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more 'connected' segment of these populations.

The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not add up to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of 'don't know' or 'not stated' responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.

THANK YOU

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