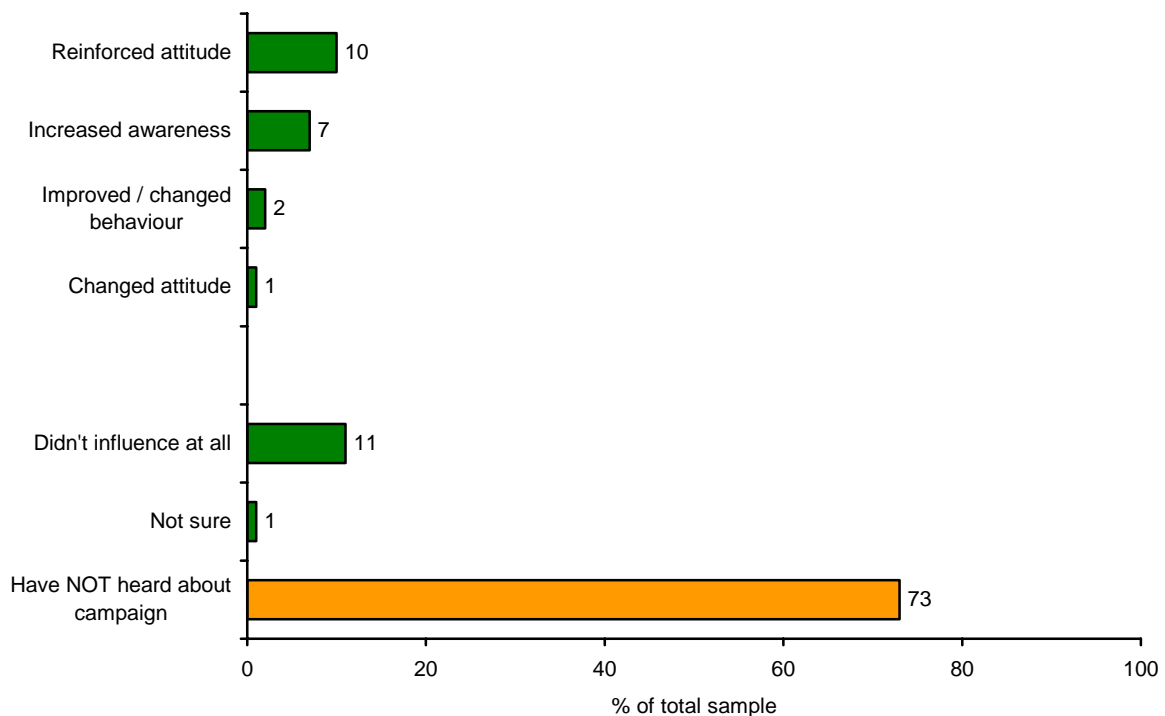


Influence of the campaign on respondents’ attitudes and behaviour

At this stage, it is important to reconsider the campaign objective. The main target of the campaign is to prompt a shift in attitudes and behaviour of segments of the population, especially of those previously identified as main targets for behaviour change, ie. ‘slipping greens’, ‘available to greens’ and ‘ambivalent to greens’. Consequently, those who are already doing a lot for the environment (target group for advocacy) and those who don’t care at all (closed minds), are less likely to change.

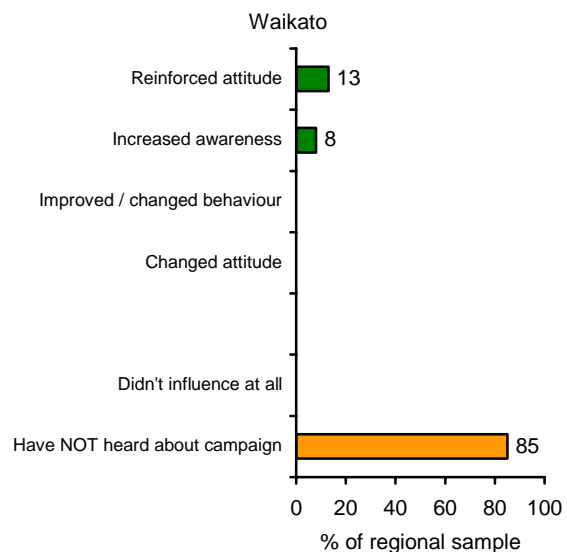
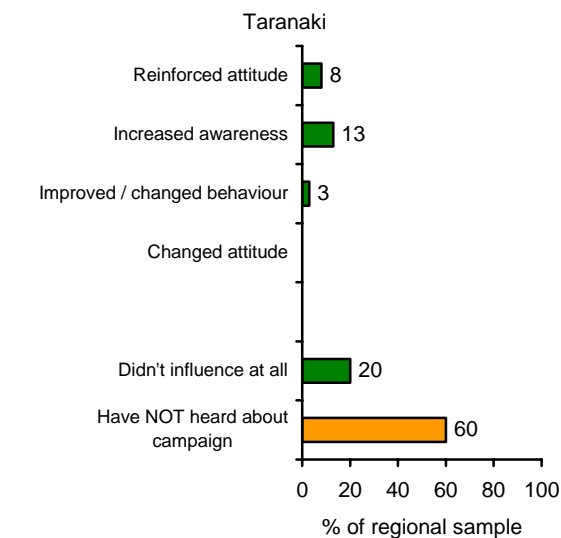
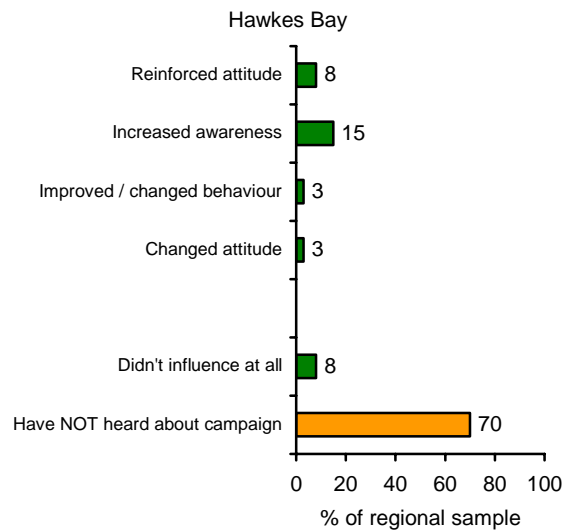
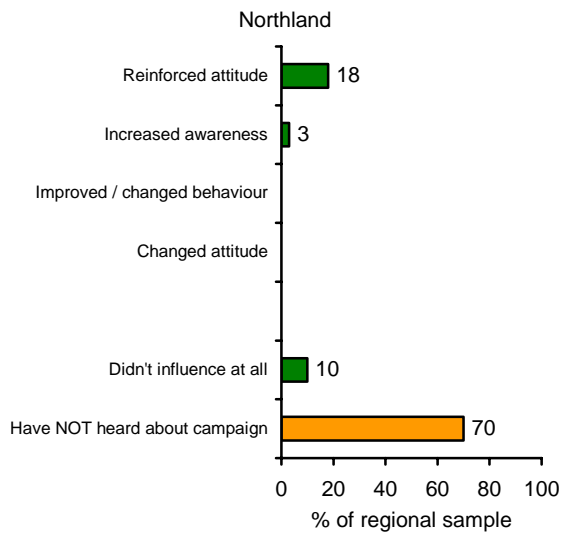
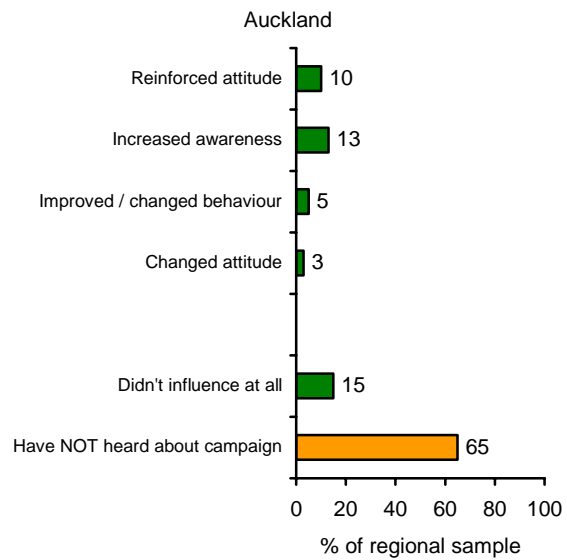
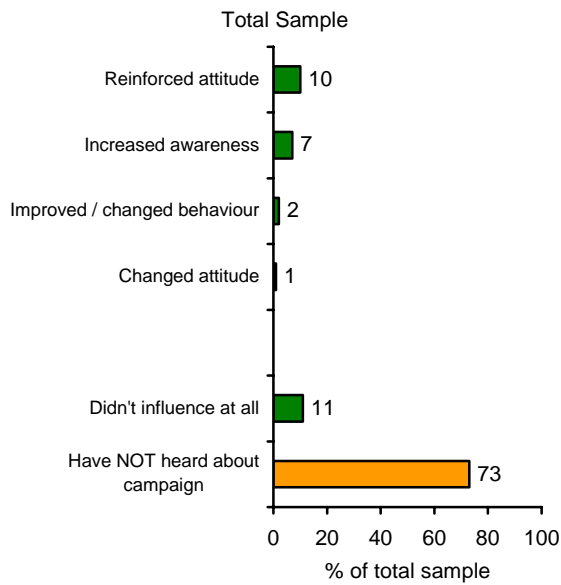
Overall, the influence of the campaign on respondents’ attitudes and behaviour was reasonably high. One in ten respondents mentioned that the campaign reinforced their attitude, with a further 7% thinking it increased their awareness. 2% actually say it improved or changed their behaviour, with another 1% stating it changed their attitude. This self-acclaimed behaviour and attitude change is in line with other sociable research we have conducted, such as ARC’s Big Clean Up monitor.

Extrapolating these results to the total population means that **up to 800,000 New Zealanders** were **highly receptive** to the campaign (eg. influenced their behaviour or raised their awareness), including **up to 80,000** (2% of the total sample) who claimed that they actually **improved / changed their behaviour**.



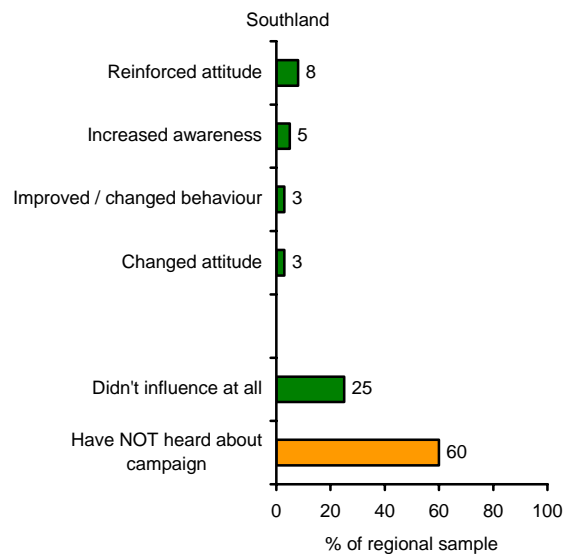
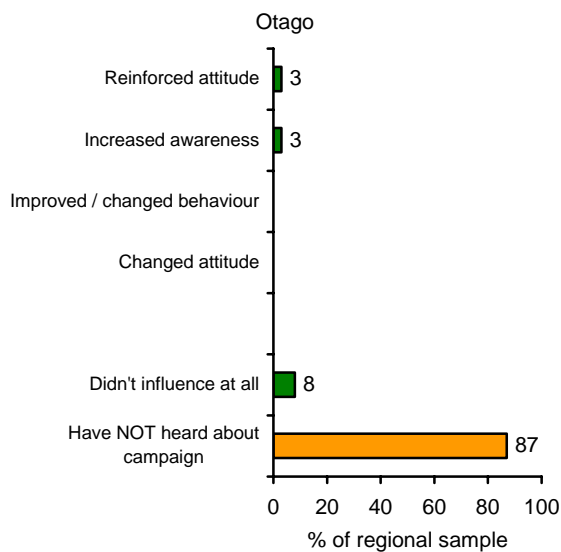
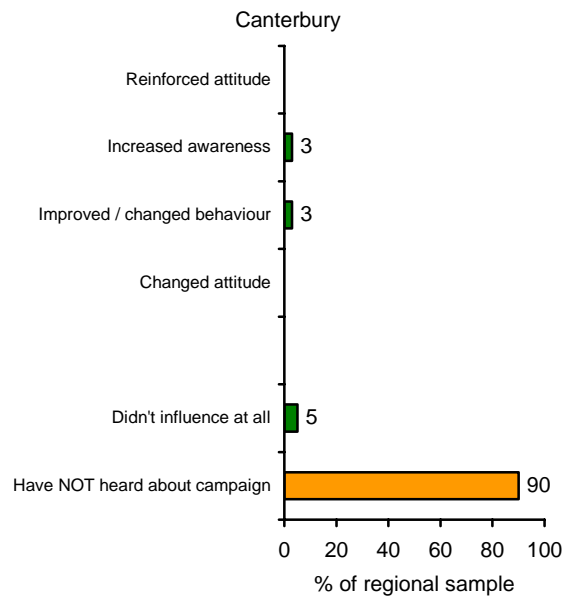
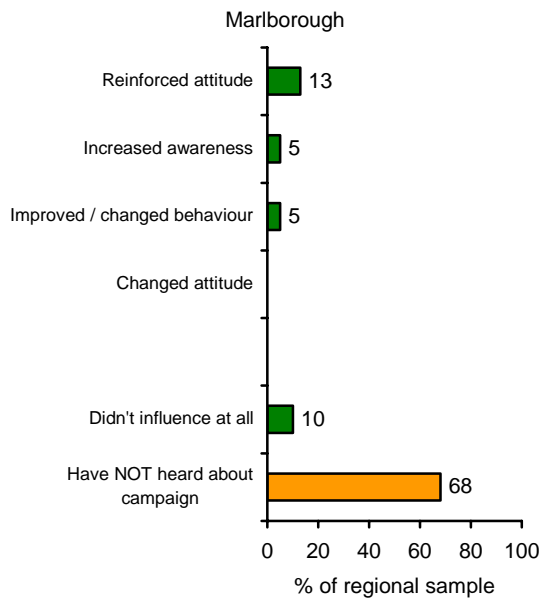
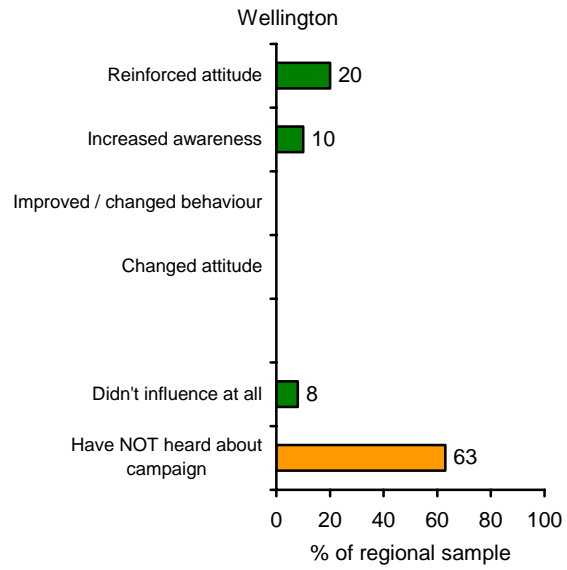
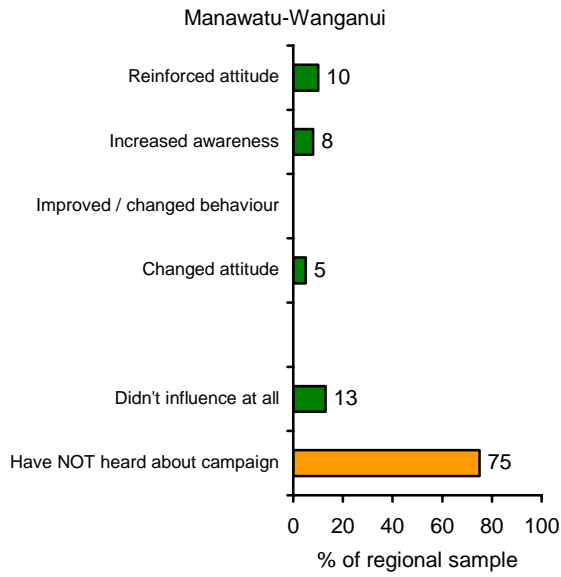
Note: Multiple answers possible

Influence of the campaign by Region



Note: Multiple answers possible





Note: Multiple answers possible



