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NEW ZEALAND

Household Sustainability
Benchmark Survey

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Household Sustainability
Benchmark Survey

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1.0 Introduction

This report presents the results of the benchmark survey for the Ministry for the Environment's Household Sustainability Programme, conducted by telephone during November 2007, with a nationally representative sample of n=1,000 New Zealanders aged 18 years plus. The survey measures the general public's beliefs, attitudes and behaviour with regard to being sustainable.

1.1 Background

The Ministry for the Environment's Household Sustainability Programme is one of more than 170 central governmental programmes focused on environmental and economic sustainability. As part of this Programme, the Ministry is planning to develop and implement an information, awareness and public education programme to help New Zealanders become more informed about the practical steps they can take to contribute at a personal/household level.

To inform the development of this programme, the Ministry has retained Research New Zealand to assist it with a range of market research services. To date, the following work has been completed:

- ◆ A limited review of the research literature, in order to identify useful information for the purposes of Research New Zealand's work for the Ministry.
- ◆ A benchmark survey in order to measure New Zealanders attitudes, beliefs and behaviours relating to sustainability.

This report presents the results of the benchmark survey.



1.2 Survey objectives

The overarching objective of the benchmark survey was to measure the current situation as it relates to household sustainability in order to:

- ◆ Measure New Zealanders' beliefs, attitudes and behaviour towards becoming sustainable (or engaging in actions that are sustainable).
- ◆ Inform the development of the Ministry's information, awareness and public education programme based on the results of the survey (priority groups, key messages, communication channels, etc.).
- ◆ Establish a benchmark for future monitoring and evaluation purposes.

1.3 Research method

1.3.1 Overview

The benchmark survey was conducted by telephone, between 6 and 20 November 2007, with a nationally representative sample of n=1,000 New Zealanders aged 18 plus.

1.3.2 Survey respondents

Respondents for the survey were defined as all resident New Zealanders aged 18 or older.

In order to obtain a sample that was nationally representative of this population group, prospective respondents were selected using a multi-stage random method, initially based on a random selection of eligible electors from the General and Maori Electoral Rolls.

1.3.3 Survey design

The design of the benchmark survey was based on the findings of an earlier qualitative study conducted by Research New Zealand in October 2007.

In this qualitative pre-research, in-depth interviews were conducted with 20 New Zealanders (n=14 as individual interviews and n=6 as a group discussion). Respondents were selected on the basis of their position on the social change continuum (i.e. pre-contemplative, contemplative and those in an action phase).

Comprehensive descriptions of these three groups were developed as a result of this qualitative study. These descriptions included attitudes towards sustainability, current sustainable behaviour, as well as the motivators and barriers to acting in a sustainable manner. This information largely determined the nature and design of the questions used in the benchmark survey.



1.3.4 Interviewing method

All the interviewing for the survey was completed by telephone, from our purpose-built, CATI (Computer Assisted Telephone Interviewing) enabled call centre.

Prior to being interviewed for the survey, all respondents were sent a pre-notification letter introducing them to the research. The pre-notification letter and the questionnaire are included as appendices to this report.

1.3.5 Response rate and accuracy

The response rate for the benchmark survey was 39.4 percent, which is a positive rate for a survey of this type. Our response rate calculation is based on a method approved by Statistics New Zealand.

Results based on the (weighted) total sample are subject to a maximum margin of error of plus or minus 3.1 percent (at the 95 percent confidence level)¹.

1.3.6 Weighting

At the processing stage, the survey data was weighted by age and gender to ensure that the results quoted at the total sample level are truly representative of the New Zealand population. The weighting parameters were sourced from Statistics New Zealand and based on the 2006 Census of Population and Dwellings.

1.3.7 Presentation of survey results

The results of the benchmark survey are presented in the following sections of this report, broken down by gender and age. Please note that significant differences between sub-samples and the total sample are shown in the tabulations as follows:

- ◆ Results in blue indicate a significantly higher result compared to the comparable result for the total sample.
- ◆ Results in red indicate a significantly lower result compared to the comparable result for the total sample.

¹ The weighting used in this survey means that the actual margin of error is slightly more than the conventional calculation.



2.0 Attitudes towards caring for the environment

This section of the report presents New Zealanders' current attitudes towards caring for the environment.

Key findings

- ◆ Just over half (53 percent) of respondents stated they were 'deeply concerned that we aren't all doing enough to protect our environment for future generations'.
- ◆ One-third (31 percent) reported that they 'plan and take into account the impact of the environment in most things they do'.
- ◆ Three-quarters of respondents claimed they personally do 'a lot' (9 percent) or 'a reasonable amount' (63 percent) to look after the environment. This compares with one half (52 percent) who believed that most New Zealanders were doing just 'a little' to help with the environment and a further 29 percent who believed most New Zealanders were doing 'a reasonable amount'.
- ◆ Almost three-quarters (72 percent) stated that the environment was 'one of a number of reasons' for the choices and actions they make. Almost one-quarter (23 percent) stated that the environment was 'the most important factor', while a small proportion (5 percent) stated that the environment 'does not really come into it at all'.
- ◆ The majority (70 percent) of respondents reported feeling 'somewhat informed' about the things they can do to help care for the environment. An additional quarter (27 percent) of respondents reported feeling 'very informed'. Most respondents (82 percent) reported finding out about the things they can do to help the environment through mainstream media sources such as television, newspapers and magazine.
- ◆ Despite most claiming to be 'somewhat informed' about the things that they could do to help care for the environment (70 percent), the majority wanted more information on what they could do (63 percent claimed they 'would like to learn more' and a further 28 percent reported 'actively looking for more information').



Respondents were asked two questions in order to measure the importance New Zealanders placed on protecting the environment.

Firstly, public concern for environmental issues was measured on a scale, with respondents selecting one of three statements on the basis that it best described them (Table 1). Just over half (53 percent) identified with the most extreme, positive statement: 'I am deeply concerned that we aren't all doing enough to protect our environment for future generations'. Another 40 percent identified with the statement: 'Every effort I make, makes me feel like I'm contributing to a better place'.

In comparison, a small percentage (6 percent) identified with the negative statement: 'Looking after the environment is not a high priority for me'.

There were no significant differences by age or gender.

Table 1: Attitudes towards environmental protection

Can you tell me which one of the following three statements best describes you?

Base =	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Looking after the environment is not a high priority for me	6	8	5	9	7	4	6	5
Every effort I make, makes me feel like I'm contributing to a better place	40	39	40	36	46	45	34	37
I am deeply concerned that we aren't all doing enough to protect our environment for future generations	53	51	54	54	45	50	59	56
Don't know	2	3	1	1	2	2	1	2
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.



Reported behaviour, based on environmental concern, was also relatively high with one-third of respondents (31 percent) reporting that 'I plan and take into account the impact of the environment in most things that I do' and a further two-thirds (63 percent) stating they 'are doing some things to help look after the environment'. A small percentage (4 percent) reported 'not really doing anything to protect the environment' (Table 2).

While there were no statistically significant differences by gender, there were based on age. For example, older respondents (i.e. those aged 60 years plus) were more likely to report that they 'plan and take into account the impact of the environment in most things that they do'.

Table 2: Behavioural statements about environmental protection

And which of these statements best describes you?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
I'm not really doing anything to protect the environment	4	5	4	7	5	2	4	3
I am doing some things to help look after the environment, and would like to do more	63	63	64	72	69	62	64	51
I plan and take into account the impact of the environment in most things that I do	31	31	32	21	25	35	30	44
Don't know	1	2	1	0	1	1	2	2
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.



Against this background, respondents largely believed that responsibility for protecting the environment lies mostly with both the Government (41 percent) and all New Zealanders/everyone (39 percent) (Table 3). Note that these are not mutually exclusive answers; that is, respondents could have given multiple answers.

There were no significant differences by age or gender.

Table 3: Responsibility for environmental care and protection

Who do you believe is most responsible for doing something about this?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	989*	466	523	151	229	217	223	169
	%	%	%	%	%	%	%	%
The Government	41	43	38	41	42	39	43	39
All New Zealanders/Everyone	39	33	44	39	41	42	38	35
Regional/local councils	6	8	4	6	6	5	5	7
Farmers	5	7	3	3	3	5	5	6
All business & industry in general	3	2	4	4	2	2	3	3
Fishing industry	1	2	1	1	2	1	1	1
Other	4	3	4	2	2	5	3	6
Don't know	2	3	1	3	2	1	1	3
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who identified an environmental problem that New Zealand should be doing something about.

Against this background, three-quarters of respondents claimed they did 'a lot' (9 percent) or 'a reasonable amount' (63 percent) to look after the environment, while a further one-quarter (27 percent) reported doing 'a little' (Table 4).

While there were no statistically significant differences by gender, there were based on age. For example, older respondents (i.e. those aged 60 years plus) were less likely to report that they were 'doing a little' to care for the environment.

Table 4: Extent of personal care for the environment

Overall, would you say you are...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Doing a lot to help with the environment	9	8	9	5	6	10	8	14
Doing a reasonable amount	63	61	65	52	61	63	70	70
Doing a little	27	29	26	42	33	27	21	16
Not doing anything at all	1	1	0	1	1	1	1	1
Don't know	0	0	0	1	1	0	0	0
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.



Nevertheless, respondents tended to believe that they were making a greater contribution to looking after the environment compared with other New Zealanders. Half (52 percent) of respondents believed that most New Zealanders were doing just 'a little' to help with the environment and a further 29 percent believed most New Zealanders were doing 'a reasonable amount' (Table 5). This compares with 27 percent and 63 percent respectively for respondents themselves (Table 4).

There were no significant differences by age or gender.

Table 5: Extent of others' care for the environment

And in comparison, would you say most New Zealanders in general are...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Doing a lot to help with the environment	2	1	2	3	1	1	1	1
Doing a reasonable amount	29	30	29	27	29	35	26	29
Doing a little	52	49	54	48	59	50	55	48
Not really doing much at all	13	15	10	17	7	9	13	15
Don't know	5	4	5	5	4	5	4	6
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

The extent to which the environment figures in people's day-to-day decision making is also relatively skewed, as the majority of respondents (72 percent) stated that the environment is 'one of a number of reasons' for the choices and actions they make. In contrast, one-quarter (23 percent) stated that the environment is 'the most important factor' while a small proportion (5 percent) stated that the environment 'does not really come into it at all' (Table 6).

There were no significant differences by age or gender.

Table 6: Extent to which the environment influences decision-making

To what extent do you personally do these things because it is good for the environment? That is, would you say that for you...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	990*	465	525	150	228	216	223	173
	%	%	%	%	%	%	%	%
Its the most important reason	23	21	25	21	19	26	21	28
Its one of a number of reasons	72	73	70	70	76	70	75	66
Or does it not really come into it at all	5	6	4	8	5	3	3	4
Don't know	1	1	1	1	0	1	0	2
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who identified that they were doing something for the environment.



Overall, the majority (70 percent) of respondents reported feeling ‘somewhat informed’ about the things they can do to help care for the environment. An additional quarter (27 percent) of respondents reported feeling ‘very informed’, while just three percent reported feeling ‘not at all informed’ (Table 7).

There were no significant differences by age or gender.

Table 7: Informedness about environmental protection

And how informed would you say you currently are about the things you can do to help care for the environment? Would you say you are...?

Base =	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Very informed	27	29	25	24	21	25	30	34
Somewhat informed	70	68	71	71	74	72	69	63
Not at all informed	3	3	3	5	5	2	1	2
Don't know	0	0	1	0	0	1	0	1
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.



Not surprisingly, most respondents (82 percent) reported finding out about the things they can do to help the environment through mainstream media sources such as television, newspapers and magazines (Table 8). Just over half (57 percent) also reported obtaining information through their city or local councils and 45 percent through environmental groups.

Five percent reported having been to the sustainability.govt.nz website.

There were no significant differences by age or gender.

Table 8: Sources of information about environmental protection

How have you mainly found out about the things that you have done to help the environment? Did you get your information from...?

	Total	Male	Female	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	990*	465	525	150	228	216	223	173
	%	%	%	%	%	%	%	%
Articles/stories on TV, in the newspaper or magazines	82	80	83	75	82	84	84	84
City or local councils	58	53	62	55	54	64	57	57
Environmental groups	45	45	46	48	40	44	48	47
Product advertising	41	38	43	47	42	41	41	34
Consumer organisations	38	38	37	35	37	42	41	34
Government departments and agencies	31	34	28	32	35	29	32	29
Home & garden shows	27	26	27	21	29	29	29	26
Scientific research organisations	27	29	25	26	27	30	26	26
Retailers	24	24	25	31	26	26	22	17
Community groups	24	22	26	21	19	30	24	25
Friends/family/workmates	5	4	6	7	6	5	1	6
Internet/books	3	4	3	3	3	2	3	4
Common sense/self	3	4	2	2	1	4	4	4
Other	7	7	7	10	7	4	7	7
Don't know / can't remember	1	1	1	1	1	0	1	1

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who identified that they were doing something for the environment.



Despite most claiming to be 'somewhat informed' about the things that they could do to help care for the environment (70 percent), less than one-third of respondents reported 'actively looking for information on what they could do to help protect the environment' (28 percent) (Table 9).

While there were no statistically significant differences by gender, there were based on age. For example, older respondents (i.e. those aged 60 years plus) were more likely to report that they 'actively looked for information on what they could do to care for the environment'.

Table 9: Interest in learning more about environmental care

Which of the following best describes your interest in learning more about what you could do to care for the environment?

	Total	Male	Female	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
I'm not particularly interested in the topic	7	8	6	7	8	5	8	9
I'd like to learn more about what I could do	63	62	64	70	70	71	61	45
I actively look for information on what I could do to care for the environment	28	27	29	23	21	22	29	44
Don't know	2	2	2	0	1	2	3	3
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.



3.0 New Zealanders' sustainable actions/behaviours

This section of the report presents the extent to which New Zealanders are currently performing actions and behaviours that can be considered sustainable.

New Zealanders' current sustainable actions/behaviours were measured in relation to five main areas. These were:

- ◆ Heating and the general use of energy.
- ◆ Rubbish and waste.
- ◆ Water use.
- ◆ Groceries and other things.
- ◆ Transport.

An additional sub-set of questions was also asked in relation to major purchases including; building/renovating a home, household appliances and motor vehicles.

Key findings

- ◆ Of the five main areas examined, New Zealanders are doing the most to be sustainable in the area of heating and general energy use and the least in the area of transportation.
- ◆ Many respondents reported that they engaged in sustainable action because it is good for the environment (for example, 64 percent in the case of heating and energy use).
- ◆ It is important to note that other factors associated with acting in a sustainable manner also motivate behaviour in this regard. For example, 74 percent of respondents reported that they dealt with heating and energy use in a sustainable manner because it saved them money and 47 percent reported that they did these things because it was good for their own, or their family's health and well-being.
- ◆ The major barriers inhibiting the extent to which respondents engage in sustainable behaviour tend to relate, in general, to the time and inconvenience imposed by engaging in these activities, a lack of knowledge about what more to do and the features/performance of alternative products (in the case of major purchases).



For each of the areas mentioned above, respondents were read a list of prompted sustainable actions/behaviours and asked to state, which, if any, they perform regularly, out of habit.

3.1 Heating and general energy use

Overall, New Zealanders are doing the most to be sustainable in relation to the area of heating and general energy use. That is, not only are they currently performing the greatest number of sustainable actions (an average of 5.3 out of a list of 7 prompted actions, please refer to Table 10 for the full range of sustainable actions), but they are also performing these actions most frequently.

For example, almost all respondents reported they regularly 'turned the lights off in rooms that were not being used' (96 percent). In addition, the majority 'pulled the curtains before dark to keep the heat in' (89 percent), 'air-dried clothes instead of putting them in a clothes drier' (84 percent) and 'used blankets or warm clothes instead of turning the heating on' (77 percent).

There were no significant differences by gender. However, those in the youngest age group (18-29 years) were significantly less likely to report using 'energy efficient appliances or electrical equipment'.

Table 10: Sustainable actions/behaviours – Heating & general energy use

Can you tell me which of the following things you do regularly, out of habit?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Turn the lights off in rooms that are not being used	96	97	95	93	97	96	97	95
Pull the curtains before dark to keep the heat in	89	87	90	89	89	90	87	88
Air-dry clothes instead of putting them in a clothes drier	84	83	85	83	88	84	85	81
Use blankets or warm clothes instead of turning the heating on	77	74	80	85	83	78	72	68
Use eco light bulbs	67	66	67	63	67	63	71	70
Use energy efficient appliances or electrical equipment	65	65	65	53	62	69	69	71
Unplug appliances or switch them off at the wall when they're not in use	55	54	57	53	53	55	53	62
Other	2	2	3	0	3	2	2	4
Don't make a habit of doing any of these things	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.



In order to gain an understanding of the factors that influence New Zealanders' sustainable actions/behaviours with regard to heating and general energy use, respondents that were engaged in at least one sustainable action (everyone in the case of heating and energy use) were asked to identify the reasons why they did these things.

Many recognised that taking such actions had positive implications for the environment and reported modelling their behaviour accordingly (64 percent reported engaging in these actions because 'it's good for the environment').

However, financial benefits are also of importance with regard to this area, with the majority (74 percent) claiming that they engaged in such actions to 'save money'.

While there were no significant differences by gender, those in the 30-39 years age group were significantly more likely to report engaging in sustainable action 'to save money'.

Table 11: Sustainable actions/behaviours – Heating & general energy use - Reasons

And for which of the following reasons do you do these things? Is it...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
To save money	74	72	76	68	85	77	75	65
It's good for the environment	64	59	68	62	61	62	61	71
Because it's good for you and your family's health and well-being	47	42	52	42	48	48	47	52
It's what your friends are doing	6	6	7	10	7	5	5	6
Habit	4	5	3	7	1	3	2	6
Other	2	2	2	3	1	1	0	3
Don't know	0	1	0	0	0	0	1	0

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents whose household deal with heating and the general use of energy in a sustainable way.

In order to understand the barriers that may be preventing New Zealanders from engaging in sustainable actions in terms of heating and general energy use, all respondents were asked to identify the reasons why they were not doing these things, or not doing more of these things.

The amount of time and/or inconvenience associated with engaging in sustainable actions was identified as a major barrier by one-third of respondents (32 percent reported not doing these things/more of these things because 'it takes too much time and is a hassle'). In addition, one-quarter (25 percent) of respondents reported not knowing what else or what more they could do.

While there were no statistically significant differences by gender, there were based on age. For example, those in the older age group (60+ years) were significantly less likely to report that they did not engage in sustainable actions because 'it takes too much time and is a hassle'.



Table 12: Sustainable actions/behaviours – Heating & general energy use - Barriers

And for what reasons are you not doing these things/not doing more of these things?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Takes too much time and is a hassle	32	31	32	40	42	28	34	19
Don't know what else, or what more you can do	25	24	25	14	20	26	28	35
Sometimes you just forget	17	16	19	26	16	15	14	15
It would restrict your lifestyle	8	8	7	9	8	8	6	6
The money you save is insignificant	8	8	8	6	12	6	7	8
Energy saving products are unattractive	7	7	8	9	8	8	6	6
You don't own the house you live in	3	3	2	5	3	2	1	2
You're not convinced there is a problem to be doing anything about	3	4	1	1	3	2	4	3
Whatever you do won't make a difference	2	2	1	1	1	3	2	2
It's mainly up to the Government and businesses	2	2	1	1	1	2	2	2
Don't see why you should because hardly anyone else is doing it	1	2	0	0	2	1	0	1
Other	4	4	4	1	3	7	4	6
Don't know/No particular reason	12	10	14	8	9	11	14	18
Refused	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.



3.2 Rubbish and waste

Overall, New Zealanders are dealing with household rubbish and waste in a moderately sustainable manner. That is, they are currently engaging in 5.3 out of a list of 9 prompted sustainable actions/behaviours in this area (please refer to Table 13 for the full range of sustainable actions).

In particular, there are a number of actions in relation to rubbish and waste that are being performed frequently, especially in the case of recycling. For example, almost all respondents reported that they regularly 'recycle newspapers, magazines and cardboard' (92 percent) and 'recycle glass and plastic bottles (91 percent).

While there were no statistically significant differences by gender, those in the 30-39 years age group were significantly more likely to report 'using clothing bins'.

Table 13: Sustainable actions/behaviours – Rubbish and waste

Now thinking about how your household deals with rubbish and waste. Can you tell me which of the following things you do regularly, out of habit?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Recycle newspapers, magazines and cardboard	92	90	93	90	91	93	90	94
Recycle glass and plastic bottles	91	91	92	94	92	92	88	91
Use clothing bins	81	75	86	81	90	83	79	73
Limit the use of council rubbish bags	63	65	61	61	64	64	63	62
Buy products made of recycled materials	54	48	59	50	54	59	54	52
Make your own compost	54	57	51	53	49	50	55	61
Separate green waste at the tip	52	52	52	48	58	55	54	48
Recycle electrical products such as computers	34	33	35	25	34	38	37	35
Have a worm farm	8	9	8	5	8	7	7	14
Other	2	1	3	0	2	3	2	4
None of these	0	0	0	1	0	1	0	0
Don't know	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.



As shown in Table 14, most respondents reported that they dealt with household rubbish and waste in a sustainable manner because 'it is good for the environment' (80 percent stated that this was the case for them).

Many respondents also reported that they engaged in such actions because it is 'good for the garden' (44 percent) and 'good for them, and their family's health and well-being' (42 percent).

While there were no significant differences in gender, those in the oldest age group (60+ years) were significantly less likely to report doing these things 'to save money'.

Table 14: Sustainable actions/behaviours – Rubbish and waste - Reasons

And for which of the following reasons do you do these things? Is it...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
	Base = 997*	471	526	151	230	216	225	175
	%	%	%	%	%	%	%	%
It's good for the environment	80	77	83	79	80	81	81	79
It's good for the garden	44	43	46	36	38	45	47	55
Because it's good for you and your family's health and well-being	42	39	45	39	45	43	41	43
To save money	27	28	26	35	31	28	25	17
To get good products	24	22	25	22	22	23	24	26
It's what your friends are doing	7	7	8	10	8	8	4	5
Habit	5	5	4	5	4	5	4	5
For the community/council or others	3	3	2	3	4	3	0	3
Other	1	0	2	0	1	2	1	2
Don't know/No particular reason	1	1	1	1	0	1	2	1

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents whose household deal with rubbish and waste in at least one sustainable way.

As was the case with heating and energy use, the major barriers respondents faced in dealing with household rubbish and waste in a sustainable manner were associated with the time and/or inconvenience of engaging in such actions (34 percent) and a general lack of knowledge about what/what more they could do (32 percent).

While there were no significant differences by gender, those in the oldest age group (60+ years) were significantly more likely to report that they 'did not know what else or what more they can do'. Interestingly, this age group were also significantly less likely to report not doing these actions (or more of these actions) because 'they take too much time and are a hassle'.



Table 15: Sustainable actions/behaviours – Rubbish and waste - Barriers

And for what reasons are you not doing these things/not doing more of these things?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Takes too much time and is a hassle	34	32	36	44	38	34	31	23
Don't know what else, or what more you can do	32	33	31	25	26	29	36	44
I simply forget	8	8	8	12	6	9	6	6
Don't have a garden	7	5	8	8	4	10	7	6
It costs too much	6	6	5	6	9	6	4	4
Restricts your lifestyle	5	5	5	5	6	4	7	4
There's no kerbside collection where you live	4	3	5	2	5	5	5	3
You don't have a recycle bin	3	3	3	1	4	3	2	3
It's messy	2	2	2	3	4	0	2	1
You do not own the house you live in	2	2	2	4	3	1	0	0
Don't see why you should because hardly anyone else is doing it	1	1	0	1	0	1	1	1
Recycling products and bins are unattractive	1	1	0	1	1	0	0	0
It's mainly up to the Government and business	1	1	1	0	1	1	0	1
Other	7	7	6	5	7	7	7	6
Don't know/No particular reason	9	9	9	9	7	7	10	12
Refused	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.



3.3 Water use

New Zealanders are currently engaging in around half the sustainable actions/behaviours they could be taking with regard to water use (an average of 2.9 from a list of 5 prompted actions, please refer to Table 16 for the full range of sustainable actions).

Despite this, almost all respondents (94 percent) reported that they regularly 'had showers instead of baths', while two-thirds (63 percent) reported that they regularly 'made use of mulching materials in summer' and 'only turned the dishwasher on when there was a full load'.

However, in comparison, very few respondents reported re-using the water from their washing machine (10 percent).

While there were no significant differences by gender, those in the oldest age group (60+ years) were significantly more likely to report that they 'made use of mulching materials in summer' and 'reused the water from their washing machine'.

Table 16: Sustainable actions/behaviours – Water use

Now thinking about your household's water use. Can you tell me which of the following things you do regularly, out of habit?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Have showers instead of baths	94	94	94	97	96	93	93	93
Make use of mulching materials in summer	63	60	65	47	55	63	71	76
Only turn the dishwasher on when you have a full load	63	65	61	59	67	69	68	52
Water the garden less frequently in summer	58	52	63	58	65	56	47	61
Reuse the water from your washing machine	10	8	12	7	6	7	9	18
Other	2	2	2	2	3	1	1	4
None of these	1	1	1	1	1	1	0	2
Don't know	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	1	0	0

Total may exceed 100% because of multiple response.



Many respondents (67 percent) reported engaging in sustainable actions with regard to water use because doing so 'is good for the environment'. In addition, more than half (58 percent) identified that they did these things because 'it is good for the garden'.

While there were no significant differences by gender, there were by age. For example, those in the youngest age group (18-29 years) were significantly less likely (and those in the 60+ age group were significantly more likely), to report dealing with water in a sustainable manner because 'it is good for the garden'.

Table 17: Sustainable actions/behaviours – Water use - Reasons

And for which of the following reasons do you do these things? Is it...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	994*	467	527	153	229	215	225	172
	%	%	%	%	%	%	%	%
It's good for the environment	67	63	70	62	63	72	69	67
It's good for the garden	58	60	57	44	50	61	62	74
To save money	35	35	35	46	43	33	34	21
Because it's what your friends are doing	5	5	5	8	6	4	3	2
Habit	3	3	3	7	3	3	1	3
Other	8	9	7	6	8	5	9	11
Don't know/No particular reason	4	4	4	4	6	5	3	1

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents whose household deals with water in at least one sustainable way.

For some, dealing with water in a sustainable manner was constrained by factors such as 'not having a dishwasher' and 'not having a garden' (these reasons account for 10 percent and 6 percent respectively).

With this in mind, the most commonly perceived barriers again, were associated with the inconvenience and time associated with engaging in sustainable actions in terms of water use (28 percent) and a general lack of knowledge about what more to do (26 percent).

There were no significant differences by gender. However, those in the oldest age group (60+ years) were again, less likely to report not performing these behaviours because of the time and hassle associated with doing so (Table 18).



Table 18: Sustainable actions/behaviours – Water use - Barriers

And for what reasons are you not doing these things/not doing more of these things?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Takes too much time and is a hassle	28	28	27	38	32	26	27	17
Don't know what else, or what more you can do	26	26	27	19	28	23	26	35
Don't have a dishwasher	10	7	13	14	8	9	8	12
You simply forget	10	10	10	17	13	12	5	4
Don't have a garden	6	7	5	9	5	5	7	4
Restricts your lifestyle	4	4	5	3	3	6	7	4
Don't see why you should because hardly anyone else is doing it	1	1	0	0	1	0	1	1
It's unhealthy	1	1	1	1	2	1	1	0
It's mainly up to the Government and business	0	0	0	0	1	0	0	0
Other	8	10	6	6	8	12	8	7
Don't know/No particular reason	19	19	19	16	15	17	22	23
Refused	0	1	0	0	0	1	1	1

Total may exceed 100% because of multiple response.



3.4 Purchasing groceries and other items

The area with the longest list of prompted sustainable actions/behaviours was with regard to the purchasing of groceries and other items (i.e. non-major purchases). Again, New Zealanders are regularly engaging in just over half of these actions (an average of 5.7 from a list of 10 prompted actions, please refer to Table 19 for the full range of sustainable actions), with moderate frequency.

For example, many respondents reported that they ‘bought NZ made goods’ (77 percent), ‘read food labels for healthy products’ (72 percent), ‘bought appliances and electrical products that are energy efficient’ (68 percent) and ‘bought goods that are environmentally friendly’ (66 percent).

Significant differences were found by both gender and age. For example, females were significantly more likely to report that they ‘read food labels for healthy products’ and ‘used green bags at the supermarket instead of plastic bags’. Respondents in the older age group (60+ years) were significantly more likely to report that they ‘grow their own fruit and vegetables’, but were significantly less likely to report that they ‘buy food in bulk’.

Table 19: Sustainable actions/behaviours – Groceries and other products

Now thinking about when you buy groceries or other things. Can you tell me which of the following things you do regularly, out of habit?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Buy NZ made goods	77	72	80	72	74	81	77	79
Read food labels for healthy products	72	61	82	62	68	71	74	81
Buy appliances and electrical products that are energy efficient	68	66	71	55	65	74	73	75
Buy goods that are environmentally friendly	66	62	70	68	63	68	63	67
Buy goods with little packaging	56	50	62	55	51	59	59	57
Use green bags instead of supermarket bags	56	47	64	49	51	55	56	66
Grow our own fruit and vegetables	56	55	57	47	51	52	61	68
Buy food in bulk	46	48	44	53	55	49	38	34
Buy products made out of recycled materials	45	41	49	45	47	48	45	41
Buy organic products/food	35	32	38	42	32	31	26	41
Other	1	1	1	1	1	1	0	2
None of these	1	1	1	1	1	2	0	2
Don't know	0	1	0	1	1	0	0	0
Refused	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.



While many respondents attributed their behaviour to the perceived health benefits associated with purchasing groceries and other products in a sustainable manner (54 percent of respondents identified this as a reason for their actions), the most commonly mentioned factor was again because doing so is 'good for the environment' (65 percent)

A reasonable proportion of respondents also mentioned additional benefits associated with engaging in sustainable behaviour when purchasing groceries, etc. such as 'the products are better/perform better' (42 percent) and 'to save money' (41 percent).

There were no significant differences by gender. However the oldest age group (60+ years) were significantly less likely to attribute their actions to the money they would save.

Table 20: Sustainable actions/behaviours – Groceries and other products - Reasons

And for which of the following reasons do you do these things? Is it...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	987*	465	522	152	227	213	224	171
	%	%	%	%	%	%	%	%
It's good for the environment	65	61	69	58	65	67	70	68
Because it's good for you and your family's health and well-being	54	47	60	56	58	59	46	47
The products are better/perform better	42	38	46	44	39	44	41	42
To save money	41	42	40	52	48	40	38	28
It's what your friends are doing	7	6	8	14	9	6	3	2
Habit	1	1	1	3	0	1	1	1
Other	3	3	3	1	2	3	4	4
Don't know/No particular reason	3	3	2	1	1	3	4	5

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who deal with buying groceries or other things in at least one sustainable way.



One of the major barriers respondents identified with regard to being sustainable in relation to groceries and other products was the cost associated with doing so (27 percent). Other commonly mentioned reasons included the fact that it 'takes too much time and is a hassle' (24 percent), 'not knowing what else, or what more to do' (22 percent), and to a lesser extent 'simply forgetting' (12 percent).

While no significant differences were found by gender, respondents in the younger age groups (18-29 years and 30-39 years) were significantly more likely to report that they did not engage in sustainable actions in relation to groceries and other products because 'it costs too much' (Table 21).

Table 21: Sustainable actions/behaviours – Groceries and other products - Barriers

And for what reasons are you not doing these things/not doing more of these things?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
It costs too much	27	25	29	39	38	30	19	11
Takes too much time and is a hassle	24	23	25	25	26	30	26	14
Don't know what else, or what more you can do	22	22	22	14	18	20	26	32
You simply forget	12	11	13	15	14	12	10	9
Restricts your lifestyle	4	4	4	5	4	4	5	3
Lack of availability or variety of eco-friendly products	4	5	3	3	7	4	4	3
The products don't perform as well	3	3	3	3	3	2	4	3
It's mainly up to the Government and business	1	1	1	0	1	0	1	1
Don't see why you should because hardly anyone else is doing it	0	0	0	0	1	0	0	0
Other	7	7	7	7	3	8	6	10
Don't know/No particular reason	15	16	14	13	12	10	17	22
Refused	0	0	0	0	0	0	1	1

Total may exceed 100% because of multiple response.



3.5 Transport

In comparison to the other areas examined, New Zealanders are doing less to be sustainable in relation to transportation. For example, not only are they engaging in just 2.6 actions on average, out of a list of 6 prompted actions (please refer to Table 22 for the full range of sustainable actions), the frequency with which some of these actions are being performed is also relatively low.

To illustrate this, very few respondents reported regularly having 'car-less days' (23 percent), 'using public transport' (22 percent) and 'car pooling' (20 percent).

In comparison, many respondents have adopted sustainable actions and behaviours that do not necessarily decrease the extent to which they use their motor vehicles. For example, 81 percent reported 'maintaining their vehicle' and 64 percent reported 'modifying their driving style' in order to not use so much fuel.

While no significant differences were found by gender, several differences across age groups were found. For example, those in the youngest age group (18-29 years) were significantly more likely to report that they car pool. Those in the older age groups (50-59 years and 60+ years) were significantly less likely to report this.

Table 22: Sustainable actions/behaviours – Transport

Now thinking about your transport and how you get around. Can you tell me which of the following things you do regularly, out of habit?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Maintain your motor vehicle so you don't use as much fuel	81	80	82	65	90	89	87	77
Modify your driving style so you don't use so much fuel	64	66	62	54	61	70	71	65
Walk or cycle instead of drive a private vehicle	48	47	50	52	44	47	40	55
Have car-less days	23	17	29	25	25	20	19	26
Use public transport	22	20	23	37	20	18	14	18
Car pool	20	17	23	38	24	17	9	11
Other	2	2	3	1	2	2	2	4
None of these	4	3	4	3	1	4	3	6
Don't know	0	1	0	1	0	0	0	1
Refused	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.



Not surprisingly, a significant proportion of respondents (60 percent) mentioned the financial benefits associated with engaging in sustainable action in this area. In addition to the notion that 'it's easier and more convenient' (52 percent) and 'it's good for them and their family's health and well-being' (46 percent), half (52 percent) reported that they engage in such actions because 'it's good for the environment'.

While no significant differences were found by gender, respondents in the youngest age group (18-29 years) were significantly more likely to report that they do not own or have access to a private vehicle. This is likely to have had an impact on their responses to questions in this area.

Table 23: Sustainable actions/behaviours – Transport - Reasons

And for which of the following reasons do you do these things? Is it...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	974*	460	514	149	227	210	219	169
	%	%	%	%	%	%	%	%
To save money	60	60	61	62	59	66	62	54
It's easier and more convenient	52	50	54	59	55	49	51	49
It's good for the environment	49	44	54	44	43	54	54	53
Because it's good for you and your family's health and well-being	46	39	52	39	42	51	42	53
It's what your friends are doing	21	21	20	23	19	17	19	23
Don't own or have access to a private vehicle	5	4	6	15	5	1	2	2
Habit	0	0	0	0	0	0	0	1
Other	5	5	5	5	6	5	5	4
Don't know/No particular reason	2	1	2	1	2	2	1	2

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who deal with transport in at least one sustainable way.



While some respondents found these actions easy and convenient, others found them to be difficult and inconvenient (39 percent reported that they don't do these things, or more of these things because of the time/hassle involved).

The restrictions that sustainable actions in this area can impose on lifestyle were also a major concern for some (18 percent).

There were no significant differences found by gender. However, those in the oldest age group were significantly less likely to report that they do not engage in sustainable actions relating to transport because 'it takes too much time and is a hassle'.

Table 24: Sustainable actions/behaviours – Transport - Barriers

And for what reasons are you not doing these things/not doing more of these things?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	1000	472	528	153	230	217	225	175
	%	%	%	%	%	%	%	%
Takes too much time and is a hassle	39	35	42	44	45	46	33	27
Restricts your lifestyle	18	18	19	17	21	20	19	16
Do not have access to public transport	15	14	16	11	17	14	18	16
Don't know what else, or what more you can do	14	13	15	9	11	13	15	22
It costs too much	7	9	5	12	6	8	5	4
I simply forget	4	5	3	6	4	4	4	2
Don't see why you should because hardly anyone else is doing it	1	1	1	1	1	1	1	0
It's mainly up to the Government and business	1	1	0	1	1	1	1	0
Other	8	10	5	6	8	8	8	8
Don't know/No particular reason	10	11	9	10	6	6	10	15
Refused	0	0	0	0	0	0	1	0

Total may exceed 100% because of multiple response.



3.6 Major purchases

3.6.1 Building and/or renovating a home

Overall, the extent to which New Zealanders are being sustainable in relation to building or renovating a home is relatively low. That is, respondents that had built, purchased or renovated a home in the past two years had only done an average of 2.9 from a prompted list of 8 sustainable actions (please refer to Table 25 for the full range of sustainable actions.).

While some actions such as 'designing the home to take maximum advantage of natural light and sun' (53 percent) and 'installing thermal curtains and drapes' (50 percent) were undertaken with relatively high frequency, others such as 'installing insulation under the floor' (24 percent) and 'double glazing the windows' (15 percent) were not.

There were no significant differences by gender or age.

Table 25: Sustainable actions/behaviours – Building, purchasing or renovating a home

When you built, purchased or renovated your home, which of the following things did you do? Did you...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	389*	179	210	41	114	94	84	56
	%	%	%	%	%	%	%	%
Design it to take maximum advantage of natural light and the sun	53	55	51	50	51	50	61	56
Install thermal curtains and drapes	50	48	51	36	58	54	50	44
Install insulation in the walls and/or ceiling, beyond what's legally required by the Building Code	47	51	44	42	47	54	47	44
Install any water-saving devices, like dual-flushing toilets and special shower heads	40	42	38	24	38	42	47	45
Insulate your hot water cylinder or pipes	34	41	27	44	31	38	21	36
Install energy efficient heating systems, such as heat pumps, solar heating or pellet burners	32	36	27	22	36	31	31	34
Install insulation under the floor	24	24	24	29	30	23	17	21
Double glaze your windows	15	16	14	17	14	12	13	20
Other	8	11	6	5	9	9	10	8
None of these	10	7	12	17	9	7	12	7
Don't know	1	0	2	0	0	0	0	6

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who have built, purchased or renovated a home.



Half (49 percent) of those respondents that had taken at least one sustainable action when building, purchasing or renovating a home, mentioned that they did these things because 'it's good for the environment'. This was, however, just one of a number of benefits, with others including the positive financial implications (65 percent noted they will save money on energy bills) and the positive health implications for themselves and their family (57 percent).

Table 26: Sustainable actions/behaviours – Building, purchasing or renovating a home - Reasons

And for which of the following reasons did you do these things? Was it to...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	352*	167	185	34	104	87	74	53
	%	%	%	%	%	%	%	%
Save money on energy bills	65	64	65	59	66	70	63	61
For you or your family's health and well-being	57	55	59	50	64	60	57	52
It's good for the environment	49	50	49	36	43	56	48	61
It's what your friends are doing	3	3	3	3	3	3	5	0
It needed doing/made the house nicer/increased value	5	5	4	12	6	1	3	4
Other	5	7	3	6	4	5	7	6
Don't know/No particular reason	2	1	3	0	3	3	1	3

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who have built, purchased or renovated a home and have taken at least one sustainable action.



The most frequently identified reason for not engaging in sustainable actions relating to home building/purchasing/renovation was the cost associated with installing products (56 percent mentioned this). In addition, one-fifth (21 percent) identified a lack of knowledge about what else or what more they could do in this regard.

While there were no significant differences by gender, those in the oldest age group (60+ years) were significantly less likely to report not doing these things because of the associated cost.

Table 27: Sustainable actions/behaviours – Building, purchasing or renovating a home - Barriers

And for which of the following reasons did you not do these things/do more of these things? Was it because...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	389*	179	210	41	114	94	84	56
	%	%	%	%	%	%	%	%
It costs too much to install these products	56	53	59	71	68	59	55	24
Don't know what else, or what more you can do	21	19	22	19	16	21	16	31
The payback is not immediate	16	22	11	22	11	20	18	11
Didn't know enough about it	14	10	17	22	19	13	13	1
Takes too much time and is a hassle	11	13	10	22	12	10	8	5
Reasons associated with house/property (e.g. pre-existing conditions)	8	7	9	7	7	7	11	11
Restricts your lifestyle	4	5	3	8	2	5	5	1
Don't see why you should because hardly anyone else is doing it	2	3	1	5	2	2	0	0
Other	4	6	3	5	0	5	3	11
Don't know/No particular reason	10	10	10	3	9	12	12	14
Refused	0	1	0	3	0	0	0	0

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who have built, purchased or renovated a home.



3.6.2 Household appliances

Overall, New Zealanders are reasonably conscious of being sustainable when making major purchasing decisions. For example, two-thirds (64 percent) of respondents who had purchased a new household appliance in the past two years had specifically looked for an appliance that was energy efficient.

While there were no differences by gender in this regard, those in the oldest age group (60+ years) were significantly less likely to report that they did not specifically look for an energy efficient appliance (Table 28).

Table 28: Sustainable actions/behaviours – Purchasing whiteware – Predisposed towards energy efficiency

When you purchased your new fridge, cooking, washing or drying appliance, did you specifically look for one that was energy efficient?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	445*	210	235	50	104	107	106	78
	%	%	%	%	%	%	%	%
Yes	64	64	65	50	58	61	71	77
No	34	34	33	46	42	38	27	19
Don't know	2	2	2	4	0	1	2	4
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who purchased a new household appliance.

When asked to identify why they did not specifically look for a product that was energy efficient, respondents tended to mention that they were more interested in the cost (56 percent) or the features (42 percent). There were no significant differences by gender or age.

Table 29: Sustainable actions/behaviours – Purchasing whiteware - Barriers

And for which of the following reasons did you not do this? Was it because...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	152*	70	82	23**	44	40	29**	16**
	%	%	%	%	%	%	%	%
You were more interested in the cost	56	54	58	74	63	60	39	25
You were more interested in the features	42	44	41	33	43	51	39	40
Or because you didn't know enough about energy efficient appliances	32	24	40	44	26	35	31	20
You were more interested in the design and look of the appliance	28	32	24	30	29	26	35	20
More interested in brand/performance	4	8	1	0	3	3	3	19
Other	6	6	7	5	7	3	7	15
Don't know/No particular reason	3	2	3	4	2	0	4	5
Refused	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who purchased a new cooking or heating appliance, but didn't look for one that was specifically energy efficient.



3.6.3 Motor vehicles

To a certain extent, New Zealanders are also acting sustainably when purchasing motor vehicles. That is, 59 percent of respondents that had purchased a new or used car in the past two years had specifically factored in the fuel economy of the car to their purchasing decision.

No differences by gender or age were found.

Table 30: Sustainable actions/behaviours – Motor vehicle purchase – Predisposed towards energy efficiency

Q30. When you purchased your new or used car, did you choose a vehicle with high fuel economy?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	455*	226	229	70	122	113	83	67
	%	%	%	%	%	%	%	%
Yes	59	58	62	54	56	59	67	65
No	36	39	33	39	39	33	33	34
Don't know	4	4	5	7	5	7	0	1
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who purchased a new car.

Again, respondents that did not specifically look at the fuel efficiency of motor vehicles when making their purchasing decision were more interested in other aspects of the vehicle such as 'the design and look' (50 percent), 'the cost' (49 percent), 'the features' (46 percent) and 'the performance' (42 percent).

Table 31: Sustainable actions/behaviours – Motor vehicle purchase - Barriers

Q31. And for which of the following reasons did you not do this? Was it because...?

	Total	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	162*	87	75	27**	47	38	27**	23**
	%	%	%	%	%	%	%	%
You were more interested in the design and look of the vehicle	50	50	51	59	55	50	42	39
You were more interested in its cost	49	42	58	65	52	49	34	36
You were more interested in its features	46	47	44	52	47	32	52	50
You were more interested in its performance	42	49	33	52	49	37	26	35
You were more interested in the brand	27	32	22	29	32	25	23	24
You didn't know enough about energy efficient vehicles	15	13	17	34	12	5	3	18
Or fuel economy is not important because you don't drive much	13	10	16	7	15	13	18	11
Other	6	7	6	3	7	11	7	3
Don't know/No particular reason	2	3	0	0	0	0	8	3
Refused	0	0	0	0	0	0	0	0

Total may exceed 100% because of multiple response.

**Sub-sample based on those respondents who purchased a new car, but didn't choose a vehicle with high fuel economy.



Appendix A: Pre-notification letter



30 October 2007

[Name]
[Address 1]
[Address 2]
[Address 3]

Dear [Name]

Research with New Zealanders

The environment is crucial in supporting the New Zealand economy, the health of our people, our quality of life and our ecosystems. One of the roles of the Ministry for the Environment is to achieve good environmental leadership and decision making in order to deliver the environment that New Zealanders expect and deserve. To help us do this, we have asked Research New Zealand to conduct a survey of New Zealanders opinions and actions towards a range of issues that are relevant to our future.

Your name has been randomly selected from the current electoral roll and we would really appreciate your help with our survey. One of Research New Zealand's interviewers may call you in the next few weeks to see if you, or somebody else living in your household, would be willing to participate in a 15-20 minute telephone interview.

Participation in the survey is purely voluntary, and we assure you that anything you say during the interview will remain completely anonymous. When Research New Zealand report on the results, your responses will be grouped together with the responses from other people from all over New Zealand who have completed the survey. No individual results will be identified.

If you do not wish to take part, simply call Research New Zealand on free phone 0800 273 732 within the next five days and let them know (please quote your reference number at the bottom of this letter).

If you would like more information about the survey, please call Megan Lee at Research New Zealand on free phone 0800 500 168 (or 499 3088 in the Wellington region) during office hours (8.30am-5pm). If you would like to talk to someone here at the Ministry, feel free to call me on (04) 439 7632.

Yours sincerely

SUSAN BISSET
MINISTRY FOR THE ENVIRONMENT
Ref. No: HOS110001



FREQUENTLY ASKED QUESTIONS

<p><i>What's the purpose of the survey?</i></p>	<p>The information collected in this survey will help the Ministry for the Environment better understand where New Zealanders are, in terms of their attitudes and beliefs towards a range of current issues and concerns.</p> <p>This greater understanding will help the Ministry in their decision and policy making processes.</p>
<p><i>Is Research NZ part of the Ministry for the Environment?</i></p>	<p>No, Research NZ is not part of the Ministry for the Environment. They are an independent research company that we have asked to complete the survey on our behalf.</p>
<p><i>How did they get my name and address?</i></p>	<p>Your name and address was randomly selected along with thousands of others from the electoral roll.</p> <p>Your phone number was obtained through Telecom's white pages.</p>
<p><i>What's involved?</i></p>	<p>One of Research NZ's interviewers may call you in the next few weeks to arrange a suitable time to interview you over the telephone.</p> <p>There are no right or wrong answers as it is your opinion that counts. No preparation is required on your part.</p>
<p><i>How long will the interview take?</i></p>	<p>Around 15 minutes.</p>
<p><i>Is the interview confidential?</i></p>	<p>Yes, it is confidential. Anything you say in the interview will remain anonymous.</p> <p>Your responses will be grouped together with those of all the other people who take part in the survey, so that individual responses cannot be identified. Research NZ will report to the Ministry on the basis of these grouped results only.</p> <p>Research NZ is bound by the Professional Code of Practice of the Market Research Society of New Zealand, which prohibits them from identifying any person who takes part in a survey unless they have explicit consent from them to do so.</p>
<p><i>Do I have to take part in the survey?</i></p>	<p>No, you don't have to do the survey. Your participation in this survey is completely voluntary.</p> <p>If you don't want to be contacted, please call Research NZ on 0800 273 732 and quote the reference number at the bottom of your letter.</p>
<p><i>What if I want to find out more about it?</i></p>	<p>If you have any queries about the survey, please call Megan Lee (Research NZ, Project Manager) Free phone: 0800 500 168.</p> <p>If you'd like to talk to someone at the Ministry for the Environment, please call Susan Bisset (Communications Coordinator) on (04) 439 7632.</p>



Appendix B: Questionnaire

HOUSEHOLD SUSTAINABILITY

Research New Zealand #3671

DATE November 2007

Good morning/afternoon/evening, could I please talk to ^2?

Good morning/afternoon/evening, my name is ^1 from Research New Zealand. We are conducting research for the Ministry for the Environment. You may recall receiving a letter about this recently.

This research takes about 15-20 minutes. When would suit, or is now a good time?

If person not available, ask:

When would be a good time for me to call back to speak to him/her?

Make appointment

Reintroduce as necessary

Good morning/afternoon/evening, my name is ^1 from Research New Zealand. We are conducting research on behalf of the Ministry for the Environment. This research takes about 15-20 minutes. When would suit, or is now a good time?

Background information only if needed:

- ◆ This is genuine market research. I'm not selling anything.
- ◆ The survey is about the types of things people are doing to care for the environment, how much they know about the topic, and whether or not they're actually interested in it.
- ◆ Information provided is confidential. We report summary results about groups; we do not identify which individuals have said what.

Read

As part of our quality improvement process, my Supervisor may listen to this call.

GEN Code respondent's sex – ****Do not read as question****

- 1Male
- 2Female

Section 1: “Sustainability/the environment” in context

Q1 First of all, in your opinion, what would you say are some of the big issues or concerns for New Zealand at present? **Do not read list, code many.**

Q2 And what would you say are the issues or concerns you have at present? **Do not read list code many.**

Q3 (If “the environment” or “sustainability” not mentioned ask; **If code 1 or 3 not already mentioned in Q2 ask**) What about the environment? Is that something you are concerned about as well?

	Q1	Q2	Q3
	Big issues	Personal issues	Prompt environ
a. The environment	1	1	1
b. Climate change	2	2	///
c. Sustainability	3	3	///
d. Crime/violence	4	4	///
e. The economy	5	5	///
f. Education	6	6	///
g. Family/relationship issues	7	7	///
h. Health issues	8	8	///
i. Money/financial issues	9	9	///
j. Racial issues	10	10	///
k. Sports	11	11	///
l. Work/employment	12	12	///
cr. Other Specify	96	96	///
cs. Nothing/nothing else	97 Q3	97; E	97; E
ct. Don't know	98 Q3	98; E	98; E
cu. Refused	99 Q3	99; E	99; E

Section 2: Attitudes to caring for the environment

Q4 Now I would like to focus the rest of this interview on the environment. To begin with, can you tell me which of the following environmental problems you feel New Zealand should be doing something about now? **Read.**

- 1Climate change in general
- 2Air pollution
- 3Pollution in rivers and the sea
- 4Pollution that results from farming activity such as dairying
- 5Over-fishing
- 97 ...None of these/Not necessary that NZ do something about these now *****DO NOT READ***** **JQ7**
- 98 ...Don't know *****DO NOT READ*****

Q5 And which one of these would you say is the most urgent? **Read.**

- 1Climate change in general
- 2Air pollution
- 3Pollution in rivers and the sea
- 4Pollution that results from farming activity such as dairying
- 5Over-fishing
- 98 ...Don't know *****DO NOT READ*****

Q6 Who do you believe is most responsible for doing something about this? **DO NOT READ**

- 1The Government
- 2Regional/local councils
- 3Farmers
- 4Fishing industry
- 5All business & industry in general
- 6All New Zealanders/Everyone
- 96 ...Other **Specify** *****DO NOT READ*****
- 98 ...Don't know *****DO NOT READ*****

Q7 Can you tell me which one of the following three statements best describes you? **Read**

- 1Looking after the environment is not a high priority for me
- 2Every effort I make, makes me feel like I'm contributing to a better place
- 3I am deeply concerned that we aren't all doing enough to protect our environment for future generations
- 98 ...Don't know *****DO NOT READ*****

Q8 And which of these statements best describes you? **Read**

- 1I'm not really doing anything to protect the environment
- 2I am doing some things to help look after the environment, and would like to do more
- 3I plan and take into account the impact of the environment in most things that I do
- 98 ...Don't know *****DO NOT READ*****

Section 3: Environmentally-friendly actions/behaviour

Q9 Now I'd like you to think specifically about **heating and the general use of energy** in your home. Can you tell me which of the following things you do regularly, out of habit? **Read. Code many**

- 1Turn the lights off in rooms that are not being used
- 2Unplug appliances or switch them off at the wall when they're not in use
- 3Use eco light bulbs
- 4Use energy efficient appliances or electrical equipment
- 5Pull the curtains before dark to keep the heat in
- 6Use blankets or warm clothes instead of turning the heating on
- 7Air-dry clothes instead of putting them in a clothes drier
- 96 ...Other **specify** ****Do not read****
- 97 ...Don't make a habit of doing any of these things ****Do not read** JQ11**
- 98 ...Don't know ****Do not read****
- 99 ...Refused ****Do not read****

Q10 And for which of the following reasons do you do these things? Is it ... **Read Code many**

- 1To save money
- 2Because it's good for you and your family's health and well-being
- 3It's what your friends are doing
- 4It's good for the environment
- 96 ...Other **specify** ****Do not read****
- 98 ...Don't know/No particular reason ****Do not read****

Q11 And for what reasons are you not doing these things/not doing more of these things? **Code many DO NOT READ**

- 1The money you save is insignificant
- 2Takes too much time and is a hassle
- 3Sometimes you just forget
- 4Energy saving products are unattractive
- 5You don't own the house you live in
- 6It would restrict your lifestyle
- 7Don't see why you should because hardly anyone else is doing it
- 8Don't know what else, or what more you can do
- 9Whatever you do won't make a difference
- 10 ...It's mainly up to the Government and businesses
- 11 ...You're not convinced there is a problem to be doing anything about
- 96 ...Other **specify**
- 98 ...Don't know/No particular reason
- 99 ...Refused

Q12 Now thinking about how your household deals with **rubbish and waste**. Can you tell me which of the following things you do regularly, out of habit? **Read. Code many**

- 1Recycle newspapers, magazines and cardboard
- 2Recycle glass and plastic bottles
- 3Recycle electrical products such as computers
- 4Make your own compost
- 5Separate green waste at the tip
- 6Limit the use of council rubbish bags
- 7Buy products made of recycled materials
- 8Use clothing bins
- 9Have a worm farm
- 96 ...Other **specify** ****Do not read****
- 97 ...None of these ****Do not read**** **JQ14**
- 98 ...Don't know ****Do not read****
- 99 ...Refused ****Do not read****

Q13 And for which of the following reasons do you do these things? Is it ... **Read. Code many**

- 1To save money
- 2Because it's good for you and your family's health and well-being
- 3It's what your friends are doing
- 4It's good for the environment
- 5To get good products
- 6It's good for the garden
- 96 ...Other **specify** ****Do not read****
- 98 ...Don't know/No particular reason ****Do not read****

Q14 And for what reasons are you not doing these things/not doing more of these things? **Code many DO NOT READ**

- 1It costs too much
- 2Takes too much time and is a hassle
- 3I simply forget
- 4It's messy
- 5Recycling products and bins are unattractive
- 6 You do not own the house you live in
- 7Restricts your lifestyle
- 8Don't see why you should because hardly anyone else is doing it
- 9You don't have a recycle bin
- 10 ... There's no kerbside collection where you live
- 11 ...Don't have a garden
- 12 ...It's mainly up to the Government and business
- 13 ...Don't know what else, or what more you can do
- 96 ...Other **specify**
- 98 ...Don't know/No particular reason
- 99 ...Refused

Q15 Now thinking about your household's **water** use. Can you tell me which of the following things you do regularly, out of habit? **Read. Code many**

- 1Have showers instead of baths
 - 2Reuse the water from your washing machine
 - 3Only turn the dishwasher on when you have a full load
 - 4Water the garden less frequently in summer
 - 5Make use of mulching materials in summer
 - 96 ...Other **specify** ****Do not read****
 - 97 ...None of these ****Do not read****
 - 98 ...Don't know ****Do not read****
 - 99 ...Refused ****Do not read****
-] Q17**

Q16 And for which of the following reasons do you do these things? Is it ... **Read. Code many**

- 1To save money
- 2Because it's what your friends are doing
- 3It's good for the environment
- 4It's good for the garden
- 96 ...Other **specify** ****Do not read****
- 98 ...Don't know/No particular reason ****Do not read****

Q17 And for what reasons are you not doing these things/not doing more of these things? **Code many DO NOT READ**

- 1Takes too much time and is a hassle
- 2You simply forget
- 3It's unhealthy
- 4Restricts your lifestyle
- 5Don't see why you should because hardly anyone else is doing it
- 6Don't have a garden
- 7Don't have a dishwasher
- 8It's mainly up to the Government and business
- 9Don't know what else, or what more you can do
- 96 ...Other **specify**
- 98 ...Don't know/No particular reason
- 99 ...Refused

Q18 Now thinking about **when you buy groceries or other things**. Can you tell me which of the following things you do regularly, out of habit? **Read. Code many**

- 1Read food labels for healthy products
- 2Buy organic products/food
- 3Buy goods that are environmentally friendly
- 4Buy goods with little packaging
- 5Buy NZ made goods
- 6Use green bags instead of supermarket bags
- 7Buy food in bulk
- 8Grow our own fruit and vegetables
- 9Buy appliances and electrical products that are energy efficient
- 10 ...Buy products made out of recycled materials
- 96 ...Other **specify** ****Do not read****
- 97 ...None of these ****Do not read**** **]Q20**
- 98 ...Don't know ****Do not read****
- 99 ...Refused ****Do not read****

Q19 And for which of the following reasons do you do these things? Is it ... **Read Code many**

- 1To save money
- 2Because it's good for you and your family's health and well-being
- 3It's what your friends are doing
- 4It's good for the environment
- 5The products are better/perform better
- 96 ...Other **specify** ****Do not read****
- 98 ...Don't know/No particular reason****Do not read****

Q20 And for what reasons are you not doing these things/not doing more of these things? **Code many DO NOT READ**

- 1It costs too much
- 2Takes too much time and is a hassle
- 3You simply forget
- 4Restricts your lifestyle
- 5Don't see why you should because hardly anyone else is doing it
- 6The products don't perform as well
- 7It's mainly up to the Government and business
- 8Don't know what else, or what more you can do
- 96 ...Other **specify**
- 98 ...Don't know/No particular reason
- 99 ...Refused

Q21 Now thinking about your **transport** and how you get around. Can you tell me which of the following things you do regularly, out of habit? **Read Code many**

- 1Walk or cycle instead of drive a private vehicle
- 2Use public transport
- 3Car pool
- 4Have car-less days
- 5Modify your driving style so you don't use so much fuel
- 6Maintain your motor vehicle so you don't use as much fuel
- 96 ...Other **specify** ****Do not read****
- 97 ...None of these ****Do not read**** **JQ23**
- 98 ...Don't know ****Do not read****
- 99 ...Refused ****Do not read****

Q22 And for which of the following reasons do you do these things? Is it ... **Read Code many**

- 1To save money
- 2Because it's good for you and your family's health and well-being
- 3It's what your friends are doing
- 4It's good for the environment
- 5It's easier and more convenient
- 6Don't own or have access to a private vehicle
- 96 ...Other **specify** ****Do not read****
- 98 ...Don't know/No particular reason****Do not read****

Q23 And for what reasons are you not doing these things/not doing more of these things? **Code many DO NOT READ**

- 1It costs too much
- 2Takes too much time and is a hassle
- 3I simply forget
- 4Restricts your lifestyle
- 5Don't see why you should because hardly anyone else is doing it
- 6It's mainly up to the Government and business
- 7Don't know what else, or what more you can do
- 96 ...Other **specify**
- 98 ...Don't know/No particular reason
- 99 ...Refused

Q24 In the last two years, have you...? **Read Code many**

- 1Built or purchased a home
- 2Renovated a home
- 3Purchased a refrigerator, or a cooking, washing or drying appliance
- 4Purchased a new or used motor vehicle
- 97 ...None of these ****Do not read**** **JQ32**
- 98 ...Don't know ****Do not read**** **JQ32**
- 99 ...Refused ****Do not read**** **JQ32**

Q25 **If built , purchased or renovated a home ask (If Q24=1 or Q24=2 Ask):** When you built, purchased or renovated your home, which of the following things did you do? Did you...? **Read. RD Code many**

- 1Design it to take maximum advantage of natural light and the sun
- 2Install insulation in the walls and/or ceiling, beyond what's legally required by the Building Code
- 3Install insulation under the floor
- 4Double glaze your windows
- 5Insulate your hot water cylinder or pipes
- 6Install thermal curtains and drapes
- 7Install energy efficient heating systems, such as heat pumps, solar heating or pellet burners
- 8Install any water-saving devices, like dual-flushing toilets and special shower heads
- 96 ...Other **specify** ****Do not read****
- 97 ...None of these ****Do not read**** **JQ27**
- 98 ...Don't know ****Do not read****

Q26 And for which of the following reasons did you do these things? Was it to... **Read Code many**

- 1Save money on energy bills
- 2For you or your family's health and well-being
- 3It's what your friends are doing
- 4It's good for the environment
- 96 ...Other **specify** ****Do not read****
- 98 ...Don't know/No particular reason ****Do not read****

Q27 And for which of the following reasons did you not do these things/do more of these things? Was it because...? **Read Code many**

- 1It costs too much to install these products
- 2The payback is not immediate
- 3Takes too much time and is a hassle
- 4Restricts your lifestyle
- 5Don't see why you should because hardly anyone else is doing it
- 6Don't know what else, or what more you can do
- 7Didn't know enough about it
- 96 ...Other **specify** ****Do not read****
- 98 ...Don't know/No particular reason ****Do not read****
- 99 ...Refused

Q28 **If purchased new cooking/heating appliance ask (if Q24=3 ask):** When you purchased your new fridge, cooking, washing or drying appliance, did you specifically look for one that was energy efficient?

- 1Yes
- 2No
- 98 ...Don't know

Q29 **If 'no' at Q28 ask:** And for which of the following reasons did you not do this? Was it because...? **Read Code many**

- 1You were more interested in the design and look of the appliance
- 2You were more interested in the features
- 3You were more interested in the cost
- 4Or because you didn't know enough about energy efficient appliances
- 96 ...Other **specify **Do not read****
- 98 ...Don't know/No particular reason ****Do not read****
- 99 ...Refused

Q30 **If bought a new car ask (if Q24=4 ask):** When you purchased your new or used car, did you choose a vehicle with high fuel economy?

- 1Yes
- 2No
- 98 ...Don't know

Q31 **If 'no' at Q30 ask:** And for which of the following reasons did you not do this? Was it because...? **Read Code many**

- 1You were more interested in the design and look of the vehicle
- 2You were more interested in the brand
- 3You were more interested in its features
- 4You were more interested in its performance
- 5You were more interested in its cost
- 6You didn't know enough about energy efficient vehicles
- 7Or fuel economy is not important because you don't drive much
- 96 ...Other **specify **Do not read****
- 98 ...Don't know/No particular reason ****Do not read****
- 99 ...Refused

Section 4: Degree of informedness/interest in becoming sustainable

Q32 As you have probably gathered by now, this interview is about the things New Zealanders can and are doing to care for the environment. You have mentioned some things that you are personally doing. Overall, would you say you are... **Read**

- 1Doing a lot to help with the environment
- 2Doing a reasonable amount
- 3Doing a little
- 4Not doing anything at all
- 98 ...Don't know ****Do not read****
- 99 ...Refused

Q33 And in comparison, would you say most New Zealanders in general are...? **Read**

- 1Doing a lot to help with the environment
- 2Doing a reasonable amount
- 3Doing a little
- 4Not really doing much at all
- 98 ...Don't know ****Do not read****

Q34 **If 1-3 coded at Q32 ask, else go to Q36** There are many reasons why people do the types of things we've been talking about. To what extent do you personally do these things because it is good for the environment? That is, would you say that for you.... **Read**

- 1It's the most important reason
- 2It's one of a number of reasons
- 3Or does it not really come into it at all
- 98 ...Don't know ****Do not read****
- 99 ...Refused

Q35 How have you mainly found out about the things that you have done to help the environment? Did you get your information from....? **Read. Code many**

- 1Articles and stories on television, in the newspaper or magazines
- 2Product advertising
- 3Retailers
- 4City or local councils
- 5Government departments and agencies
- 6Scientific research organisations
- 7Consumer organisations
- 8Environmental groups
- 9Community groups
- 10 ...Home & garden shows
- 96 ...Other **specify**
- 98 ...Don't know/can't remember ****Do not read****

Q36 And how informed would you say you currently are about the things you can do to help care for the environment? Would you say you are...? **Read**

- 1Very informed
- 2Somewhat informed
- 3Not at all informed
- 98 ...Don't know ****Do not read****
- 99 ...Refused

Q37 Which of the following best describes your interest in learning more about what you could do to care for the environment? **Read**

- 1I'm not particularly interested in the topic
- 2I'd like to learn more about what I could do
- 3I actively look for information on what I could do to care for the environment and to share it with others
- 98 ...Don't know ****Do not read****

Q38 Are there any particular television programmes, newspapers, magazines, or websites that you would expect to find useful information on this topic? **Code many**

- 1NZ Home & Garden
- 2NZ Gardener
- 3Consumer magazine
- 4North & South
- 5NZ Listener
- 620/20 current affairs television show
- 7Wa\$ted TV show
- 8Local, community newspapers
- 9Main, daily newspapers
- 10 ...Sunday Star Times
- 11 TV news in general
- 12 www.sustainability.govt.nz
- 96 ...Other **specify**
- 98 Don't know/can't remember ****Do not read****

Q38a Have you every visited a website called, www.sustainability.govt.nz?? **Code many**
PROBE FOR CLARIFICATION IF "NO"

- 1 Yes
- 2 No
- 3 No, not aware it exists
- 98 Don't know

Section 5: Demographic information

Q39 Finally, I'd like to ask some questions about you. First of all, what hobbies or interests do you have? **Code many DO NOT READ**

- 1 Gardening
- 2 DIY
- 3 Tramping/hiking
- 4 Cycling or Mountain biking
- 5 Walking, jogging or running
- 6 Play team sports
- 7 Going to the movies
- 8 Reading
- 96 ... Other **Specify**
- 97 ... None/nothing
- 99 ... Refused

Q40 Which if any of the following types of organisations or groups do you belong to? **Read Code many**

- 1 A gardening club
- 2 Neighbourhood Watch
- 3 School committee/BOT
- 4 Rotary or other community group
- 5 Environmental group, such as WWF, Greenpeace or a local environmental group
- 96 ... Other **Specify** ****Do not read****
- 97 ... None ****Do not read****
- 99 ... Refused

Q41 And which of the following age groups you come into? **Read**

- 1. 15–19
- 2. 20–29
- 3. 30–39
- 4. 40–49
- 5. 50–59
- 6. 60+
- 99 ... Refused ****Do not read****

Q42 And which of these best describes your highest educational qualification? **Read**

- 1 NCEA, School Certificate, or other secondary school qualification
- 2 Polytechnic qualification or Trade Certificate, or
- 3 Bachelors degree or higher
- 96 ... Other **Specify** ****Do not read****
- 97 ... None / No qualifications ****Do not read****
- 98 ... Don't know ****Do not read****
- 99 ... Refused

Q43 Are you ...? **Read Code many**

- 1 Self employed
- 2 A salary or wage earner
- 3 Retired
- 4 A full time home-maker
- 5 A student
- 6 Unemployed
- 96 ... Other beneficiary
- 99 ... Refused; **E** ****Do not read****

Q44 Which of these best describes your personal income from all sources, before tax for the last year? **Read**

- 1Under \$10,000
- 2\$10,000 but less than \$20,000
- 3\$20,000 but less than \$30,000
- 4\$30,000 but less than \$40,000
- 5\$40,000 but less than \$50,000
- 6\$50,000 but less than \$60,000
- 7\$60,000 but less than \$70,000
- 8\$70,000 but less than \$80,000
- 9\$80,000 but less than \$90,000
- 10 ...\$90,000 but less than \$100,000
- 11 ...\$100,000 or more
- 98 ...Don't know ****Do not read****
- 99 ...Refused ****Do not read****

Q45 Which of these categories best describes you? **Read**

- 1Married/living with partner (note to interviewer: this includes civil unions)
- 2Separated, divorced, widowed or
- 3Never married
- 99 ...Refused ****Do not read****

If Q45 =1 ask, else go to Q47

Q46 Which of these best describes the joint income of you and your partner before tax, for the last year? Please include any child support, benefits or other income support you or your partner may receive. **Read**

- 1Under \$10,000
- 2\$10,000 but less than \$20,000
- 3\$20,000 but less than \$30,000
- 4\$30,000 but less than \$40,000
- 5\$40,000 but less than \$50,000
- 6\$50,000 but less than \$60,000
- 7\$60,000 but less than \$70,000
- 8\$70,000 but less than \$80,000
- 9\$80,000 but less than \$90,000
- 10 ...\$90,000 but less than \$100,000
- 11 ...\$100,000 or more
- 98 ...Don't know ****Do not read****
- 99 ...Refused ****Do not read****

Q47 And which of the following best describes your household? **Read**

- 1Young couple without children
- 2Family household with youngest child under 5
- 3Family household with youngest child 5 to 15
- 4Family household with youngest child over 15
- 5Older couple – no children or none living at home
- 6Single/one person household
- 7Flat/shared household – not a family household
- 96 ...Other ****Do not read****
- 98 ...Don't know ****Do not read****
- 99 ...Refused ****Do not read****

Q48 Do you or your family own the home you live in, or are you renting?

- 1Home owner
- 2Family (parents) own home
- 3Renting/flatting
- 99 ...Refused ****Do not read****

Q49 In which of the following areas do you live? **Read**

- 1Northland
- 2Auckland
- 3Waikato
- 4Bay of Plenty
- 5Gisborne
- 6Hawke's Bay
- 7Taranaki
- 8Manawatu-Wanganui
- 9Wellington-Wairarapa
- 10 ...Tasman
- 11 ...Nelson
- 12 ...Marlborough
- 13 ...West Coast
- 14 ...Canterbury
- 15 ...Otago
- 16 ...Southland
- 98 ...Don't know ****Do not read****

Q50 Which of these best describes where you live? Do you live in a...? **Read words and numbers**

- 1Rural area (under 1,000 population)
- 2A small town (1,000-9,999 population)
- 3A medium-sized town (10,000-29,999 population)
- 4A large town or city (30,000 or more population)
- 98 ...Don't know ****Do not read****

Q51 And is the water metered or restricted in your area?

- 1Yes
- 2No
- 98 ...Don't know

Closing Questions

Q52 Do you have any other comments you'd like to make about the subject of this interview?

- 1Comments **Specify**
- 2No

Q53 May I please confirm your name in case my supervisor needs to check on the quality of this interview? **Record first and last name**

Q54 And can I just confirm that you are the *male/female* in the household who is 15 years or over, and has the *next birthday*? **Code "Yes" if all three elements are confirmed. If answer to any element is "No", code No.**

- 1.....Yes
- 2.....No
- 98. ...Don't Know
- 99. ...Refused

Those are all the questions I have. Thank you very much for your help. My name is [Q0IV] from Research New Zealand. If you have enquiries about this survey, please ring the Project Manager, Megan Lee on our toll-free number: 0800 500 168. (Wellington respondents 499-3088)