

OIAD-1270: Climate change related research questions between 2021 – 2024

The Ministry for the Environment (the Ministry) has been conducting an annual Audience Research with our research partner, The Research Agency (TRA) since 2021. The questionnaire covers broad topics around the public's awareness of current environmental issues (including climate change) and how they are perceived against other national issues. In response to your request under the Act, the Ministry has collated the questions related to the climate change from the broader questionnaire.

It is worth noting that the questionnaire continues to be updated annually (by way of refining the questions and/or adding or subtracting options); therefore, they are not always comparable year-on-year. The questionnaire and data are owned by the Ministry and has been used primarily for internal staff to support our communication and engagement strategies and plans.

A selection of the results are publicly available on the Ministry's website here: <https://environment.govt.nz/publications/environmental-issues-awareness-and-action-audience-research-2021/>

YEAR 2021

Topic: Important Issues in New Zealand

Question 1: [GENERAL ISSUES]

ASK ALL

SR PER ROW

RANDOMISE STATEMENTS

Now thinking more broadly about different issues in society, how important do you consider each of the following issues to be for New Zealand?

Please select one option for each statement

	Not at all important				Very important	Unsure / N/A
Climate change	1	2	3	4	5	98
Build up of plastic in the environment	1	2	3	4	5	98
The cost of living	1	2	3	4	5	98
Protection of New Zealand children	1	2	3	4	5	98
Mental health issues	1	2	3	4	5	98
Violence in society	1	2	3	4	5	98
Pollution of lakes, rivers, and seas	1	2	3	4	5	98
Caring for the ageing population	1	2	3	4	5	98
Availability of affordable housing	1	2	3	4	5	98
Not having access to good, affordable healthcare	1	2	3	4	5	98
The physical health of New Zealanders	1	2	3	4	5	98
New Zealand's economy	1	2	3	4	5	98
The state of New Zealand's transport infrastructure	1	2	3	4	5	98

Answer: Climate change 32%

YEAR 2022**Topic: Important Issues in New Zealand****Question 1: [ISSUE_IMPORTANCE]**

ASK ALL

RANDOMISE STATEMENTS

Now thinking about some specific issues in society, how important do you consider the following to be for New Zealand?

Please select one option for each statement

	Not at all important				Very important	Unsure N/A
Pollution of air, land and waterways	1	2	3	4	5	98
Affordable housing	1	2	3	4	5	98
Cost of living / inflation	1	2	3	4	5	98
Mental health	1	2	3	4	5	98
Healthcare access / affordability	1	2	3	4	5	98
Climate change	1	2	3	4	5	98
New Zealand's economy	1	2	3	4	5	98
State of New Zealand's transport infrastructure	1	2	3	4	5	98
The amount of crime	1	2	3	4	5	98

Answer: Climate change 64%

Topic: Environmental issue awareness in New Zealand**QUESTION 2: [ISSUES_AWARE]**

ASK all

RANDOMISE STATEMENTS

Before today, had you heard or seen about any of the following issues facing the environment?

Please select all that apply

The need to make big changes to the way we live to tackle climate change (transport, energy, construction, food)	1	Net climate
How Aotearoa New Zealand might reduce emissions using the Emissions Reduction Plan (ERP)	2	
A national plan is being put together to help New Zealand minimise damage from a changing climate.	3	

Answer: Climate change NET 62%

YEAR 2023**Topic: Important Issues in New Zealand****Question 1: [ISSUE_IMPORTANCE]**

ASK ALL

RANDOMISE STATEMENTS

Now thinking about some specific issues in society, how important do you consider the following to be for New Zealand?

Please select one option for each statement

	Not at all important				Very important	Unsure N/A
Pollution of air, land and waterways	1	2	3	4	5	98
Affordable housing	1	2	3	4	5	98

Cost of living / inflation	1	2	3	4	5	98
Mental health	1	2	3	4	5	98
Healthcare access / affordability	1	2	3	4	5	98
Climate change	1	2	3	4	5	98
New Zealand's economy	1	2	3	4	5	98
State of New Zealand's transport infrastructure	1	2	3	4	5	98
The amount of crime	1	2	3	4	5	98
Recent extreme weather events / natural disasters i.e. flooding	1	2	3	4	5	98
Biodiversity crisis i.e. species dying out, deteriorating ecosystem	1	2	3	4	5	98

Answer: Climate change 65%

Topic: Environmental issue awareness in New Zealand

QUESTION 2: [ISSUES_AWARE]

ASK all

RANDOMISE STATEMENTS

Before today, had you heard or seen about any of the following issues facing the environment?

Please select all that apply

The need to make changes to the way we live to tackle climate change (transport, energy, construction, food)	1	Net climate
How New Zealand plans to reduce carbon emissions	2	
Planning on how New Zealand aims to minimise damage from a changing climate and severe weather events.	3	

Answer: Climate change NET 76%

YEAR 2024

Topic: Important Issues in New Zealand

Question 1: [ISSUE_IMPORTANCE]

ASK ALL

RANDOMISE STATEMENTS

Now thinking about some specific issues in society, how important do you consider the following to be for New Zealand?

Please select one option for each statement

	Not at all important				Very important	Unsure N/A
Pollution of air, land and waterways	1	2	3	4	5	98
Affordable housing	1	2	3	4	5	98
Cost of living / inflation	1	2	3	4	5	98
Mental health	1	2	3	4	5	98
Healthcare access / affordability	1	2	3	4	5	98
Climate change	1	2	3	4	5	98
New Zealand's economy	1	2	3	4	5	98
State of New Zealand's transport infrastructure	1	2	3	4	5	98
The amount of crime	1	2	3	4	5	98

Recent extreme weather events / natural disasters i.e. flooding	1	2	3	4	5	98
Biodiversity crisis i.e. species dying out, deteriorating ecosystem	1	2	3	4	5	98
Increase in unemployment rate	1	2	3	4	5	98

Answer: Climate change 61%

Topic: Environmental issue awareness in New Zealand

QUESTION 2: [ISSUES_AWARE]

ASK all

RANDOMISE STATEMENTS

Before today, were you aware of any of the following issues facing the New Zealand's environment?

Please select all that apply

To tackle climate change, we need to change the way we live (for example, transport, energy, construction, food).	1	Net climate
New Zealand has a plan to reduce carbon emissions.	2	
New Zealand has a plan to adapt to changing climate and severe weather events	3	

Answer: Climate change NET 77%