



Hawke's Bay Regional Council

SIL Research | Climate Crisis Survey 2020

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SEPTEMBER 2020



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EXECUTIVE SUMMARY

The purpose of this research was to investigate Hawke's Bay residents' attitudes towards the environment, especially climate change. It was designed to better understand the drivers of current attitudes, beliefs and perceptions surrounding climate change, actions taken, and barriers to further action.

Research was conducted between 06 July and 31 August 2020. Multiple data collection methods were utilised to ensure residents were represented and that collection methods were as inclusive as possible. A total of n=836 surveys were used in the final analysis. The main findings were as follows:

- 1 Without prompting, **1-in-4** residents believed **climate change** was one of the challenges facing New Zealand. However, **drinking water** was the single most mentioned challenge (**37%**), followed by **economic struggles** (in part due to the COVID-19 impact).
- 2 **9-in-10** believed that **climate change is already occurring** (90%), and the main perceived cause was shared between **human activities** alone (**47%**) and **a combination** of natural processes and human activities (**44%**).
- 3 Overall, **62%** of residents were **concerned** about the impact of climate change in Hawke's Bay (similar to 65% in 2019). **Drought/lower rainfall** was perceived as the main negative outcome of climate change in the region.
- 4 Three main perceived sources of negative impact on climate change were **population growth/waste** (**33%**), **energy/transport** (**23%**) and **industrial processes** (**20%**). According to the Ministry for the Environment, nearly half of New Zealand's gross emissions comes from agriculture (and up to **80%** in Hawke's Bay); a factor identified by 1-in-10 survey respondents.
- 5 Overall, the survey results showed a good level of commitment to reduce the impact on the environment; **8-in-10** residents said they had been **moderately** to **greatly involved** with such activities or behaviours. The level of perceived involvement in environmental activities matched fairly well with actual reported actions.
- 6 Half of residents who stated they had been **a lot** or **greatly** involved with environment-related activities reported taking 10 to 13 specific actions taken in the past 12 months. Another 32% reported taking 8 to 9 actions.
- 7 The top-four environment-related activities highly adopted by the Hawke's Bay community were **recycling** (**96%**), **reusable product purchases** (instead of plastic) (**93%**), use of **energy saving household products** (**89%**) and **composting** (**81%**).
- 8 Concern for **future generations** was the main driving force for taking part in environmental activities (**30%**). Being well-informed significantly affected the level of involvement in environmental activities; **75%** of residents **felt informed** about actions they could take every day to limit the impact of climate change.
- 9 **Lack of alternatives** or **resources** (**29%**) and **cost** (**25%**) were the two main cited barriers that limited residents' engagement in environment-related activities.
- 10 **41%** of residents associated the Regional Council as the **main organisation** responsible for actions **on climate change** in Hawke's Bay. 77% of residents thought of the Regional Council as the main environmental organisation responsible for land, water, air and coast in Hawke's Bay in 2019. **One-third** of residents agreed that Hawke's Bay Regional Council is currently **doing enough** to prevent and reduce the impact of climate change (33%).
- 11 Attention to **water usage** and **storage** were the main suggested improvements for the Regional Council.
- 12 On average, **55%** of residents were **prepared to pay more**, for example in taxes, rates, or levies, to minimise the impact of climate change through specific initiatives; **25% disagreed** they would pay more at all.
- 13 The most supported initiative was reduction of carbon and erosion through tree planting (**69%**).
- 14 **Two-thirds** of residents reported **no change** in their level of concern about climate change **due to COVID-19** (66%).

The top 3 perceived challenges in New Zealand were **drinking water, economy, and climate change.**

90% believed climate change is already occurring.

75% felt informed about actions they can take every day to limit the impact of climate change.

41% considered the Hawke's Bay Regional Council responsible for actions on climate change.

33% agreed the Regional Council is doing enough to prevent and reduce the impact of climate change, and another **31%** disagreed.

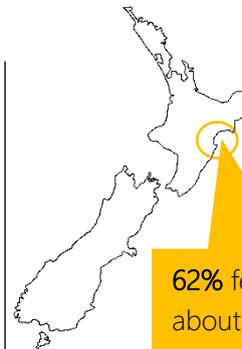
80% felt personally involved with activities or behaviours to reduce their impact on the environment.



64% participated in 8 or more environment-related activities in the last 12 months



55% were prepared to pay more through a specific method to combat the impacts of climate change



62% felt concerned about impact of climate change in Hawke's Bay

Concern for future generations was the main driving force to take actions



- Recycling
- Reusable products
- Energy saving products
- Composting



Top actions taken

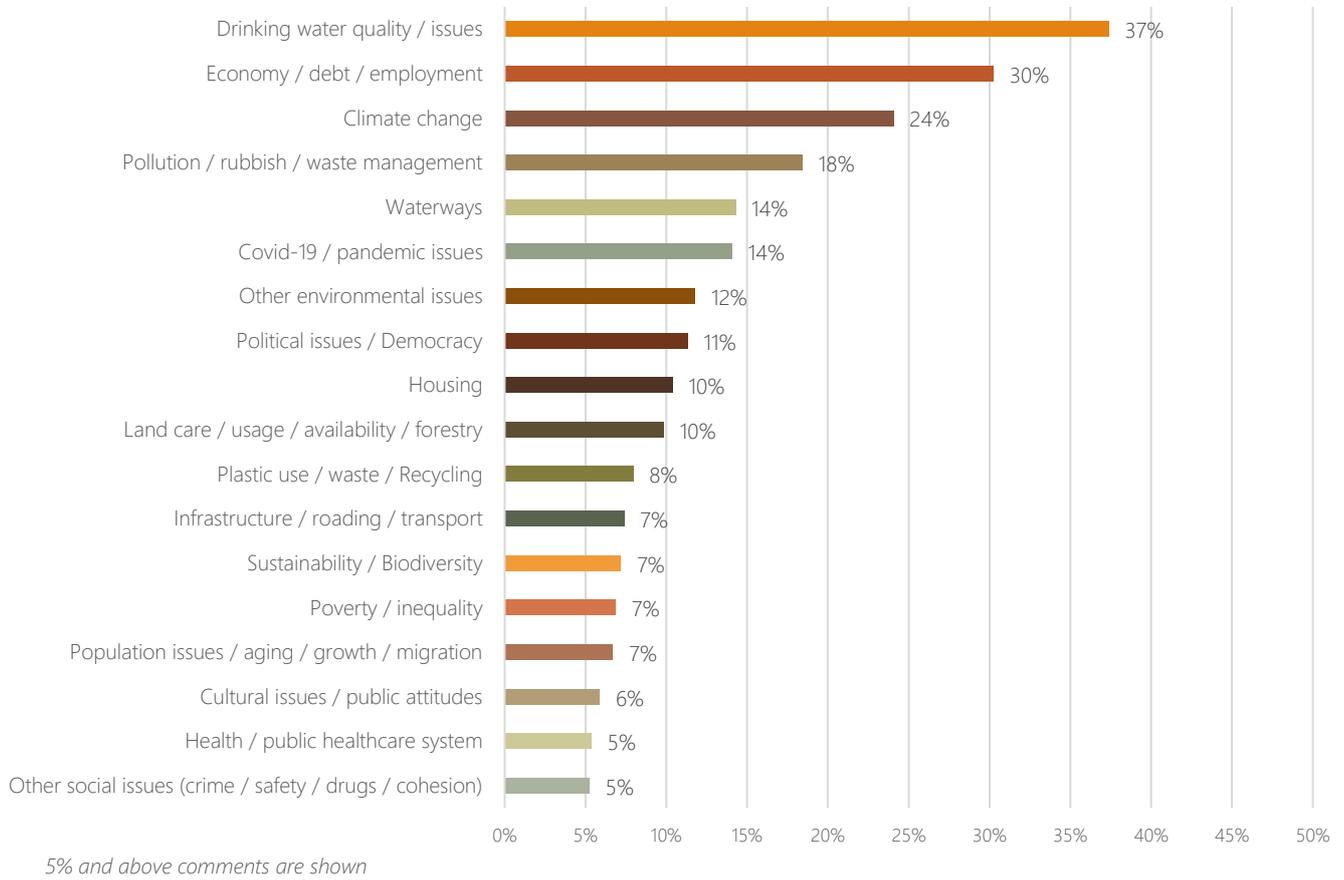
Residents believed that climate change in Hawke's Bay could lead to

- ⇒ Drought/lower rainfall
- ⇒ Water shortage
- ⇒ Sea level rise/coastal erosion
- ⇒ Impact on crop production
- ⇒ Extreme weather events

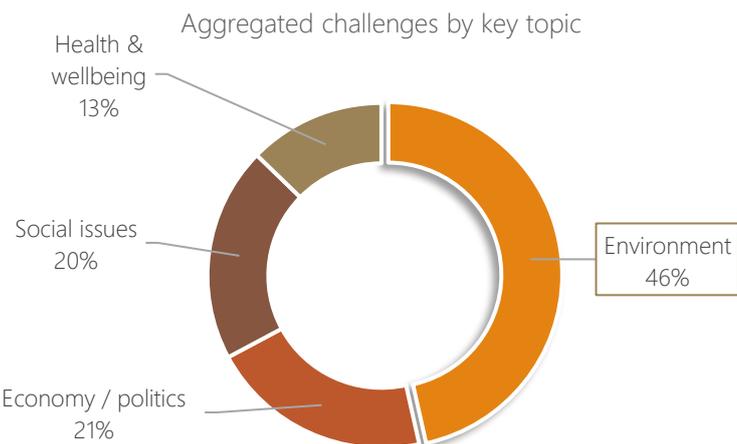
MAIN CHALLENGES

Hawke's Bay perceptions of main challenges in New Zealand

Residents were asked: "What would you say are the most important challenges facing New Zealand in the next 20 years?". Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.



- When asked what challenges are facing New Zealand in the next 20 years, half of Hawke's Bay residents expressed their concern about the environment (46%).
- Climate change itself was mentioned (unprompted) by one-quarter of residents (24%).
- Residents aged 18 to 39 were more likely to identify climate change as a future challenge (compared to older residents).
- The single most mentioned challenge was 'Drinking water quality/issues'. Drinking water concerns were more noticeable in the Central Hawke's Bay area.
- Overall, water continued to be of highest concern to the community (also named top environmental concern in 2019 and 2017).
- While the environment was the most mentioned topic of concern overall, over half of residents highlighted other issues or challenges.



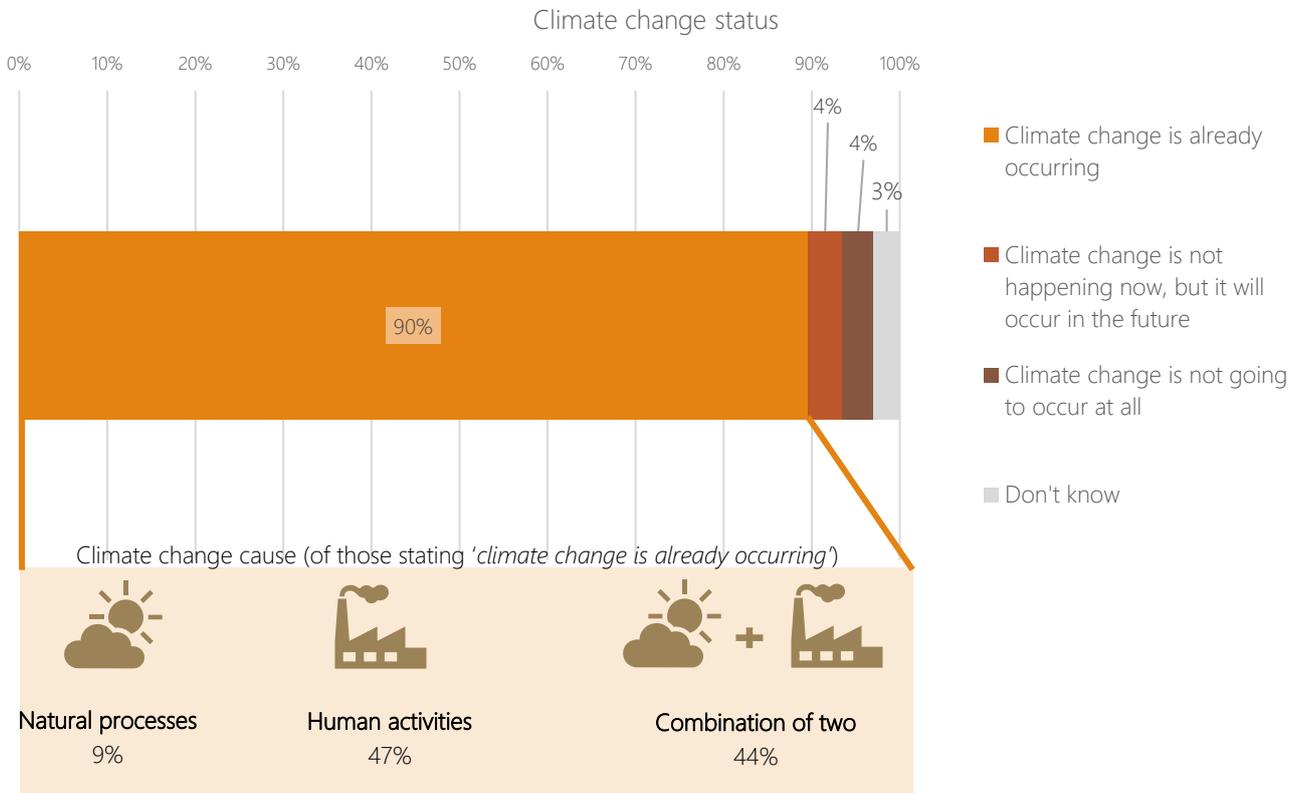
It is important to note that factors such as the COVID-19 outbreak often affect the ratings that residents give.

Higher than usual level of comments about pandemic, economy/debt and employment could be a result of such an effect.

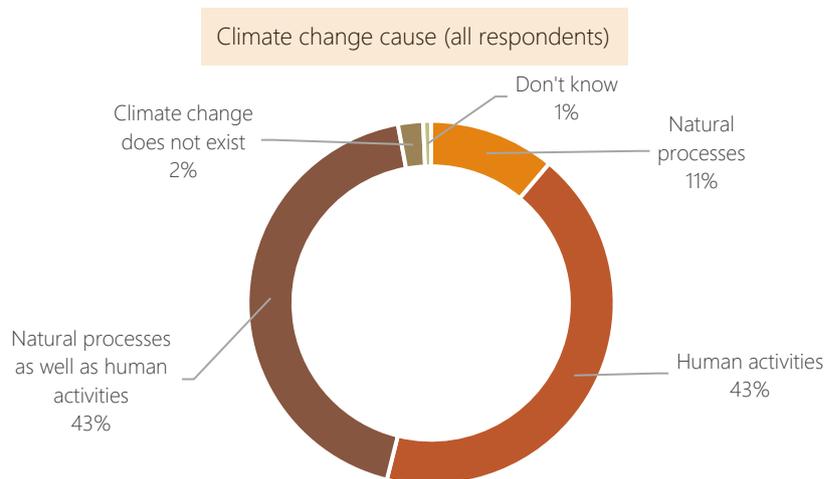
AWARENESS AND PERCEPTIONS

Climate change statements

Residents were asked: "Which one of the following statements about global climate change do you most agree with?" and "What, in your opinion, is the main cause of climate change?" (single forced choice questions).



- Across all respondents, 9-in-10 believed that climate change is already occurring (90%); 4% believed it is not going to occur at all, and 3% were unsure.
- Of those stating 'climate change is already occurring', the main perceived cause of climate change was divided between human activities alone (47%) and a combination of natural processes and human activities (44%).
- At the same time, among all Hawke's Bay residents, just 2% stated 'climate change does not exist', and 1% were unsure.
- Residents aged 18 to 39 typically believed human activities (57%) are the main cause of climate change; in contrast, older residents (aged 65+), and 15 to 17 year olds, considered a combination of human activities and natural processes were responsible (55% and 64% respectively).

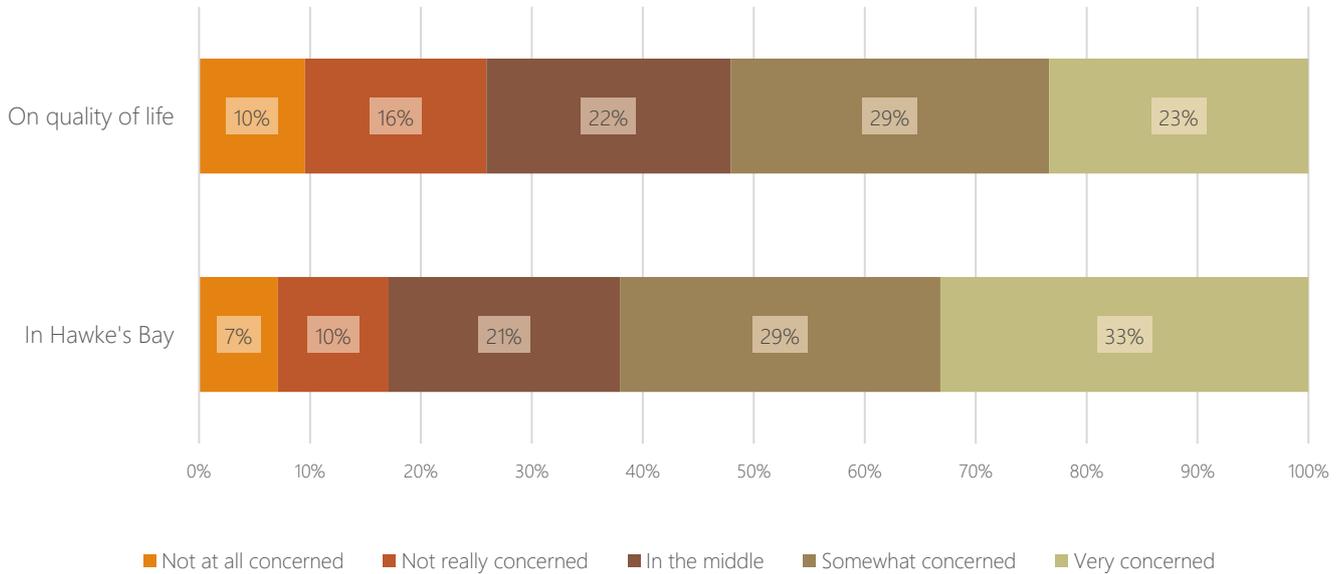


AWARENESS AND PERCEPTIONS

Level of concern

Residents were asked: "How concerned are you about the impact of climate change in our region?" and 'How concerned are you about the impact climate change may have on your quality of life?' (rating questions).

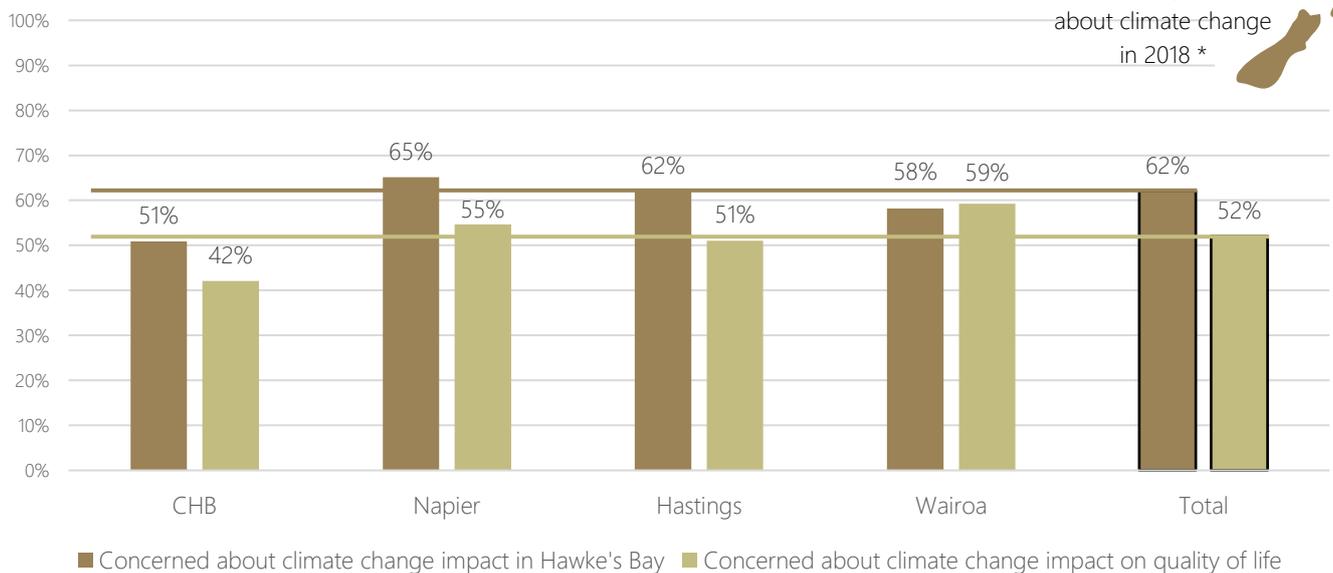
The level of concern about climate change impact



- Overall, 62% of residents were concerned to some degree about the impact of climate change in Hawke's Bay (similar to 65% in 2019), and over half (52%) were concerned it may have an impact on their quality of life, though 18-39 year old residents expressed greater level of concern about climate change on their quality of life (64%).

- Despite minor variations, there were no significant differences in the level of concern by area.

Aggregated level of concern by area



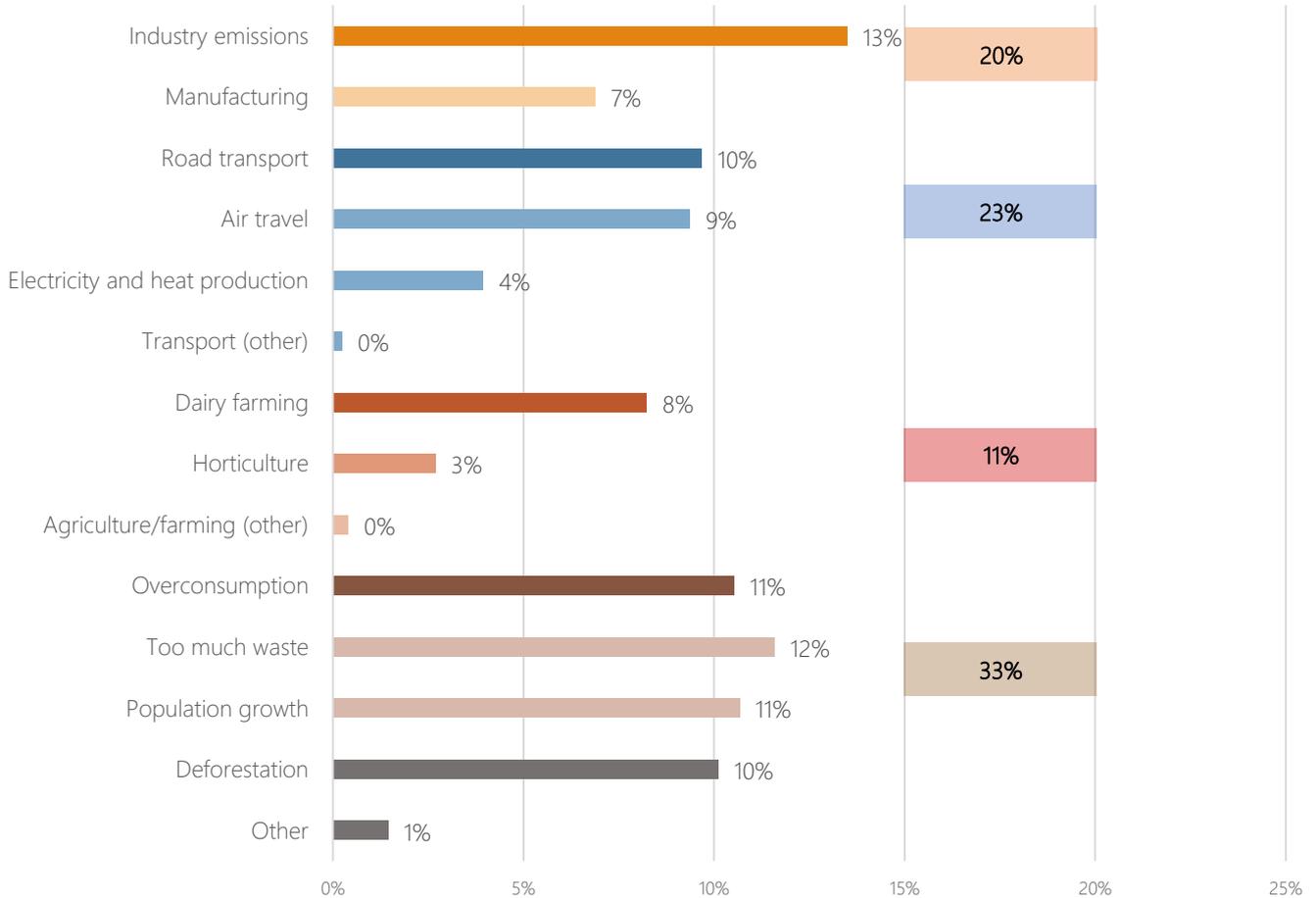
32% of all New Zealanders were very or extremely worried about climate change in 2018 *



AWARENESS AND PERCEPTIONS

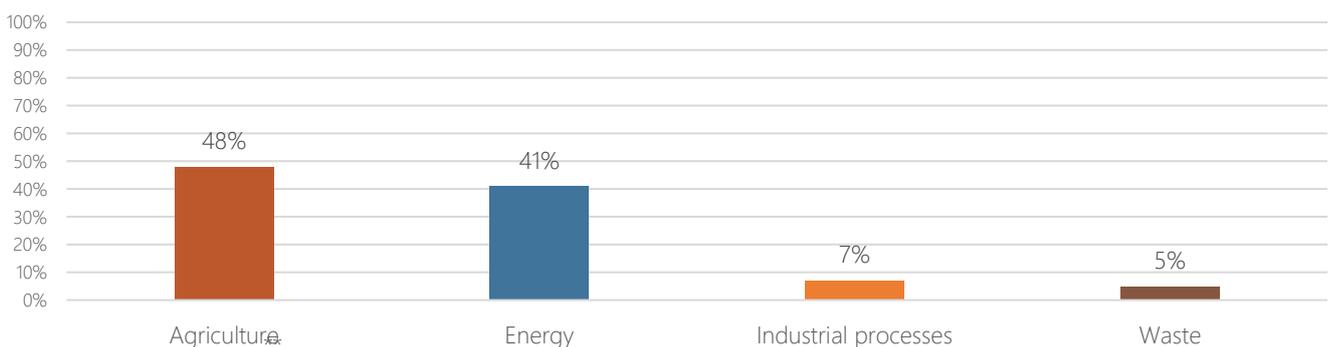
Climate change – where residents thought Hawke’s Bay emissions come from

Residents were asked: “Which of the following has the most harmful impact on climate change?” Multi-choice question with ‘Other’ option.



- According to the Ministry for the Environment, New Zealand’s emission profile in 2018 showed that the Agriculture and Energy sectors were the two largest contributors to greenhouse gas emissions.
- In comparison, just 1-in-10 survey respondents (11%) identified an agricultural/horticultural contribution towards climate change; 8% of these responses were attributed to dairy farming alone.
- Respondents’ three main perceived contributors were population growth/waste (33%), energy/transport (23%) and industrial processes (20%).
- About 8% of residents stated that all the sources have some impact on climate change, and 2% stated ‘none of them’ have an impact.

National comparison: New Zealand’s greenhouse gas (total) emissions by source*

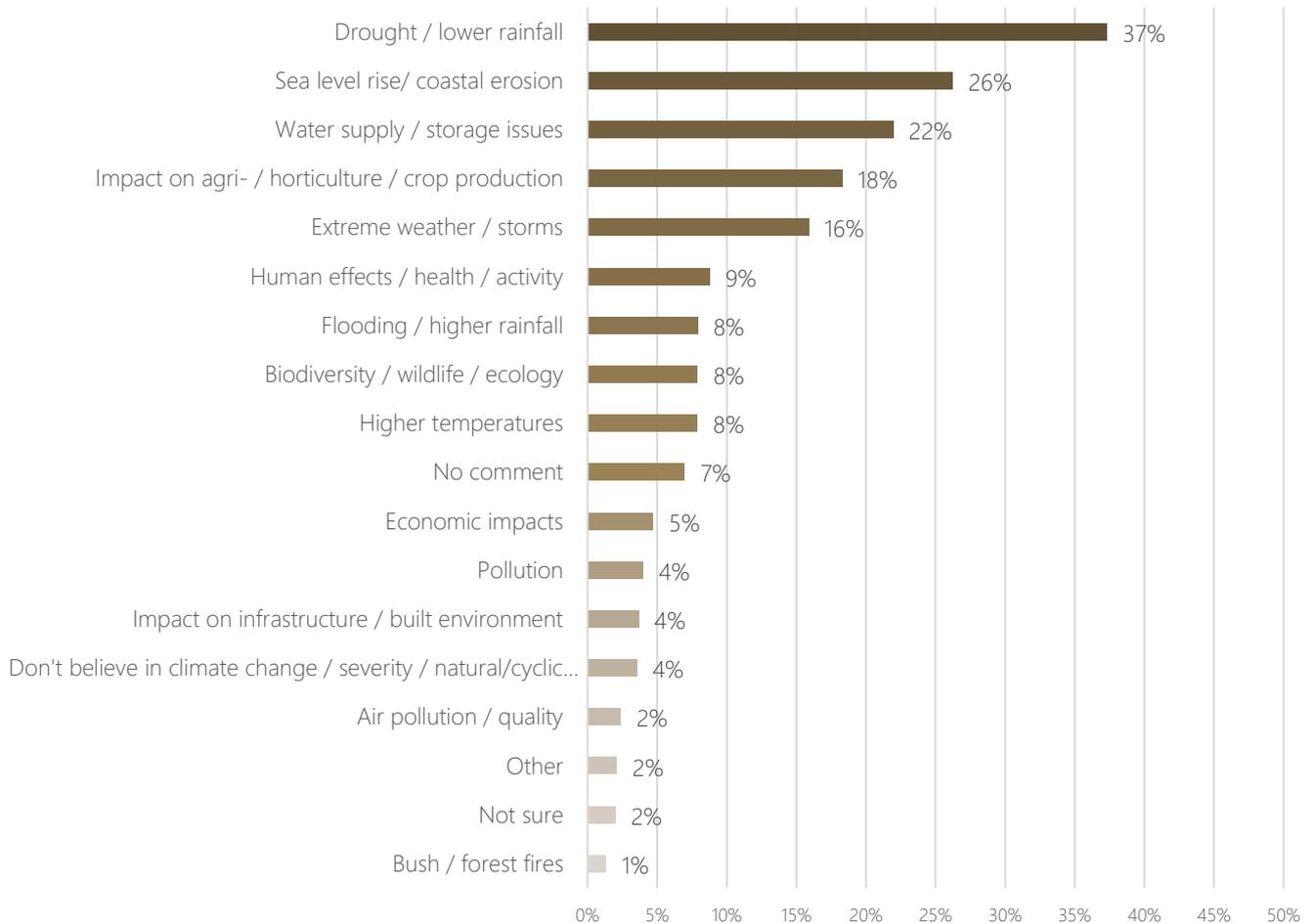


**Hawke’s Bay’s industry emissions profile was largely made up of agriculture (80%)

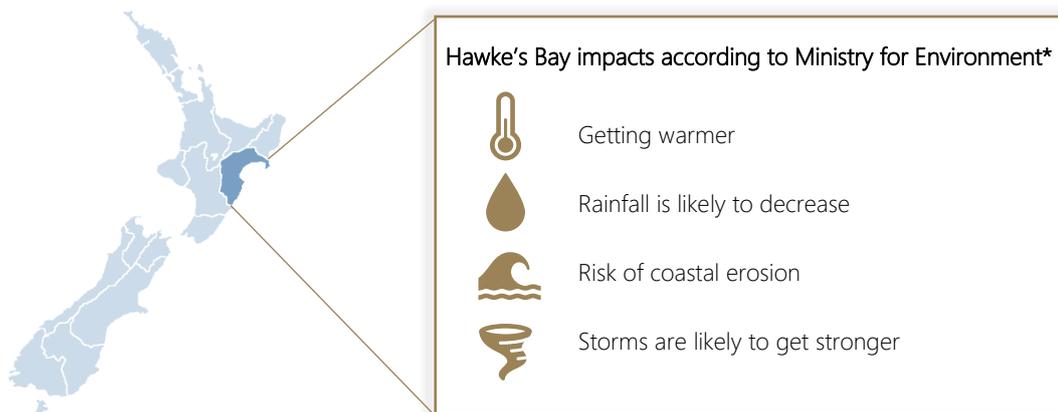
AWARENESS AND PERCEPTIONS

Negative impacts of climate change in Hawke's Bay

Residents were asked: "What, if anything, do you think will be the most noticeable negative effects or impact of climate change in Hawke's Bay?". Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.



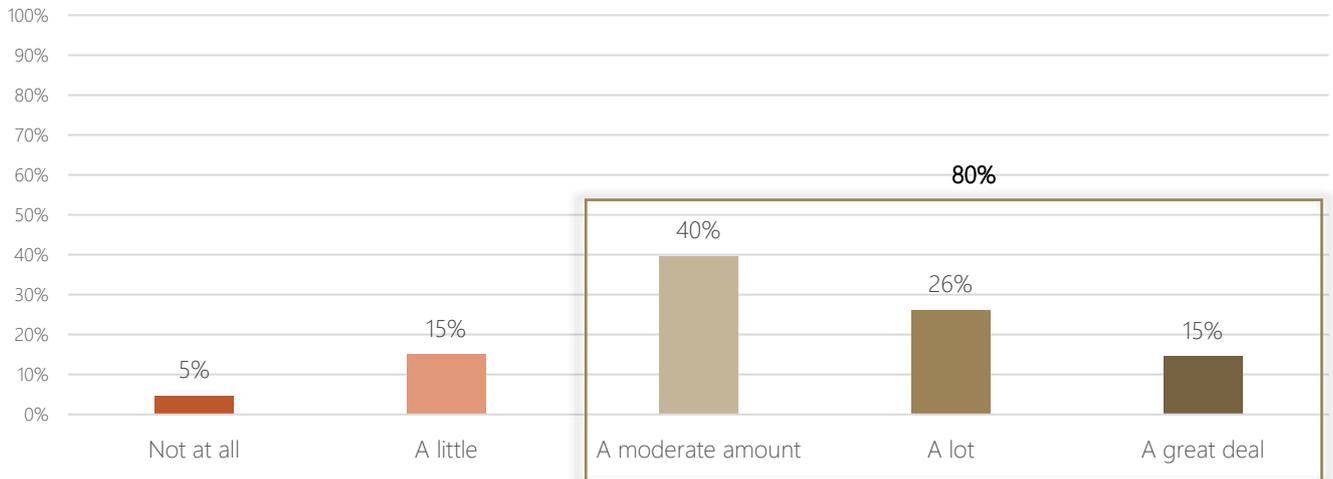
- Almost 2-in-5 residents (37%) named 'Drought/lower rainfall' as the main negative outcome of climate change in Hawke's Bay. This was followed by sea level rise ('Sea level rise/coastal erosion', 26%) and water shortage ('Water supply/storage issues', 22%).
- Residents in coastal Napier and Wairoa showed greater concern for 'sea level rise' and 'coastal erosion' compared to Hastings and Central Hawke's Bay residents.



ENVIRONMENTAL ATTITUDES

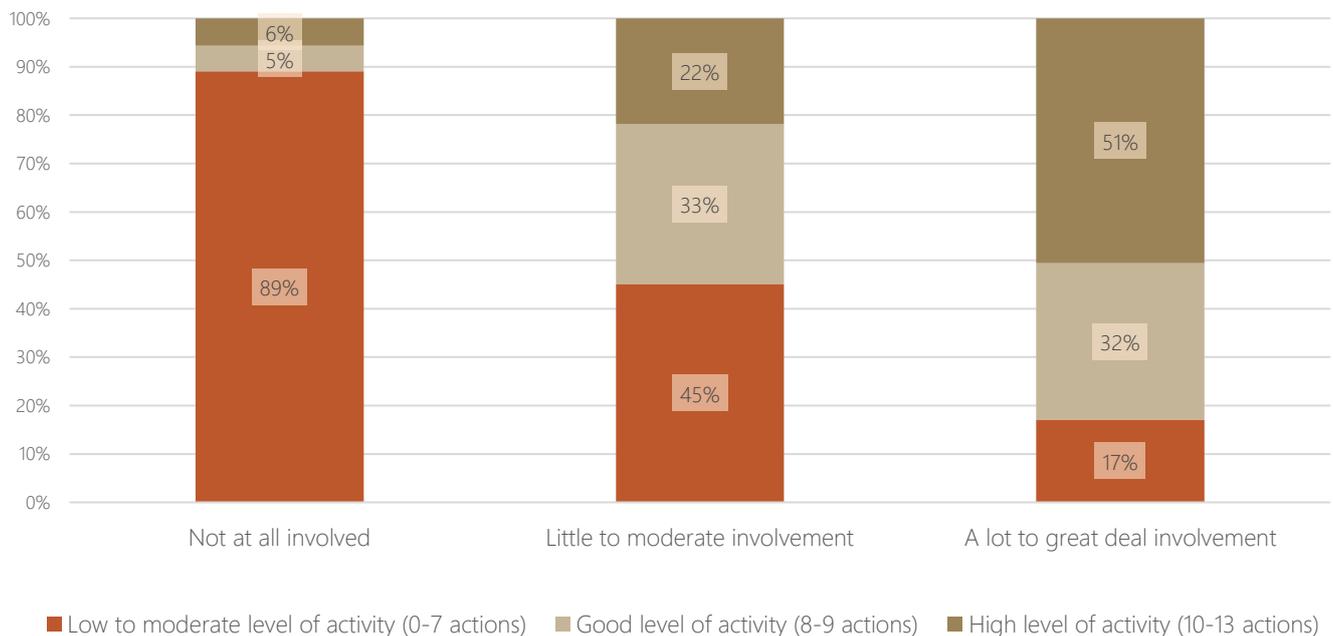
Personal involvement with activities or behaviours to reduce the impact on the environment

Residents were asked: "How personally involved or engaged are you with activities or behaviours to reduce your own impact on the environment?" (rating question).



- 8-in-10 residents said they had been moderately to greatly involved with activities or behaviours to reduce their impact on the environment.
- Residents aged 18 to 39 expressed the greatest commitment; only 3% believed they had no involvement at all, and 51% had been involved a lot or a great deal.
- The level of perceived involvement in environmental activities matched with actual reported actions fairly well.
- Residents could select up to 13 specific actions they had taken in the past 12 months.
- Half of those who believed they had been 'a lot' or 'greatly' involved reported 10 to 13 specific actions taken; another 32% reported taking 8 to 9 actions.
- In contrast, residents with low perceived involvement reported fewer specific actions taken.

Perceived involvement vs. actions taken in the past 12 months

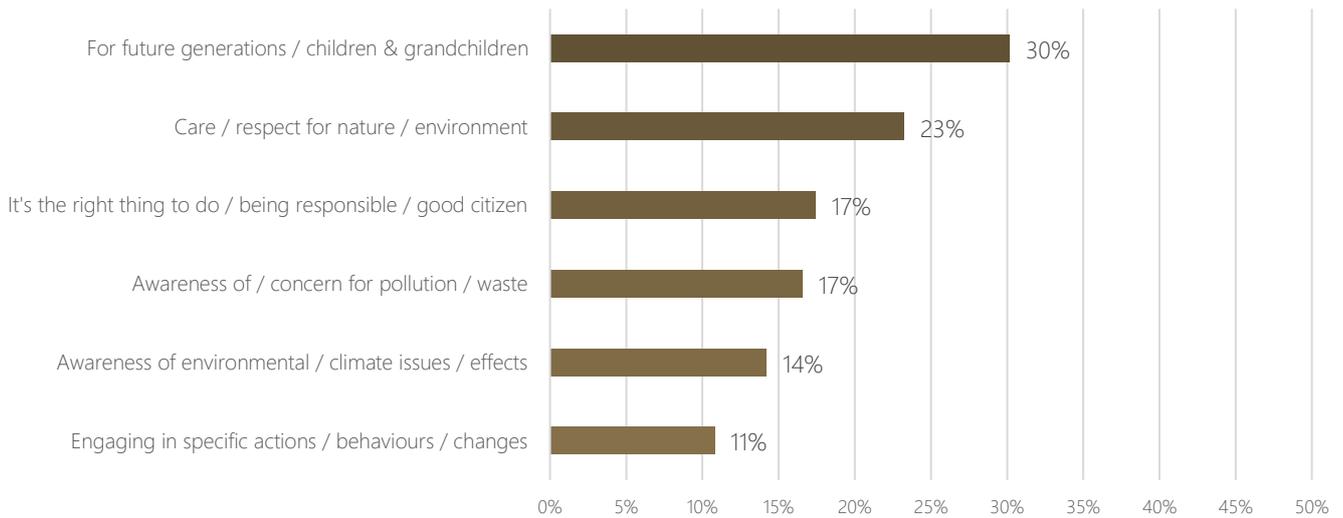


ENVIRONMENTAL ATTITUDES

Main triggers and driving forces

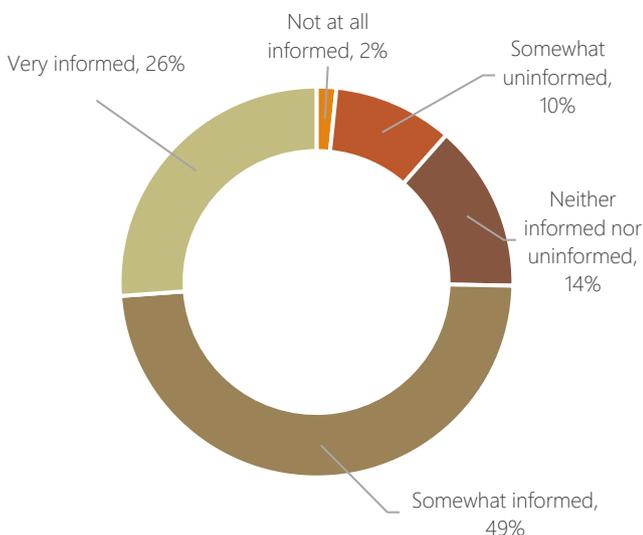
Residents were asked: "What are the main triggers or driving forces that encourage you to engage in activities that reduce your impact on the environment? What motivates you to do those sorts of things?". Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent. Also, residents were asked: "How informed do you feel about actions you can take every day to limit the impact of climate change?" (rating question).

Top 6 named triggers (all residents)

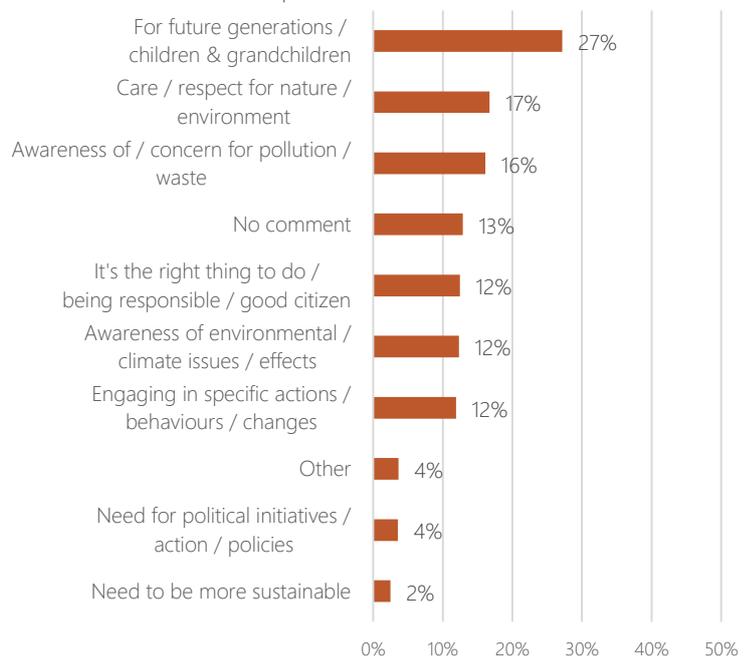


- Concern for future generations was the main driving force for engaging in environmental activities (30%).
- Residents who stated they were less involved with activities to reduce their own impact on the environment named similar triggers, however they were overall less likely to provide a comment.
- 3-out-of-4 residents (75%) felt informed about actions they could take every day to limit the impact of climate change. Feeling well-informed significantly correlated with actual involvement in environmental activities.
- Residents from rural locations, and property owners, tended to feel more informed.

How informed do you feel about actions you can take every day to limit the impact of climate change?



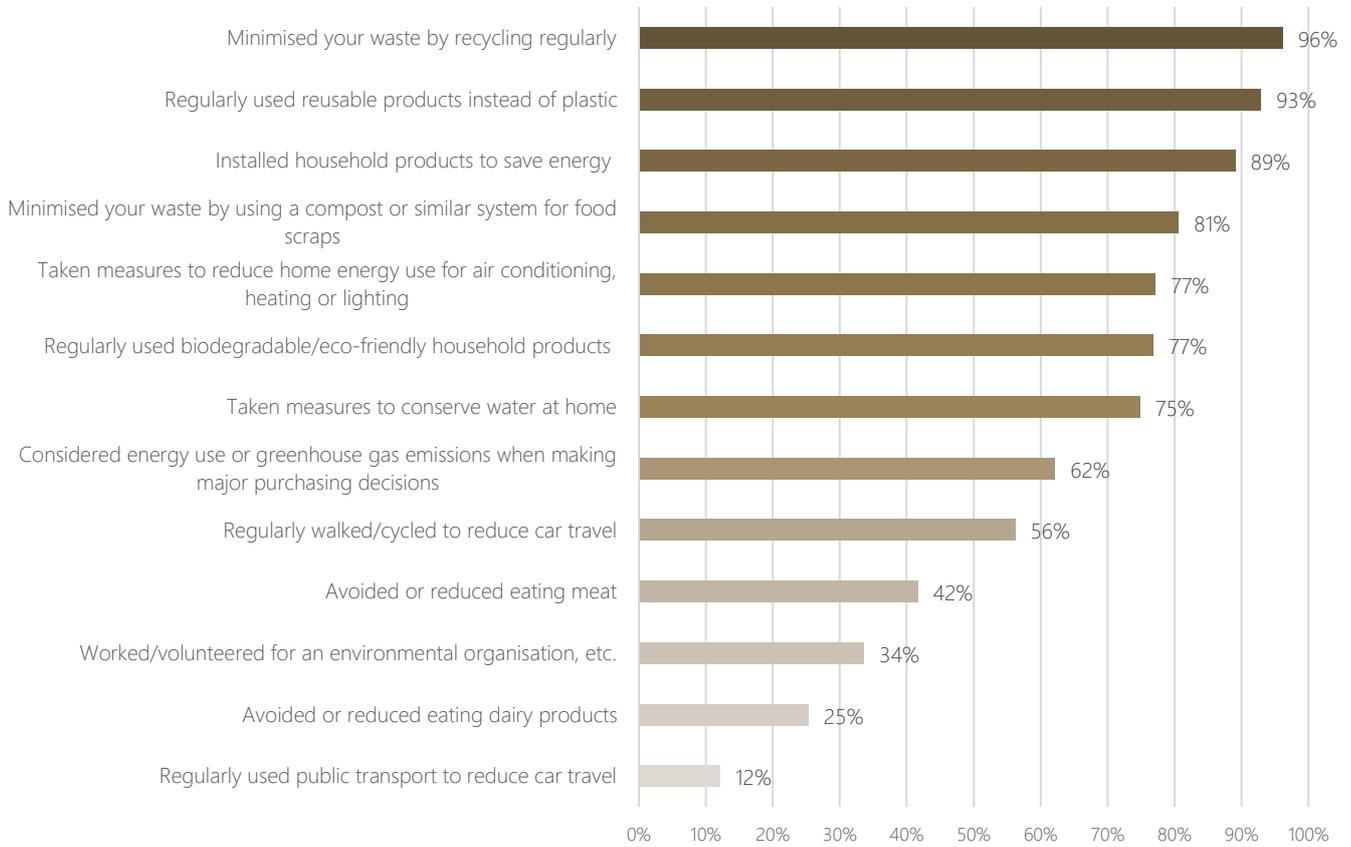
Top 10 triggers named by residents who are personally less involved with activities or behaviours to reduce their own impact on the environment



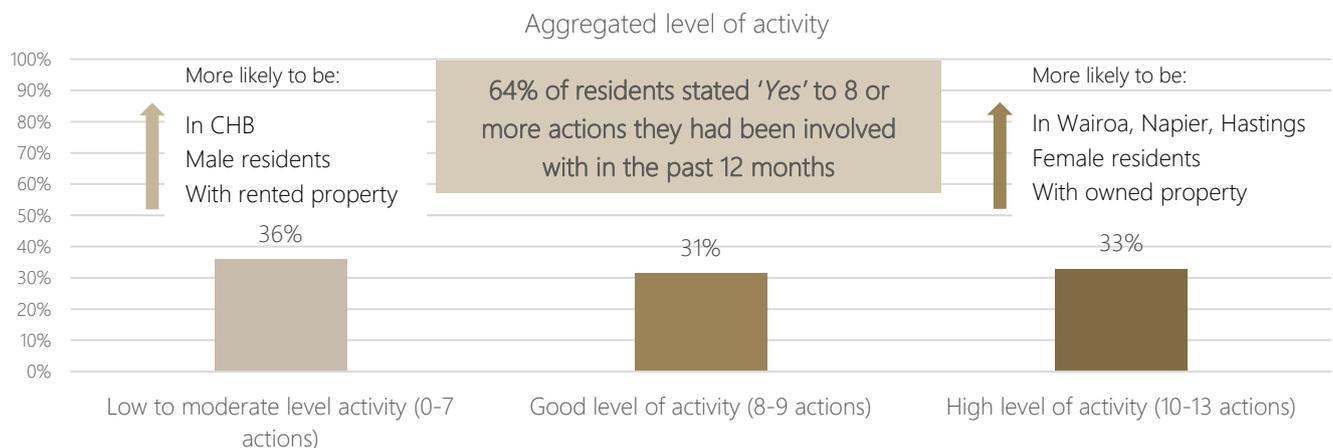
ENVIRONMENTAL ATTITUDES

Current actions taken – environment-related activities in the past 12 months

Residents were asked to state 'Yes' or 'No' to the list of activities they had taken in the past 12 months.

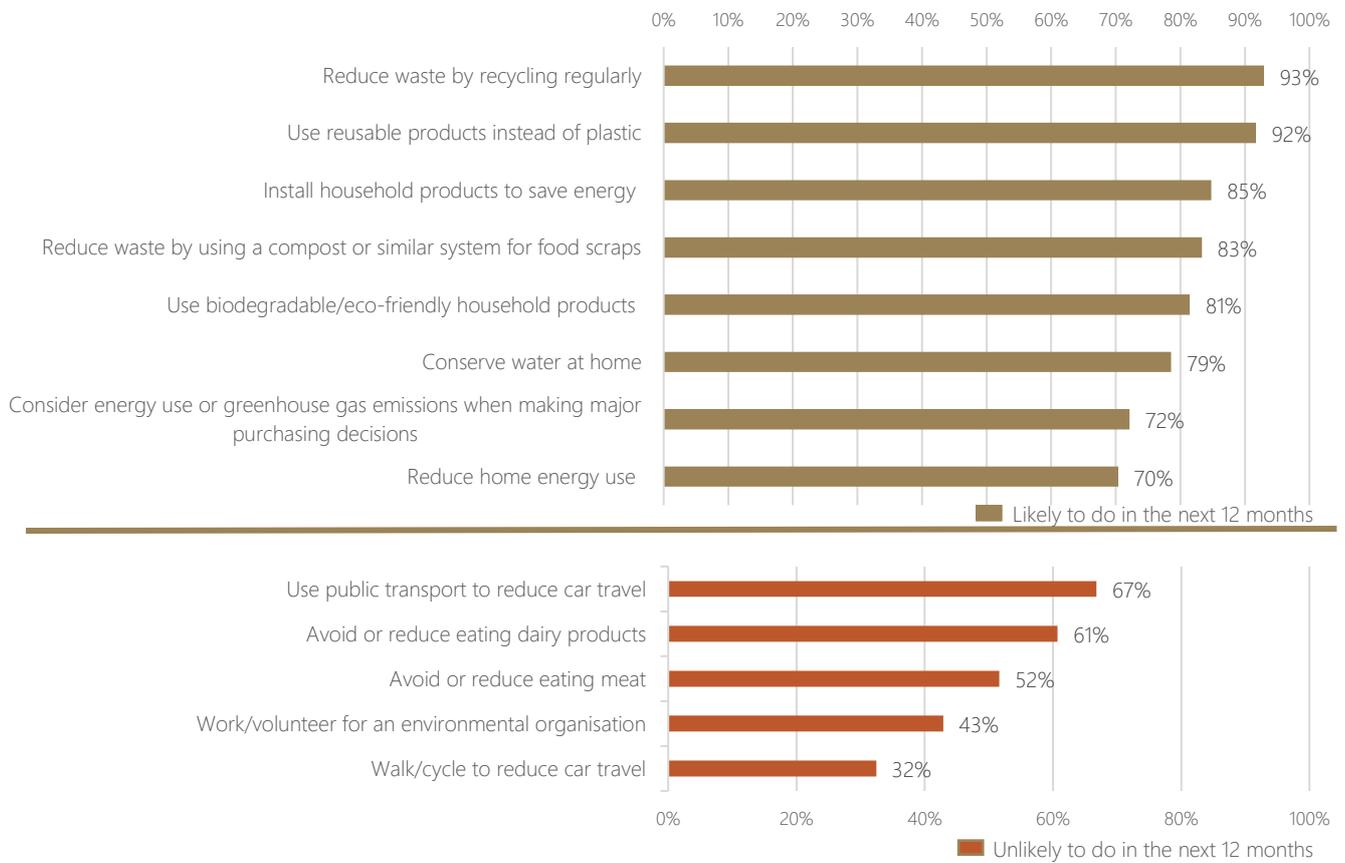


- Almost all residents stated they had minimised their waste by recycling regularly (96%); this service is currently provided by Councils in most urban areas.
- Reusable products (93%), energy saving household products (89%) and composting to minimise waste (81%) were the other three leading activities.
- Only 12% of residents mentioned they had regularly used public transport. However, this service is only available in Hastings and Napier.
- The usage of composting or similar systems was greater in Central Hawke's Bay, but volunteering or regular walking/cycling to reduce car use was lower.
- Residents aged 40 to 64 were more likely to consider energy consumption (e.g. reduce home energy use and install energy saving products).
- Younger residents (18 to 39) were more likely to avoid or reduce eating meat (50%) or dairy products (33%).



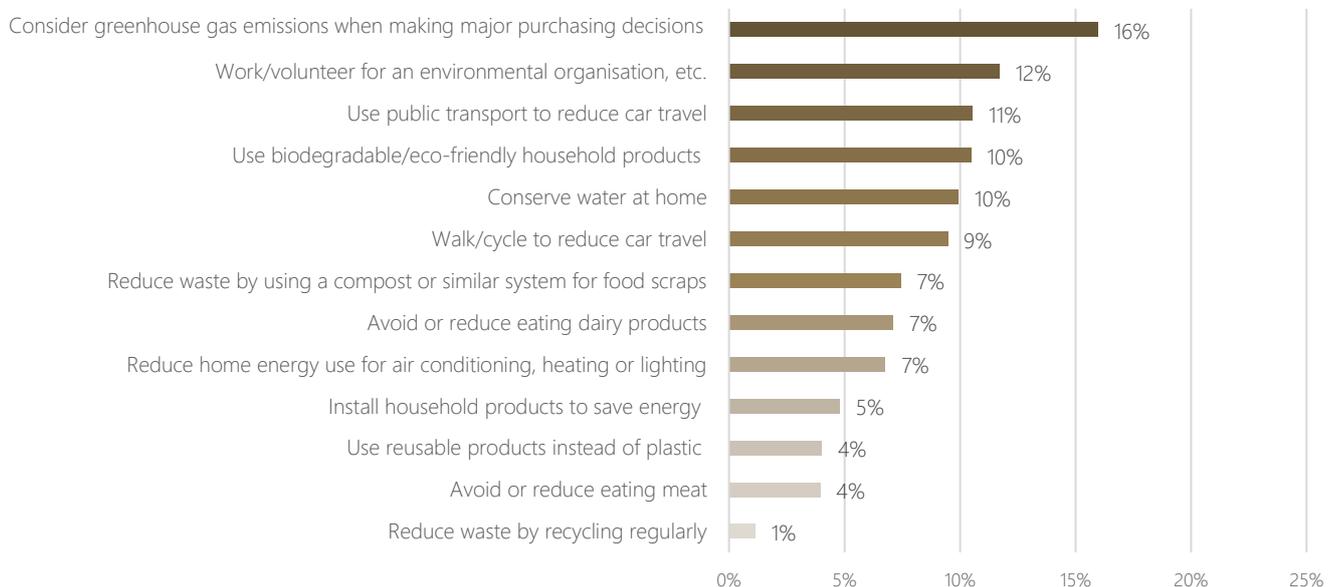
ENVIRONMENTAL ATTITUDES

Possible future involvement (in the next 12 months)



- The level of possible future involvement in environmental activities strongly related to current level of engagement; residents already engaged in a given activity were more likely to continue this activity in the next 12 months. Lower-adoption activities were public transport usage, reduced meat/dairy consumption, and volunteering for environmental organisations.
- Areas of most likely change or growth were identified. In particular, 16% of residents who had not considered products' energy use or greenhouse gas emissions before were likely to consider this when making their next major purchasing decisions.

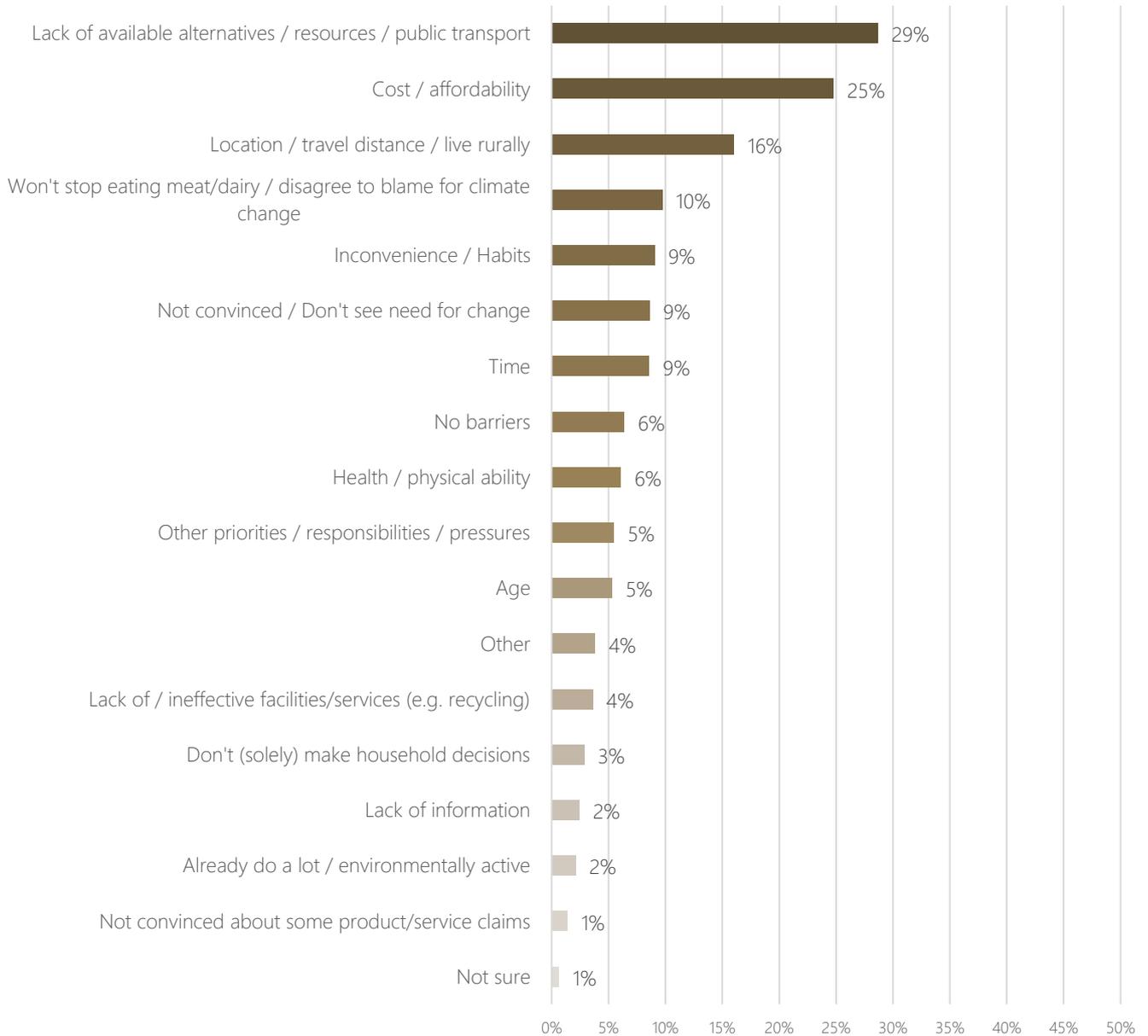
Have not been involved but likely to do in the next 12 months



ENVIRONMENTAL ATTITUDES

Main barriers to active engagement

Residents were asked: "What are the main barriers for you to engage in these activities?". Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.

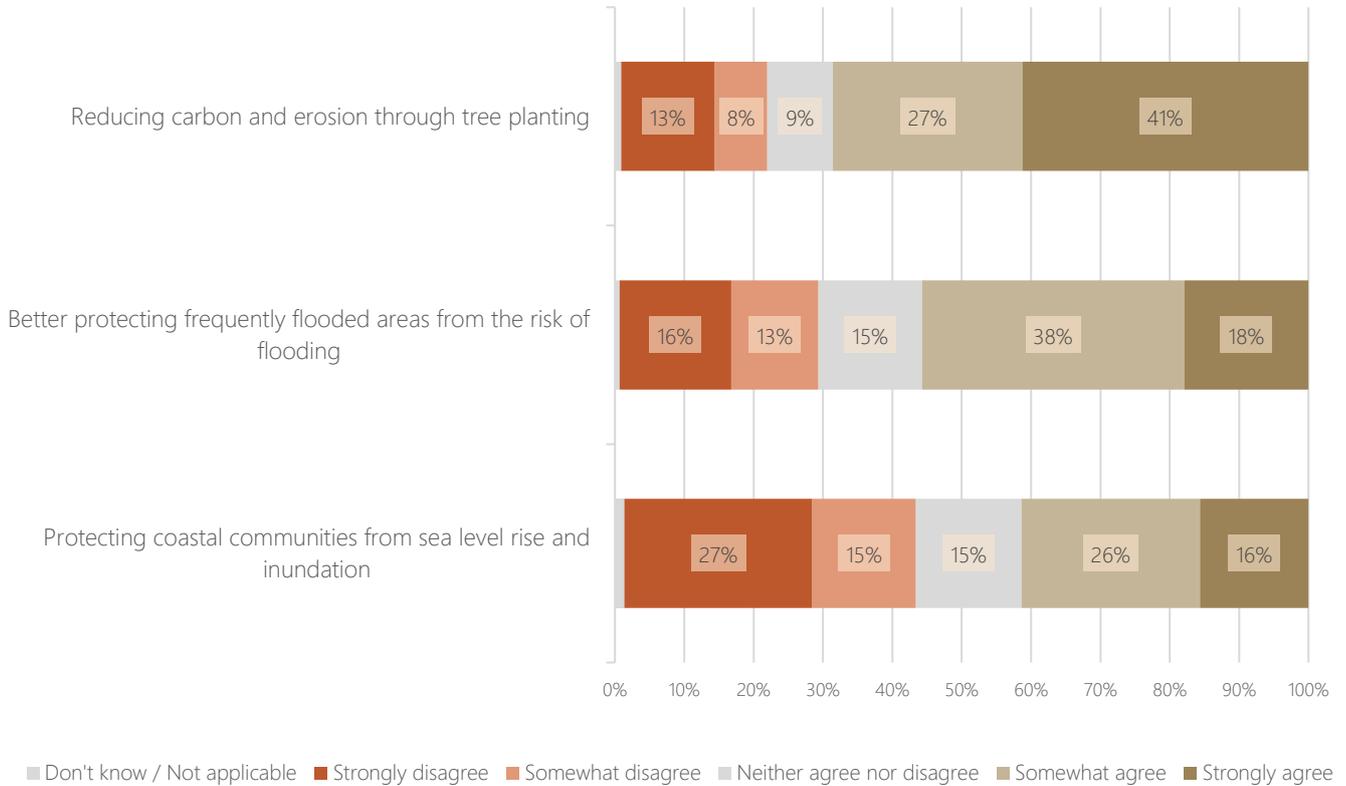


- Only 6% of residents felt they had no barriers to engage in environment-focused actions.
- Lack of alternatives or resources (29%) and cost (25%) were the two main cited barriers that stopped residents from being more engaged in environment-related activities.
- Lack of alternatives/resources/public transport was cited more in Wairoa (42%) and CHB (35%) compared to Napier and Hastings (27%).
- Cost and affordability were greater concerns for residents aged 18 to 39.
- Older residents (65+) were more likely to cite age and health/physical ability as their main barrier, compared to younger residents.
- More 15-17 year old residents referred to 'Inconvenience/Habits' and 'Don't (solely) make household decisions' (compared to older residents).

SUPPORT FOR ACTION

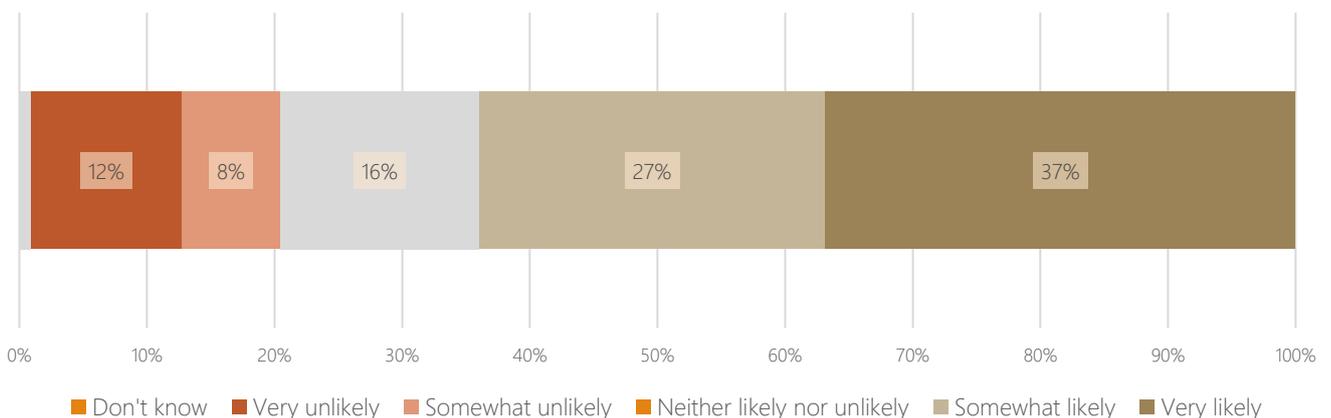
Prepared to pay more for specific initiatives

Residents were asked how prepared they were to pay more for specific climate change-focused initiatives (rating questions).



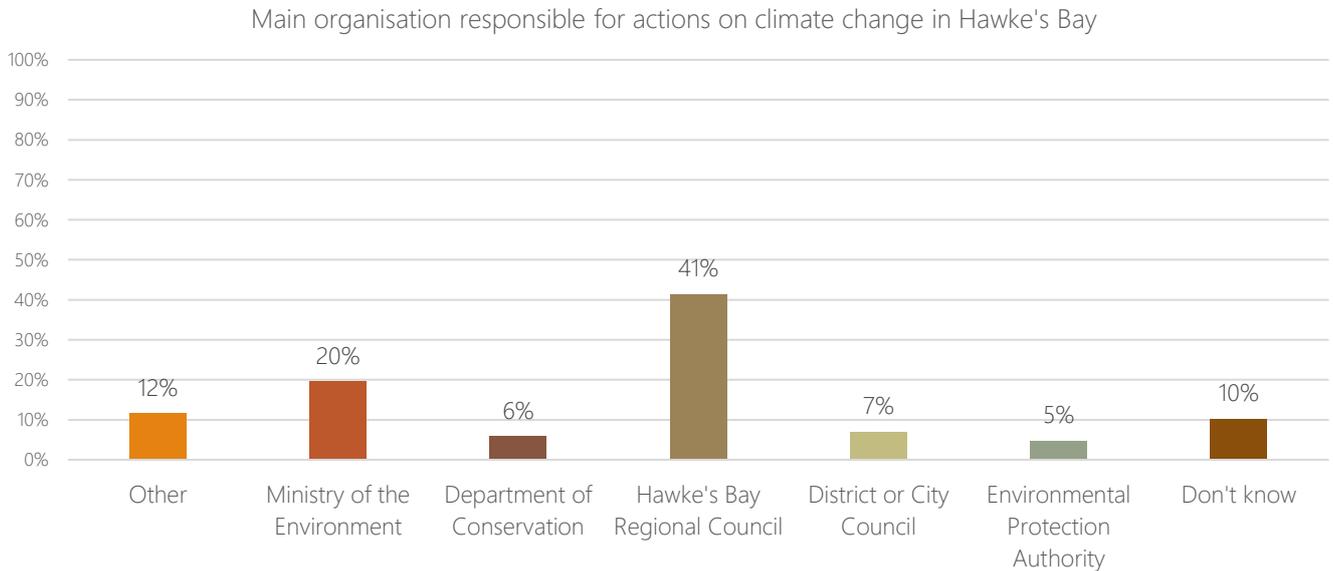
- On average, 55% of residents were prepared to pay more, for example in taxes, rates, or levies, to minimise the impact of climate change through specific initiatives.
- 3-in-4 (75%) agreed with at least one initiative. One-third of residents supported all three initiatives (34%), and one-quarter disagreed with paying more at all (25%).
- The most supported method was reduction of carbon and erosion through tree planting (69%). Younger residents (15-39) were more likely to agree with reducing carbon and erosion through tree planting.
- 64% were willing to pay higher prices for everyday products or services that offer a comparable quality or performance but are better for the climate than competing products.
- Support for coastal protection was greater in Wairoa, and for tree planting in Napier.

Willingness to pay higher prices for everyday products or services



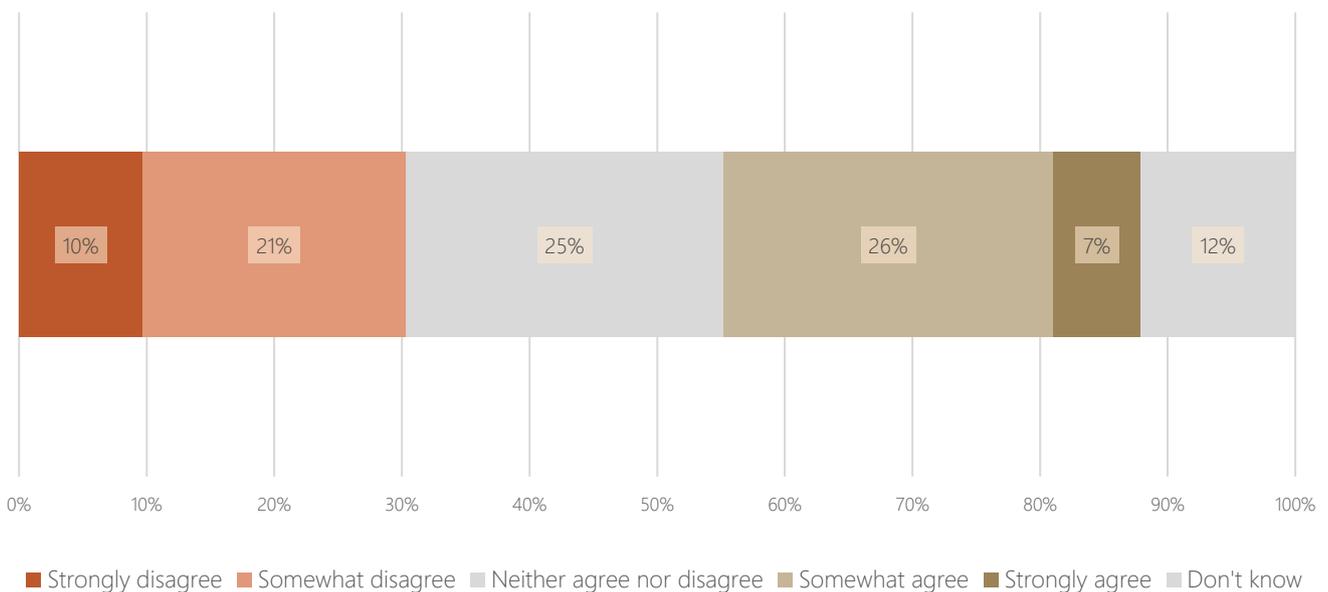
LEADING ROLE IN CLIMATE CHANGE

Residents were asked: "When you think about responsibility for actions on climate change in Hawke's Bay, which main organisation do you think of?". Multi-choice question with 'Other' option.



- 41% of residents identified the Regional Council as the organisation mainly responsible for actions on climate change in Hawke's Bay. This was below the 77% identification of the Regional Council as the main environmental organisation responsible for land, water, air and coast in 2019.
- One-third of residents (33%) agreed that Hawke's Bay Regional Council is currently doing enough to prevent and reduce the impact of climate change; this was slightly higher among residents who associated the Regional Council with main responsibility for climate change actions (37%).
- However, a greater share of residents (37%) were still generally unsure or neutral ('Don't know' and 'Neither agree nor disagree') about the extent of the Regional Council's current actions.

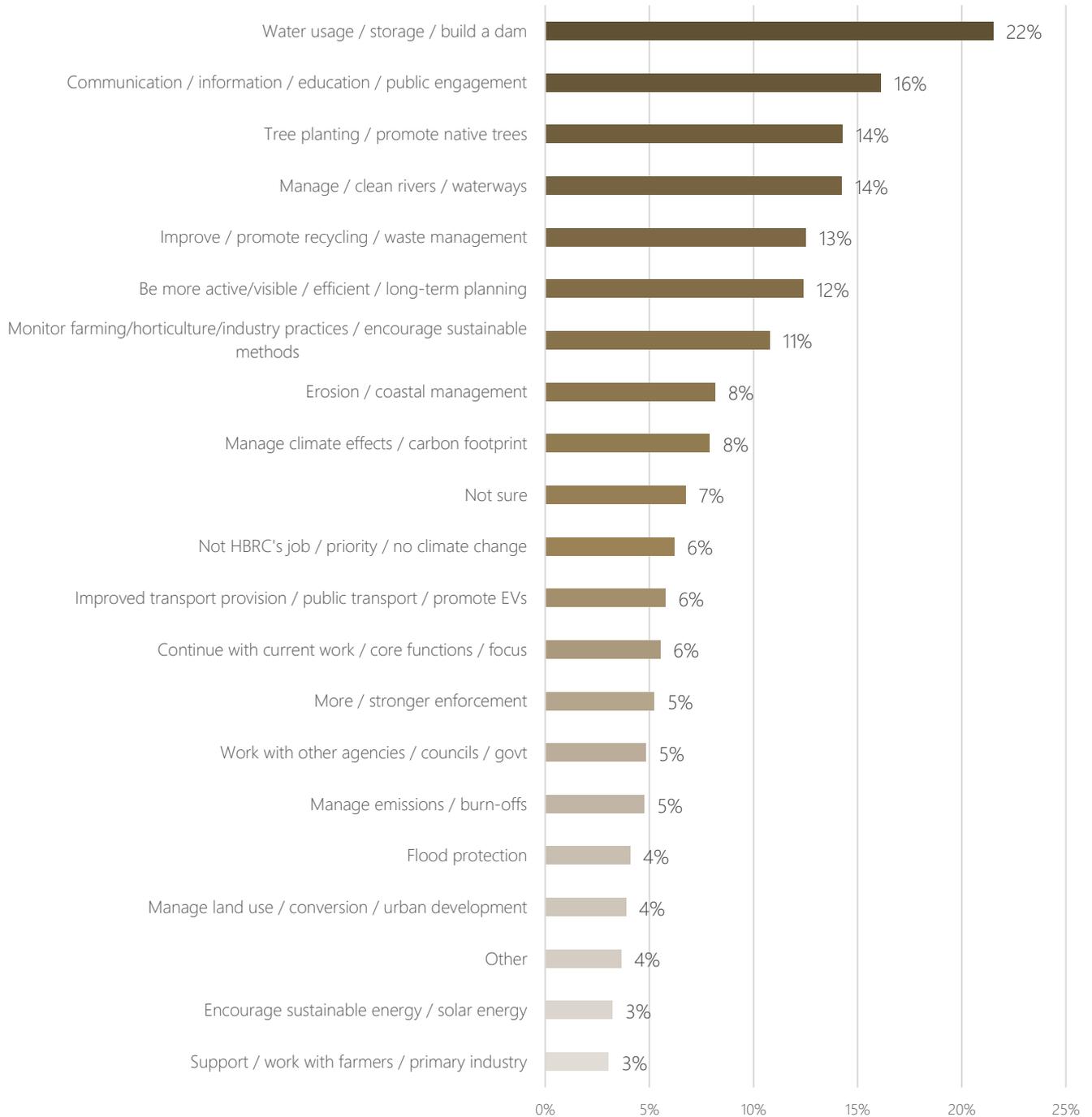
How much do you agree or disagree that Hawke's Bay Regional Council is doing enough to prevent and reduce the impact of climate change?



LEADING ROLE IN CLIMATE CHANGE

Residents were asked: "In your opinion, what should or could HBRC be doing to address the impacts of climate change in our region?". Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent

Suggestions and improvements to address the impacts of climate change in Hawke's Bay



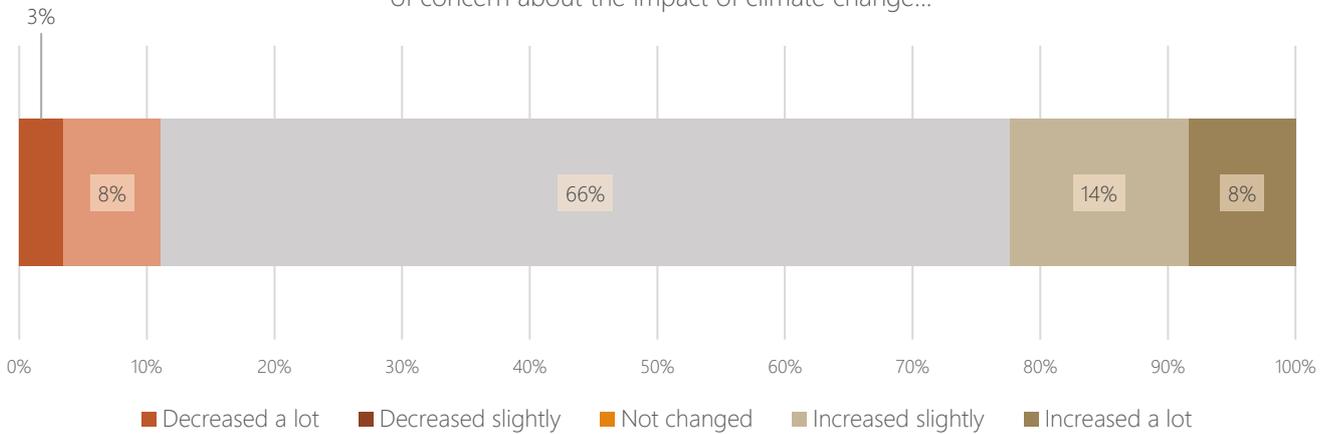
- The top mentioned improvement was to address the main identified impacts of climate change in Hawke's Bay – water usage and storage.
- Communication and public engagement/education were also considered relatively important.

COVID-19 IMPACT

Level of concern about climate change and COVID-19

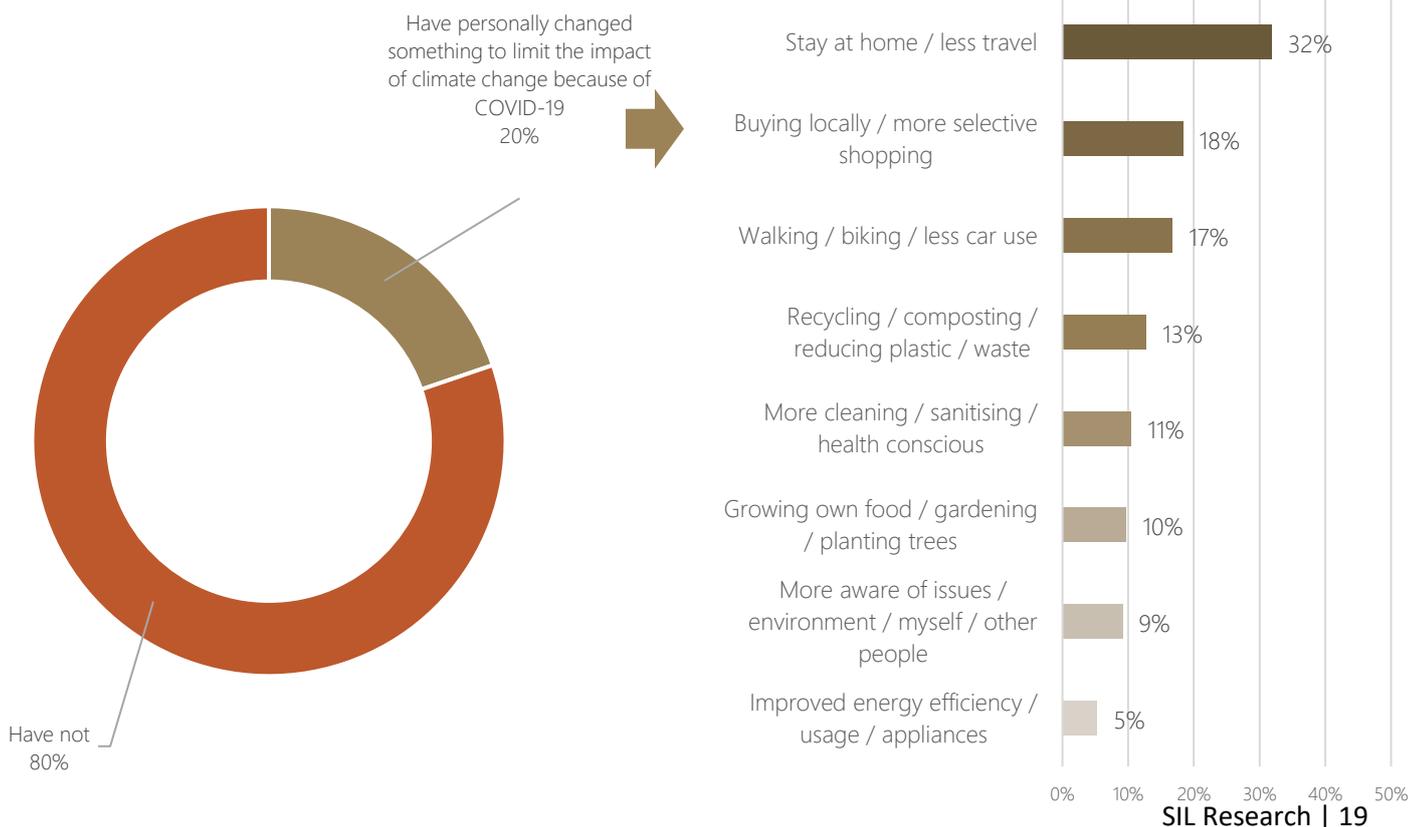
Residents were asked about their level of concern about climate change and COVID-19

Thinking about the impact of the COVID-19 coronavirus. As a result of COVID-19, has your level of concern about the impact of climate change...



- Two-thirds of residents reported no change in their level of concern about climate change due to COVID-19 (66%). However, 22% felt their climate-related concerns had increased as a result of the pandemic.
- 1-in-5 residents (20%) reported COVID-19 impacting on their environmental behaviour; about one-third of these residents (32%) indicated that staying at home was a positive impact (e.g. less car usage), with a further 17% walking or biking while using their car less.
- Many of the remaining 80% may have engaged in the same behaviours without recognising those as having a positive benefit for the environment or climate change specifically.

COVID-19 impact on environmental behaviour





METHODOLOGY

BACKGROUND AND OBJECTIVES

The purpose of this research was to investigate Hawke’s Bay residents’ attitudes towards the environment, especially relating to climate change. It was designed to better understand the drivers of current attitudes, beliefs and perceptions surrounding climate change, actions taken in response to this issue, and barriers to further action.

QUESTIONNAIRE AND PROJECT SPECIFICS

SIL Research together with HBRC, developed the Hawke’s Bay 2020 Environment Survey questionnaire (Climate Crisis Survey).

The survey incorporated existing work completed locally and internationally, including Ministry for the Environment suggestions and initiatives on reducing the impact on climate change.

The questionnaire was reviewed and tested prior to full-scale data collection to ensure the survey was fit for purpose.

DATA COLLECTION

Research was conducted between 06 July and 31 August 2020. Multiple data collection methods were utilised to ensure residents were adequately represented and that collection

methods were as inclusive as possible. A mixed methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within specified territorial units;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to Hawke’s Bay residents;
- (3) Postal survey. 1000 survey forms were sent to randomly selected Hawke’s Bay households.

In addition, the survey was available via HBRC’s online resources (e.g. Youth Council, Facebook).

A total of n=836 surveys were used in the final analysis.

DATA ANALYSIS AND QUALITY CONTROL

Surveys were conducted proportional to the population in each of HBRC’s sub-regional geographical areas.

Table 1 Responses by area

	n and % of responses	% Population
Wairoa	40 (5%)	5%
Hastings	404 (48%)	48%
Napier	320 (38%)	38%
CHB	72 (9%)	9%

Responses were statistically weighted to reflect the area, age and gender group proportions as determined by the Statistics New Zealand 2018 Census.

The main scope of this research was focused on residents aged 18+ years old. A small number of responses was provided by residents aged between 15 and 17; these responses were also included in the analysis.

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Hawke’s Bay.

The main resident demographics groups analysed in this report were: area, age, gender, property ownership and property type (see Appendix). During the analysis stage of this report, two sets of statistical testing were employed while reviewing data findings. Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement means across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05 (corresponding to a confidence level of 95%). Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to the Regional Council.

Overall results are reported with a margin of error at a 95% confidence level (see Table 2).

Table 2 Margin of error

Responses n=	Reported percentages	
	50%	80% or 20%
800	±3.45	±2.76
700	±3.69	±2.95
600	±3.99	±3.19

The maximum likely error margin occurs when a reported percentage is close to 50%.

NOTES ON REPORTING

The term ‘Resident’ has been used to represent respondents who participated in the survey.

Combined (e.g. ‘Agree’) percentages represent positive responses (ratings of 4-5).

The term ‘unprompted’ refers to the type of question and the way it was asked. Generally, open-ended questions (e.g. with no predetermined choices) are considered unprompted as respondents are free to provide their own response.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

Where applicable, results are compared to New Zealand overall findings (anecdotal comparison to publicly available research results).

When reading this report, it is important to note that factors such as the timing of unusual or one-off events often affect the ratings that residents give, particularly if they occur close to the time when the survey data is being gathered.

In February 2020, the first cases of a new strain of coronavirus (COVID-19) were reported in New Zealand. By the end of March 2020, the national lockdown was announced by the New Zealand Government as a response to the COVID-19 outbreak (Alert Level 4 in New Zealand’s epidemic response process). This survey was conducted after the national lockdown but during the subsequent Alert Level 1 and 2. COVID-19 is having a significant impact on people’s lives, both nationally and locally.

APPENDIX

Survey participants

Table 3 Age groups

	Frequency	Percent
15-17	26	3.1
18-39	244	29.1
40-64	362	43.3
65 +	205	24.5
Total	836	100.0

Table 4 Gender

	Frequency	Percent
Male	403	48.2
Female	433	51.8
Total	836	100.0

Table 5 Area

	Frequency	Percent
CHB	72	8.6
Napier	320	38.2
Hastings	404	48.3
Wairoa	40	4.8
Total	836	100.0

Table 6 Property type

	Frequency	Percent
Other	17	2.0
Urban	571	68.3
Rural	248	29.7
Total	836	100.0

Table 7 Property ownership

	Frequency	Percent
Other	10	1.2
Own	710	84.8
Rented	88	10.6
I'd rather not say	29	3.4
Total	836	100.0