

# The Pure Advantage Climate Survey

JULY 2017



## *In Summary*

92 % of New Zealanders do not want our country to follow President Trump's lead and withdraw from the Paris Agreement on climate change. We are even more united in our commitment to the Agreement than our Australian cousins at 87% support.

7 in 10 Kiwis are comfortable with the carbon reduction targets that have been set by New Zealand as a signatory to the Paris Climate Change Agreement. 2/3 believe we should be a world leader in solving climate change, and want our tracking of economic growth to include growth's impact on the environment.

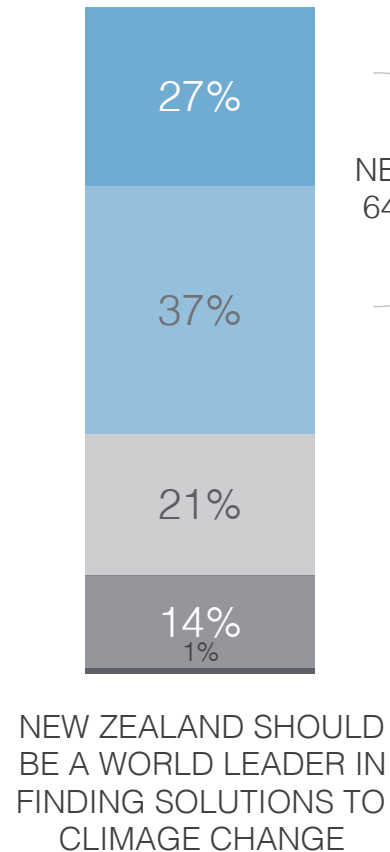
Millennials are significantly more likely to support carbon reduction. This next generation of consumers, business owners and decision makers want to see New Zealand leading the world, and working even harder to accelerate our efforts towards a zero carbon future.

Despite our 'clean and green' global brand, New Zealand is trailing many countries in our carbon reduction efforts. The Government is yet to lay out a clear plan for how we will achieve the targets we have set, let alone increasing our ambitions.

*Two in three Kiwis believe New Zealand should be a world leader in finding solutions to climate change, and support the inclusion of environmental impact on our measure of economic growth*

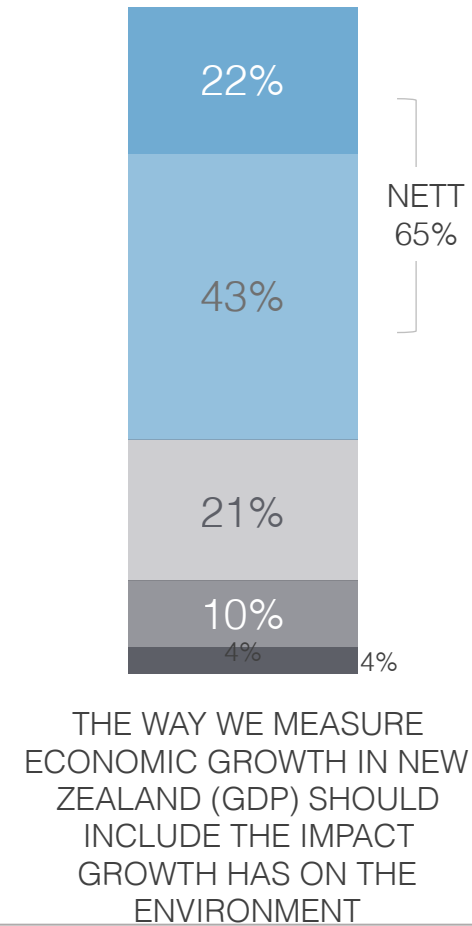
- STRONGLY AGREE
- AGREE
- NEITHER AGREE NOR DISAGREE
- STRONGLY DISAGREE/DISAGREE
- DON'T KNOW

Base Total Sample NZ n=1000,  
Australia Climate Institute:  
Climate of the Nation 2017  
n=2660



NETT 64% AUSTRALIA 63%  
Strongly agree/  
agree  
(vs 64% of New Zealand)

*Millennials (68%),  
under 25 years olds (72%) and  
Wellingtonians (72%)  
are significantly more  
likely to agree*



*Under 25 year olds (71%) are significantly more likely to agree*

