

## **Emissions Trading Scheme not a hit with New Zealanders.**

The Emissions Trading Scheme took effect on 1 July 2010. It will increase the cost of energy production and usage involving the emission of carbon dioxide. This will have a knock-on effect on the prices of most goods and services. The impact on households is expected to be about \$3 per week or \$165 per year. However, many believe the impact on households is going to be much greater.

Research New Zealand decided to find out how the Emissions Trading Scheme is seen by New Zealanders and how they are likely to react to the expected price increases. The poll results suggest that while the Emissions Trading Scheme is not much understood or favoured by New Zealanders, it may have the intended effect.

Some 57 percent said they had little or no understanding of the scheme, while 16 percent said they understood it well or very well. The level of understanding was highest in the age group 55 years and over at 19 percent.

When it was explained that the Emissions Trading Scheme was aimed at reducing carbon emissions and to make the emitters pay more, 49 percent declared themselves in favour of the Emissions Trading Scheme with 44 percent not in favour. The highest proportions of those in favour were among females (53 percent), the 15-34 year olds (55 percent). Among those 55 years +, the proportion in favour was rather lower at 37 percent. Interestingly, when analysed by area the results showed that those living in the South of the North Island were least in favour at 40 percent.

When it was further explained that the cost of goods and services that create carbon emissions would increase, the proportion in favour fell to 37 percent or by 12 percentage points. Among females it also fell by 12 percentage points; among those in the age group 55 years+ it fell by eight percentage points and among those living in the South North Island it fell by 10 percentage points.

New Zealanders generally plan to cope with the price rises by economising to avoid the extra costs (62 percent), highest among those in the 15 – 34 year age group at 65 percent and among those earning less than \$40,000 per year at 68 percent. “This suggests that the scheme may have the desired effect”, said Research New Zealand Director, Emanuel Kalafatelis.

New Zealanders generally feel that we should lead by example rather than wait and see what other countries will do. This opinion was expressed by 57 percent of those interviewed, while 38 percent were in favour of waiting to see what other countries



might do. That New Zealand should lead by example was also overwhelmingly supported by the younger people (15 – 34 years) at 77 percent.

*The Research New Zealand poll of 501 people aged 15 and over was conducted by telephone between 22 and 30 June. The maximum margin of error is +/- 4.7% (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organization, but as part of Research New Zealand's monthly survey of attitudes and opinions.*

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**Table 1:**

*Q14. Thanks for that, now on a different topic, the Emissions Trading Scheme comes into effect on 1 July. On a scale of one to five, where one means not at all and five means very well, how well do you feel you understand this scheme?*

	Total	Male	Female
Base =	501	229	272
	%	%	%
1 - Not at all	33	30	36
2	25	22	29
3	24	25	23
4	10	14	5
5 - Very well	6	7	4
Don't know	2	2	2
Total	100	100	100

Total may not sum to 100% due to rounding.

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**Table 2:**

*Q14. Thanks for that, now on a different topic, the Emissions Trading Scheme comes into effect on 1 July. On a scale of one to five, where one means not at all and five means very well, how well do you feel you understand this scheme?*

	Total	15-34 years	35 to 54 years	55 years and over
Base =	501	106	197	198
	%	%	%	%
1 - Not at all	33	33	36	29
2	25	26	27	24
3	24	23	23	28
4	10	7	8	14
5 - Very well	6	6	6	5
Don't know	2	5	0	0
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 3:**

*Q14. Thanks for that, now on a different topic, the Emissions Trading Scheme comes into effect on 1 July. On a scale of one to five, where one means not at all and five means very well, how well do you feel you understand this scheme?*

	Total	Maori/Pacific	New Zealand European	Other
Base =	501	49	389	85
	%	%	%	%
1 - Not at all	33	38	32	36
2	25	24	26	21
3	24	21	26	20
4	10	8	9	12
5 - Very well	6	3	5	9
Don't know	2	4	1	3
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 4:**

*Q14. Thanks for that, now on a different topic, the Emissions Trading Scheme comes into effect on 1 July. On a scale of one to five, where one means not at all and five means very well, how well do you feel you understand this scheme?*

	Total	North Island	Lower/Central North Island	South Island
Base =	501	165	202	134
	%	%	%	%
1 - Not at all	33	36	32	31
2	25	27	25	24
3	24	23	23	28
4	10	8	11	9
5 - Very well	6	6	6	6
Don't know	2	2	3	2
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 5:**

*Q14. Thanks for that, now on a different topic, the Emissions Trading Scheme comes into effect on 1 July. On a scale of one to five, where one means not at all and five means very well, how well do you feel you understand this scheme?*

	Total	Under \$40,000	\$40,000 - \$69,999	\$70,000 plus	Don't know/refused
Base =	501	206	108	141	46
	%	%	%	%	%
1 - Not at all	33	38	34	28	24
2	25	22	27	32	18
3	24	21	22	30	27
4	10	10	13	5	11
5 - Very well	6	7	3	4	9
Don't know	2	1	0	1	12
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 6:**

*Q15. The scheme aims to reduce carbon emissions by ensuring that those who create them pay more. Would you say you are in favour or not in favour of this scheme?*

	Total	Male	Female
Base =	501	229	272
	%	%	%
In favour	49	44	53
Not in favour	44	49	40
Don't know	7	6	8
Total	100	100	100

Total may not sum to 100% due to rounding.

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**Table 7:**

*Q15. The scheme aims to reduce carbon emissions by ensuring that those who create them pay more. Would you say you are in favour or not in favour of this scheme?*

	Total	15-34 years	35 to 54 years	55 years and over
Base =	501	106	197	198
	%	%	%	%
In favour	49	55	51	37
Not in favour	44	37	46	51
Don't know	7	8	3	11
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 8:**

*Q15. The scheme aims to reduce carbon emissions by ensuring that those who create them pay more. Would you say you are in favour or not in favour of this scheme?*

	Total	Maori/Pacific	New Zealand European	Other
Base =	501	49	389	85
	%	%	%	%
In favour	49	50	48	54
Not in favour	44	38	45	40
Don't know	7	12	7	7
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 9:**

*Q15. The scheme aims to reduce carbon emissions by ensuring that those who create them pay more. Would you say you are in favour or not in favour of this scheme?*

	Total	North Island	Lower/Central North Island	South Island
Base =	501	165	202	134
	%	%	%	%
In favour	49	55	40	53
Not in favour	44	40	52	38
Don't know	7	5	8	8
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 10:**

*Q15. The scheme aims to reduce carbon emissions by ensuring that those who create them pay more. Would you say you are in favour or not in favour of this scheme?*

	Total	Under \$40,000	\$40,000 - \$69,999	\$70,000 plus	Don't know/refused
Base =	501	206	108	141	46
	%	%	%	%	%
In favour	49	48	50	51	39
Not in favour	44	43	46	45	43
Don't know	7	8	5	4	18
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 11:**

*Q15\_15a. COMBINED This also means the costs of goods and services that create carbon emissions will likely increase for consumers. Are you in favour, or not in favour of this scheme?*

	Total	Male	Female
Base =	501	229	272
	%	%	%
In favour	37	32	41
Not in favour/Don't know	63	68	59
Total	100	100	100

Total may not sum to 100% due to rounding.

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**Table 12:**

*Q15\_15a. COMBINED This also means the costs of goods and services that create carbon emissions will likely increase for consumers. Are you in favour, or not in favour of this scheme?*

	Total	15-34 years	35 to 54 years	55 years and over
Base =	501	106	197	198
	%	%	%	%
In favour	37	40	39	31
Not in favour/Don't know	63	60	61	69
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 13:**

*Q15\_15a. COMBINED This also means the costs of goods and services that create carbon emissions will likely increase for consumers. Are you in favour, or not in favour of this scheme?*

	Total	Maori/Pacific	New Zealand European	Other
Base =	501	49	389	85
	%	%	%	%
In favour	37	28	38	36
Not in favour/Don't know	63	72	62	64
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 14:**

*Q15\_15a. COMBINED This also means the costs of goods and services that create carbon emissions will likely increase for consumers. Are you in favour, or not in favour of this scheme?*

	Total	North North Lower/Central		
		Island	North Island	South Island
Base =	501	165	202	134
	%	%	%	%
In favour	37	42	30	39
Not in favour/Don't know	63	58	70	61
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 15:**

*Q15\_15a. COMBINED This also means the costs of goods and services that create carbon emissions will likely increase for consumers. Are you in favour, or not in favour of this scheme?*

	Total	Under	\$40,000 -	\$70,000	Don't
		\$40,000	\$69,999	plus	know/refused
Base =	501	206	108	141	46
	%	%	%	%	%
In favour	37	36	37	41	26
Not in favour/Don't know	63	64	63	59	74
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 16:**

*Q16. Thinking about this increase, on the whole, for your household, which of these are you more likely to do?*

	Total	Male	Female
Base =	501	229	272
	%	%	%
Economise where you can to avoid the extra costs	62	57	67
Just accept it and pay the extra costs	36	41	31
Don't know	2	2	2
Total	100	100	100

Total may not sum to 100% due to rounding.

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**Table 17:**

*Q16. Thinking about this increase, on the whole, for your household, which of these are you more likely to do?*

	Base =	Total	15-34 years	35 to 54 years	55 years and over
		501	106	197	198
		%	%	%	%
Economise where you can to avoid the extra costs		62	65	59	62
Just accept it and pay the extra costs		36	32	40	35
Don't know		2	3	1	3
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

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**Table 18:**

*Q16. Thinking about this increase, on the whole, for your household, which of these are you more likely to do?*

	Base =	Total	Maori/Pacific	New Zealand European	Other
		501	49	389	85
		%	%	%	%
Economise where you can to avoid the extra costs		62	67	61	65
Just accept it and pay the extra costs		36	29	38	30
Don't know		2	4	1	5
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

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**Table 19:**

*Q16. Thinking about this increase, on the whole, for your household, which of these are you more likely to do?*

	Base =	Total	North Island	Lower/Central North Island	South Island
		501	165	202	134
		%	%	%	%
Economise where you can to avoid the extra costs		62	64	63	57
Just accept it and pay the extra costs		36	33	34	43
Don't know		2	3	3	1
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

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**Table 20:**

*Q16. Thinking about this increase, on the whole, for your household, which of these are you more likely to do?*

	Total	Under \$40,000	\$40,000 - \$69,999	\$70,000 plus	Don't know/refused
Base =	501	206	108	141	46
	%	%	%	%	%
Economise where you can to avoid the extra costs	62	68	64	53	56
Just accept it and pay the extra costs	36	31	35	45	32
Don't know	2	1	1	2	11
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 21:**

*Q17. When it comes to carbon emissions, should New Zealand try and lead by example, or should we wait and see what other countries do?*

	Total	Male	Female
Base =	501	229	272
	%	%	%
Lead by example	57	49	64
Wait and see what other countries do	38	47	30
Don't know	6	5	7
Total	100	100	100

Total may not sum to 100% due to rounding.

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**Table 22:**

*Q17. When it comes to carbon emissions, should New Zealand try and lead by example, or should we wait and see what other countries do?*

	Total	15-34 years	35 to 54 years	55 years and over
Base =	501	106	197	198
	%	%	%	%
Lead by example	57	77	53	36
Wait and see what other countries do	38	20	40	56
Don't know	6	3	6	8
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 23:**

*Q17. When it comes to carbon emissions, should New Zealand try and lead by example, or should we wait and see what other countries do?*

	Total	Maori/Pacific	New Zealand European	Other
Base =	501 %	49 %	389 %	85 %
Lead by example	57	67	54	61
Wait and see what other countries do	38	29	40	32
Don't know	6	4	6	7
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 24:**

*Q17. When it comes to carbon emissions, should New Zealand try and lead by example, or should we wait and see what other countries do?*

	Total	North Island	Lower/Central North Island	South Island
Base =	501 %	165 %	202 %	134 %
Lead by example	57	62	56	50
Wait and see what other countries do	38	34	39	41
Don't know	6	4	5	9
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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**Table 25:**

*Q17. When it comes to carbon emissions, should New Zealand try and lead by example, or should we wait and see what other countries do?*

	Total	Under \$40,000	\$40,000 - \$69,999	\$70,000 plus	Don't know/refused
Base =	501 %	206 %	108 %	141 %	46 %
Lead by example	57	63	56	51	45
Wait and see what other countries do	38	33	40	43	38
Don't know	6	4	4	6	17
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

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