



International Social Survey Programme New Zealand

NEW ZEALANDERS' ATTITUDES

TO THE ENVIRONMENT



Department of Marketing

International Social Survey Programme

September 1993

How to fill out this questionnaire

To answer these questions all you have to do is to tick $(\mbox{\em /})$ a box or boxes, or write in the space provided. After some questions, there is an instruction in **bold type** explaining what to do. Some questions may not apply to you, in which case there are instructions on which questions to go to next.

The questions cover a wide range of subjects, but no special knowledge is required and there are no right or wrong answers. We just want to know your own personal opinions.

Returning the questionnaire

When you have completed the questionnaire, please post it back in the reply-paid envelope, as soon as you possibly can.

Enjoy the questionnaire, and thank you for your help.

								OFFICE USE ONLY
1.	Which of these would you say i	s more impor	tant in prep	paring childre	n for life			
	PLEASE TICK ONE BOX ONLY		to t	to be ob OR hink for thems Can't	edient,	2		5
2.	How much do you agree or disa	agree with ea	ch of these :	statements?	•			
	PLEASE TICK ONE BOX ON EA							
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Can't	
a.	Private enterprise is the best way to solve New Zealand's economic problems	1	2	3	4	5	8	6
b.	It is the responsibility of the government to reduce the differences in income between people with high incomes and those with low incomes	1	2	3	4	5	8	7
3a	Looking at the list below, please highest priority, the most imp	e tick a box r ortant thing	ext to the c	one thing you	think should	be New Zeals	and's	
	PLEASE TICK ONE BOX ONLY					Highest		
	New Zealand should					priority (✔)		
			Ma	intain order ir	n the nation			
		Give peop	ole more say	in governme	nt decisions			
				Fight 1	rising prices	2		8
			;	Protect freedo	m of speech	3		
				C	Can't choose	8		
b.	And which one do you think sh thing it should do?	nould be New	Zealand's r	next highest p	priority, the	second most	important	
	PLEASE TICK ONE BOX ONLY					Next highes	st	
	New Zealand should					priority (∕)		
			Ma	intain order ii	n the nation			
		Give peop	ole more say	in governme	nt decisions	2		
				Fight 1	rising prices	3		9
			:	Protect fr ee do	m of speech	4		
				C	Can't choose	8		

								ONLY
4.	How much do you agree or disagree with each	h of these	e stateme	nts?				
	PLEASE TICK ONE BOX ON EACH LINE	Strongly		Neither agree nor			_	
		agree	Agree	disagree	Disagree	Strongly disagree		
a.	We believe too often in science and not enough in feelings and faith	1	2	3	4	5	8	10
b.	Overall, modern science does more harm than good	1	2	3	4	5	8	11
c.	Any change humans cause in nature - no matter how scientific - is likely to make things worse	1	2	3	4	5	8	12
d.	Modern science will solve our environmental problems with little change to our way of life	1	2	3	4	5	8	13
5.	And please tick one box for each of these sta	tements t	o show h	ow much yo	u agr ee or o	disagree with	ı it.	
	PLEASE TICK ONE BOX ON EACH LINE	5. 4		Neither				
		Strongly agree	Agree	agree nor disagree	Disagree	Strongly disagree	Can't choose	
a.	We worry too much about the future of the environment and not enough about prices and jobs today	1	2	3	4	5	8	14
b.	Almost everything we do in modern life harms the environment	1	2	3	4	5	8	15
c.	Animals should have the same moral rights as human beings do	1	2	3	4	5	8	16
đ.	Human beings should respect nature because it was created by God		2	3	4	5	8	17
<u>6</u> .	How much do you agree or disagree with each	of the fol	llowing si	tatements?				
	PLEASE TICK ONE BOX ON EACH LINE	Strongly agree	Agree	Neither agree nor disagree	Digagree	Strongly disagree	Can't	
a.	People worry too much about human progress harming the environment	5	2	3	4	5	8	18
b.	Nature would be at peace and in harmony if only human beings would leave it alone	1	2	3	4	5	8	19
c.	In order to protect the environment, New Zealand needs economic growth		2	3	4	5	8	20
d.	It is right to use animals for medical testing if it might save human lives		2	3	4	5	8	21
e.	Nature is really a flerce struggle for survival of the fittest	1	2	3	4	5	8	22
f.	Economic growth always harms the environment	1	2	3	4	5	8	23

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7.	Please tick one box to show which statement is closest to your views?		
	PLEASE TICK ONE BOX ONLY	⟨ ∕)	
	Nature is sacred because it is created by God		
	Nature is spiritual or sacred in itself		
	Nature is important, but not spiritual or sacred	2	24
	Can't choose	3	;
		8	
8a.	How willing would you be to pay much higher <u>prices</u> in order to protect the envir	onment?	
		(/)	
	PLEASE TICK ONE BOX ONLY Very willing	1	
	Fairly willing	2	
	Neither willing nor <u>un</u> willing	3	25
	Fairly <u>un</u> willing	4	
	Very <u>un</u> willing	5	
	Can't choose	8	
b.	And how willing would you be to pay much higher taxes in order to protect the e		
		(N)	
	PLEASE TICK ONE BOX ONLY Very willing	1	
	Fairly willing	2	
in edy	Neither willing nor <u>un</u> willing	3	26
	Fairly <u>un</u> willing	4	
	Very <u>un</u> willing	5	
	Can't choose	8	
c.	And how willing would you be to accept cuts in your standard of living in order the environment?	-	
		⊗	
	PLEASE TICK ONE BOX ONLY Very willing		
	Fairly willing	2	
	Neither willing nor <u>un</u> willing	3	27
	Fairly <u>un</u> willing	4	
	Very <u>un</u> willing	5	
	Can't choose	8	

9.	How much do you agree or disagree with eac	h of these	atata	4-0				ONLY
	PLEASE TICK ONE BOX ON EACH LINE	Strongly		Neither agree nor	Disagree	Strongly disagree		
a.	It is just too difficult for someone like me to do much about the environment	1	2	3	4	5	8	28
b.	I do what is right for the environment, even when it costs more money or takes more time	1	2	3	4	5	8	29
10.	For each statement below, just tick the box the	hat comes	closest to	your opini	on of how	true it is.		
	PLEASE TICK ONE BOX	Definitely true	Proba tru	Pr bly 1		efinitely not true	Can't	
a.	'All radioactivity is made by humans'	1	2		3	4	8	30
<i>-</i> − <i>p</i> .	'Antibiotics can kill bacteria, but not viruses'							24
	In your opinion, how true is this?	لئا	2	L	3	<u>4</u>]	В	31
c.	'Astrology - the study of star signs - has some scientific truth'	1	2		3	4	8	32
d.	'Human beings developed from earlier species of animals'	1	2		3	4	8	33
e.	'All man-made chemicals can cause cancer if you eat enough of them'	1	2		3	4	8	34
11.	And for each of these statements, just tick th	e box that	comes clo	sest to you	ır opinion d	of how true	it is.	
	PLEASE TICK ONE BOX ON EACH LINE			Pro		finitely		
	In your opinion, how true is this?	Definitely true	Probal true		ot rue	not true	Can't choose	
_a.	'If someone is exposed to any amount of radioactivity, they are certain to die as a result'	1	2		3		8	35
b.	'Some radioactive waste from nuclear power stations will be dangerous for thousands of years'	1	2		3	4	8	36
c.	The greenhouse effect is caused by a hole in the earth's atmosphere'	1	2		3	4	8	37
	In your opinion, how true is this?							
d.	'Every time we use coal or oil or gas, we contribute to the greenhouse effect'	1	2		3	4	8	38
e.	'All pesticides and chemicals used on food crops cause cancer in humans'	1	2		3	4	8	39
f.	'Human beings are the main cause of plant and animal species dying out'	1	2		3	4	8	40
g.	'Cars are not really an important cause of air pollution in New Zealand'	1	2		3	4	8	41

			OFFICE USE ONLY
12a.	In general, do you think that air pollution caused by cars is		
	PLEASE TICK ONE BOX ONLY		
	extremely dangerous for the environment, very dangerous, somewhat dangerous, not very dangerous, or, not dangerous at all for the environment? Can't choose	1 2 3 4 5	42
b.	And do you think that air pollution caused by cars is		
	PLEASE TICK ONE BOX ONLY		
	extremely dangerous for you and your family, very dangerous, somewhat dangerous, not very dangerous, or, not dangerous at all for you and your family? Can't choose	(V) 2 4 5 8	43
c.	Within the next <u>ten</u> years, how likely do you think it is that there will be a largill-health in New Zealand's cities as a result of air pollution caused by cars ?		
	PLEASE TICK ONE BOX ONLY		
	Certain to happen Very likely to happen Fairly likely to happen Not very likely to happen		44
	or- Certain <u>not</u> to happen? Can't choose	5	

3a.	In general, do you think that nuclear power stations are		
	PLEASE TICK ONE BOX ONLY	Ø	
	extremely dangerous for the environment,	1	
	very dangerous,		
	somewhat dangerous,	3	45
	not very dangerous,	4	45
	or, not dangerous at all for the environment?	Б	
	Can't choose	8	
b.	And do you think that nuclear power stations are		
	PLEASE TICK ONE BOX ONLY	(2)	
	extremely dangerous for you and your family,		
	very dangerous,		
	somewhat dangerous,	2	
	not very dangerous,	3	46
	or, not dangerous at all for you and your family?	5	
	Can't choose	8	
l 4a.	In general, do you think that air pollution caused by industry is		
	PLEASE TICK ONE BOX ONLY	(⁄)	
	extremely dangerous for the environment,		
	very dangerous,		
	somewhat dangerous,		
	not very dangerous,	3	*7
	or, not dangerous at all for the environment?	4	
	Can't choose	5	
b.	And do you think that air pollution caused by industry is	[8]	
	PLEASE TICK ONE BOX ONLY	⊘	
	extremely dangerous for you and your family,		
	extremely dangerous for you and your family,		
	somewhat dangerous,	2	
	not very dangerous,	3	
	or, not dangerous at all for you and your family?	4	48
	Can't choose	5	

15a.	In general, do you think that pesticides and chemicals used in farming are	·	
	PLEASE TICK ONE BOX ONLY	(2)	
	extremely dangerous for the environment,		
	very dangerous,	2	
	somewhat dangerous,	3	
	not very dangerous,	4	49
	or, not dangerous at all for the environment?	5	
	Can't choose	8	
ъ.	And do you think that pesticides and chemicals used in farming are		
	PLEASE TICK ONE BOX ONLY	(⁄)	
	extremely dangerous for you and your family,	1	
	very dangerous,	2	
	somewhat dangerous,	4	50
	not very dangerous,	4	
	or, not dangerous at all for you and your family?	5	
	Can't choose	8	
16a.	In general, do you think that pollution of New Zealand's rivers, lakes and s	treams is	
	PLEASE TICK ONE BOX ONLY	⟨ ∕)	
	extremely dangerous for the environment,	1	
	very dangerous,	2	
, pane	somewhat dangerous,	3	
	not very dangerous,	4	57
	or, not dangerous at all for the environment?	5	
	Can't choose	8	
ъ.	And do you think that pollution of New Zealand's rivers, lakes and streams	s is	
	PLEASE TICK ONE BOX ONLY	<>)	:
	extremely dangerous for you and your family,	1	
	very dangerous,	2	
	somewhat dangerous,	3	
	A 4		52
	not very dangerous,	4	32
	or, not dangerous at all for you and your family?	5	32

			CHLY
17a.	In general, do you think that a rise in the world's temperature caused by the	'greenhouse effect' is	
	PLEASE TICK ONE BOX ONLY	⊘	
	extremely dangerous for the environment,		
	very dangerous,		
		2	
	somewhat dangerous,	3	
	not very dangerous,	4	53
	or, not dangerous at all for the environment?	5	
	Can't choose	8	
b.	And do you think that a rise in the world's temperature caused by the 'green		
	PLEASE TICK ONE BOX ONLY	(2)	
	extremely dangerous for you and your family,		
	very dangerous,	2	
	somewhat dangerous,	3	54
	not very dangerous,	4	
	or, not dangerous at all for you and your family?	5	
	Can't choose		
		<u></u>	
18a.	If you had to choose, which one of the following would be closest to your views?		
	PLEASE TICK ONE BOX ONLY	8	
	Government should let ordinary people decide for	()	!
	themselves how to protect the environment, even		
	if it means they don't always do the right things	1	
	OR Government should pass laws to make ordinary people		
	protect the environment, even if it interferes		
	with people's rights to make their own decisions		55
	Can't choose	8	
b.	And which one of the following comes closest to your views?		
	PLEASE TICK ONE BOX ONLY	8	i
	Government should let businesses decide for	,	
	themselves how to protect the environment, even		
	if it means they don't always do the right things	_1	
	OR Covernment should nose love to make hydrogene		
	Government should pass laws to make businesses protect the environment, even if it interferes		56
	with business' rights to make their own decisions		
	with business rights to make their own decisions	2	
	Can't choose	8	

19a.	How often do you make a special effort to sort glass or metal or plastic or personal and	aper and so on	-
	for recycling?		
	PLEASE TICK ONE BOX ONLY	(∕)	
	Always	1	
	Often	2	
	Sometimes	3	57
	Never	4	
	(Recycling not available where I live)	5	
b.	And how often do you make a special effort to buy fruits and vegetables grov pesticides or chemicals?	wn without	
	PLEASE TICK ONE BOX ONLY	⊘	
	Always		
	Often		
	Sometimes	2	
	Never	3	58
	(Not available where I live)		
		5	
c.	And how often do you <u>refuse</u> to eat meat for moral or environmental reasons?		
	PLEASE TICK ONE BOX ONLY	⊗	
	Always		
	Often		
	Sometimes	3	59
-	Never	4	
d.	And how often do you <u>cut back</u> on driving a car for environmental reasons?		
	PLEASE TICK ONE BOX ONLY	⊗	
	Always	1	
	Often		
	Sometimes	3	60
	Never	4	
	(I do not have or cannot drive a car)	5	
20.	Are you a member of any group whose main aim is to preserve or protect the	environment?	
	PLEASE TICK ONE BOX ONLY	⊘	
	Yes		
	No		61
		الساحا	

21.	In the last five years , have you		
	PLEASE TICK ONE BOX ON EACH LINE Yes, I have	No. I have not	
22.	signed a petition about an environmental issue? given money to an environmental group? taken part in a protest or demonstration about an environmental issue? 1 Please tick one box below to show which statement comes closest to expressi	2 2 ng what you believe	62
	about God.		
	PLEASE TICK ONE BOX ONLY I don't believe in God I don't know whether there is a God and I don't believe there is any way to find out		
	I don't believe in a personal God, but I do believe in a Higher Power of some kind	3	
	I find myself believing in God some of the time, but not at others	4	63
	While I have doubts, I feel that I do believe in God	5	
	I know God really exists and I have no doubts about it	6	
	Can't choose	8	
23.	Would you describe the place where you live as		
	PLEASE TICK ONE BOX ONLY	(2)	
	a big city,	1	
	the suburbs or outskirts of a big city,	2	
	a small city or town,	3	64
	a country village,	4	
	a farm or home in the country?	5	
			1

ABOUT YOURSELF

So that we can be sure we have a good cross section of people in ou	r survey, would you please
answer the following questions about yourself and your household.	
STRICTLY CONFIDENTIAL.	PP

	SIRCILI CONFIDENTIAL.	
46.	Please indicate the year in which you were born: Year: 19	7-
47.	What is your sex? Male	
	Female 2	
48.	Which of these categories best describes your current marital status?	
	(∕)	
	Married/living with partner	
	Widowed	
	Divorced 3	10
	Separated 4	
	Single, never married 5	
49.	How many years of full-time education have you had? (including primary, secondary and tertiary).	
	Number of Years	11.
50.	Which of these categories best describes your highest level of formal education?	
	$\langle \cdot \rangle$	
	No formal qualification	
	Primary school 2	
	Secondary school for up to 3 years	
	Secondary school for 4 years or more	
	Some university or other tertiary 5	13
	Completed trade or professional qualification	
	Completed university degree 7	
	Other (please specify)	

		USE
51.	Which of these categories best describes your current employment status? (✓)	
	Employed - full time (35+ hours weekly)	
	Employed - part time (15-35 hours weekly)	
	Employed - less than 15 hours/temporarily out of work	
	Helping family member	
	Unemployed or beneficiary	
	Student Student	
	Retired PLEASE	14-1
	Housewife/husband - home duties GO TO	
	Permanently disabled 958	
	Other (Please specify)	
52.	How many hours, on average, do you usually work in a normal week?	
	Number of hours:	16-17
53.	What is your main occupation?	10-17
5 0.		
	Please describe fully, using two words or more; for example, builder's labourer not labourer, accounts clerk not clerk, deer farmer not farmer.	
	Main occupation:	18-21
54.	Do you supervise or are you responsible for the work of any other people?	
,	To you supervise of the you responsible for the work of any other people?	
	Yes	
	No PLEASE GO TO Q55 If yes, how many people do you supervise?	22
	Number of people:	23-24
	Number of people.	23-24
55.	Which of these categories best describes your current employment status?	
	Public sector (i.e., local government, Government)	
	Publicly-owned private sector organisation PLEASE	
	Privately-owned private sector organisation GO TO	25
	Non-profit/Charity/Welfare organisation Q57	
	Self-employed> PLEASE TO TO 956	

														OFFICE USE ONLY
56.	If you are self-employed	l, how ma	ıny en	ploye	es do y	you cu	rrently	have?	•					
	Nu	mber of e	mploy	ees										26-28
57.	Are you currently a me	mber of a	Trade	Union	1?									
							es Vo		2					29
58.	We would now like to a EXCLUDING YOURSEL household by age.		_			_			_				ne	
	(If you are the only me Please circle the number then circle a '1' or a '2'	ber of pe	ople i	a your	house	ehold,	not co	untin	g you		write is	n their	ages, and	i
	No of persons in household	1	2	3	4	5	6	7	8	9	10	11	12	30-31
	Age (years)													32-55
	Sex: Male	1	1	1	1	1	1	1	1	1	1	1	1	56-67
	Female	2	2	2	2	2	2	2	2	2	2	2	2	
59.	If you are married or question 61. Which of the following	-				-		or spo				_		
		Employ	ved - fi	ıll time	e (35+	hours	weekly	, [1					
	Employed - le	Employed	=	s/tem	poraril		of work	; [3					
			1			or ben		Ļ	_4					68-69
							Studen Retirec	Ļ	6					
		Но	ousewi	fe/hus	band -	- home		Ļ	7 8	PL	ease	GO TO	961	
	O41 7)	دعده	Po	erman	ently d	isable	i	9					
	Otner (i	Please spe	:сцу) _					- [10					

		USE
60.	What is your partner's or spouse's main occupation?	
	Please describe fully using two words or more; for example, builder's labourer not labourer, accounts clerk not clerk, deer farmer not farmer.	
	Spouse's/partner's main occupation	70-73
61.	When you were 16 years old, what was your father's main occupation?	
	Please describe fully using two words or more; for example, builder's labourer not labourer, accounts clerk not clerk, deer farmer not farmer.	
	Father's main occupation	74-77
62.	Generally speaking, in politics do you usually think of yourself as:	
	Democrat Green Party Labour Liberal National New Labour New Zealand First Social Credit Other (please specify) No particular party	78-79
b.	How strongly do you feel about that? Very strongly Fairly strongly Not very strongly Not at all strongly 4	80

			ONLY
63.	At the 1990 General Election, which Political Party did you vote f		
	Didn't vote	(<u>/</u>)	-4-
	Democrat		
	Green Party	2	
	Labour	3	_
	Mana Motuhake	5	5
	National	6	
	New Labour	7	
	Social Credit	8	
	Other (please specify)	9	
64.	Which of the following categories best describes your own yearly	income from all sources before tax?	
		(2)	
	\$10,000 or less		
	\$10,001 - \$15,000		
	\$15,001 - \$20,000	3	
	\$20,001 - \$25,000		
	\$25,001 - \$30,000	5	6
	\$30,001 - \$40,000	6	0
	\$40,001 - \$50,000	7	
	\$50,001 - \$70,000	8	
	\$70,001 or more	9	
65.	Which of the following categories best describes the total yearly in from all sources before tax?	come of everyone in your household	
	\$10,000 or less	(x)	
	\$10,001 - \$15,000		
	\$15,001 - \$20,000	2	
	\$20,001 - \$25,000	3	
	\$25,001 - \$30,000	5	
	\$30,001 - \$40,000	6	7
	\$40,001 - \$50,000	7	
	\$50,001 - \$70,000	8	
	\$70,001 or more	9	

			FICE ISE
66.	In terms of your social status, which of the		NLY
00.	in terms of your social status, which of the	e following categories do you think you fit into?	
	Upper workin	Lower class Working class ang/lower middle class Middle class Upper middle class Upper class Don't know 8	8
67.	What is your current religion? (/)	(v)	
	Anglican (C of E) Assemblies of God Baptist Brethren Buddhist Catholic Christian Jehovah's Witness Jewish Hindu Lutheran 1	Mormon (Latter Day Saints) Methodist Muslim Orthodox Pentecostal Presbyterian Protestant	9-10
68.	How often do you attend a religious service?	? (⁄)	
	About	Never 1 2	11-12
		t choose/Don't Know	

70.	which of the following categories describe your ethnic origin?	
	PLEASE TICK AS MANY AS APPLY (1)	
	European	15
	N.Z. Maori	16
	Samoan	17
	Other Pacific Island Polynesian	18
	Indian	19
	Chinese	20
, sec	Other Asian	
	African	21
	Other (please specify)	22
		23
71.	Have you ever been unemployed during the last ten years?	
	NOTE: By unemployed we mean unable to get a paid job when you wanted one.	
	Yes	24
	No> PLEASE GO TO 972	
	And how many months have you been unemployed during the last ten years? (Consider all times of unemployment)	

Number of months:

						USE
72.	Rent: Rent Living Other (please specify)	freehold of private ret: public of Rent: free with pare	or mortgaged) rental market or subsidised rom employer Rent: other Boarding ents or family omes with job	sing situation? (/) 1 2 3 4 - 5 6 7 8		28
	And in which area do you live? Northland Auckland Thames Valley Bay of Plenty Waikato Tongariro East Cape Hawkes Bay Taranaki Wanganui Manawatu-Rangitikei	(/) 1 2 3 4 5 6 7 8 9 100		Horowhenua Wellington Wairarapa Nelson Bays Marlborough West Coast Canterbury Aorangi cha-Central Otago astal-North Otago	12 13 14 15 16 17 18 19 20	29-3
74.	Do you live in a rural or urban area?		Rural Urban	1 2		31
75.	Village Small town Large town (10 Small city (30 Medium city (50	ge (under (1,000 to 0,000 to 2 0,000 to 4 0,000 to 9	9,999 people)	(/) 1 2 3 4 5 6		32

If you have any other comments you wish to add, on any of the topics raised in this					
questionnaire, we would welcome them. Please write them in the space provided below:					
	_				
	_				
	_				
	_				
	_				
	_				
	_				
	_				

34

35-36

37-38

39-40

We are very grateful for your help. Please return your questionnaire in the stamped addressed envelope provided, to:

International Social Survey Programme

Marketing Department

Massey University

Private Bag 11222

PALMERSTON NORTH