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# Embodied Carbon Survey September 2021

## Summary of results

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### Te take mō te pūrongo

#### Purpose of the report

This report summarises responses received from the People's Panel to the Embodied Carbon survey.

This survey was conducted to understand the attitudes of Aucklanders towards how Auckland Council monitors its carbon footprint, and how this should be communicated. These results will be used to inform the scope and purpose of carbon-monitoring resources.

Auckland has a goal of significantly reducing its greenhouse gas emissions by 2030. Effectively measuring our carbon footprint enables us to identify where reductions can be made. By reducing our carbon footprint, we can contribute to reducing the impacts of climate change and help to create a more liveable, resilient and profitable city.

### Whakarāpopototanga matua

#### Executive summary

Aucklanders are less knowledgeable about what their workplace or Auckland Council is doing to reduce carbon emissions. Only 18 per cent (top 2 box) of people say they know what Auckland Council is doing to reduce its carbon emissions.

There is high level of agreement by Aucklanders that companies and organisations have a part to play on reducing carbon emissions. 80 per cent agree that it is important for companies and organisations to reduce their carbon emissions. Furthermore, 75 per cent (Top 2 box) of Aucklanders agree it is important for Auckland Council to track the carbon emissions of its infrastructure projects.

People are also supportive of Auckland Council reducing carbon emissions in its infrastructure projects. 69 per cent (Top 2 box) agree that carbon emissions should be an important goal for the council's infrastructure projects, even if it means it could need more time to complete. 68 per cent (Top 2 box) agree even if it means it could cost more to Auckland Council.

Aucklanders are open to many ideas/suggestions to help them better engage with carbon-related information, notably information that is easy to understand, informs what they can do, linked directly to them, and made easily accessible.

### Horopaki

#### Context

**Total responses received: 1748**

The Embodied Carbon survey was open for six days, from 20 to 27 September 2021. It was sent to 16,868 members of the [People's Panel](#) and we received 1,748 responses, a 10 per cent response rate.

Results have been post-weighted to be reflective of Auckland's demography (See Appendix 1 for weighting information).

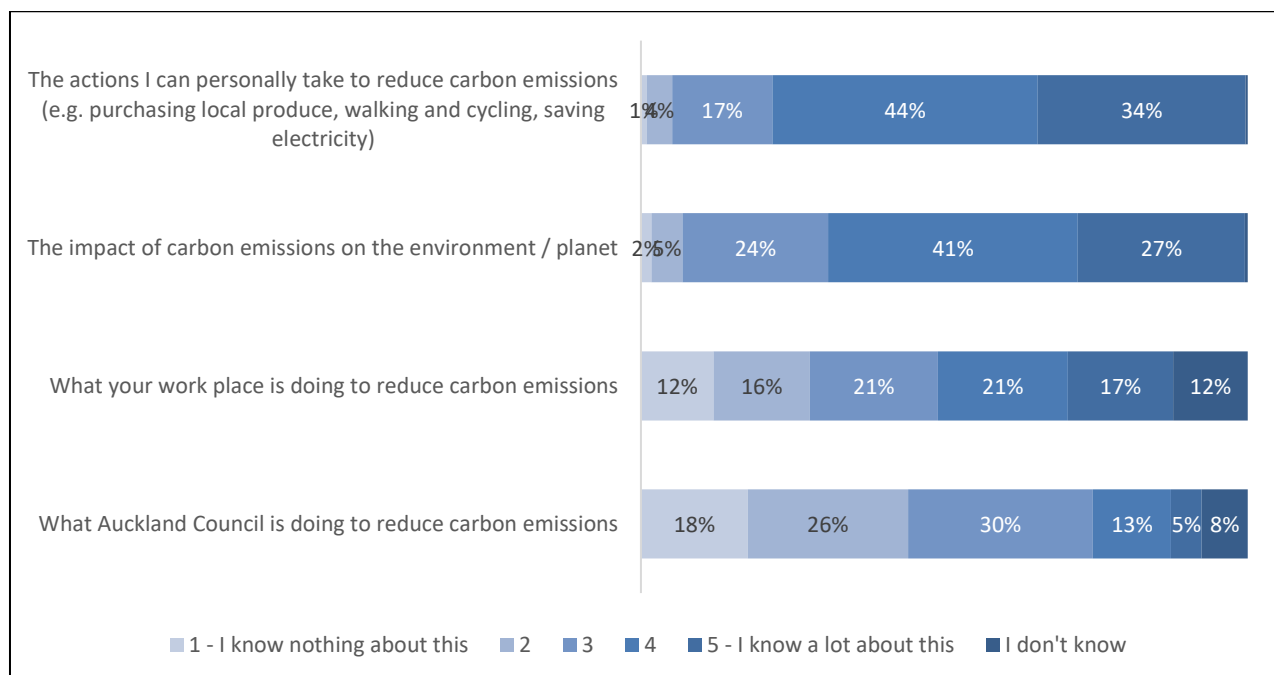
# Tātaritanga me ngā tohutohu

## Analysis and advice

### Questions

**Q1. The term “carbon emissions” is commonly used to refer to the release of carbon dioxide (CO2) and other greenhouse gases into the atmosphere. In general, how much do you know about the following:**

People say they are most knowledgeable about the actions they can personally take to reduce carbon emissions. This is followed by knowing the impact of carbon emissions on the environment. In comparison, people are less knowledgeable about what their work place or Auckland Council is doing to reduce carbon emissions. Only 18 per cent (top 2 box) of people say they know what Auckland Council is doing to reduce carbon emissions

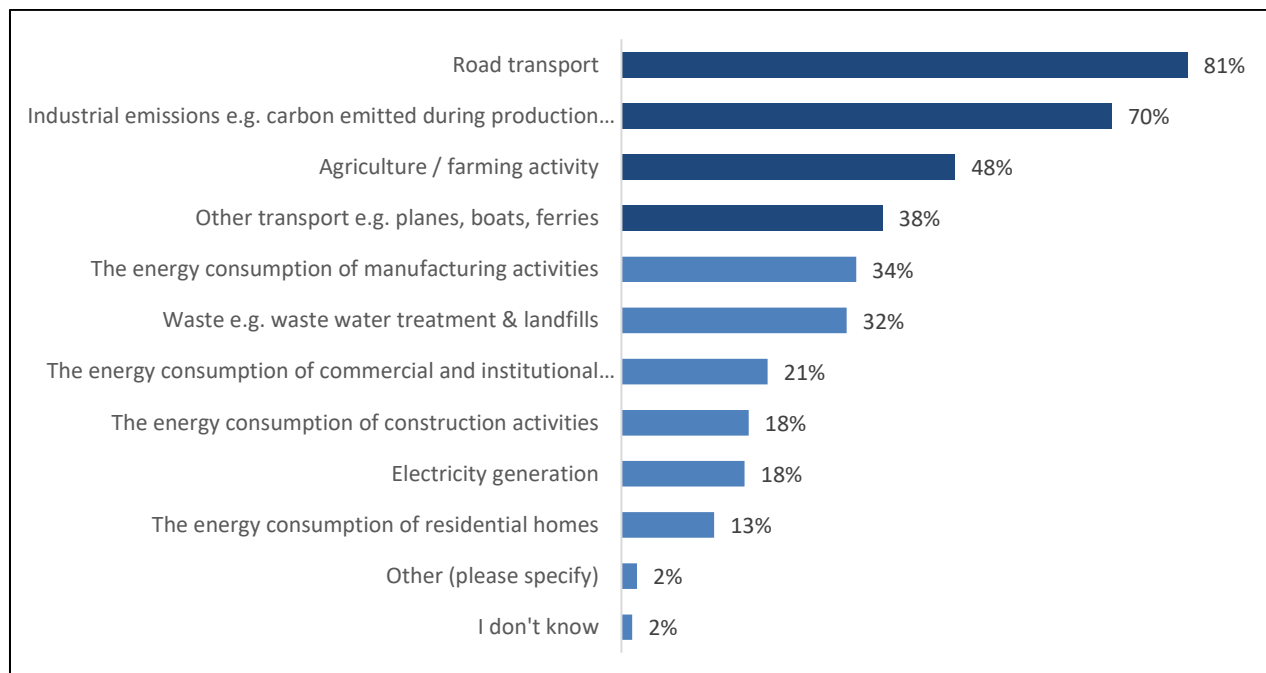


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## Q2 In Auckland, what do you think the four largest carbon emitters are?

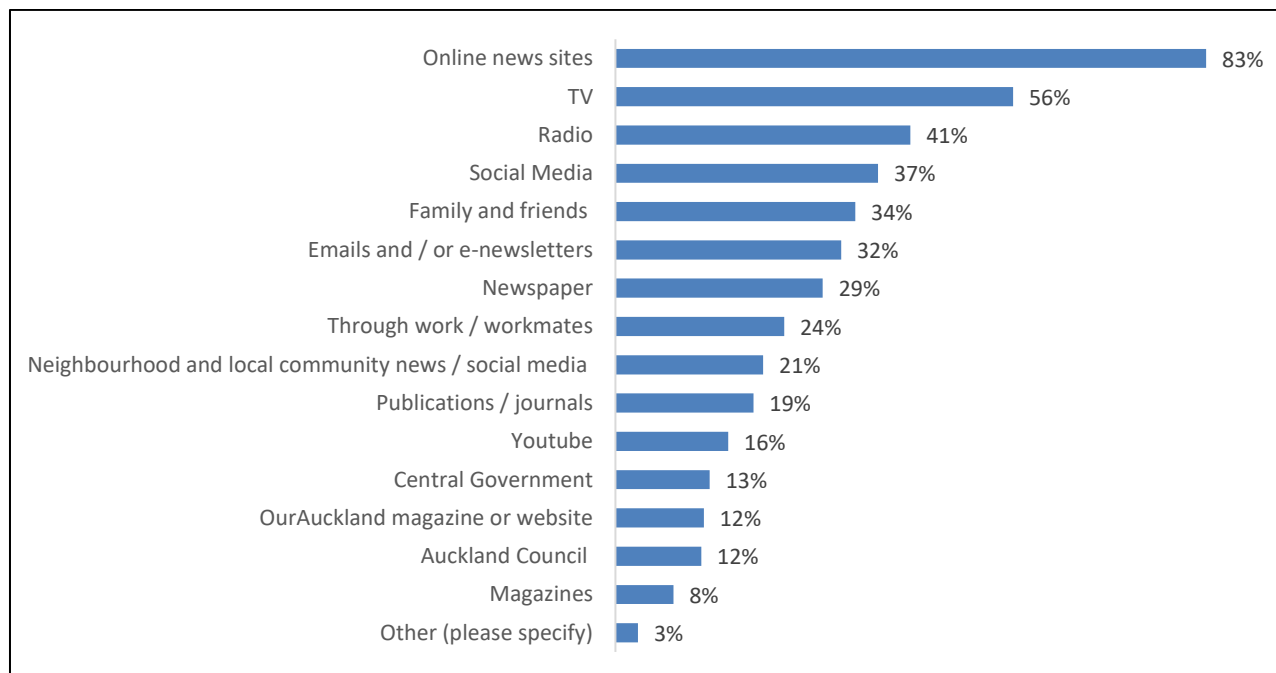
*Please select no more than 4.*

People think road transport, industrial emissions, agriculture and other transport means are the four largest carbon emitters in Auckland.



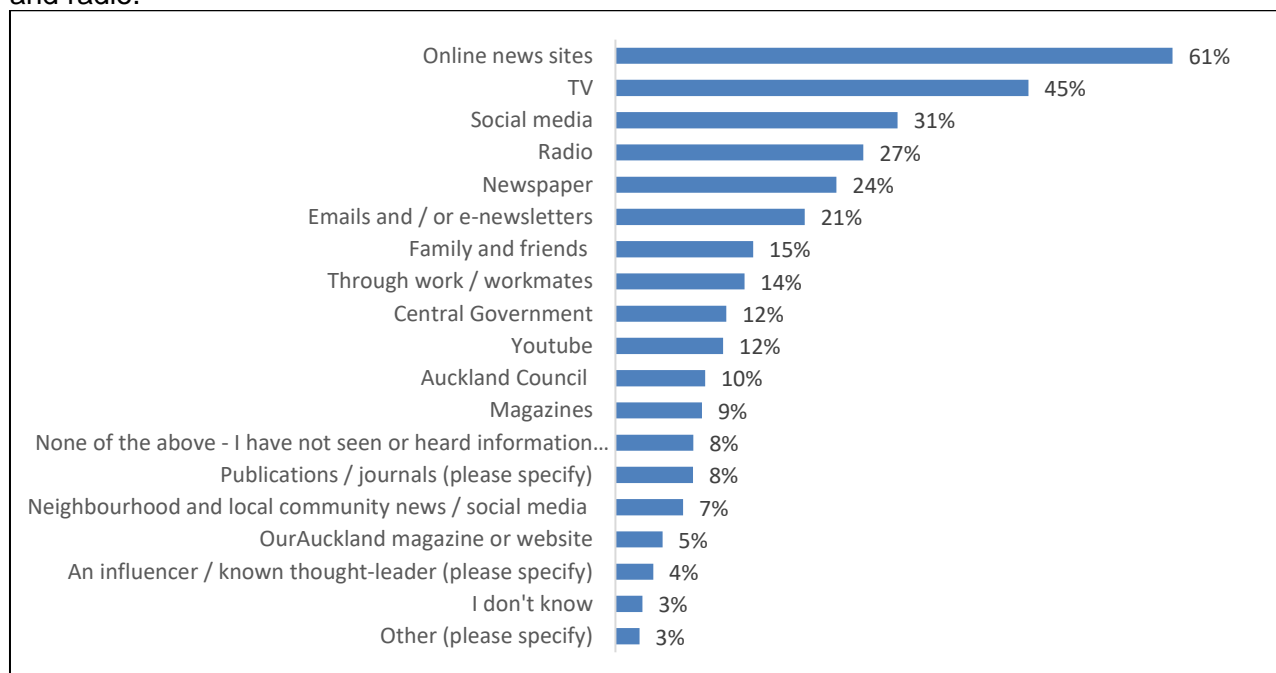
### Q3 Now we would like to ask you about news. In general, what sources do you get your news from?

This question captures which sources people most commonly use to access news. Majority of people say they use online news sites, TV and radio as the main sources for news.



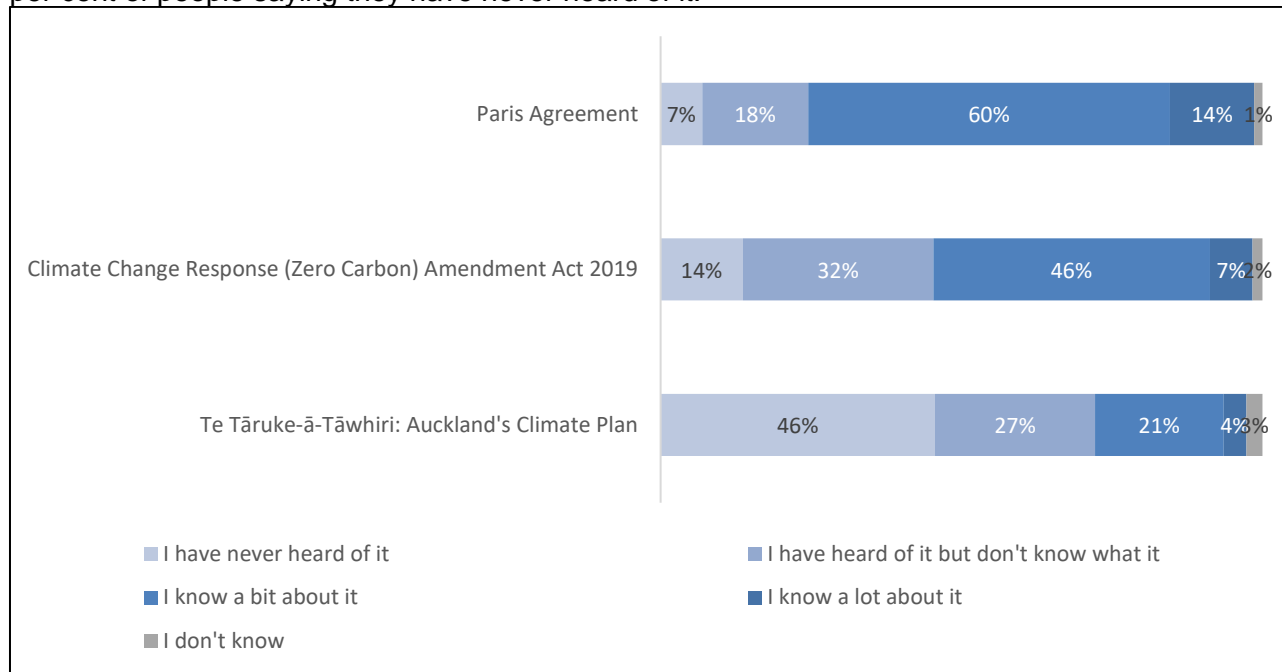
### Q4. Now thinking about carbon-related information or news. In the last month, where have you seen or heard carbon-related information or news?

Common sources for carbon-related information or news are online news sites, TV, social media and radio.



## Q5 How knowledgeable are you about the following carbon-related documents:

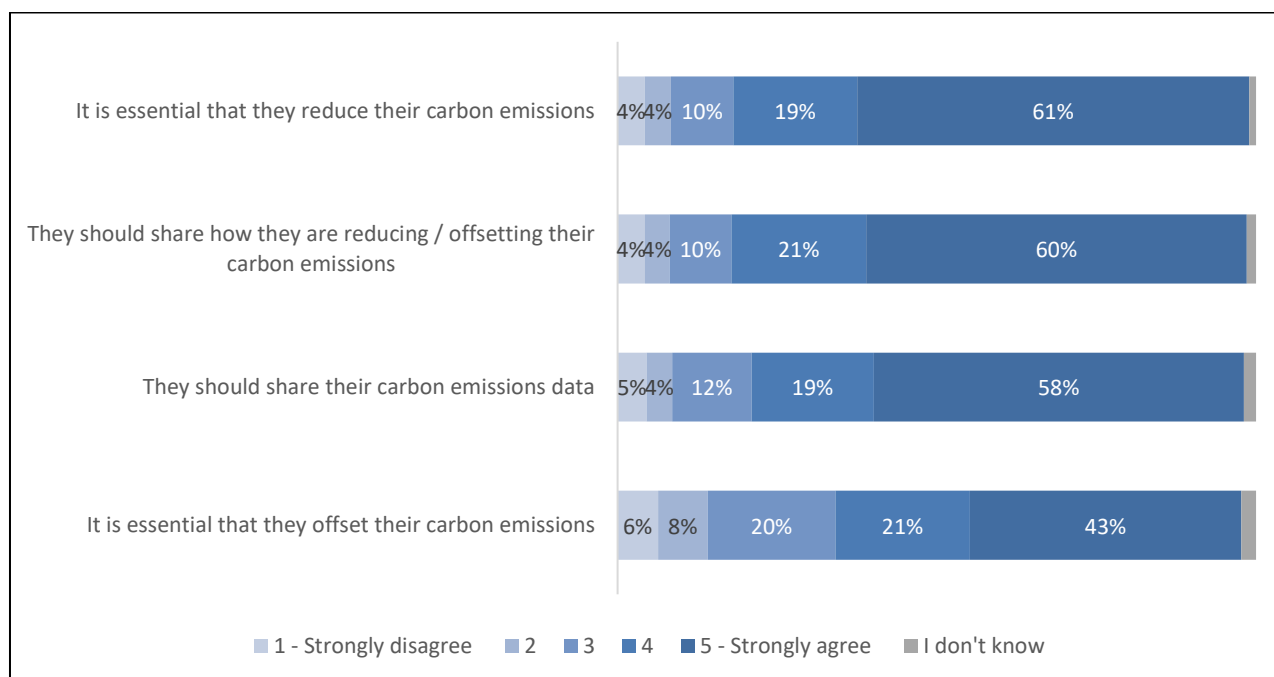
Most people say they are knowledgeable about the Paris Agreement then followed by the Climate Change Response (Zero Carbon) Amendment Act 2019. In comparison to these documents, awareness for Auckland Council's Te Tāruke-ā-Tāwhiri: Auckland's Climate Plan is low, with 46 per cent of people saying they have never heard of it.



## Q6 Thinking about companies and organisations specifically, how much do you agree or disagree that:

There is high level of agreement by Aucklanders that companies and organisations have a part to play on reducing carbon emissions.

80 per cent agree that it is important for companies and organisations to reduce their carbon emissions. 81 per cent also agree they should share how they are reducing/offsetting their carbon emissions.

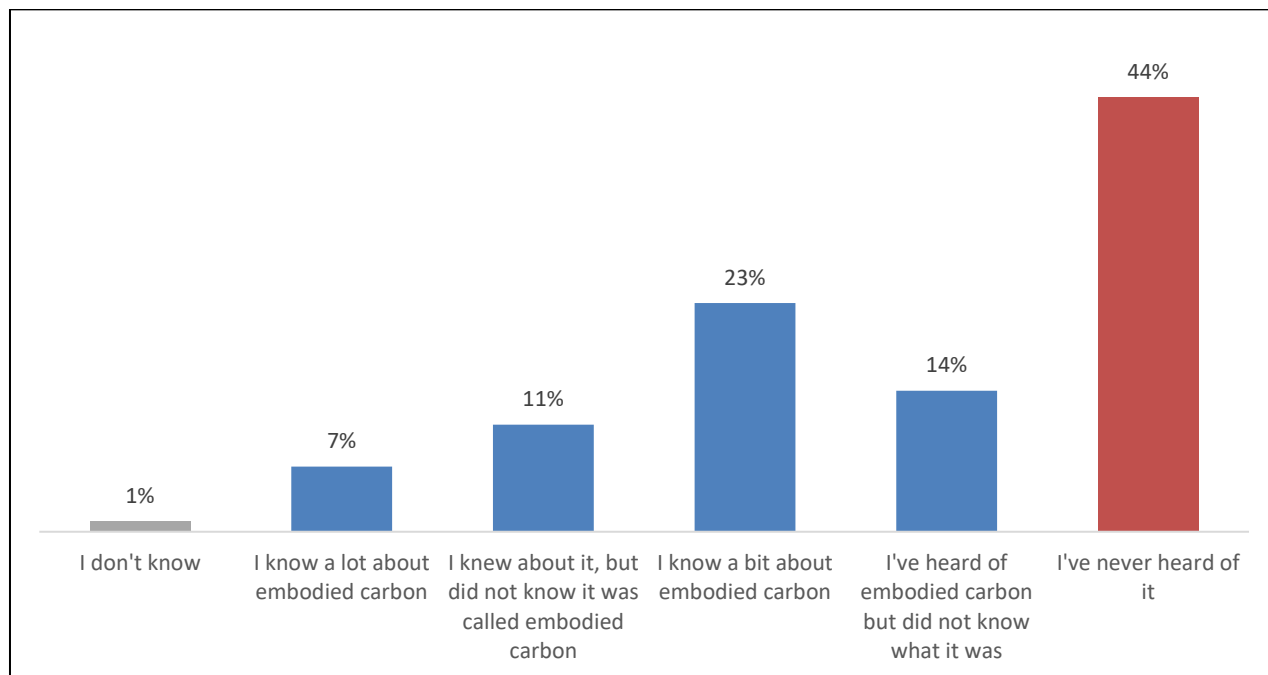


## Q7 Now we would like to ask you some questions about embodied carbon.

**Embodied carbon is carbon generated through the building and maintenance of infrastructure projects e.g. roading, the public transport network and community buildings like swimming pools and libraries.**

### Before today, how knowledgeable were you about this type of carbon emission?

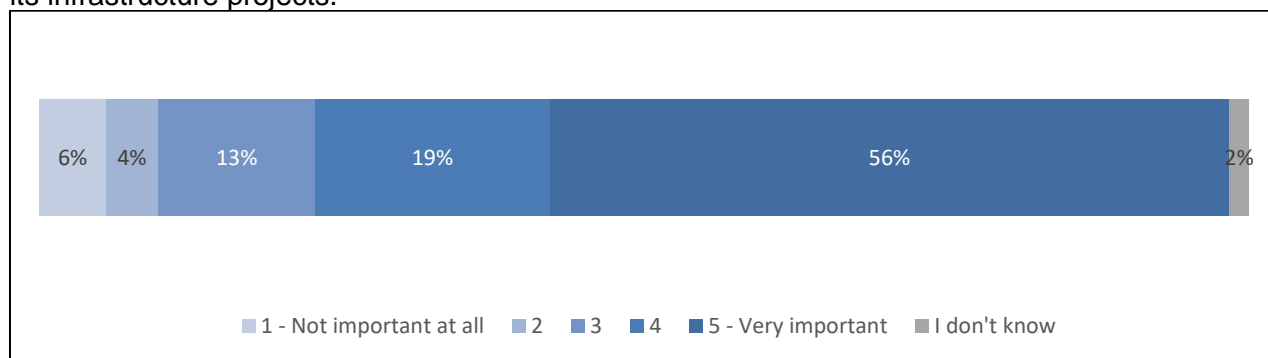
About 55 per cent have some level of awareness about embodied carbon. Within those aware, 7 per cent say they know a lot about it, 11 per cent knew about it but not the name, 23 per cent know a bit about it and 14 per cent have only heard about it but did not say what it was.



## Q8 The infrastructure projects built by Auckland Council now will serve our region for the next 50-100 years.

### How important is it for council to track the carbon emissions of its infrastructure projects?

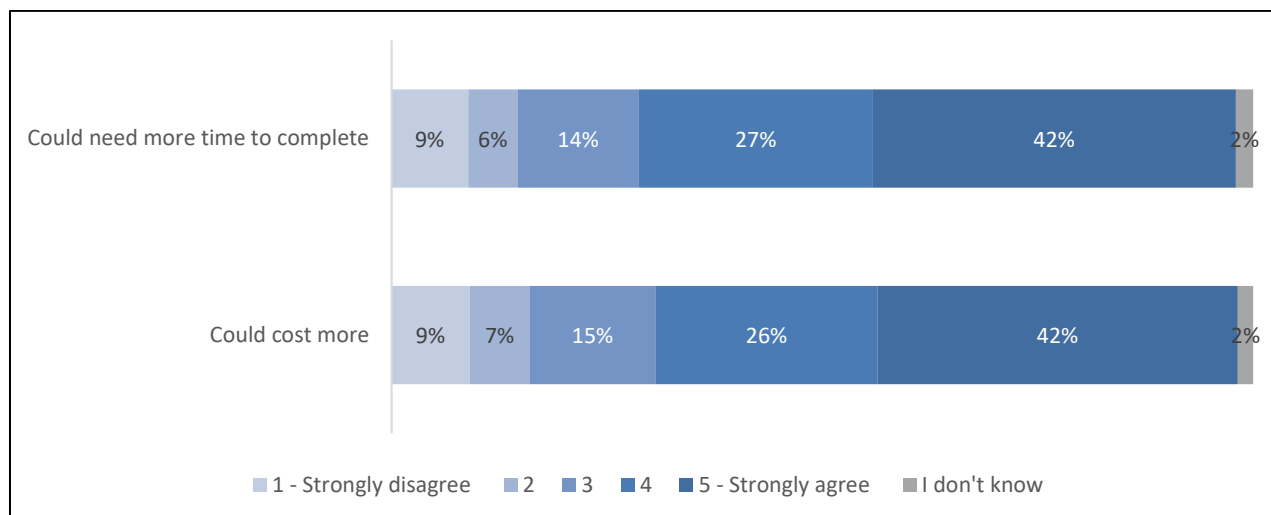
75 per cent (top 2 box) agree it is important for Auckland Council to track the carbon emissions of its infrastructure projects.



## Q9 How much do you agree or disagree that:

**Reducing carbon emissions should be an important goal for the council's infrastructure projects even if it means they:**

People are supportive of Auckland Council reducing carbon emissions in its infrastructure projects. 69 per cent (Top 2 box) agree that carbon emissions should be an important goal for Auckland Council's infrastructure projects, even if it means could need more time to complete. While 68 per cent (Top 2 box) also agree that should be an important goal even if it means it could cost more.

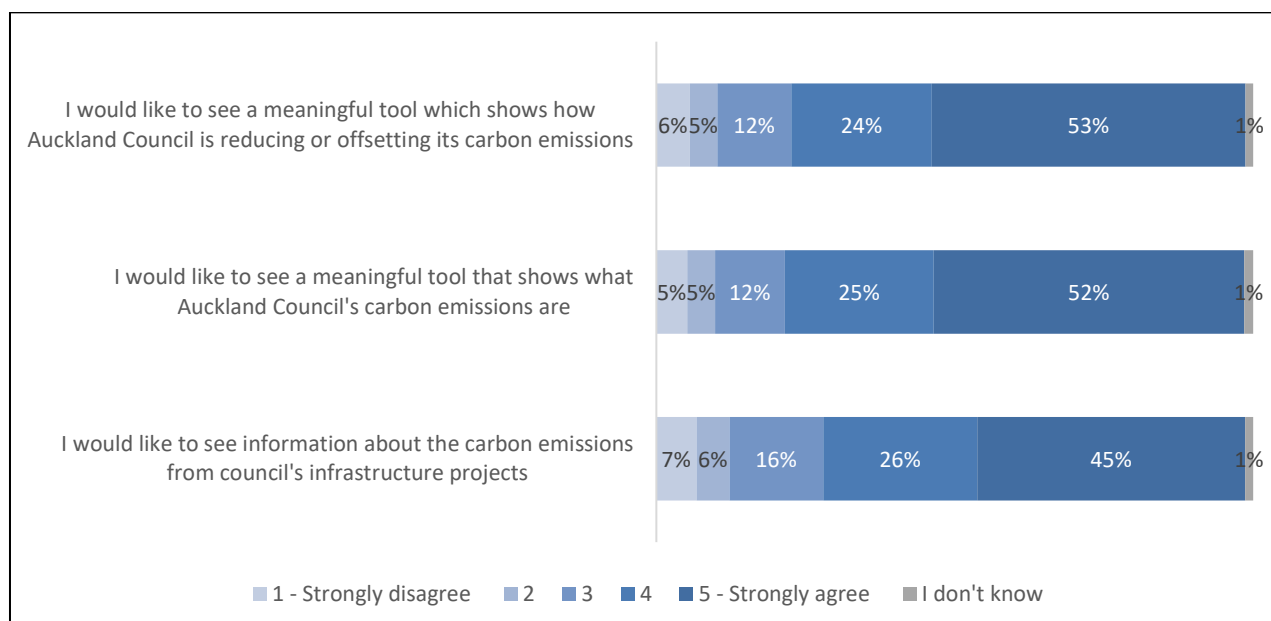


## Q10 After declaring a climate emergency in 2019, Auckland Council has committed to:

***Halve its carbon emissions by 2030, and reach net zero emissions by 2050***

**How much do you agree or disagree with the following statements about Auckland Council?**

People are to open to a meaningful tool that shows Auckland Council's commitments. 77 per cent (Top 2 box) would like to see a tool that shows how Auckland Council is reducing or offsetting its carbon emissions. 77 per cent (Top 2 box) say they would like to see a tool that shows what Auckland Council's carbon emissions are. Lastly, 71 per cent (Top 2 box) say they would like to see information about the carbon emissions from the council's infrastructure projects.



## Q11 What do you think is the greatest challenge in getting Aucklanders engaged with carbon-related information? (Open text field)

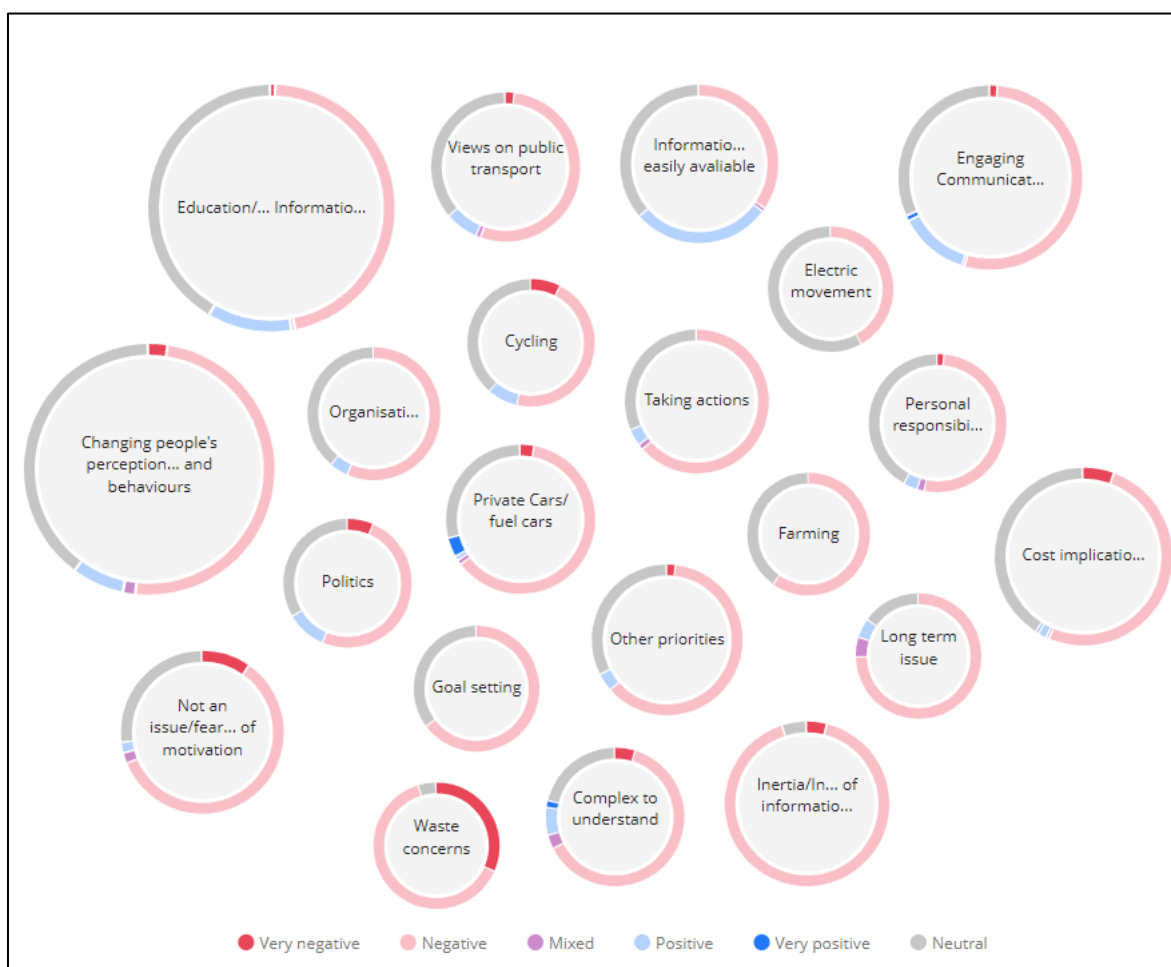
Many themes came through about the challenges in getting Aucklanders engaged with carbon-related information.

Some of the popular themes were:

Changing people's perceptions and behaviours – people suggested information that demonstrates the impact to their everyday life.

Awareness/Education/Factual Information – to change the current level of perceptions and behaviours people have and encourage awareness of carbon emissions to the public.

Another theme coming out is the quality of information, there's some comments about misinformation in the public and the importance of people having easy access to factual information. To facilitate the sharing of information, people have also suggested highly engaging material/content that grabs people's attention when communicating to the public.



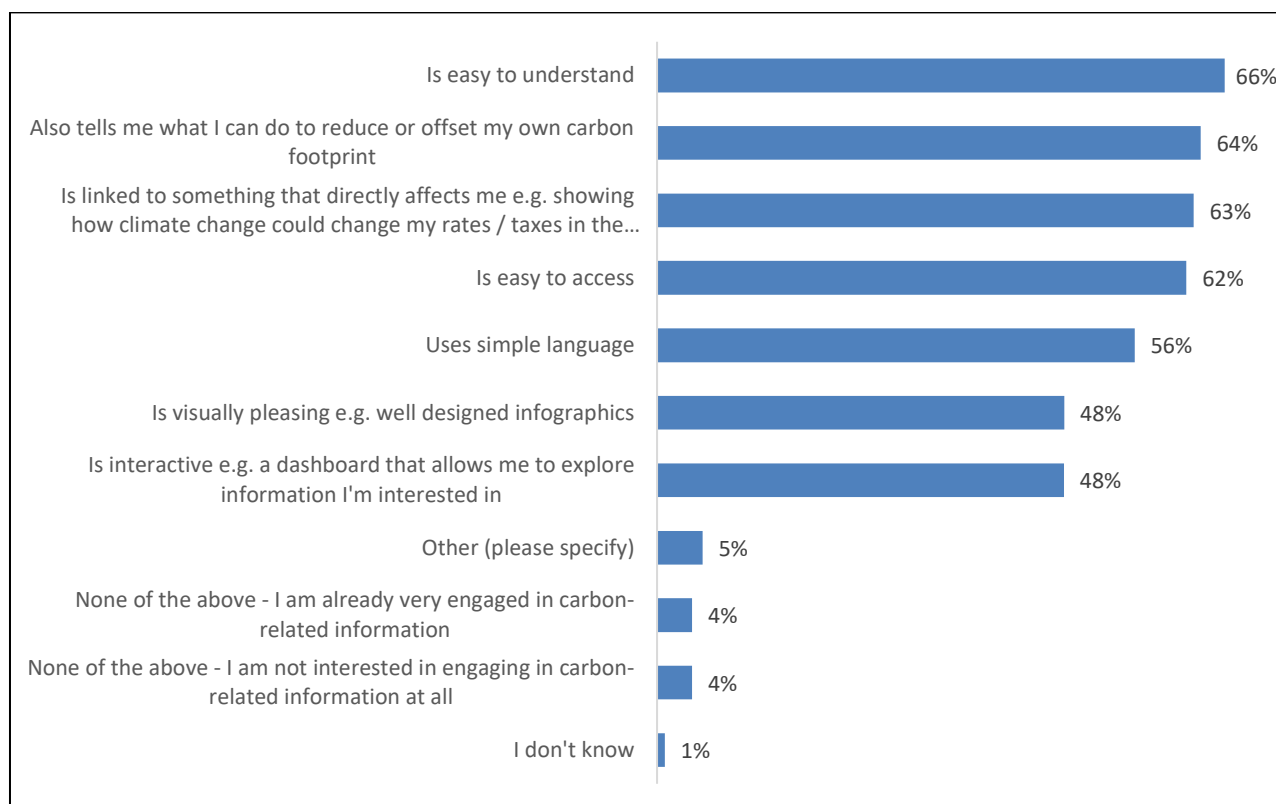
In the infographic above the size of the circle represents the number of comments tagged (See Appendix 2 for further reference) per topic and within each individual circle the pie chart shows sentiment proportion per topic.



## Q12 Which of the following would help you better engage with carbon-related information?

### Having carbon related information that:

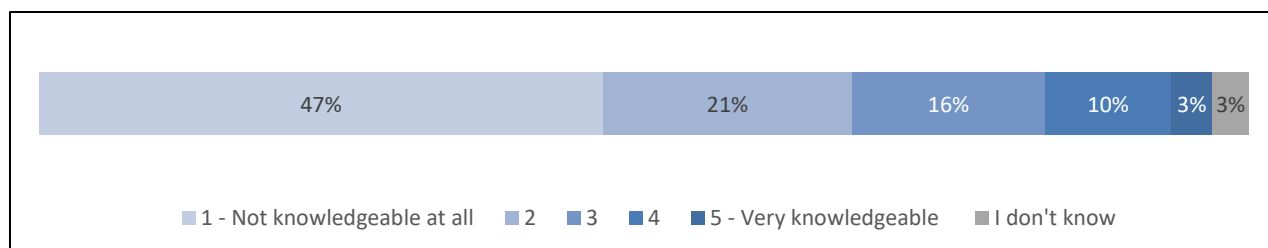
Aucklanders are open to many ideas and suggestions, notably information that is easy to understand, informs what they can do, linked directly to them, and is easily accessible.



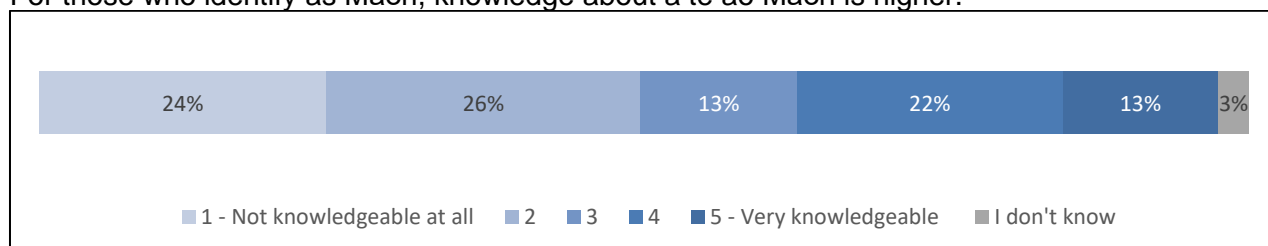
## Q13 These questions are about a te ao Māori (Māori world view) on carbon emissions and caring for our environment.

### How knowledgeable are you about a te ao Māori (Māori world view) on carbon emissions and caring for our environment?

Knowledge of a te ao Māori view on carbon emissions is low, with 47 per cent of people saying they are not knowledgeable at all.



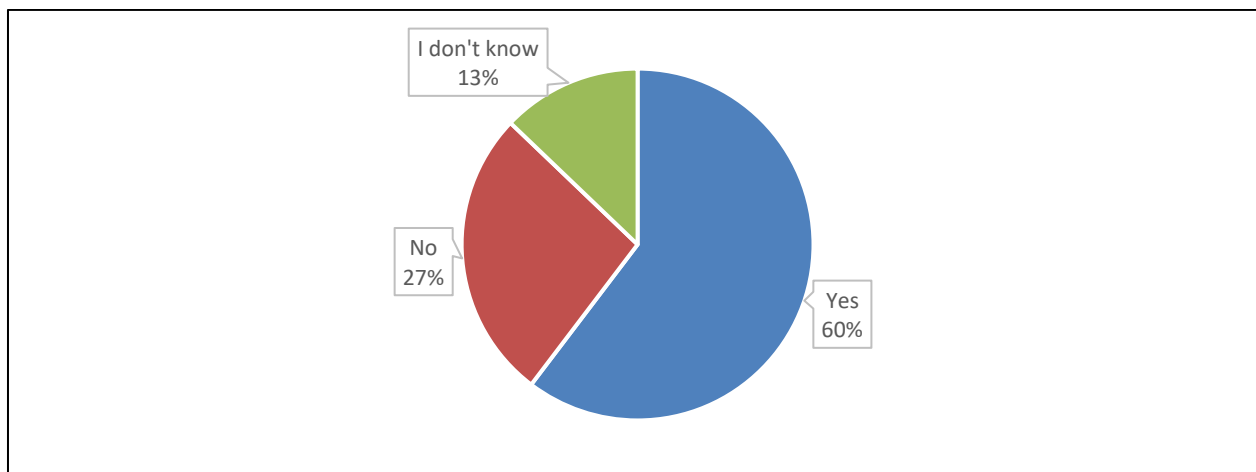
For those who identify as Māori, knowledge about a te ao Māori is higher.



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**Q14 Would you be interested in learning more about a te ao Māori (Māori world view) on carbon emissions and caring for our environment?**

60 per cent of all people say they are interested in learning more about a te ao Māori (Māori world view) on carbon emissions and caring for our environment.



## Appendix

### 1. Weighting

The sample achieved was over-represented (compared to the census 2018) in terms of:

- Older respondents over the age of 40 (70 per cent compared to 53 per cent), and
- European respondents (69 per cent compared to 54 per cent)

Results have been post-weighted by age, gender, and ethnicity to be reflective of Auckland's demography as per the 2018 Census.

### 2. Verbatim analysis

The table below shows all words included in each query under each topic created using a text analysis tool.

Topic	Query
Changing people's perceptions and behaviours	people and (care  change  think  interest see everyday) change and (not climate behaviour habits)  difference Realising attention Present onboard Realisation Sharing Meaningful available Apathy interested public interest forced informed interest beliefs  buy habit emotionally connected  connected connection reliable information Normalising directly identify behavior Motivation accept  convince inevitable   persuade comprehend
Complex to understand	complex and not(apartment)  difficult and understand scary uncertainty see the effects  too and complicated  overwhelming  overwhelmed hard to solve Complexity jargon overload visual techy technical
Cost implications/Rates	cost money expensive \$\$ finance affordable rates viable
Cycling	cycling  bicycle
Education/Awareness/Correct Information	understand simple education teach  understandable relevant Educational discussions awareness  promote   enhance   emphasis   focus  Educating measurement show factual knowledge tools aware knowledgeable Credibility provide facts comprehensive true information Honest information more information
Electric movement	electric
Engaging Communication/Media	communication communicate engaging encourage media TV T.V. relatable  effective interesting right information urgency seriously  challenge
Farming	agriculture dairy farming farmers
Goal setting	realistic  goals  tools
Inertia/Incorrect/Lack of information	lack  insufficient   inadequate Misinformation outdated skepticism Miss information disinformation inertia  small part lazy  boring  non-issue boredom unaware complacency
Information easily available	accessible  easy simply simple believable Dissemination Truthful  truth  trust access accessible
Long term issue	long

Not an issue/fear/lack of motivation	waste and time
Organisations	companies  corporate   business corporations
Other priorities	busy housing stressed covid incentives busyness struggling Poverty priority  Don't and time  hard times Competition Poor people
Personal responsibility	personal accountability Commitment Sacrifice personalise personally
Politics	politics  golf Councillors Council hypocris Politicians Hypocrites Council procures corrupt leadership bureaucracy Green Party politically
Private Cars/ fuel cars	car  private and vehicle  SUVs  driving and choice traffic jams  traffic Utes
Taking actions	practical  action involved actions measure Monitoring
Views on public transport	public transport busses Auckland Transport transport
Waste concerns	waste and not time