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Environmental awareness, attitudes and actions and new ecological paradigm combined survey : A survey of residents of the Waikato region

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Waikato
REGIONAL COUNCIL
Te Kaunihera ā Rohe o Waikato

Prepared by:
Versus Research Ltd

For:
Waikato Regional Council
Private Bag 3038
Waikato Mail Centre
HAMILTON 3240

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Peer reviewed by:
Dr Beat Huser Date September 2013

Approved for release by:
Ruth Buckingham Date September 2013

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Environmental Awareness, Attitudes and Actions and New Ecological Paradigm Combined Survey

A survey of residents of the Waikato Region

Prepared for
Waikato Regional Council

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September 2013

EXECUTIVE SUMMARY

This summary contains the findings of 1005 surveys conducted with residents of the Waikato region as part of Waikato Regional Council's (Council) Environmental Awareness, Attitudes and Actions monitoring programme. In the 2013 report, analysis for the New Ecological Paradigm has also been included to create a combined survey (the NEP work was previously conducted as a separate piece of work).

The questionnaire was designed in conjunction with Council and has an average duration of 17.5 minutes. Interviewing was conducted between January and March 2013 via Computer Assisted Telephone Interviewing (CATI). Quotas were placed on key demographic groups and territorial authority; weighting was also applied to ensure the final dataset was representative of the Waikato region's population.

The main findings from the survey are outlined below. Full results including demographic and geographic breakdowns are included in the body of the report.

ENVIRONMENTAL ISSUES

- Respondents' overall mean rating of their satisfaction with their local environment on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way) is 6.47. This represents a slight increase from the 2006 result and is similar to those seen in 1998 and 2000.
- Water pollution/quality: The most frequently mentioned environmental concern for Waikato region's respondents continues to be water pollution, and this survey shows a significant increase in the level of concern for water pollution/quality on previous survey findings. Since 2000, water pollution has also consistently been reported as the most important environmental issue facing the Waikato region in five years' time.
- Rubbish and recycling: This is the second most frequently mentioned environmental concern and the third most important issue facing the Waikato region in the next five years.

PERCEPTIONS OF CHANGES IN THE ENVIRONMENT

- Just over a half of respondents (53%) think the state of the local environment is the same, which is a larger proportion than in previous surveys (a range of 32% in 1998 to 43% in 2003). Fewer respondents feel that the overall state of the local environment has improved and a smaller proportion of respondents also comment that the overall state of the local environment has become worse. This general pattern is reflected across many of the findings in this report.
- The greatest proportion of respondents (44%) rate the water quality in their local streams, rivers and lakes as much the same as it was a few years ago. Māori respondents say the water quality has become worse (46%), as do urban respondents (33%).
- The greatest proportion of respondents (42%) rate the waste recycling services and facilities in their area as better than a few years ago.
- A larger proportion of respondents feel that air quality in the local area has stayed the same (75% compared with 70% in 1998), with fewer respondents stating it has improved or become worse.
- Over one third of respondents (36%) think the amount of litter on our highways has stayed the same, while just under one third think it has improved, with a similar proportion stating it is worse.

LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES

- Level of concern with water pollution is high among Waikato region respondents with more than 8 out of 10 respondents concerned with pollution from either industry, farmland or towns and cities.
- Concern with water pollution from industry is highest, with 84 per cent of respondents expressing some concern with this environmental issue, which is a slight decrease on the 2006 findings (total concerned down from 89% to 84%). Māori respondents are particularly concerned with this issue (92%).
- Likewise, results suggest that water pollution from farmland is an environmental issue of concern to many Waikato region respondents, with 81 per cent of respondents expressing concern. This has been a growing concern since 2000 (71% and 2006, 78%). The same proportion of respondents (81%) is concerned with water pollution from towns and cities. A decrease from 2006 (87%) but similar to 2000 (80%).
- Seven out of 10 respondents (70%) are concerned with the loss of the natural character of the region's beaches through development, which is a decrease on the 2006 survey findings of nine percentage points. The proportion of respondents neither concerned nor unconcerned shows an increase on 2006.
- However, levels of concern with the construction of rock and concrete seawalls to protect property from long term coastal erosion are mixed with 42 per cent of respondents expressing some concern about this environmental issue and 40 per cent of respondents reporting a lack of concern with this issue. The proportion of respondents neither concerned nor unconcerned with this issue shows a significant increase on the 2006 findings.
- Just under half of Waikato region respondents (49%) express some level of concern with the state of native bush and wetlands on private property, which is a significant drop since 2006 (from 62% in 2006 to 49% in 2013) though similar to 2000 (52%). Just over one third (34%) of respondents report that this environmental issue is not of concern to them.
- Just over 6 out of 10 respondents (61%) express some level of concern with the spread of cities/towns across farmland which is eight percentage points less than in 2006.

KNOWLEDGE OF ENVIRONMENTAL ISSUES

- Results suggest that some respondents have a lack of understanding or hold misperceptions of the causes of some environmental problems in the region.
- More than half (56%) of respondents agree (correctly) that pollution in the region's rivers and streams comes mainly from farmland, a similar proportion to 2006 (55%), therefore a similar understanding amongst respondents of the main source of water pollution. Māori respondents are significantly more likely to agree with this statement (66%), as are urban respondents (58%). Rural respondents are significantly more likely to disagree (35%).
- Just under half (49%) of respondents agree (incorrectly) that pollution in the region's rivers and streams comes mainly from industry, with Waikato respondents (66%) most likely to agree with this. This is a misperception as industrial discharges are mostly well-treated and together represent a minor proportion of the loads of key contaminants carried by the rivers and streams.
- Opinions are mixed as to whether discharges of treated human sewage are a major cause of pollution in Waikato waterways, with 39 per cent of respondents agreeing with this statement. The major cause of pollution in the Waikato region's waterways is from run off from agricultural land, however, for Māori respondents, discharge of treated human sewage into waterways is culturally inappropriate and this is reflected in the demographic comparisons, with 61 per cent of Māori agreeing with this statement.

PERSONAL ENVIRONMENTAL ACTION

- In comparison to 2003 and 2006, a greater proportion of respondents are recycling in general (64%), but fewer are recycling plastic (20%), paper (19%), tins/cans (12%) and glass (17%). A smaller proportion of respondents dispose of waste/rubbish properly (3%). More respondents plant trees/plants (16%) and save water (15%), compost garden waste (13%), grow their own vegetables (9%), pick up rubbish on roads/beaches (7%) and don't litter when out and about (7%).

- Urban respondents are significantly more likely to be recycling in general (66%), to use the car less (15%), and not litter when out and about/pick up dog poo (8%), while rural respondents are more likely to plant trees/plants/wetland/gully restoration (24%), and fence-off native bush/rivers/streams (9%).
- Only 11 per cent of respondents say they have been involved in a public action, meeting, official hearing or consent process with the aim of protecting the environment, in the last year or so (also referred to as public actions). This result shows a consistent downward trend since 1998 (26%).
- Of those respondents involved in a public action, the top five are: joining a group (31%), taking environmentally friendly action– planting native trees/removing pests (20%), attending a meeting or hearing (20%), making a formal submission (12%), and participating in resource consent process (10%). There are very few demographic differences between the actions respondents take however rural respondents are more likely to follow Council rules/undertake good practice on farm (16%).
- Regarding the perceived effectiveness of their actions, 68 per cent of respondents feel that their actions are effective. Twenty-three per cent of respondents feel that their public actions are not effective at all and 10 per cent feel that it is hard to tell how effective their actions are. Respondents' perceptions of effectiveness appear to be increasing over time; in 1998, 33 per cent of respondents felt that their actions were not effective while in 2013 this figure has decreased to 23 per cent.
- Forty-one per cent of respondents feel that the public have enough say in the way the environment is managed, while 46 per cent feel that the public does not have enough say; these proportions have remained fairly stable since 1998.

ENVIRONMENTAL REGULATIONS AND CONTROLS

- The majority of respondents agree (88%) that Council should enforce its rules and laws to make sure the environment is well looked after. These results continue a similar level of support to that of 2000 (87%) and 2003 (88%) though a decrease on 2006 (96%). Respondents in urban areas (91%) are more likely to agree with this statement.
- More than half of respondents (56%) agree that there is enough protection given to local significant natural sites, this is six percentage points down on 2006 but up on 2003 (49%). Interestingly there is a split between urban and rural respondents with rural respondents significantly more likely to agree with this statement (63%) and urban respondents significantly more likely to disagree (28%). Overall, almost a quarter (24%) of respondents disagree with this statement.
- Sixty-one per cent of respondents agree that urban sprawl and subdivisions threaten the natural environment, while 22 per cent of respondents disagree that the natural environment is threatened by urban sprawl and subdivisions. More respondents neither agree nor disagree with the statement than in previous years (13% compared with 3% in 2006 and 10% in 2003).
- Almost 7 out of 10 respondents (69%) feel that government restrictions on private property are necessary so that the environment will not be harmed, however this is seven percentage points less than 2006. As with many of the results, more respondents neither agree nor disagree with this statement (an increase of 12 percentage points since 2006, but an increase of 3 percentage points on 2003). Respondents in urban areas are more likely to agree with this statement (70%).
- Twenty-eight per cent of respondents agree that landowners should be allowed to do what they like on their own land, while 47 per cent disagree with this statement. These results have remained reasonably consistent since 2000.

- There is strong agreement amongst respondents that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion, with 78 per cent of respondents agreeing with this statement. However, this result shows a significant decrease from the results of 2006 when 88 per cent of respondents agreed with this statement. Respondents in in urban areas (79%) are more likely to agree with this statement.

THE ECONOMY, BUSINESS AND THE ENVIRONMENT

- The vast majority of respondents agree (89%) that a healthy environment is necessary for a healthy economy; a level of support that remains consistent since 2000.
- More than three-quarters of respondents disagree (76%) that it is okay to sacrifice environmental quality for economic growth. This result shows a decrease on previous years (82% in 2000, 78% in 2003 and 83% in 2006).
- Almost all respondents agree (92%) that environmental protection and economic development can go hand in hand. Previous work shows that agreement with this statement has remained at this high level since it was first asked in 2000.
- Almost 9 out of 10 respondents disagree (89%) that farming agricultural land at maximum productivity is acceptable even if it results in polluted water, a similar disagreement to that seen in 2006 (90%).
- Just over half of all respondents disagree (53%) that it is acceptable to let the Waikato farming economy decline in order to achieve a better environment. Twenty-seven per cent agree with this statement and 14 per cent neither agree nor disagree (depends).
- The majority of respondents disagree (88%) that the most important objective of any business should be to maximise profit even if that means damaging the environment, however this proportion is significantly lower than results seen in 2000 (95% disagreement), 2003 (93% disagreement), and 2006 (94% disagreement).
- Sixty-three per cent of respondents agree that businesses take care to minimise negative impacts on the environment.
- Six out of 10 respondents agree (60%) that businesses usually find it too expensive to be environmentally friendly; 9 per cent neither agree nor disagree and 23 per cent disagree. This pattern of responding is similar to that of 1998 despite a difference in scale, however comparisons to 2006 results show a significant increase in the proportion of respondents who agree with this statement (53% in 2006).
- Nearly all respondents agree (97%) that businesses are obliged to treat the environment well. An identical response to that of 2006 (97%).
- Eighty-one per cent of respondents agree that water quality in streams and rivers should be protected even if it means that businesses have to bear the expense of meeting environmental standards. Results show a decrease in agreement from 2006 (90%) and an increase in the proportion of responses who neither agree nor disagree/depends (1% in 2006 and 9% in 2013). Urban respondents are more likely to agree with this statement (83%) while rural respondents are more likely to neither agree nor disagree (13%).
- Fifty-six per cent of respondents agree that the public understands the importance of investing in water quality, a further 11 per cent neither agree nor disagree (depends) and 31 per cent disagree. This question was asked the first time in 2013.

NEW ECOLOGICAL PARADIGM

- Respondents' attitudes based on the 6-item NEP scale are divided as 12 per cent anti-ecological, 57 per cent mid-ecological and 32 per cent pro-ecological. A spread of attitudes quite different to 2008 (15% anti, 70% mid, 16% pro) and 2004 (23% anti, 58% mid, 19% pro) but similar to those seen in 2000 (10% anti, 54% mid, 36% pro) using the same scale.
- When respondents' attitudes are analysed by the Expanded Ecological Values Score the results show 5 per cent anti-ecological, 64 per cent mid-ecological and 32 per cent pro-

ecological, indicative of a slightly more pro-ecological spread than the previous measure in 2008.

- When the two scales are compared, the majority of respondents who are either pro-ecological or mid-ecological on the 6-item NEP scale continue to be classified as such on the Expanded Ecological Values Score. Only one third of those who were originally categorised as anti-ecological in the 6-item NEP scale continue to be categorised as such in the Expanded Ecological Values Score.

CONCLUSIONS

Respondents appear to be continually satisfied with their local environment and the region's water quality continues to be the primary environmental concern for most. Although important, the issue of water quality is potentially heightened by the 2012/2013 drought and respondents appear to make a strong link between water quality and poor farming practices.

The way in which respondents engage with their environment appears to be shifting with an increase in private actions and a subsequent decrease in public actions, particularly those of a formal nature. Actions that relate to lifestyle choices, e.g., walking, composting, or saving water, have all shown an increasing number of mentions since 2006.

Respondents' attitudes towards environmental regulation remain consistent and there are limited changes in these measures. When looking at the relationship between the environment and the economy, respondents favour an even balance of these two elements. However, on the back of the recent global recession there are some indications that respondents have growing empathy for the challenges businesses face.

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1 INTRODUCTION AND OBJECTIVES

Waikato Regional Council (WRC) recognises that sustainable resource management requires an understanding of environmental perceptions and issues of people who live in the region (as specified by the Resource Management Act 1991).

To explore trends in community views, a number of surveys have been undertaken including the Environmental Awareness, Attitudes and Action (EAAA) Survey and the New Ecological Paradigm (NEP) survey.

As a result of a recent review, it was recommended to combine both surveys into one. The EAAA survey has been reviewed in consideration of relevance and monitoring of existing indicators. Information from both the EAAA and NEP surveys contributes to the monitoring of indicators for the Waikato Regional Council's Long Term Plan and the MARCO (Monitoring and Reporting Community Outcomes) indicator website.

Specific uses include:

- Provision of indicators of the current state of people's environmental awareness, attitudes and actions with comparisons to the 1998, 2000, 2003 and 2006 surveys. Indicators are reported through the WRC and the MARCO websites
- Provision of information to assess the potential for, and barriers to, undertaking environmentally beneficial behaviours for programme design and implementation.

The NEP survey has been kept in its entirety within the combined survey. The NEP scale is one of many tools developed to measure people's environmental attitudes and underlying ecological worldviews. This tool has become one of the most widely-used measures of environmental concern in the world and has been used in more than 100 studies globally.

The overall aims of the surveys discussed in this report are to:

- Track public views, attitudes and priorities about environmental issues over time
- Explore raising awareness of the impact and effects of people on natural resources
- Anticipate public response to environmental policies and programmes
- Evaluate current policies and programmes
- Help Council gain a greater understanding of the underlying worldviews of the public to determine the level of ecological support in the region and the drivers of that support, or lack thereof
- Explore the underlying perspectives of the broader population who may not actively contribute towards making submissions or attend public meetings
- Provide information that is potentially useful to agencies such as district and city councils
- Gather public opinion on environmental issues that contribute to policy development.

2 METHODOLOGY, SAMPLE AND REPORTING

2.1 OVERALL METHODOLOGY

This survey was undertaken using Computer Assisted Telephone Interviewing (CATI) by Versus Research. A total of 1005 interviews were completed with residents of the Waikato region during the period January 29 to March 28, 2013. The sample was provided by KMS Data. Interviews were quota'd[1] by gender, age, ethnicity and location (territorial authority and rural/urban), with data re-weighted at the completion of surveying to ensure representative results.

2.2 QUESTIONNAIRE DESIGN

The questionnaire was designed by Waikato Regional Council and care was taken to retain the wording of previously used questions so as not to compromise the ability of the survey to monitor responses over time.

A pilot of n=34 interviews was undertaken prior to live interviewing commencing. The aim of the pilot was to check questionnaire flow and wording clarification. A copy of the questionnaire is contained in Appendix One.

2.3 SAMPLING

The sample was provided by KMS Data who provided a random telephone number generation service with a spatial distribution of numbers across the region based on geo-codes to enable analysis by specific locations such as catchments or proximity to the coast.

2.4 SURVEY METHOD

Surveying was undertaken using Computer Assisted Telephone Interviewing (CATI) from Versus Research based in Hamilton. The average interview length was 17.5 minutes.

Interviewing hours were 5:00 pm to 5:30 pm and 6:30 pm to 9:00 pm[2] Monday to Friday.

Where requested by the respondent, a small number of interviews were conducted during the day and between 5.30 pm and 6.30 pm. A summary of the contact outcomes are listed below.

Table 2-1: Contact outcomes

	Number of Occurrences	% of Total contacts
Agree to participate	1005	34
Refuse	1684	57
Did not qualify[3]	115	4
Not in service	136	5
Business	13	<1
Total contacts	**2953**	**100**

[1] Quota sampling is the practice of specifying the number of interviews that need to be achieved for different demographic groups across the sample. This is completed to ensure that the final sample is representative of the target population proportions.

[2] Interviewing was not undertaken from 5:30 pm to 6:30 pm on weekdays at the request of Waikato Regional Council as a means of reducing resident inconvenience over this frequently busy household time.

[3] Over quota allowance, under age, works for or contracts to Waikato Regional Council.

2.5 SAMPLE STRUCTURE

A total of 1005 interviews were completed. The final sample size provides a maximum margin of error of +/- 3.09 per cent at the 95 per cent confidence interval.

The sample was quota'd to over-sample smaller territorial authorities and rural areas and under-sample larger territorial authorities. This was done to ensure robust sample sizes within each territorial authority to confidently report results within at least +/- 12.25 per cent at the 95 per cent confidence level. Please note that since previous surveys, Franklin District has become part of Waikato and Hauraki districts (plus Auckland Council).

The tables below show the sample structure by key demographics. The sample was quota'd by gender, age and ethnicity to ensure it was representative of the distribution of the Waikato region population on these characteristics. The sample was then weighted by age and gender to adjust for minor differences between quotas and actual population shares. The tables below show the unweighted data of the sample. Please note that not all percentages shown add up to 100 per cent due to rounding and/or questions that allow multiple responses (rather than a single response).

Table 2-2: Sample Structure by Territorial Authority

	Number of Interviews (n)	% of Sample
Thames-Coromandel	78	8
Hauraki	70	7
Waikato	81	8
Hamilton	225	22
Matamata-Piako	75	7
Waipā	83	8
South Waikato	82	8
Otorohanga	83	8
Waitomo	83	8
Rotorua[4]	64	6
Taupo	81	8
Total	**1005**	**100**

Table 2-3: Sample Structure by Rural/Urban

	Number of Interviews (n)	% of Sample
Rural	358	35
Urban	647	65
Total	**1005**	**100**

Table 2-4: Sample Structure by Gender

	Number of Interviews (n)	% of Sample
Male	458	46
Female	547	54
Total	**1005**	**100**

[4] Interviews from Rotorua district have only been conducted amongst those who lived within the Waikato Regional Council boundaries.

Table 2-5: Sample Structure by Ethnicity

	Number of Interviews (n)	% of Sample
European	454	45
New Zealander	400	40
Māori	113	11
Asian/Indian	10	1
Pacific Island	6	1
Refused	6	1
Don't know	1	0
Other	15	1
Total	**1005**	**100**

Table 2-6: Sample Structure by Māori Ancestry

	Number of Interviews (n)	% of Sample
I have no Māori ancestry	743	83
Yes, I have some Māori ancestry	133	15
Refused	16	2
Total	**892**	**100**

Table 2-7: Sample Structure by Age

	Number of Interviews (n)	% of Sample
18-19	30	3
20-29	86	9
30-39	168	17
40-49	214	21
50-59	195	19
60-65	91	9
65+	215	21
Refused	6	1
Total	**1005**	**100**

Table 2-8: Sample Structure by Highest Qualification

	Number of Interviews (n)	% of Sample
Primary school	26	3
Secondary school qualification	220	22
Secondary school	283	28
Trade certificate	115	11
Tertiary qualification	361	36
Total	**1005**	**100**

Table 2-9: Sample Structure by Household Situation

	Number of Interviews (n)	% of Sample
Young, single, living alone	19	2
Group flatting together	17	1
Young couple, no children	23	2
Family, mainly preschool children	83	8
Family, mainly school aged children	258	26
Family, adult children	189	19
Older couple/single person	298	30
Middle aged single/couple	88	9
Boarding or similar	27	3
Refused	3	0
Total	**1005**	**100**

Table 2-10: Sample Structure by Household Income

	Number of Interviews (n)	% of Sample
Less than $30,000	171	17
$30,001 - 60,000	244	24
$60,001 - 90,000	250	25
$90,001 - 150,000	197	20
$150,001 - 200,000	47	5
$200,001 - 300,000	11	1
$300,001+	8	1
Refused	39	4
Don’t know	38	4
Total	**1005**	**100**

Table 2-11: Sample Structure by Employment Status

	Number of Interviews (n)	% of Sample
Working full time	457	45
Working part time	186	19
Retired	201	20
Home responsibilities	57	6
Student	37	4
Unemployed/ beneficiary	57	6
Refused/don't know	10	1
Total	**1005**	**100**

Table 2-12: Sample Structure by Occupation[5]

	Number of Interviews (n)	% of Sample
Education/Health	122	12
Clerical/Sales	113	11
Professional/Managerial	81	8
Farmer/Forestry worker	78	8
Trade/Technical	72	7
Skilled	57	6
Semi-skilled	50	5
Unskilled	4	<1
Self-employed	36	4
Government	13	1
Not in paid employment[6]	157	16
Retired	201	20
Other/Don't know/Refused	21	2
Total	**1005**	**100**

2.6 **WEIGHTING**

The sample was weighted by age and gender to adjust for minor differences between quotas and actual population shares.

Table 2-13: Weighting by Age and Gender 2013

Weight variable	Observed	Expected	Weight
Male 18-29	69	106	1.5347
Male 30-39	70	89	1.2702
Male 40-49	84	96	1.1417
Male 50-59	83	82	0.9870
Male 60-64	41	31	0.7553
Male 65+	109	79	0.7241
Female 18-29	47	105	2.2318
Female 30-39	98	98	0.9990
Female 40-49	130	105	0.8069
Female 50-59	112	84	0.7493
Female 60-64	50	32	0.6394
Female 65+	106	93	0.8774

The tables below show the weighted data of the sample for area.

Table 2-14: Weighted Sample by Rural/Urban

	Number of Interviews (n)	% of Sample
Rural	355	35
Urban	650	65
Total	**1005**	**100**

[5] A definition of some classification codes is contained in Appendix Two.
[6] Note: this includes students (4%), unemployed/beneficiary (6%) and those undertaking home responsibilities (6%).

Table 2-15: Weighted Sample by Territorial Authority

	Rural	Urban	Total	% of Sample
Thames-Coromandel	30	41	71	7
Hauraki	32	36	68	7
Waikato	47	33	80	8
Hamilton	9	221	230	23
Matamata-Piako	18	59	77	8
Waipā	20	61	81	8
South Waikato	26	57	83	8
Otorohanga	47	38	85	8
Waitomo	31	53	84	8
Rotorua	69	3	72	7
Taupo	26	48	74	7
Total	**355**	**650**	**1005**	**100**

2.7 **REPORTING**

This report presents results at four levels:

- Overall results
- Comparisons with previous years
- Demographic variations in results
- Geographic variations in results.

Overall results are reported on weighted results for a sample 1005 interviews. Comparisons of results with previous years are shown where possible. Any results stated to be significantly different from previous years have been tested and found to be statistically significantly different at the 95 per cent confidence level. Results at the regional level are displayed through the use of tables, pie charts and line charts. Tables include comparisons with previous years where appropriate.

All results have also been analysed to highlight differences in responses by different demographic groups. Any significant differences are commented on within the text under the demographic variation sections of the report. Specific demographics of interest are:

- Gender
- Age
- Ethnic group
- Māori ethnicity
- Māori ancestry
- Annual household income
- Highest academic qualification
- Employment situation
- Occupation (including farming).

Results have also been analysed by territorial authority and by the rural/urban split. Specific significant differences between different territorial authorities and rural/urban split are included in the text under the Geographic Differences section of the report. Additionally, all results for territorial authority and the rural/urban split are displayed as a stacked bar. The table below shows confidence levels (at the 95% level) for a range of subgroups commonly referred to in the analysis.

Table 2-16: Main Sub-Sample Sizes and Associated Confidence Levels

Sub sample description	Sub sample size	Confidence Level at 95% (± %)
Total sample	1005	3.09
Rural	358	5.18
Urban	647	3.85
Thames-Coromandel	78	11.10
Hauraki	70	11.71
Waikato	81	10.89
Hamilton	225	6.53
Matamata-Piako	75	11.31
Waipā	83	10.76
South Waikato	82	10.82
Otorohanga	83	10.76
Waitomo	83	10.76
Rotorua	64	12.25
Taupo	81	10.89

2.7.1 SIGNIFICANCE TESTING

Significance testing is used to determine whether the difference between two results is statistically significant or not, i.e., to determine the probability that an observed difference occurred as a result of chance. Significance testing has been applied to those groups with more than n=30 people.

Significance testing was conducted in this report between the various subgroups, including the different demographic[7] and geographic[8] groups. As mentioned above, statistically significant results for the different demographic and geographic groups are detailed in bullet point format under the Demographic Variation and Geographic Variation sections respectively in each component of the report.

[7] Gender, age, ethnic group, Māori ancestry, annual household income, highest academic qualification, employment situation, occupation and farming or other rural.

[8] Territorial authority and rural/urban split.

3 ENVIRONMENTAL ISSUES

This section provides an overview of the issues respondents consider important in relation to the Waikato region environment. It looks at respondents' overall satisfaction with the local environment and then reviews the key environmental issues facing the Waikato region currently and in the future.

Key findings are:

- Respondents' overall mean rating of their satisfaction with their local environment on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way) is 6.47. This represents a slight increase from the 2006 result and is similar to those seen in 1998 and 2000.
- Water pollution/quality: The most frequently mentioned environmental concern for Waikato region's respondents continues to be water pollution, and this survey shows a significant increase in the level of concern for water pollution/quality on previous survey findings.
  Since 2000, water pollution has also consistently been reported as the most important environmental issue facing the Waikato region in five years' time. Furthermore, this survey shows a significant increase, with total water pollution issues increasing from 43 per cent in 2006 to 67 per cent in 2013. However, please note that this survey was conducted during the summer of 2013 when the Waikato region had been declared as a drought zone. This point needs to be considered when comparing the changes in water-related measures from 2006 to 2013, particularly with relation to quality and availability mentions.
- Rubbish and recycling: This is the second most frequently mentioned environmental concern and the third most important issue facing the Waikato region in the next five years. However, concern for rubbish and recycling issues remains similar to the 2006 findings, although concern about rubbish disposal has dropped.
- Air pollution: In terms of the most frequently mentioned environmental concern for the Waikato region, this issue is at its lowest level of concern when compared to previous surveys. In addition, a smaller proportion of respondents state this as the 'next most important issue' than in 2006. General pollution (4%) and climate change/global warming/ ozone layer (5%) make up the majority of this issue however, mentions of specific sources of pollution (households 0.5%) and vehicles (1%) also occur (total 10%).

3.1 SATISFACTION WITH THE LOCAL ENVIRONMENT IN GENERAL

At the end of the survey, respondents were asked to take everything into account and report *how satisfied they are with their local environment in general.* Respondents were requested to use a 10-point scale, where 1 means they find their local environment completely unsatisfactory and a score of 10 means their local environment is perfect in every way.

3.1.1 OVERALL SCORE AND COMPARISON WITH PREVIOUS YEARS

The overall mean score is 6.47, with the greatest proportion of respondents scoring their local environment a five (15%), six (20%), seven (33%) or an eight (18%) on the 1-to-10 scale. Eight per cent of respondents give their local environment a rating of less than five.

Although the distribution of results across the 10-point scale is similar to the 2006 survey, the overall result shows a reverse in the downward trend in satisfaction with local environment scores. Results improved from a mean score of 6.28 in 2006 to 6.47 in 2013.

Table 3-1: Distribution of Scores for Satisfaction with Local Environment

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
One - completely unsatisfactory	<0.5	1	1	2	1	+1	-1
Two	<0.5	1	1	1	1	+1	-
Three	2	2	2	2	2	-	-
Four	5	6	6	6	4	-1	-2
Five	17	16	19	17	15	-2	-2
Six	20	22	21	21	20	-	-1
Seven	31	30	29	31	33	+2	+2
Eight	19	17	17	16	18	-1	+2
Nine	5	3	3	3	4	-1	+1
Ten - perfect in every way	1	1	1	1	1	-	-
Mean	**6.50**	**6.42**	**6.32**	**6.28**	**6.47**	**-0.03**	**+0.19**
Unsure/don't know	<0.5	1	<0.5	0	1	+1	+1
Base (respondents)	1037	1873	1822	1000	1005		

3.1.2 DEMOGRAPHIC VARIATION

Respondents with the **highest mean scores** for satisfaction with the local environment are those who are:

- of New Zealand ethnicity (6.61)
- aged between 60 and 64 years (6.69)
- educated to a secondary school level (6.50)
- middle-aged single couple (6.60)
- working full time (6.51).

In contrast, respondents with the **lowest mean scores** for the local environment are those:

- with a household income of less than $30,000 per annum (6.08)
- aged between 18 and 19 years of age (6.16)
- in a group-flatting situation (4.81)
- who are students (5.98)
- who have some Māori ancestry (6.19).

3.1.3 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Mean scores given by respondents are **highest** in Rotorua (6.87), Waipā (6.77), and Otorohanga (6.66).
- Mean scores are **lowest** in Waitomo (6.10) and Matamata-Piako (6.26).
- Rural respondents (6.77) rate their local environment more positively than urban respondents (6.31).

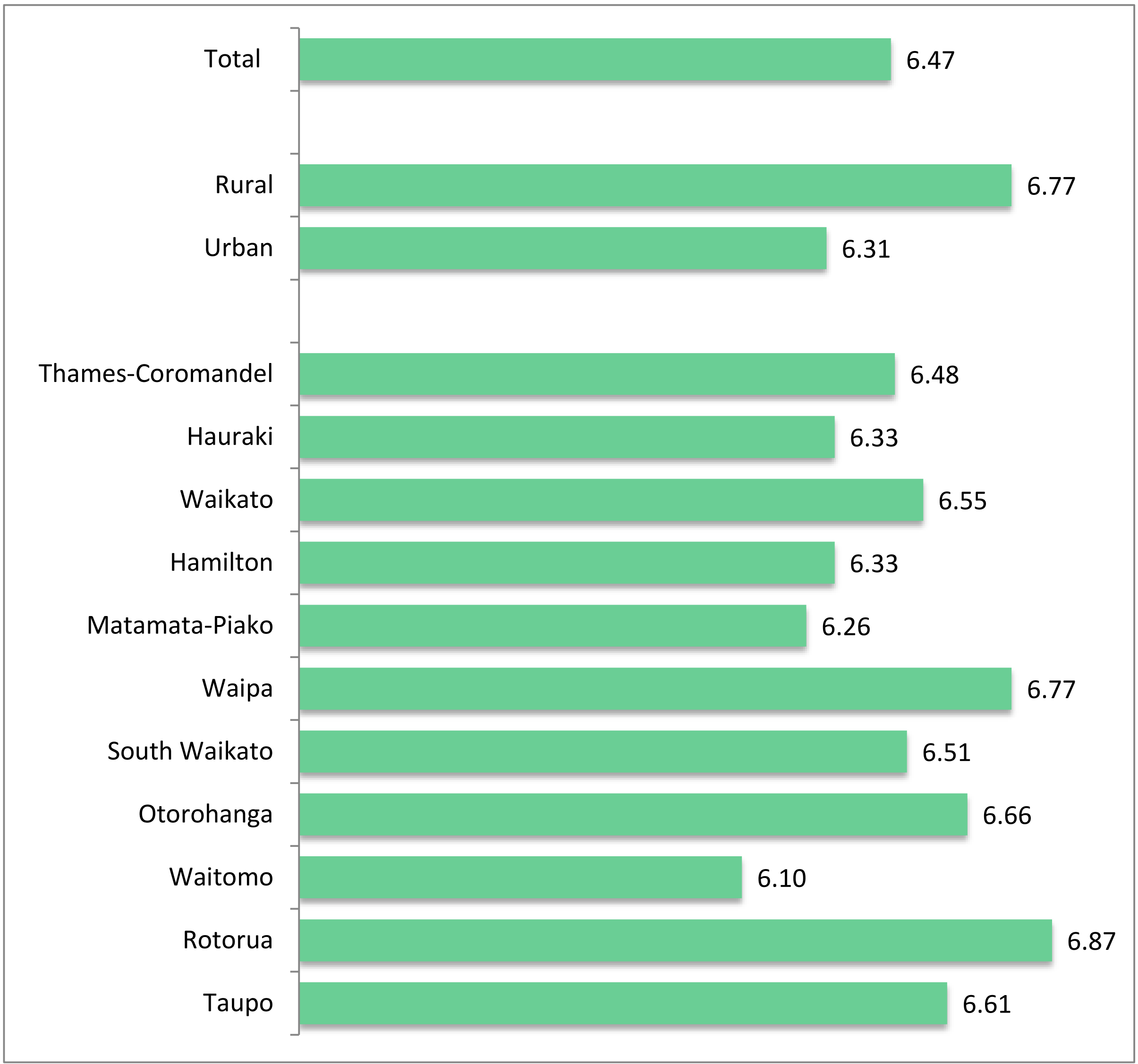


Figure 3-1: **Mean Rating of Satisfaction with Local Environment by Urban/Rural and Territorial Authority**

3.1.4 ENVIRONMENTAL SATISFACTION INDEX (ESI)

To provide a summary measure of Environmental Satisfaction, responses to the overall satisfaction questions are classified into three groups:

- Not satisfied (respondents who give a rating of 1,2,3 or 4 out of 10)
- Satisfied (respondents who give ratings of 5,6 or 7 out of 10)
- Very satisfied (respondents who give ratings of 8, 9 or 10 out of 10).

The majority of responses are classified as satisfied (68%) with 23 per cent classified as very satisfied and the minority classified as not satisfied (11%). These groupings have remained reasonably consistent since 1998.

Table 3-2: Classification of Environmental Satisfaction Index 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Very satisfied	25	22	21	20	23	-2	+3
Satisfied	67	69	70	69	68	+1	-1
Not satisfied	8	9	9	11	8	0	-3
Base (respondents)	1037	1873	1822	1000	1005		

3.1.4.1 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **very satisfied** with their local environment are those who:

- are of New Zealand ethnicity (28%)
- have no Māori ancestry (26%)
- have an annual household income of $150,000 or more (36%)
- are aged between 50 and 59 years (29%).

Respondents who are significantly more likely (than the regional average) to be **satisfied** with their local environment are those who:

- are in a household with mainly preschool children (80%)
- are aged between 20 and 39 years (77%).

Respondents who are significantly more likely (than the regional average) to be **not satisfied** with their local environment are those who:

- are of Māori ethnicity (15%)
- are male (11%)
- are currently students (20%)
- have an annual household income of $30,000 or less (13%)
- are aged between 18 and 19 years (21%).

3.1.4.1.1 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents living in Taupo are more likely (than the regional average) to be **very satisfied** with their local environment (32%).
- Respondents living in Waitomo are more likely to be **not satisfied** with their local environment (14%).
- Respondents living in a rural area are more likely to be to be **very satisfied** with their local environment (31%), whereas those living in urban areas are more likely to be satisfied (71%) or not satisfied (10%).

3.2 MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION

Respondents were asked what they think is the single most important environmental issue facing the Waikato region today.

3.2.1 OVERALL RESULT AND COMPARISON WITH PREVIOUS YEARS

- Water pollution/quality: The most frequently mentioned environmental concern for Waikato region's respondents continues to be water pollution. This survey shows a significant increase in the level of concern for water pollution/quality on previous survey findings (41% in 2013 compared to 18% in 2006), however there is also an increase in the number of contributing agricultural effects with waste to waterways (2%), agriculture general (2%) and agriculture pollution (0.5%) all new mentions in 2013. It is interesting to note that the majority of respondents' verbatim comments relating to water refer directly to water quality rather than to water pollution per se (this was also observed in responses to *the next most important issue* and *the most important issue in five years' time*).
- Rubbish and recycling: Overall, concern for rubbish and recycling issues remains similar to the 2006 findings, although there is a decrease in the number of respondents who mention rubbish disposal and a corresponding increase in the number of respondents who mention littering.
- Air pollution: This issue is at its lowest level of concern when compared to previous surveys (4% compared to 9% in 2006).

Please note: Multiple responses to this question were permitted. Consequently the table may total more than 100 per cent.

Table 3-3: Single Most Important Environmental Issue Facing Waikato Region 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %
Water Pollution/Quality – Total	**33**	**39**	**45**	**43**	**67**
Water – pollution/quality	25	30	26	18	41
Water – availability and quantity for use	8	9	3	13	10
Water – overuse	-	-	-	-	1
Water – sewage	-	-	-	-	1
Agriculture – effluent disposal/run off	-	-	5	5	3
Agriculture – waste to waterways	-	-	-	-	2
Agriculture – general	-	-	-	-	2
Agriculture – fertiliser/nitrogen run off	-	-	1	2	1
Agriculture – pollution	-	-	-	-	0.5
Waikato River – water, clean up the river	-	-	8	3	5
Lake Taupo – water pollution, clean up the lake	-	-	1	1	0.5
Marine environment	-	-	1	1	-

Table 3-3: Most Important Environmental Issue Facing Waikato Region 1998 to 2013 cont.

	1998 %	2000 %	2003 %	2006 %	2013 %
Rubbish and Recycling – Total	**32**	**26**	**8**	**13**	**11**
Littering	3	2	1	2	5
Recycling	7	3	<0.5	3	2
Waste – general					2
Rubbish disposal	17	19	5	7	1
Dumps/landfills	5	2	1	1	1
Air Pollution – Total	**10**	**4**	**3**	**9**	**3**
Air pollution – general					2
Air pollution – households	-	-	-	-	1
Other Issues	**39**	**24**	**40**	**22**	**25**
Drought	-	-	-	-	5
Town planning/urban sprawl/graffiti	-	1	2	2	2
Pollution/general pollution – industrial	5	6	4	4	1
Coastal effects	-	-	-	-	1
Council administrative issues	-	1	1	1	1
Environmental education	2	-	1	< 0.5	1
Environment management – costs and charges	-	-	-	-	1
Erosion/deforestation/preserve natural environment	-	2	1	2	1
Land – preserving native environment/maintain native biodiversity of plants and birds	-	-	-	-	1
Mining of land	-	-	-	-	1
Land – biodiversity and chemical use	-	-	-	-	1
Land use/managing resources	-	1	2	1	1
Climate change/global warming/ Ozone layer	-	1	1	1	1
Pests – in water, weeds and algal	-	-	-	-	1
Plant pests *(previously Noxious weeds)*	3	3	2	1	1
Population increase	-	-	2	< 0.5	1
Social issues – general	-	-	-	-	1
Sprays/pesticides/poisons	4	3	3	2	1
Transport – congestion/roading *(previously Transport)*	6	1	5	3	1
Animal pests and disease *(previously Pest control)*	5	3	6	1	0.5
Coastal development, access, erosion	-	-	-	1	0.5
Natural hazards, including flooding *(previously Drainage/flooding)*	2	2	2	2	<0.5
Electricity/power generation/energy supply	-	-	< 0.5	2	-
Public transport/cycleways	-	-	-	1	-
Sewage	-	1	1	1	-
Native birds/trees	-	1	1	< 0.5	-
General concern	-	1	1	< 0.5	-

Table 3-3: Single Most Important Environmental Issue Facing Waikato Region 1998 to 2013 cont.

	1998 %	2000 %	2003 %	2006 %	2013 %
Other	17	3	3	1	-
Nothing/everything is fine	-	1	2	3	-
Don't know/no reply	8	9	12	10	11
Base (respondents)	1037	1873	1822	1000	1005

3.2.2 DEMOGRAPHIC VARIATION

Some respondents are significantly more likely (than the regional average) to identify with specific environmental issues facing the Waikato region. These are:

Water Polluton/Quality

- Water pollution/quality: those with an annual household income of between $90,001 and $150,000 per annum (48%), those educated to a tertiary level (47%), or those working full time (45%)
- Water availability and quantity for use: Māori (15%), those aged between 20 and 29 years (17%), those working part time (17%)
- Agriculture general: European (3%), those with Māori ancestry (4%), those with a household income of between $200,001 and $300,001 per annum (9%), or those educated to a secondary school level (3%)
- Agriculture fertiliser run off: European (1%), or males (1%)
- Agriculture effluent run off: those aged between 50 and 59 years (7%), in an older household without children (10%), or males (5%)
- Agriculture waste to waterways: those with a household income of between $90,001 and $150,000 per annum (5%).

Rubbish and Recycling

- Waste littering: Māori (8%), those in a family household with school-aged children (7%), those aged between 18 and 19 (12%), or those educated to a secondary school level (7%).

Air Pollution

- Air pollution: Māori (5%), those who are educated to a secondry school level (5%), those aged between 18 and 19 years (7%), students (7%), or those who are unemployed (7%).

Other Issues

- Drought: Māori (12%), those aged between 20 and 29 years (12%), or those working part time (9%)
- Climate change/global warming/ozone layer: Māori (4%), those who are currently unemployed (5%) or those aged between 20 and 29 years (4%)
- Land use: European (2%), those aged between 50 and 59 years (2%), or males (1%)
- Coastal effects: those aged between 60 and 64 years (4%)
- Transport congestion: those who are currently unemployed (6%).

3.2.3 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural location, respondents are more likely (than the regional average) to mention the following points in:

- Thames-Coromandel: preserving the native environment (4%), coastal effects (12%), biodiversity and chemical use (4%), land mining (7%), land erosion (2%), coastal erosion (2%), or plantation forestry (1%)
- Hauraki: costs of environmental management (4%), town planning issues (3%), or natural hazards (3%)
- Waikato: waste littering (12%)

- Hamilton: the Waikato River (10%), transport congestion (4%), over-use of water (3%), or vehicle pollution (2%)
- Matamata-Piako: water availability and quantity for use (19%), agricultural pollution (4%), or sewage (4%)
- Waipā: global warming (3%), population increases (2%) or industrial pollution (2%)
- South Waikato: air pollution generally (11%), air pollution from households (5%), deforestation (4%), or the district's administration of the environmental management (2%)
- Otorohanga: don't know (20%), agricultural effluent/run off (7%) or air pollution from households (5%)
- Rotorua: water pollution/quality (54%) or pollution in general (4%)
- Taupo: in waterweeds or algae (5%) or Lake Taupo (7%).

No respondents from Waitomo or an urban or rural setting are more likely (in terms of significance) to mention a particular environmental issue.

3.3 THE NEXT MOST IMPORTANT ENVIRONMENTAL ISSUE

Respondents were asked what they think the next most important environmental issue is facing the Waikato region today.

- Water pollution/quality: This is the most frequently mentioned next most important issue (20%), with water quality increasing significantly on the 2006 findings.
- Rubbish and recycling: This is second most frequently mentioned issue in this category (19%, next most important environmental issue), with the issue of littering showing an increase on the 2006 findings. It is interesting to note that there is very little difference between the 'most' important issue (water pollution, total of 20%) and the 'second' most important issue (rubbish and recycling, total of 19%); this is similar to the pattern of responding seen in 2006.
- Air pollution: This is the next most frequently mentioned issue; however a smaller proportion of respondents stated this as 'next most important issue' than in 2006.

Please note: Multiple responses to this question were permitted. Consequently the table may total more than 100 per cent.

Table 3-4: The Next Most Important Environmental Issue Facing the Waikato Region 2000 to 2013

	2000 %	2003 %	2006 %	2013 %
Water Pollution/Quality – Total	**20**	**20**	**18**	**20**
Water – pollution/quality	13	13	6	12
Water – availability and quantity for use	7	1	8	1
Water – sewage	-	-	-	1
Agriculture – effluent disposal/run off	-	2	1	2
Agriculture – waste to waterways	-	-	-	1
Agriculture – general	-	-	-	0.5
Agriculture – fertiliser/nitrogen run off	-	1	1	0.5
Agriculture – pollution				0.5
Waikato River – water, clean up the river	-	2	1	1
Marine water quality	-	1	1	0.5

Table 3-4: The Next Most Important Environmental Issue Facing the Waikato Region 2000 to 2013 cont.

	2000 %	2003 %	2006 %	2013 %
Rubbish and Recycling – Total	**12**	**11**	**16**	**19**
Recycling	-	-	6	4
Rubbish disposal	10	8	5	4
Littering	1	1	3	7
Dumps/landfills	1	2	2	1
Waste – general	-	-	-	3
Air Pollution – Total	**5**	**9**	**12**	**8**
Air pollution – general	5	9	12	5
Air pollution – vehicles	-	-	-	2
Air pollution – households	-	-	-	1
Other Issues	**25**	**47**	**36**	**26**
Erosion/deforestation/preservation of natural environment	4	3	4	3
Pollution/general pollution – industrial	4	4	3	2
Plant pests *(previously Noxious weeds)*	4	5	3	2
Social issues – general	-	-	-	2
Transport – congestion/roading *(previously Transport)*	1	11	6	2
Transport – more roads needed	-	-	-	2
Environmental management – costs and charges	-	-	-	1
Land use/managing resources	1	2	1	1
Land erosion	-	-	-	1
Mining of land	-	-	-	1
Climate change/global warming/ozone layer	1	1	1	1
Parks and reserves	<0.5	1	2	1
Pests – animals	-	-	-	1
Pests – in water, weeds and algal	-	-	-	1
Population increase	<0.5	1	1	1
Social issues – visual pollution	-	-	-	1
Town planning/urban sprawl/graffiti	1	3	2	1
Drought	-	-	-	0.5
Environmental education	1	1	1	0.5
Public transport/cycleways	-	-	2	0.5
Coastal development, access, erosion	-	-	2	<0.5
Electricity/power generation/energy supply	-	-	1	<0.5
Fencing off waterways/bush	-	1	1	<0.5
Sprays/pesticides/poisons	4	3	1	<0.5
Council administrative issues	-	-	1	-
Native birds/trees	3	2	1	-
Sewage	1	1	1	-
Noise	-	1	1	-
General concern	1	1	< 0.5	-
Other	-	4	1	-
Nothing	-	-	6	1
Don't know/no reply	26	14	16	31
Base (respondents)	1873	1822	864	894

3.3.1 DEMOGRAPHIC VARIATION

Some respondents are significantly more likely (than the regional average) to identify with other specific environmental issues facing the Waikato region. These are:

Water Pollution/Quality:

- Water pollution/quality: those with a household income of $30,000 or less per annum (22%)
- Agriculture effluent/run off: European (3%), those who undertake home responsbibilites (5%), or those in family households with preschool children (5%).

Rubbish and Recycling:

- Waste rubbish disposal: those educated to a tertiary level (7%), those with a household income of between $150,001 and $200,000 per annum (10%), or those who are currently students (14%)
- Waste recycling: those who are qualified to a tertiary level (7%)
- Waste littering: those aged between 30 and 39 years (11%), those with a household income of between $150,001 and $200,000 per annum (17%), or those who are currently students (16%).

Other Issues:

- Air pollution vehicles: Māori (5%) or those in family households with preschool children (5%)
- Air pollution general: those who are retired (8%)
- Pollution general: European (3%) or those in family households with preschool children (5%)
- Pests plants: those aged between 50 and 59 years (5%)
- Transport congestion: those aged 65 years and older (4%) or those with a household income of between $90,001 and $150,000 per annum.

3.3.2 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural location, respondents are more likely (than the regional average) to mention the following points in:

- Thames-Coromandel: marine water quality (6%), costs and charges of environmental management (5%), land mining (5%), coastal erosion (5%), effects on the coast (3%), fertiliser use on agricultural land (4%), marine fisheries (3%) or pests (3%)
- Hauraki: waste (7%), land mining (7%), environmental education (3%), or land reserves (3%)
- Hamilton: traffic congestion (5%), pollution generally (4%), or climate change (2%)
- Matamata-Piako: air smells (4%), industrial air pollution (4%), or industrial waste (2%)
- Waipā: recycling (9%), agricultural pollution (3%), or agricultural fencing off waterways (1%)
- South Waikato: air pollution for households (4%), or pests (3%)
- Otorohanga: don’t know (46%), land deforestation (3%), environmental management laws (2%), industrial (2%), drought (2%), or land biodiversity (3%)
- Rotorua: agricultural effluent run off (11%), land use (8%), or land erosion (4%)
- Taupo: air pollution (9%), waterweed and algae (3%) or geothermal issues (2%).

No respondents from Waitomo or Waikato or an urban or rural setting are more likely (in terms of significance) to mention a particular environmental issue.

3.4 MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS

Respondents were also asked what they thought would be the most important environmental issue facing the Waikato region in five years' time.

3.4.1 OVERALL RESULT AND COMPARISON WITH PREVIOUS YEARS

- Water pollution/quality: Since 2000, this issue is consistently cited as the most important environmental issue facing the Waikato region in five years' time. Respondents' mentions of water pollution is almost double the 2006 result with significant increases seen in the number of mentions of pollution/quality (33% in 2013 and only 12% in 2006). However, please note that this survey was conducted during the summer of 2013 when the Waikato region was declared a drought zone. This point needs to be considered when comparing the changes in water-related measures from 2006 to 2013.
- Air pollution: This is the second most frequently mentioned issue, but shows a decrease on the 2006 findings with air pollution dropping from 24 per cent in 2006 to 10 per cent in 2013. General pollution (4%) and climate change/global warming/ozone layer (5%) make up the majority of this issue however, mentions of specific sources of pollution (households 0.5%) and vehicles (1%) also occur.
- Rubbish and recycling: This issue is the third most frequently stated most important environmental issue in five years but has reduced in frequency from 15 per cent in 2006 to 9 per cent in 2013.

Please note: Multiple responses to this question were permitted. Consequently the table may total more than 100 per cent.

Table 3-5: Most Important Environmental Issue in Five Years' Time 2000 to 2013

	2000 %	2003 %	2006 %	2013 %
Water Pollution/Quality – Total	**24**	**30**	**24**	**47**
Water – pollution/quality	10	4	12	33
Water – availability and quantity for use	14	20	8	8
Water – over use	-	-	-	1
Agriculture – effluent disposal/run off	-	1	1	1
Agriculture – waste to waterways	-	-	-	1
Agriculture – fertiliser/nitrogen run off	-	1	1	
Agriculture – general	-	-	-	2
Waikato River – water/clean up the river	-	2	1	1
Lake Taupo – water pollution/clean up the lake	-	1	< 0.5	-
Marine environment	-	1	1	0.5
Air Pollution – Total	**15**	**12**	**24**	**10**
Climate change/global warming/ozone layer	7	4	8	5
Air pollution – general	8	8	16	4
Air pollution – vehicles	-	-	-	1
Air pollution – households	-	-	-	0.5

Table 3-5: Most Important Environmental Issue in Five Years' Time 2000 to 2013 cont.

	2000 %	2003 %	2006 %	2013 %
Rubbish and Recycling – Total	**21**	**11**	**15**	**9**
Rubbish disposal	19	10	8	2
Recycling	-	-	3	1
Littering	-	< 0.5	2	2
Dumps/landfills	2	1	2	1
Waste – general	-	-	-	3
Other Issues	**31**	**48**	**28**	**23**
Transport – congestion/roading *(previously Transport)*	1	12	3	3
Pollution/general pollution – industrial	6	7	3	3
Drought	-	-	-	2
Erosion/deforestation/preservation of natural environment	3	1	1	2
Population increase	2	5	3	2
Town planning/urban sprawl/graffiti	1	3	3	2
Electricity/power generation/energy supply/more needed	-	1	2	1
Environmental education	<0.5	1	< 0.5	1
Environmental management – environmental laws	-	-	-	1
Land use/managing resources	1	2	2	1
Natural hazards including flooding *(previously Drainage/flooding)*	2	1	1	1
Sewage	2	1	1	1
Social issues – general				1
Coastal development, access, erosion	-	-	1	0.5
Mining of land	-	-	-	0.5
Public transport/cycleways	-	-	1	0.5
Weather	-	1	2	<0.5
Animal pests and disease *(previously Pest control)*	2	3	1	<0.5
Sprays/pesticides/poisons	3	1	1	-
Parks and reserves	-	< 0.5	1	-
Farm/agricultural pollution	-	-	1	-
Other	7	4	1	-
Nothing	1	1	4	0.5
Don't know	14	12	13	20
Base (respondents)	1873	1822	1000	1005

3.4.2 DEMOGRAPHIC VARIATION

Some respondents are significantly more likely (than the regional average) to identify with specific environmental issues facing the Waikato region in the next five years. These are outlined below:

Water Pollution/Quality

- Water pollution/quality: those educated to a tertiary level (36%)
- Water availability and quantity for use: Europeans (11%), those with trade certificate (13%) or those with a household income of between $90,001 and $150,000 per annum (12%)
- Waikato River: those aged between 18 and 19 years (6%).

Air Pollution

- Climate change/global warming/ozone layer: Māori (11%), those who are currently students (12%), those with a household income of $30,000 or less per annum (8%), those who are currently unemployed (12%), or those who undertake home responsibilites (10%)
- Air pollution general: those who undertake home responsibilities (11%).

Rubbish and Recycling

- Waste general: those who are educated to a secondary school level (6%), or those with a household income of between $60,001 and $90,000 per annum (5%)
- Waste littering: Māori (5%), those who are aged between 20 and 29 years (6%), or those who are working part time (5%).

Other Issues

- Land use: those aged between 18 and 19 years (6%)
- Drought: Māori (4%) or those aged between 18 and 19 years (11%)
- Social issues/population increases: Māori (5%).

3.4.3 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural location, respondents are more likely (than the regional average) to mention the following points in:

- Thames-Coromandel: climate change/global warming/ozone layer (10%), land mining (5%), marine water quality (5%), coastal effects (5%), or marine fisheries (2%)
- Hauraki: waste (8%) or agricultural run off (4%)
- Waikato: pollution generally (7%), environmental education (4%), or in water pests (3%).
- Hamilton: transport congestion (7%) or littering (5%)
- Matamata-Piako: water availability and quantity for use (16%) agricultural run off (4%) or recycling (4%)
- Waipā: energy needed (4%), over-use of water (4%), drought (7%), or environmental management laws (2%)
- South Waikato: air pollution (11%), agriculture (6%), or the drought (7%).
- Otorohanga: don't know (37%), agricultural effluent run off (6%) or more energy needed (4%)
- Waitomo: water pollution/quality (50%), waste (9%), town planning/urban sprawl (3%), or pests (3%)
- Rotorua: air pollution (9%), air pollution from vehicles (6%), air pollution households (4%), plant pests (2%)
- Taupo: erosion/deforestation/preservation of the natural environment (6%) or sewage (3%).

No respondents from an urban or rural setting are more likely (than the regional average) to mention a particular environmental issue facing the Waikato region in the next five years.

4 PERCEPTIONS OF CHANGES IN THE ENVIRONMENT

This section considers respondents' perceptions of changes of a range of environmental issues over the last few years. Respondents were asked to rate each issue using a five point scale, saying whether they feel the issue is much better, a little better, stayed the same, a little worse, or much worse than in the last few years.

Note: The question wording used in 2003, 2006 and 2013 for this section differs from the wording used in 1998 and 2000, therefore, comparisons over time should be interpreted with caution.

Key findings are:

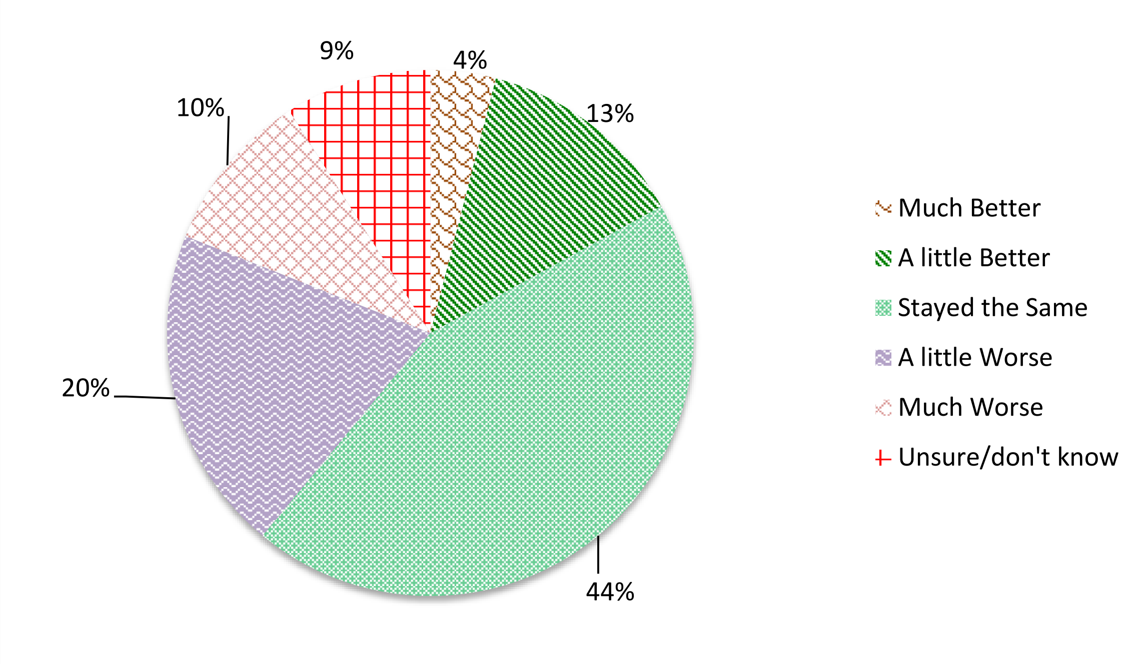
- Just over a half of respondents (53%) think the state of the local environment is the same, which is a larger proportion than in previous surveys (a range of 32% in 1998 to 43% in 2003). Fewer respondents feel that the overall state of the local environment has improved and a smaller proportion of respondents also comment that the overall state of the local environment has become worse. This general pattern is reflected across many of the findings in this report.
- The greatest proportion of respondents (44%) rate the water quality in their local streams, rivers and lakes as much the same as it was a few years ago. Māori respondents say the water quality had become worse (46%), as do urban respondents (33%).
- Likewise, a similar proportion of respondents (42%) rate the waste recycling services and facilities in their area as better than a few years ago. Māori respondents are most likely to say that the availability of waste and recycling services has become worse (19%), as are South Waikato respondents (25%).
- A larger proportion of respondents feel that air quality in the local area has stayed the same (75% compared with 70% in 1998), with fewer respondents stating it has improved or become worse. Respondents in South Waikato (18%) and urban respondents (10%) are most likely to feel it has become worse.
- Over one third of respondents (36%) think the amount of litter on our highways has stayed the same, while just under one third think it has improved, with a similar proportion stating it is worse.

4.1 WATER QUALITY IN LOCAL STREAMS, RIVERS AND LAKES

Respondents were asked whether they think *the water quality in their local streams, rivers, and lakes* has become better, worse or stayed the same in the last few years.

4.1.1 OVERALL RESULT

The greatest proportion of respondents (44%) rate the water quality in their local streams, rivers and lakes as much the same as it was a few years ago. Thirty per cent of all respondents think the water quality has deteriorated in the last few years (10% much worse, 20% a little worse), while 17 per cent of respondents state that water quality has improved over recent years (4% much better, 13% a little better).



Base: All respondents (n=1005)

Figure 4-1: Perceptions of Change in Water Quality in Local Streams, Rivers and Lakes

4.1.2 COMPARISON WITH PREVIOUS YEARS

The 2013 results are similar to the findings of the 2006 survey. This year, a slightly smaller proportion of respondents state that the water quality in local streams, rivers, and lakes has become worse over recent years compared with 2006 (total worse down from 32% in 2006 to 30% in 2013). Slightly more respondents state that the water quality in local streams, rivers, and lakes has stayed the same (44% compared with 42% in 2006). The proportion of respondents who believe water quality had improved recently has remained relatively unchanged since the previous measure (17% in 2013 and 18% in 2006).

Table 4-1: Perceptions of Change in Water Quality in Local Streams, Rivers and Lakes 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Much better	4	4	5	5	4	-	-1
A little better	16	12	10	13	13	-3	-
Total better	20	16	15	18	17	-3	-1
Stayed the same	43	45	33	42	44	+1	+2
A little worse	19	21	27	18	20	+1	+2
Much worse	6	8	20	14	10	+4	-4
Total worse	25	29	47	32	30	+5	-2
Unsure/don't know	12	10	5	8	9	-3	+1
Base (respondents)	1037	1873	1822	1000	1005		

This trend is shown below (over page).

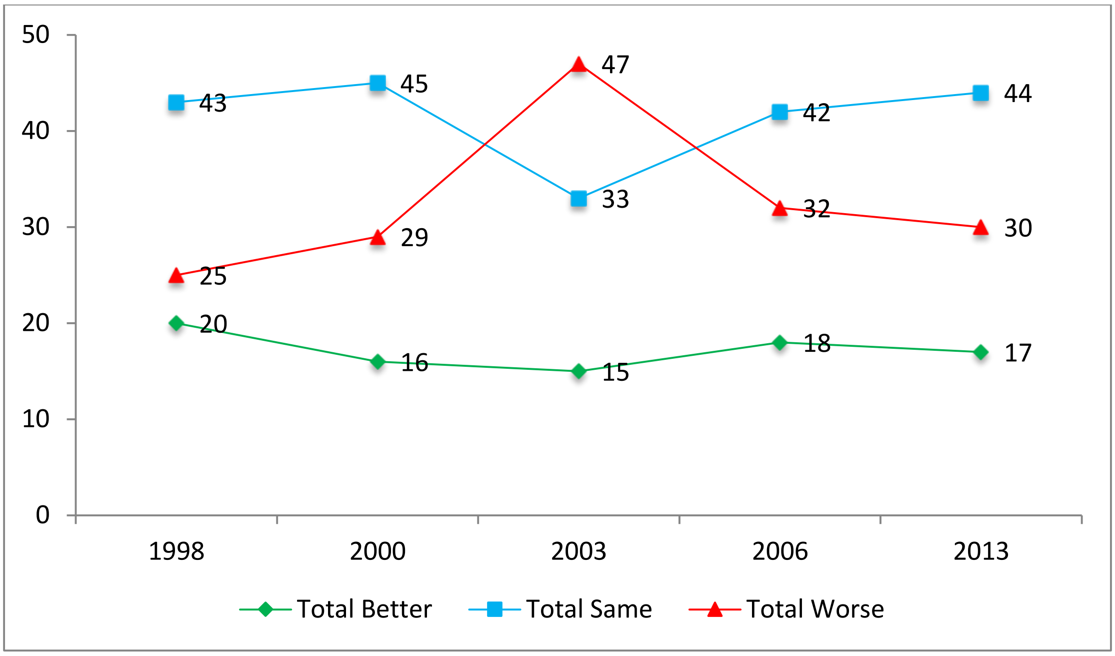


Figure 4-2: Perceptions of Changes in Water Quality in Local Streams, Rivers and Lakes 1998 to 2013

4.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to say the water quality in local streams, rivers and lakes is **better** than in recent years are those who are:

- male (21%)
- between the ages of 50 and 59 years and 60 and 64 years (23% and 27% respectively)
- working as farmers (33%).

Respondents who are significantly more likely (than the regional average) to say the water quality in local streams, rivers and lakes remains the **same** as in recent years are those who are:

- between the ages of 30 and 39 years and 50 and 59 years (55% and 52% respectively)
- in a household with an income of between $30,001 and 60,000 per annum (50%)
- in a family household with mainly school-aged children (50%)
- of no Māori ancestry (47%)
- working as farmers (55%).

Respondents who are significantly more likely (than the regional average) say the water quality in local streams, rivers and lakes is **worse** than in recent years are those who are:

- of Māori ethnicity (46%)
- between the ages of 20 and 29 years (54%)
- currently unemployed/beneficiary, or currently a student (51% and 47% respectively)
- in a family household with mainly preschool children (41%).

4.1.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Taupo are more likely to think the quality of local streams, rivers and lakes is **better** than in recent years (28%).
- Respondents in Thames-Coromandel (62%) and rural respondents (50%) are more likely to think the quality of local streams, rivers and lakes is the **same** as in recent years.
- Respondents in Hamilton (38%) and urban respondents (33%) are more likely to think the quality of local streams, rivers and lakes is **worse** than in recent years.

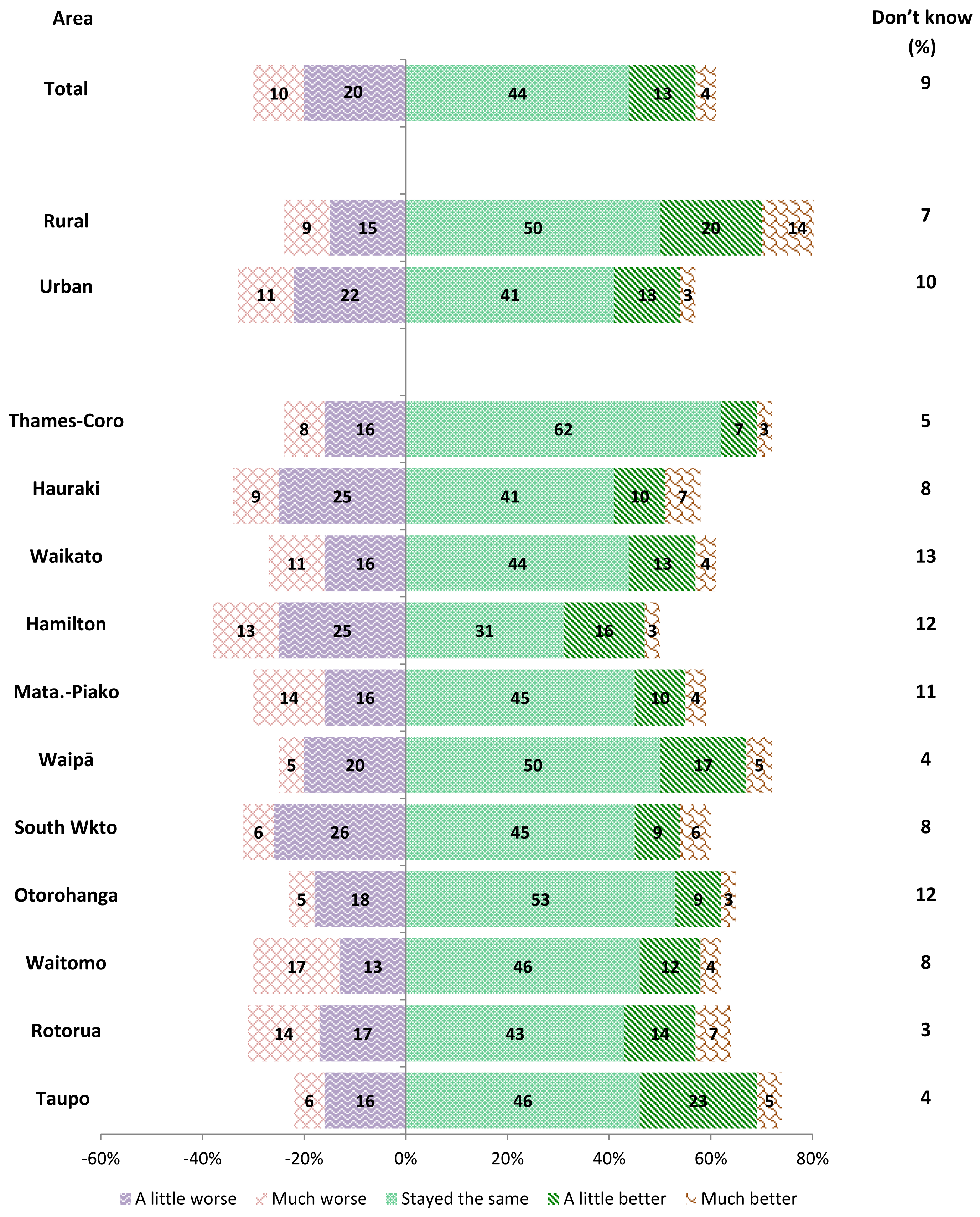


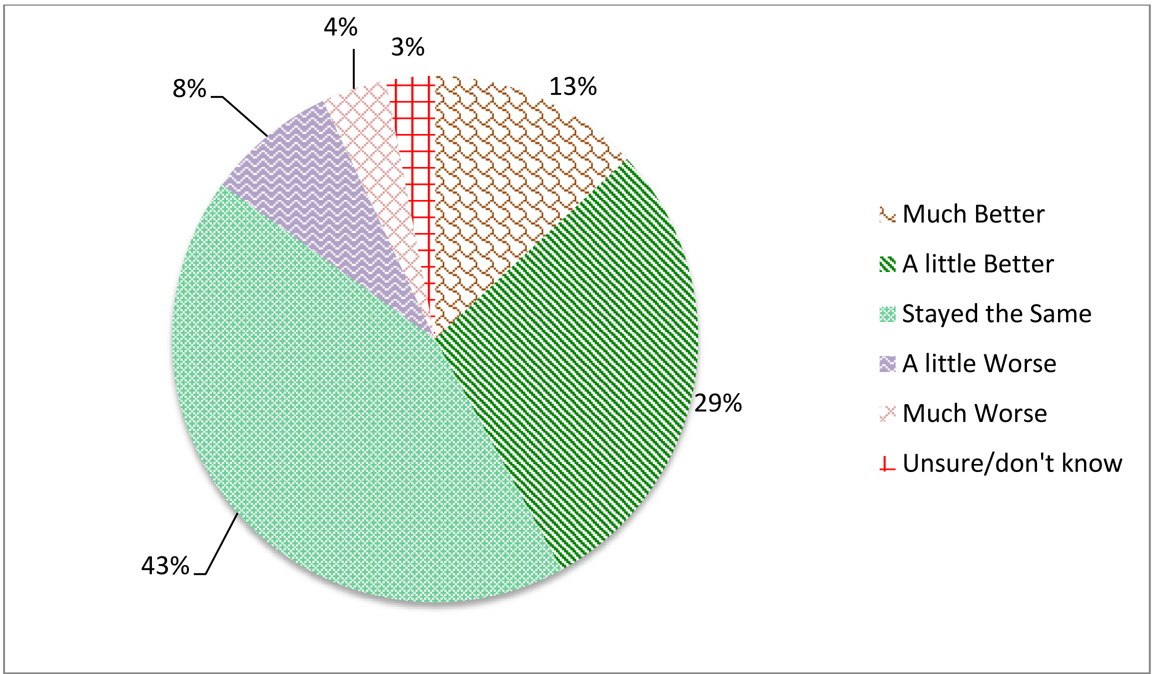
Figure 4-3: Perceptions of Changes in Water Quality in Local Streams, Rivers and Lakes by Area, Rural and Urban

4.2 AVAILABILITY OF WASTE RECYCLING SERVICES AND FACILITIES

Respondents were asked if they think *the availability of waste recycling services and facilities in their area* has become better, worse or stayed the same in the last few years.

4.2.1 OVERALL RESULT

Forty-two per cent of respondents rate the waste recycling services and facilities in their area as better than a few years ago (13% much better, 29% a little better), while 43 per cent of respondents feel the waste recycling services are similar to a few years ago. Twelve per cent of respondents consider that recycling services have deteriorated over recent years (4% much worse, 8% a little worse).



Base: All respondents (n=1005)

Figure 4-4: Perceptions of Change in Availability of Waste Recycling Services and Facilities

4.2.2 COMPARISON WITH PREVIOUS YEARS

This year a significantly smaller proportion of respondents state that they feel waste recycling services have improved (total better down from 49% in 2006 to 39% in 2013). Interestingly, slightly fewer respondents also state that waste recycling services have become worse (down from 17% in 2006 to 12% in 2013). The proportion of respondents in 2013 who state that waste recycling services have stayed the same has significantly increased (up from 30% in 2006 to 43% in 2013).

Table 4-2: Perceptions of Change in Availability of Waste Recycling Services and Facilities 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Much better	13	14	36	24	13	-	-11
A little better	28	25	25	25	29	+1	+4
Total Better	**41**	**39**	**61**	**49**	**42**	**-2**	**-10**
Stayed the same	**29**	**33**	**23**	**30**	**43**	**+14**	**+13**
A little worse	13	13	6	7	8	-5	+1
Much worse	8	12	7	10	4	-4	-6
Total Worse	**21**	**25**	**14**	**17**	**12**	**-9**	**-5**
Unsure/don't know	9	4	3	4	3	-6	-1
Base (all respondents)	1037	1873	1822	1000	1005		

This trend is shown below.

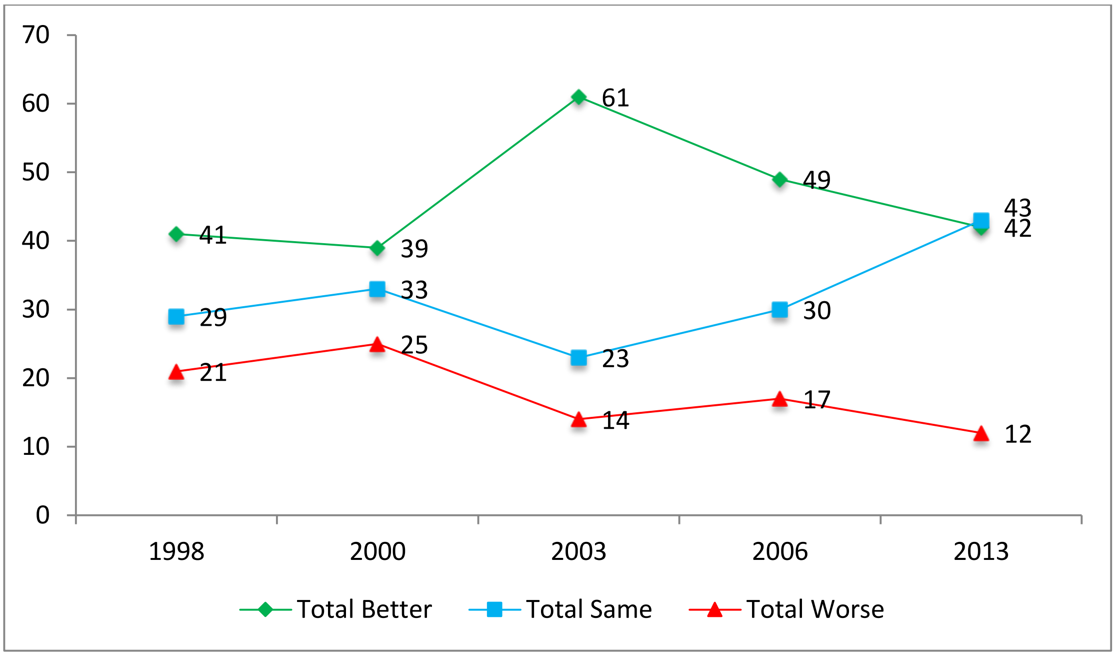


Figure 4-5: Perceptions of Change in Availability of Waste Recycling Services and Facilities 1998 to 2013

4.2.3 DEMOGRAPHIC VARIATION

Those significantly more likely (than the regional average) to say the availability of waste and recycling services is **the same** as in recent years are those who are:

- of European ethnicity (46%)
- educated to a secondary school level (48%)
- undertaking home responsibilities (56%)
- of no Māori ancestry (45%).

Those significantly more likely (than the regional average) to say the availability of waste and recycling services is **worse** than in recent years are those who are:

- of Māori ethnicity (19%)
- aged between 20 and 29 years (19%).

No particular demographic subgroup is identified as being more likely to think that the availability of waste and recycling services is **better** than in recent years.

4.2.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waitomo are more likely (than the regional average) to say the availability of waste and recycling services is **better** than in recent years (54%).
- Respondents in Hamilton (48%) or Matamata-Piako (53%) are more likely (than the regional average) to say the availability of waste and recycling services is the **same** as in recent years.
- Respondents in South Waikato are more likely (than the regional average) to say the availability of waste and recycling services is **worse** than in recent years (25%).

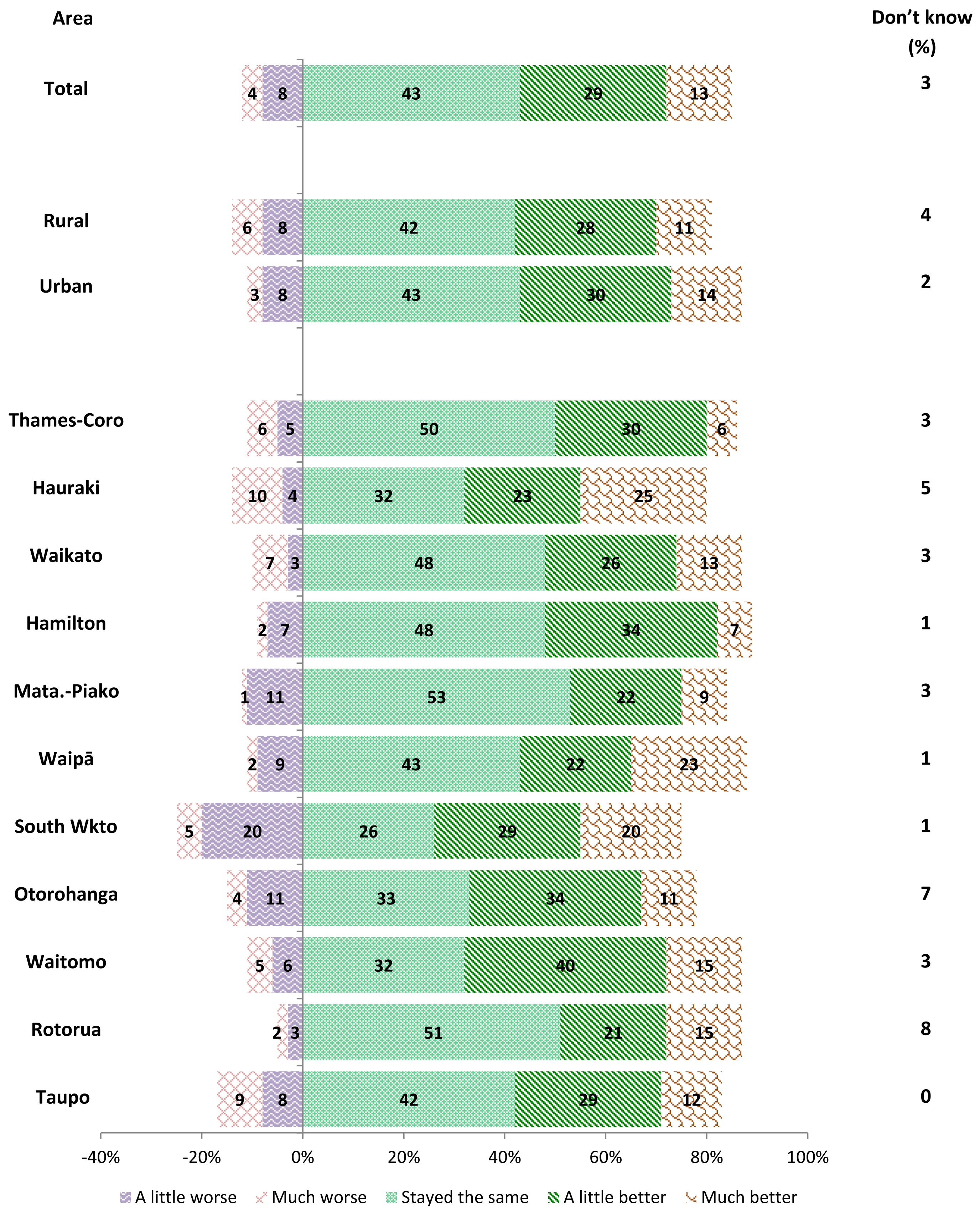


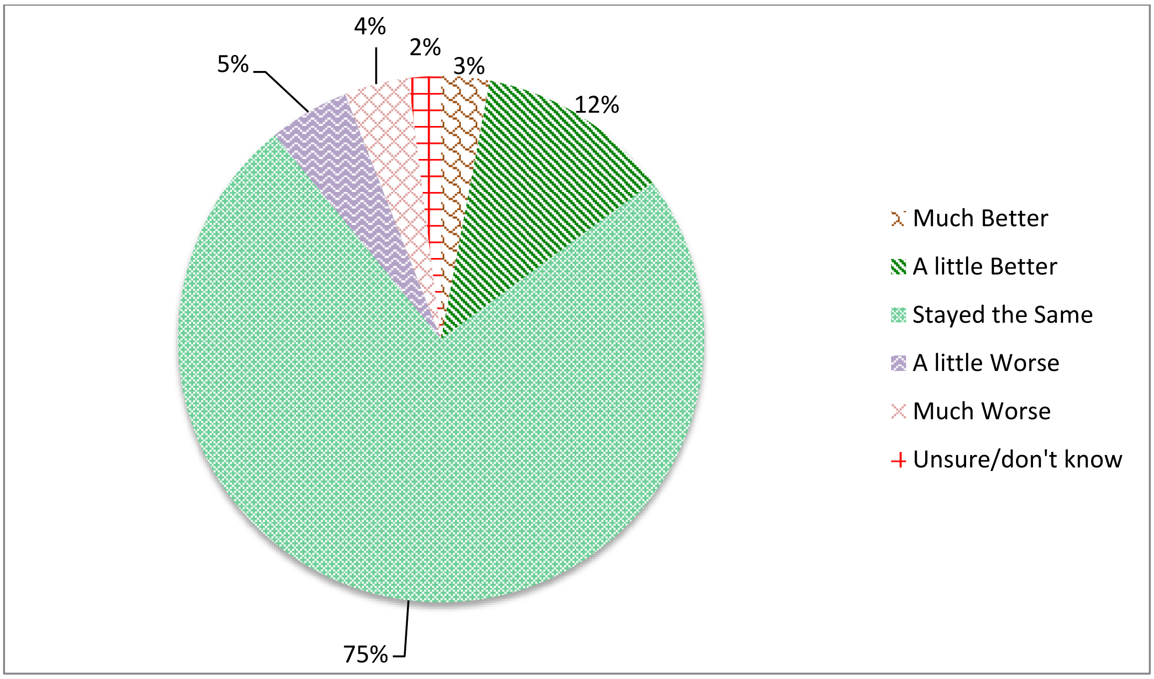
Figure 4-6: **Perceptions of Change in Availability of Waste Recycling Services and Facilities by Area, Rural and Urban**

4.3 THE AIR QUALITY IN YOUR LOCAL AREA

Respondents were asked whether they think *the air quality in the local area* has generally become better, worse or stayed the same in the last few years.

4.3.1 OVERALL RESULT

Three-quarters of respondents (75%) think the air quality in the local area has stayed the same, while 15 per cent of respondents consider that the air quality in the local area has improved over the last few years (3% much better, 12% a little better); 9 per cent of respondents perceive it has recently deteriorated (4% much worse, 5% a little worse).



Base: All respondents (n=1005)

Figure 4-7: Perceptions of the Air Quality in the Local Area

4.3.2 COMPARISON WITH PREVIOUS YEARS

The only comparable data available for this question is in 1998 (measures for 2000, 2003, and 2006 utilise a three point scale). The results for air quality in 2013 show a similar pattern to the responses in 1998, with a slight increase in the proportion of respondents who feel the air quality in the local area has improved (total better up from 12% in 1998 to 15% in 2013). Slightly fewer respondents also state that the air quality in the local area has become worse (down from 15% in 1998 to 9% in 2013). The proportion of respondents in 2013 who state that the air quality in the local area has stayed the same has significantly increased (up from 70% in 1998 to 75% in 2013).

Table 4-3: Perceptions of Change in the Air Quality in the Local Area 1998 to 2013

	1998 %	2013 %	Change 98-13
Much better	2	3	+1
A little better	10	12	+2
Total Better	12	15	+3
Stayed the same	70	75	+5
A little worse	12	5	-7
Much worse	3	4	+1
Total Worse	15	9	-6
Unsure/don't know	5	2	-3
Base (respondents)	1037	1005	

This trend is shown below.

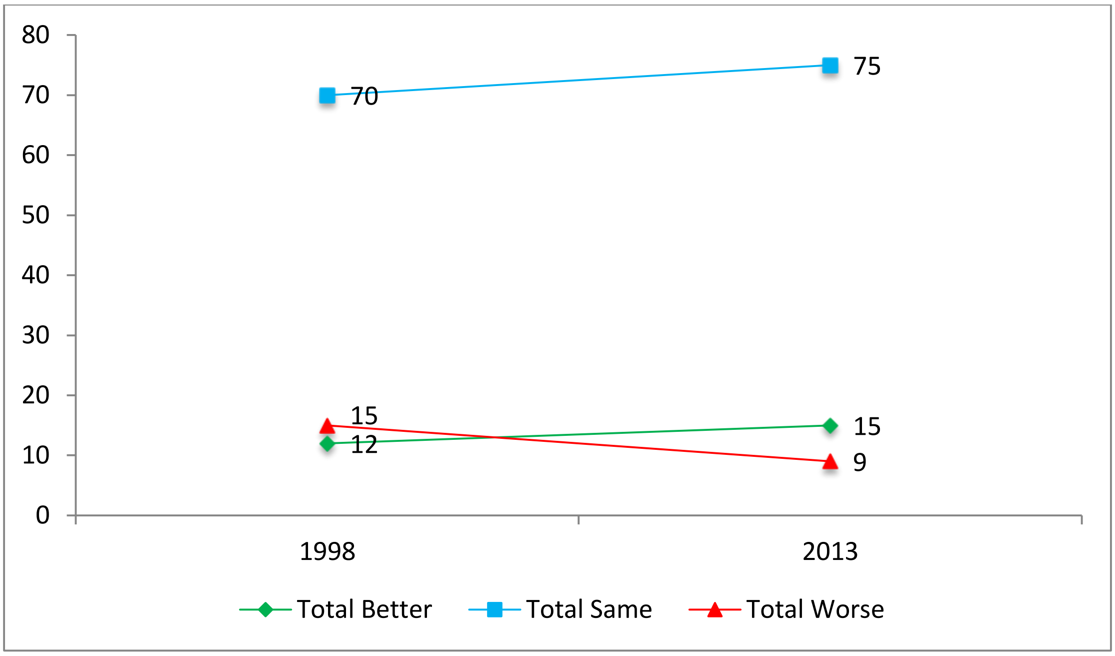


Figure 4-8: Perceptions of the Air Quality in the Local Area 1998 to 2013

4.3.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to think that the air quality in the local area is **better** than the last few years are those who are:

- of Māori ethnicity (25%)
- aged between 60 and 64 years (23%).

Respondents who are significantly more likely (than the regional average) to think that the air quality in the local area is **the same** as the last few years are those who are:

- of European (78%) or New Zealand (78%) ethnicity
- in a family household with mainly school-aged children (80%)
- in a household with an income of between $90,001 and $150,000 per annum (83%)
- working as farmers (85%)
- of no Māori ancestry (78%).

Respondents who are significantly more likely (than the regional average) to think that the air quality in the local area is **worse** than the last few years are those who are:

- of Māori ethnicity (16%)
- aged between 20 and 29 years (19%)
- currently a student (18%)

- currently unemployed (15%)
- in a household with an income of $30,000 or less per annum (15%).

4.3.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in South Waikato (18%) or in urban areas (10%) are more likely (than the regional average) to think that the air quality in their local area is **worse** than the last few years.

No respondents from a particular territorial authority or urban/rural setting are more likely to think that the air quality in their local area is the **same** or **better** than the last few years.

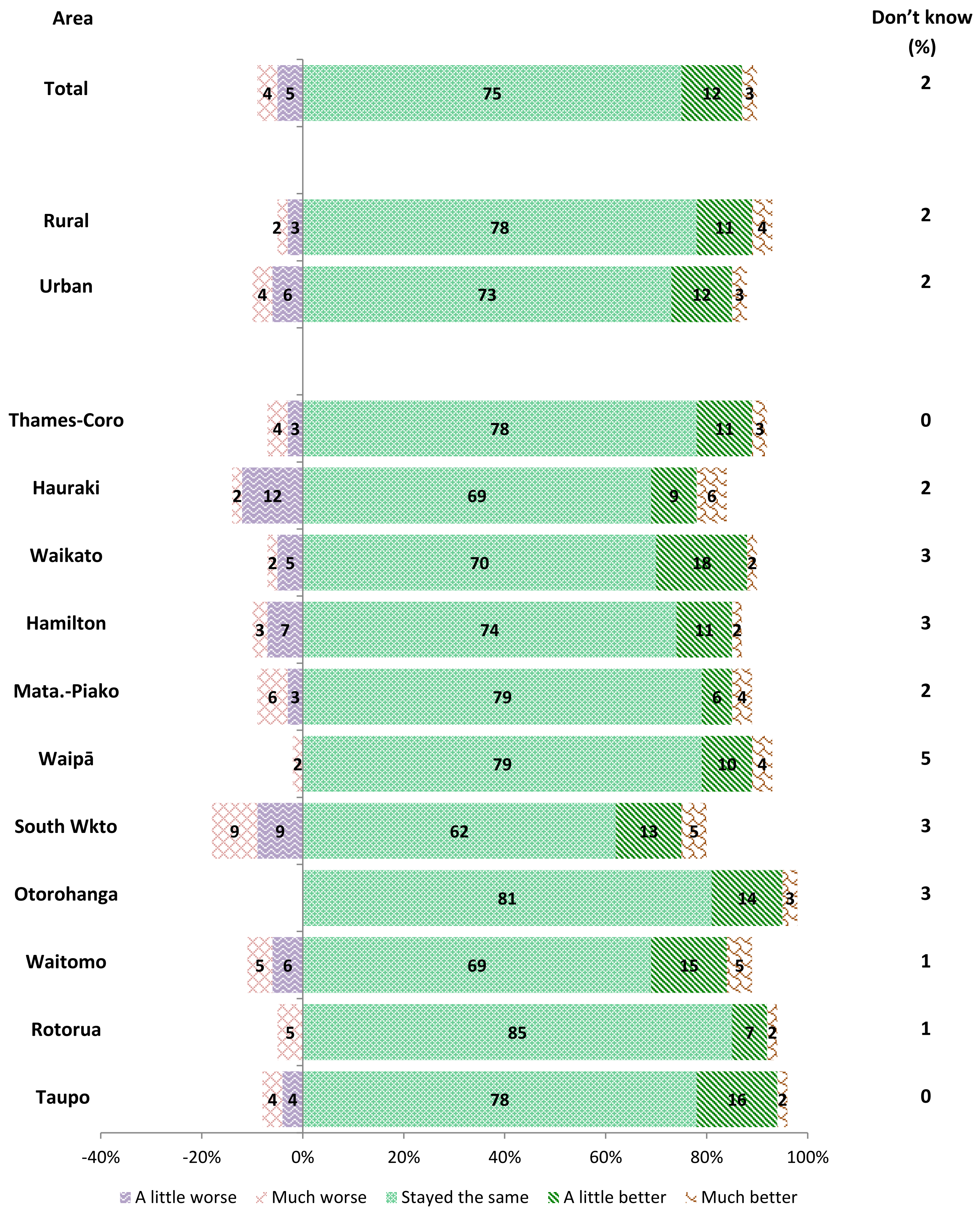


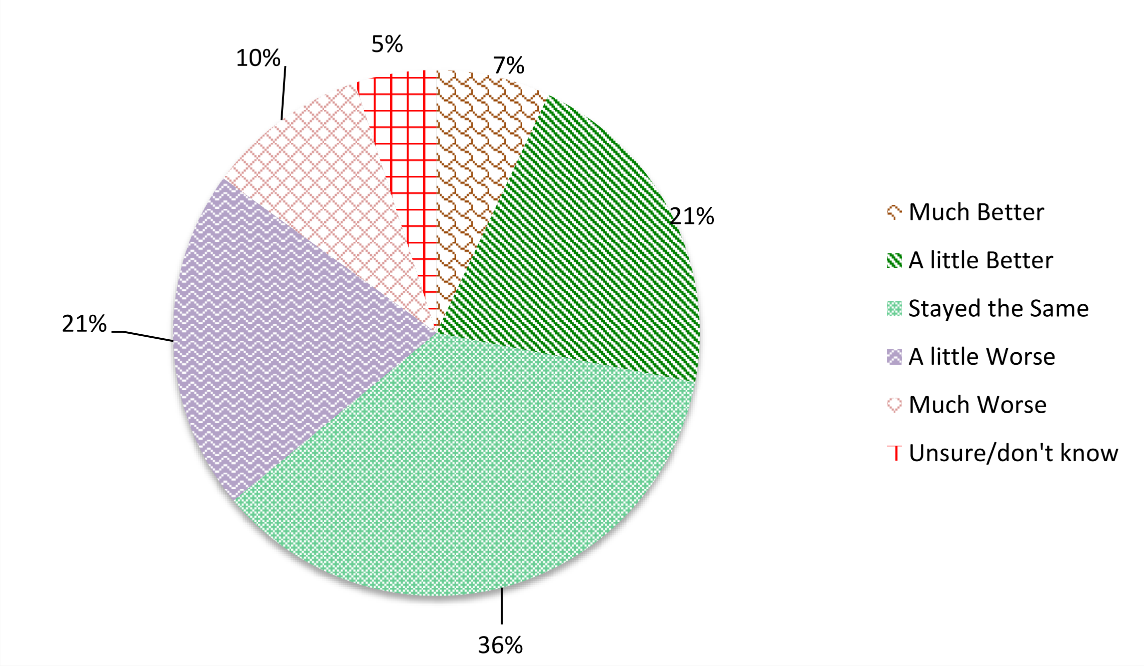
Figure 4-9: Perceptions of the Air Quality in the Local Area by Area, Rural and Urban

4.4 THE AMOUNT OF LITTER ON OUR HIGHWAYS

Respondents were asked whether they think *the amount of litter on highways* has generally become better, worse or stayed the same in the last few years.

4.4.1 OVERALL RESULT

Over a third of respondents (36%) think the amount of litter on our highways has stayed the same, while 28 per cent of respondents consider that the amount of litter on our highways has improved over the last few years (7% much better, 21% a little better); 31 per cent of respondents perceive it has recently deteriorated (10% much worse, 21% a little worse).



Base: All respondents (n=1005)

Figure 4-10: Perceptions of the Amount of Litter on our Highways

4.4.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2013 and as such, no comparative results are available.

4.4.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to think that the amount of litter on the highways is **better** than in previous years are those who are:

- aged between 60 and 64 years (38%).

Respondents who are significantly more likely (than the regional average) to think that the amount of litter on the highways is the **same** as in previous years are those who are:

- aged between 50 and 59 years (43%).

Respondents who are significantly more likely (than the regional average) to think that the amount of litter on the highways is **worse** than in previous years are those who are:

- over the age of 65 years (37%)
- in an older household with no children at home (36%).

4.4.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hauraki are more likely (than the regional average) to think that the amount of litter on the highways is **worse** than in previous years (49%).

No respondents from a particular territorial authority or urban/rural setting are more likely to think that the amount of litter on the highways is the **same** or **better** than in recent years.

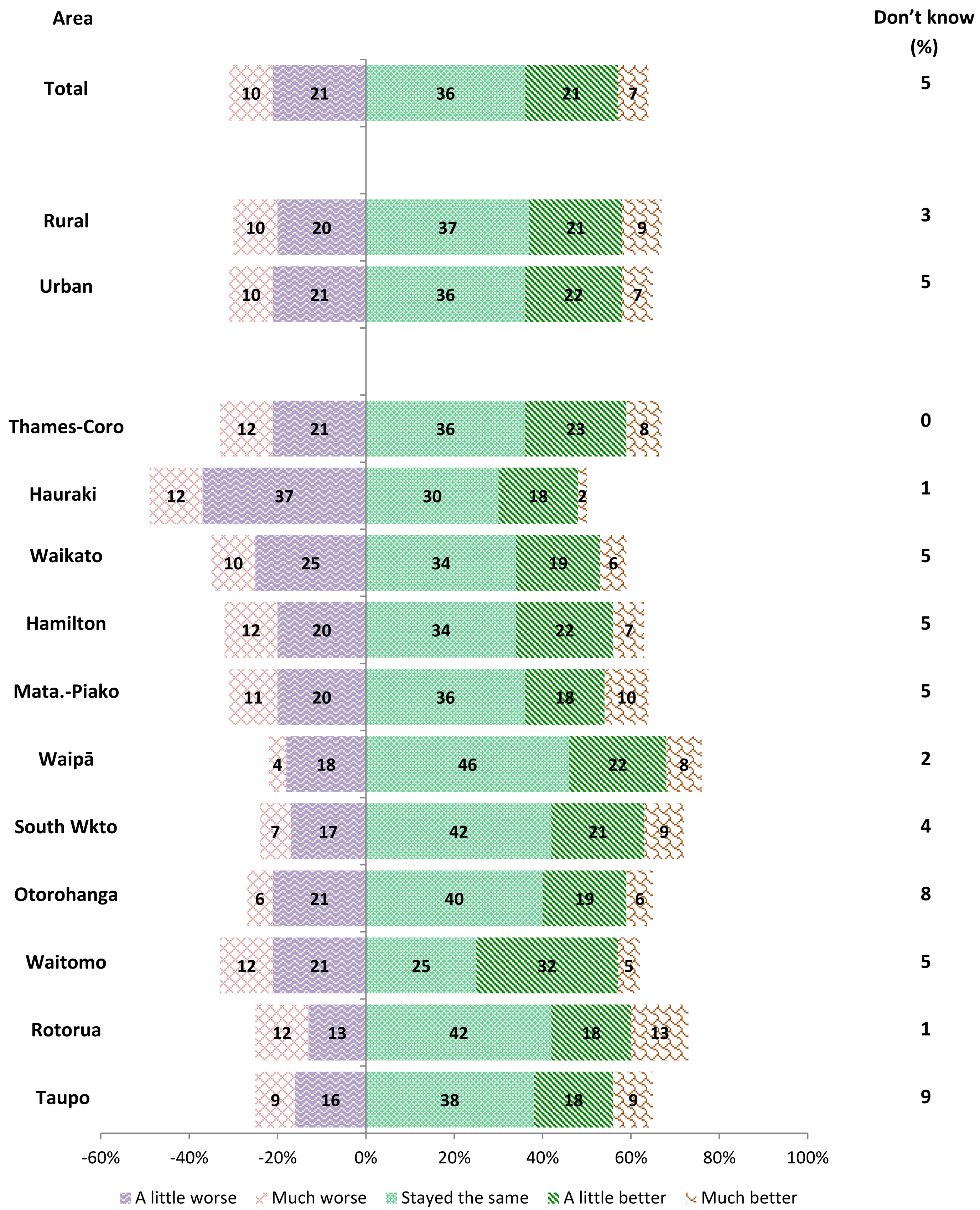


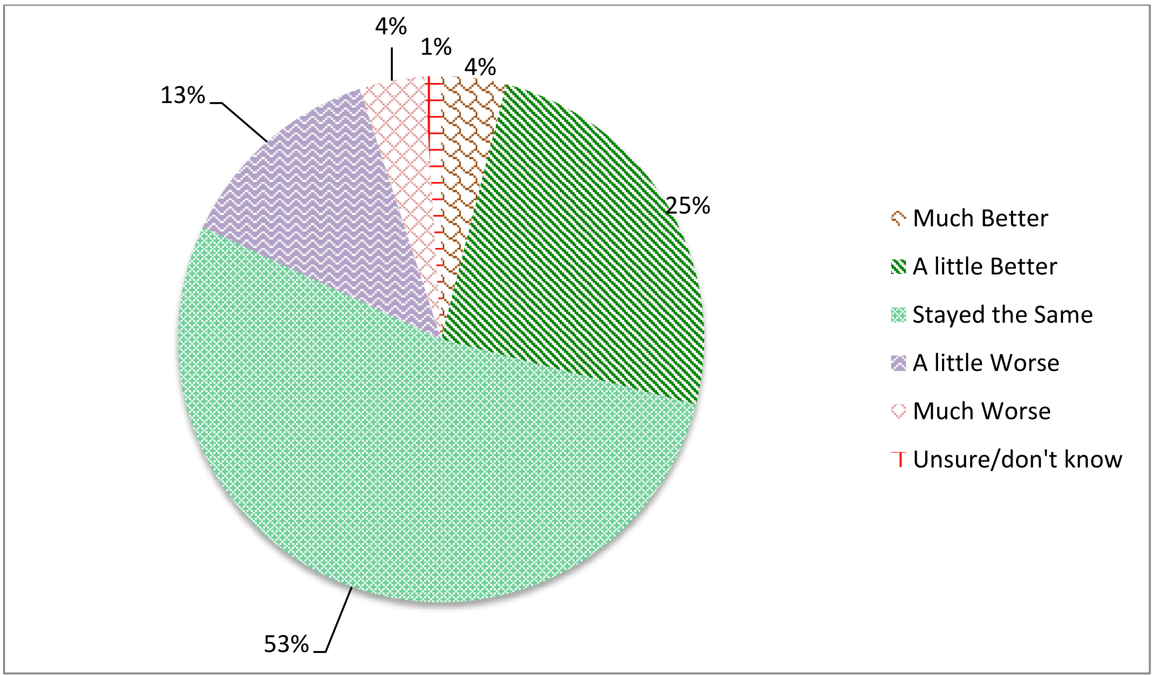
Figure 4-11: Perceptions of the Amount of Litter on our Highways by Area, Rural and Urban

4.5 **OVERALL STATE OF THE LOCAL ENVIRONMENT**

Respondents were asked whether they think *the overall state of their local environment* has generally become better, worse or stayed the same in the last few years.

4.5.1 OVERALL RESULT

Just over a half of respondents (53%) think the state of the local environment has stayed the same, while 29 per cent of respondents consider that the overall state of the local environment has improved over the last few years (4% much better, 25% a little better); 17 per cent of respondents perceive it has recently deteriorated (4% much worse, 13% a little worse).



Base: All respondents (n=1005)

Figure 4-12: Perceptions of Changes in Overall State of Local Environment

4.5.2 COMPARISON WITH PREVIOUS YEARS

This year, a larger proportion of respondents than in the 2006 survey and in all previous surveys state that the overall state of the local environment has stayed the same (a significant increase from 38% in 2006 to 53% in 2013). Conversely, a smaller proportion of respondents feel that the overall state of the local environment has improved (down from 39% in 2006 to 29% in 2013) and a smaller proportion of respondents also state that that the overall state of the local environment has become worse (down from 22% in 2006 to 17% in 2013).

Table 4-4: Perceptions of Change in the Overall State of Local Environment 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Much better	7	7	7	9	4	-3	-5
A little better	48	38	26	30	25	-23	-5
Total Better	55	45	33	39	29	-26	-10
Stayed the same	32	38	43	38	53	+21	+15
A little worse	10	13	14	14	13	+3	-1
Much worse	2	3	7	8	4	+2	-4
Total Worse	12	16	21	22	17	+5	-5
Unsure/don't know	1	1	3	1	1	-	-
Base (respondents)	1037	1873	359	1000	1005		

This trend is shown below.

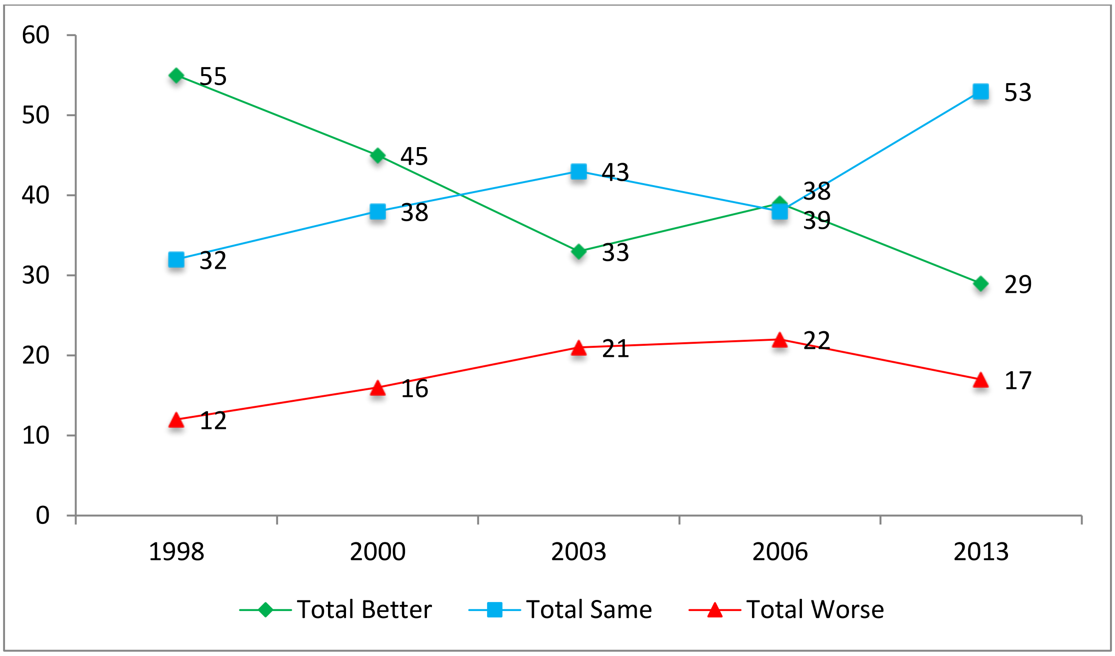


Figure 4-13: Perceptions of Changes in Overall State of Local Environment 1998 to 2013

4.5.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to think that the overall state of the local environment is **better** are those who are:

- aged between 50 and 59 years (25%)
- working as farmers (46%).

Respondents who are significantly more likely (than the regional average) to think that the overall state of the local environment is the **same** are those who are:

- working part time (60%)
- educated to a secondary school level (61%)
- female (56%).

Respondents who are significantly more likely (than the regional average) to think that the overall state of the local environment is **worse** are those who are:

- aged between 20 and 29 years (25%)
- currently a student (30%)
- in a family household with mainly preschool children (28%).

4.5.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Otorohanga are more likely (than the regional average) to think that the overall state of the local environment is the **same** (66%).
- Respondents in Waikato (25%) or in an urban area (25%) are more likely (than the regional average) to think that the overall state of the local environment is **worse**.

No respondents from a particular territorial authority or urban/rural setting are more likely to think that the overall state of their local environment is **better** than in previous years.

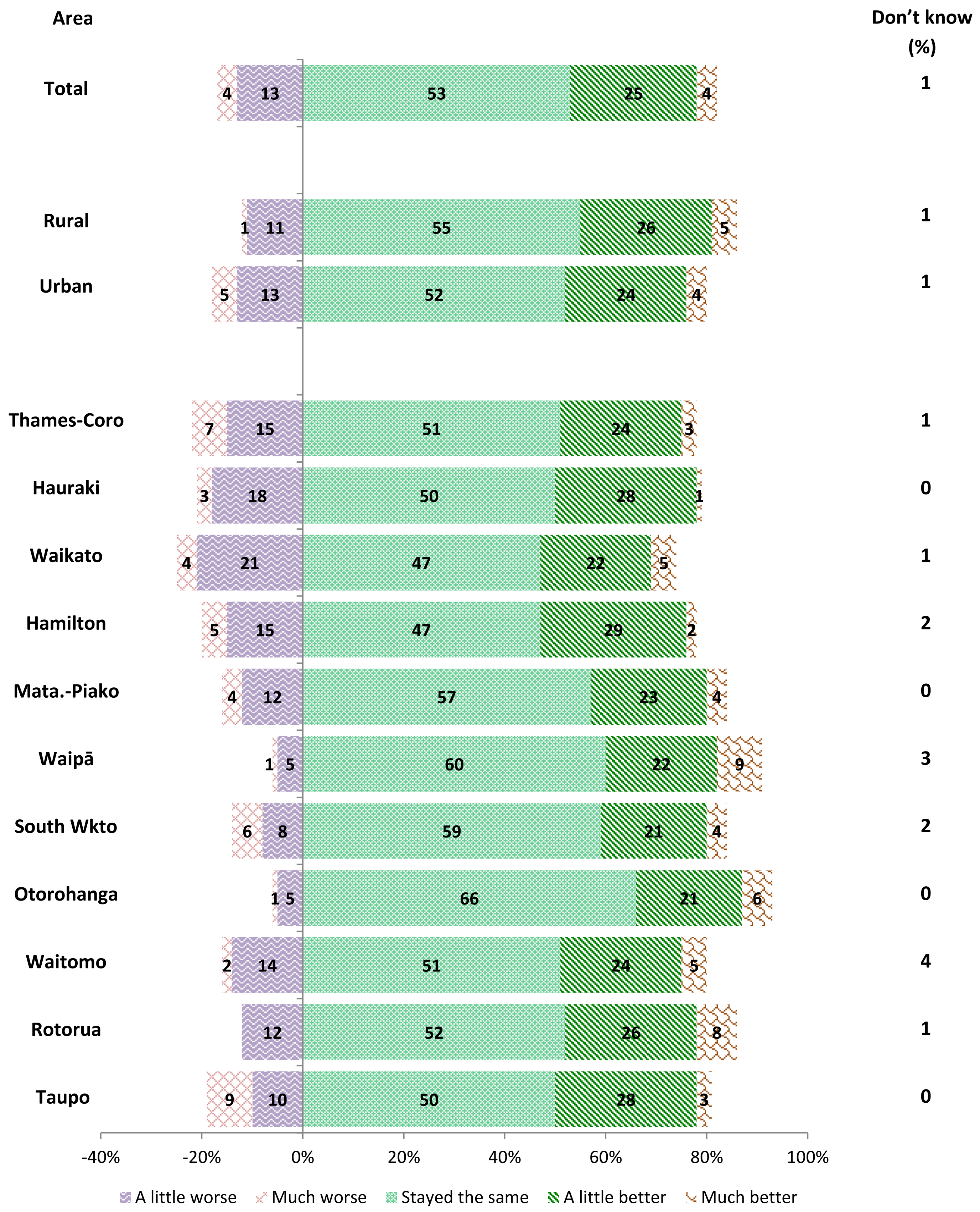


Figure 4-14: Perceptions of Changes in Overall State of Local Environment by Area, Rural and Urban

5 LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES

This section examines respondents' level of concern in relation to a range of environmental issues currently affecting the region. Respondents were asked to rate each statement using a five point scale, specifying whether they feel very concerned, slightly concerned, not very concerned, not concerned at all, or neither concerned nor unconcerned with each issue.

Key findings are:

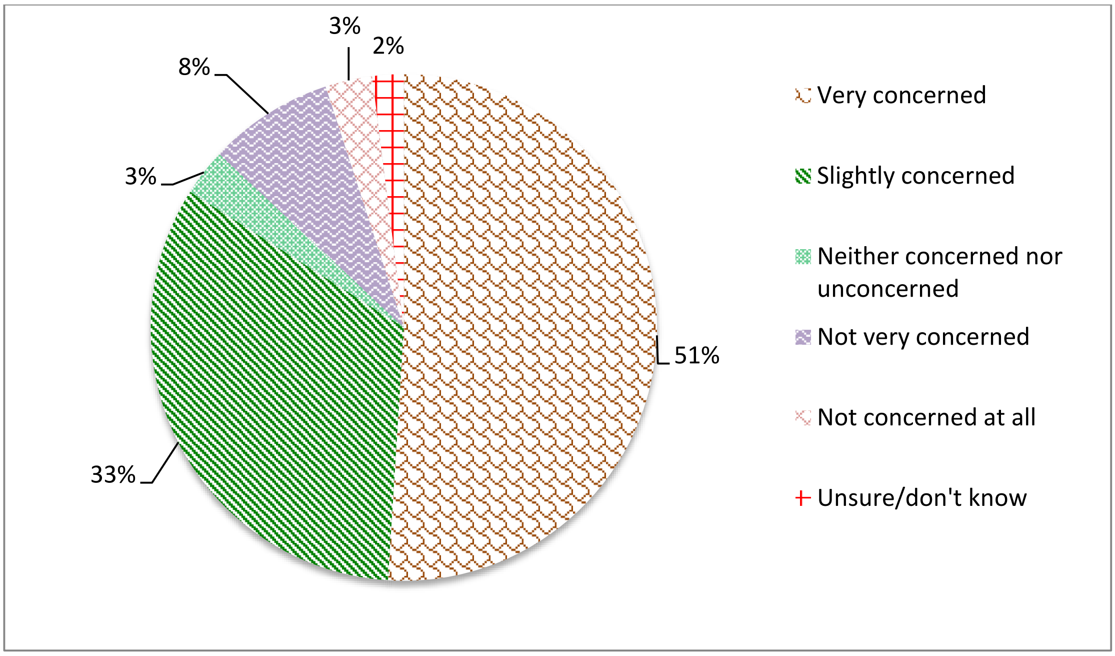
- Level of concern with water pollution is high among Waikato region respondents with more than 8 out of 10 respondents concerned with pollution from either industry, farmland or towns and cities.
- Concern with water pollution from industry is highest, with 84 per cent of respondents expressing some concern with this environmental issue, which is a slight decrease on the 2006 findings (total concerned down from 89% to 84%). Māori respondents are particularly concerned with this issue (92%).
- Likewise, results suggest that water pollution from farmland is an environmental issue of concern to many Waikato region respondents, with 81 per cent of respondents expressing concern. This has been a growing concern since 2000 (71% and 2006, 78%). The same proportion of respondents (81%) is concerned with water pollution from towns and cities. A decrease from 2006 (87%) but similar to 2000 (80%).
- Seven out of 10 respondents (70%) are concerned with the loss of the natural character of the region's beaches through development, which is a decrease on the 2006 survey findings of nine percentage points. The proportion of respondents neither concerned nor unconcerned shows an increase on 2006.
- However, levels of concern with the construction of rock and concrete seawalls to protect property from long term coastal erosion are mixed with 42 per cent of respondents expressing some concern about this environmental issue and 40 per cent of respondents reporting a lack of concern with this issue. The proportion of respondents neither concerned nor unconcerned with this issue shows a significant increase on the 2006 findings.
- Just under half of Waikato region respondents (49%) express some level of concern with the state of native bush and wetlands on private property, which is a significant drop since 2006 (from 62% in 2006 to 49% in 2013) though similar to 2000 (52%). Just over one third (34%) of respondents reported that this environmental issue is not of concern to them.
- Just over 6 out of 10 respondents (61%) express some level of concern with the spread of cities/towns across farmland which is eight percentage points less than in 2006.

5.1 WATER POLLUTION FROM INDUSTRY

Respondents were asked about their level of concern regarding *water pollution from industry* in the Waikato region.

5.1.1 OVERALL RESULT

Level of concern with water pollution from industry is high among Waikato region respondents at 84 per cent (51% very concerned, 33% slightly concerned). In contrast, only 11 per cent of respondents report that water pollution from industry is not of concern to them (3% not concerned at all, 8% not very concerned).



Base: All respondents (n=1005)

Figure 5-1: Level of Concern with Water Pollution from Industry

5.1.2 COMPARISON WITH PREVIOUS YEARS

The level of concern with water pollution from industry has decreased slightly since 2006 (total concerned down from 89% to 84%).

Table 5-1: Changes in Level of Concern with Water Pollution from Industry 2000 to 2013

	2000 %	2006 %	2013 %	Change 00-13	Change 06-13
Not concerned at all	3	3	3	-	-
Not very concerned	10	5	8	-2	+3
Total Unconcerned	**13**	**8**	**11**	**-2**	**+3**
Neither concerned nor unconcerned	**4**	**1**	**3**	**-1**	**+2**
Slightly concerned	36	33	33	-3	-
Very concerned	44	56	51	+7	-5
Total Concerned	**80**	**89**	**84**	**+4**	**-5**
Unsure/don't know	3	2	2	-1	-
Base (respondents)	1873	1000	1005		

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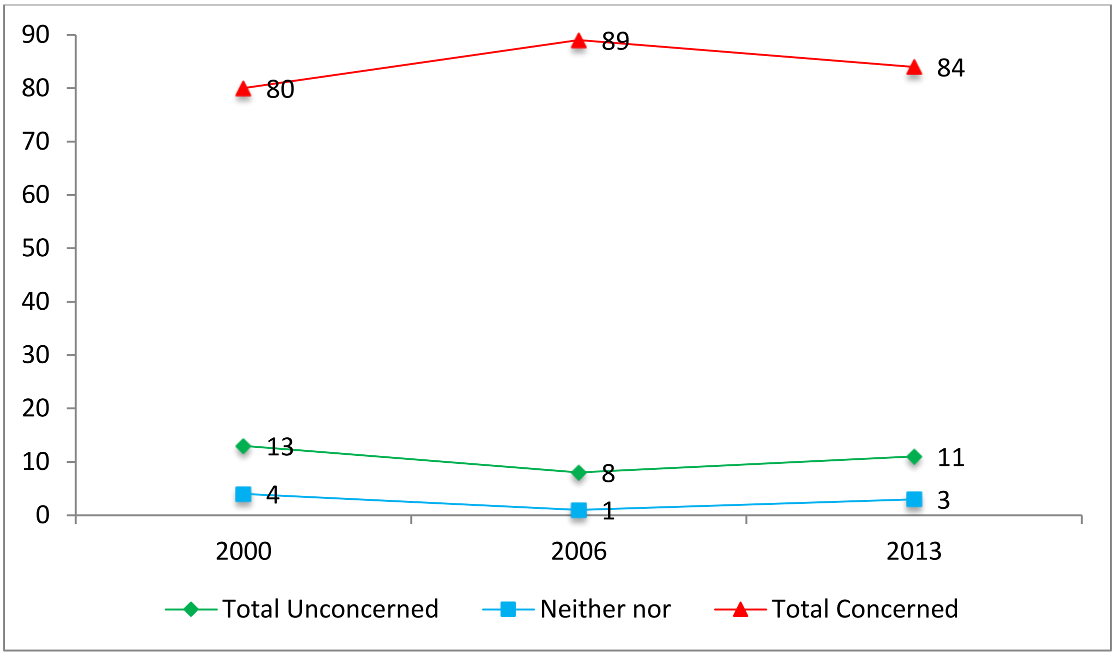


Figure 5-2: Level of Concern with Water Pollution from Industry 2000 to 2013

5.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about water pollution from industry are those who are:

- Māori (92%)
- aged between 30 and 39 years or between 40 and 49 years (90% each).

Respondents who are significantly more likely (than the regional average) to be **neither concerned nor unconcerned** about water pollution from industry are those who are:

- in a household with income of less than $30,000 per annum (7%)
- retired (8%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about water pollution from industry are those who are:

- aged 65 years or older (15%)
- male (13%)
- retired (15%).

5.1.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Thames-Coromandel (18%) or Taupo (19%) are more likely to be **unconcerned** about water pollution from industry .
- Respondents in Waitomo are more likely to be **neither concerned nor unconcerned** about water pollution from industry (7%).
- Respondents in Waipā (91%) or Taupo (75%) are more likely to be **concerned** about water pollution from industry.

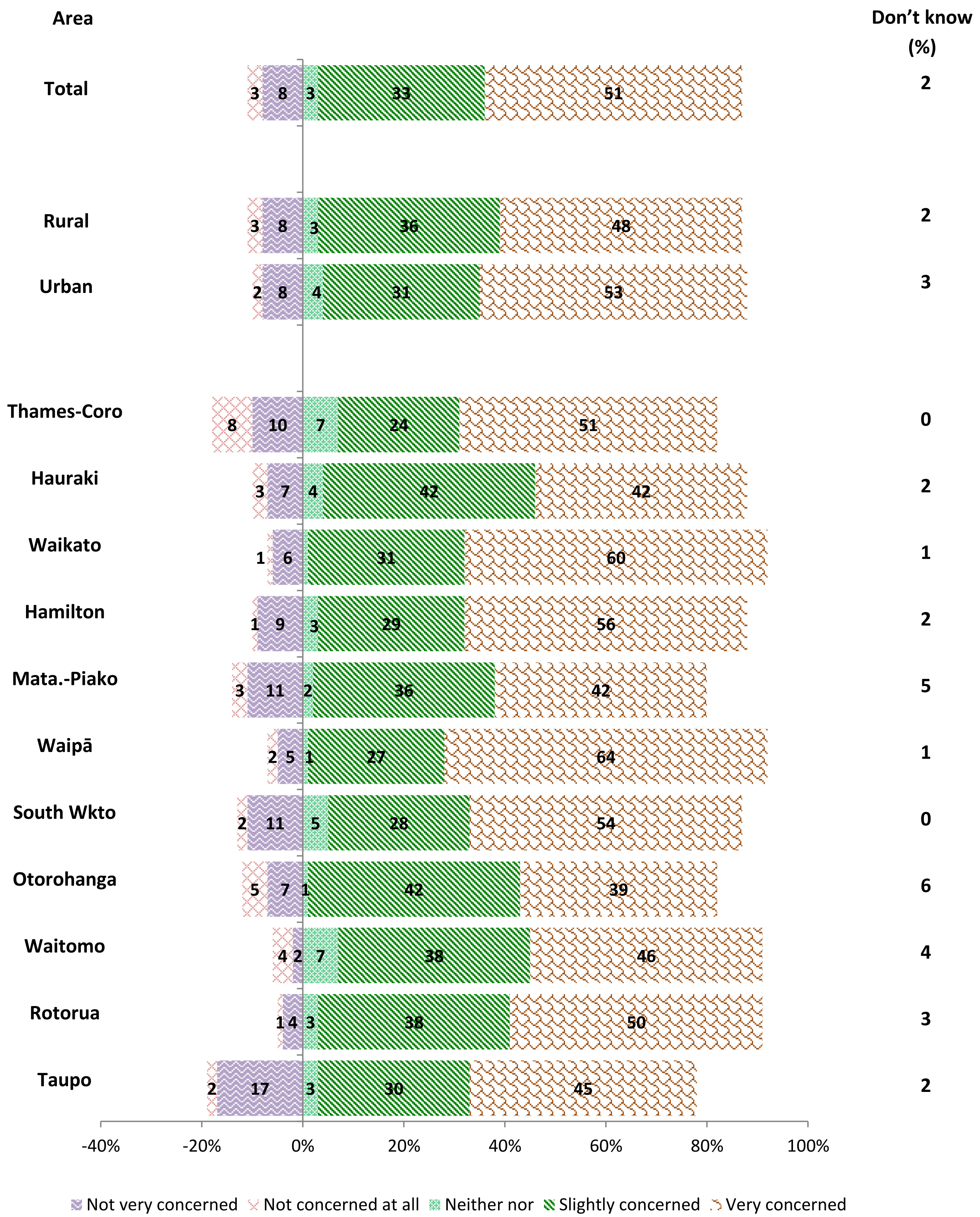


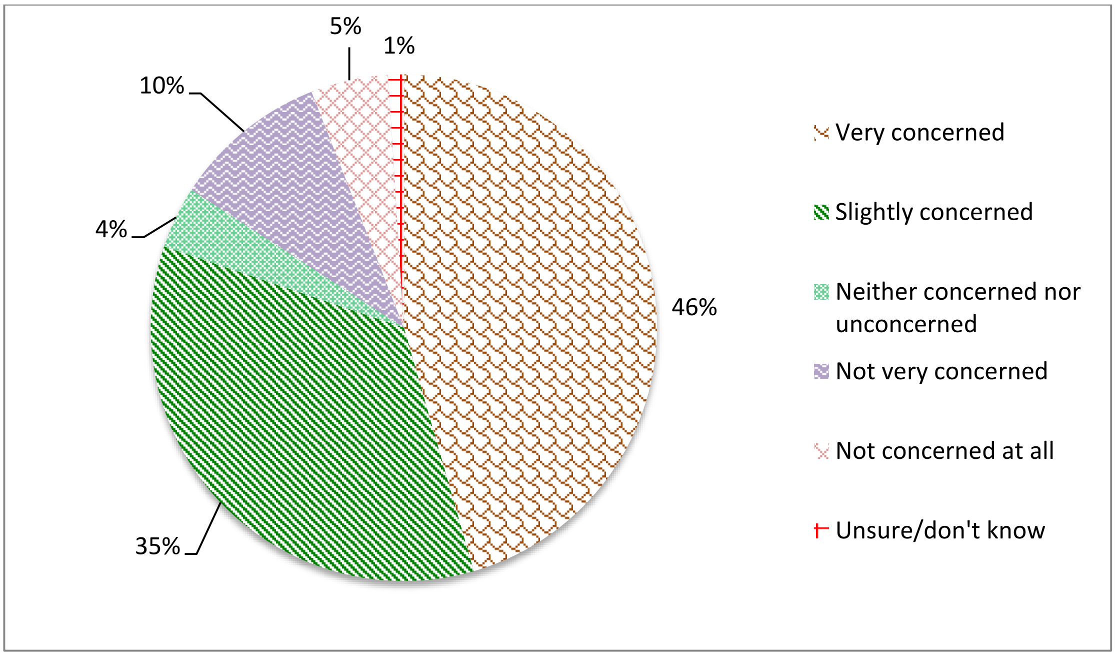
Figure 5-3: Level of Concern with Water Pollution from Industry by Area, Rural and Urban

5.2 **WATER POLLUTION FROM FARMLAND**

Respondents were asked how concerned they are with *water pollution from farmland*.

5.2.1 OVERALL RESULT

Results suggest that water pollution from farmland is an environmental issue of concern to many Waikato region respondents, with 81 per cent of respondents expressing concern including (46%) very concerned and (35%) slightly concerned about this issue. In contrast, 15 per cent of respondents state that water pollution from farmland is not of concern to them (5% not concerned at all; 10% not very concerned).



Base: All respondents (n=1005)

Figure 5-4: Level of Concern with Water Pollution from Farmland

5.2.2 COMPARISON WITH PREVIOUS YEARS

A smaller proportion of respondents are unconcerned about water pollution from farmland in the 2013 survey compared with the 2006 survey. A slightly higher proportion of respondents are concerned overall than in 2006 (81% compared with 78% in 2006).

Table 5-2: Changes in Level of Concern with Water Pollution from Farmland 2000 to 2013

	2000 %	2006 %	2013 %	Change 00-13	Change 06-13
Not concerned at all	5	6	5	-	-1
Not very concerned	13	13	10	-3	-3
Total Unconcerned	**18**	**19**	**15**	**-3**	**-4**
Neither concerned nor unconcerned	**5**	**1**	**4**	**-1**	**+3**
Slightly concerned	36	32	35	1	+3
Very concerned	35	46	46	+11	-
Total Concerned	**71**	**78**	**81**	**+10**	**+3**
Unsure/don't know	5	2	1	-4	-1
Base (respondents)	1873	1000	1005		

This trend is shown below.

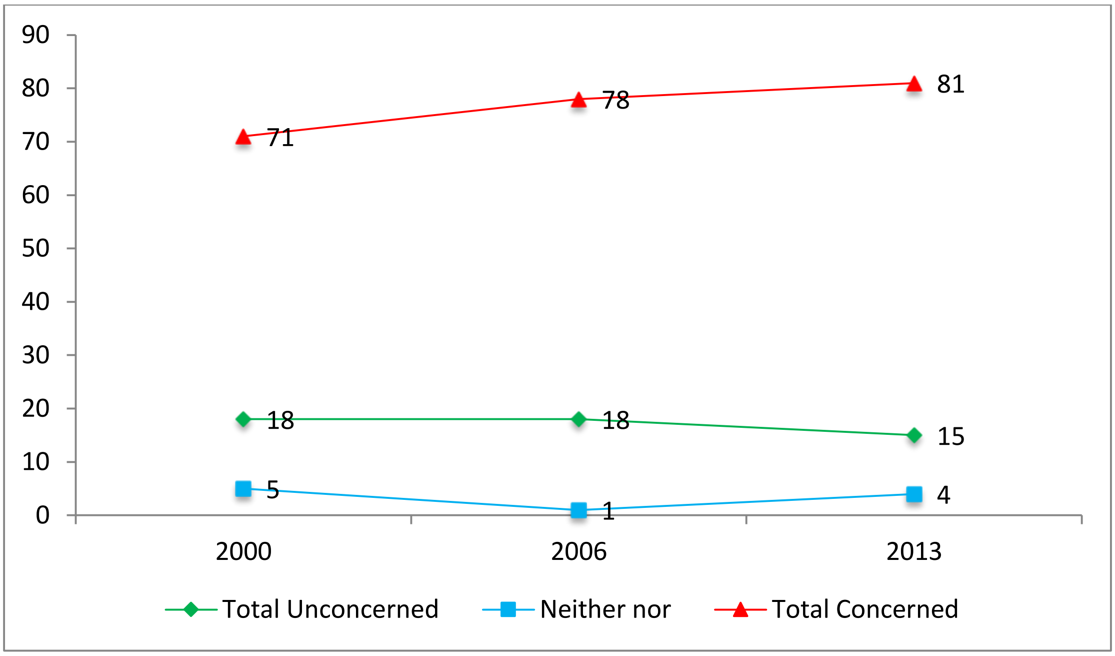


Figure 5-5: Level of Concern with Water Pollution from Farmland 2000 to 2013

5.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about water pollution from farmland are those who are:

- aged between 40 and 49 years (87%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about water pollution from farmland are those who are:

- of New Zealand ethnicity (17%)
- working as farmers (24%).

No particular group of respondents is more likely to be **neither concerned nor unconcerned** about water pollution from farmland.

5.2.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are significantly more likely to be **concerned**, **unconcerned, or neither concerned nor unconcerned** about water pollution from farmland.

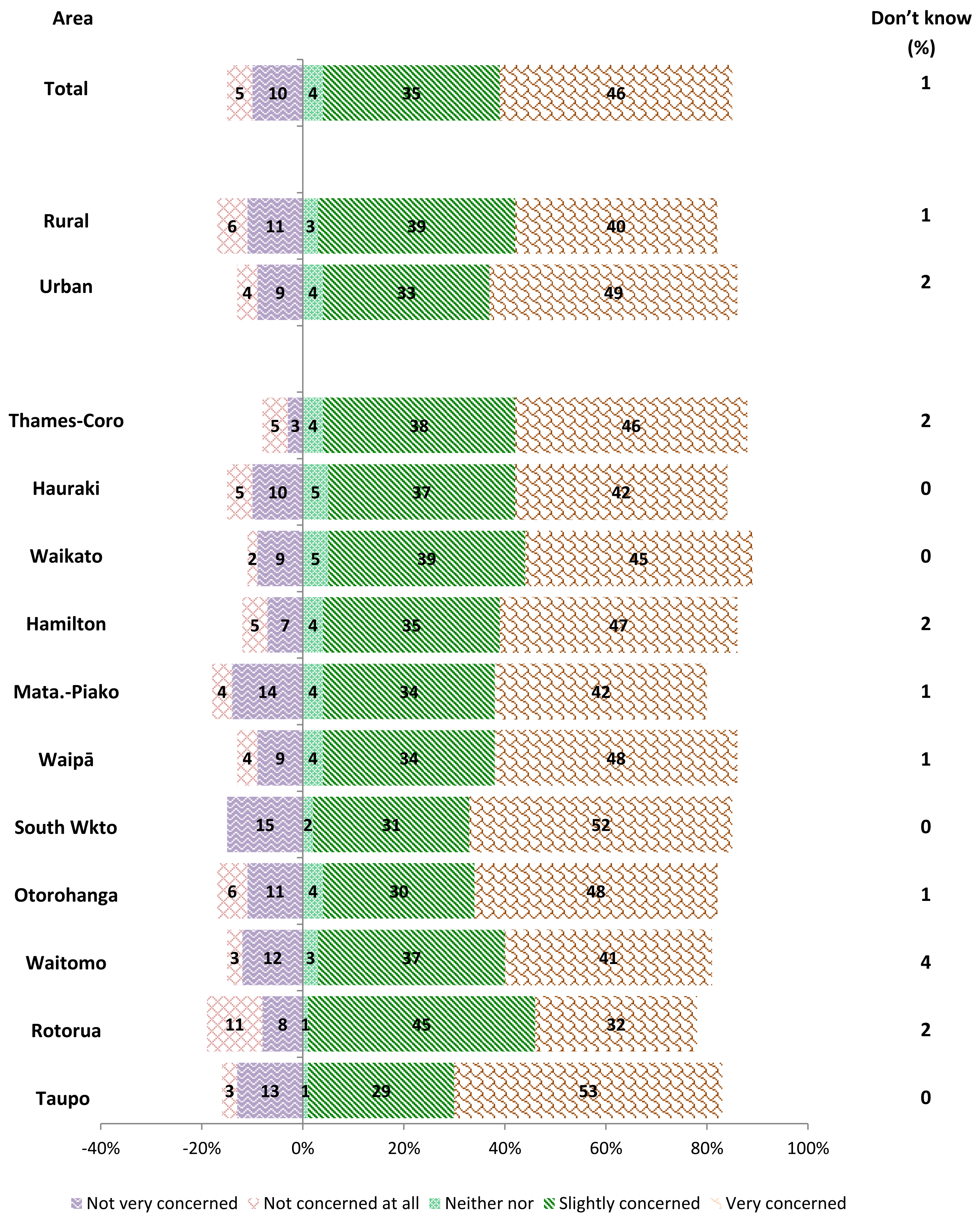


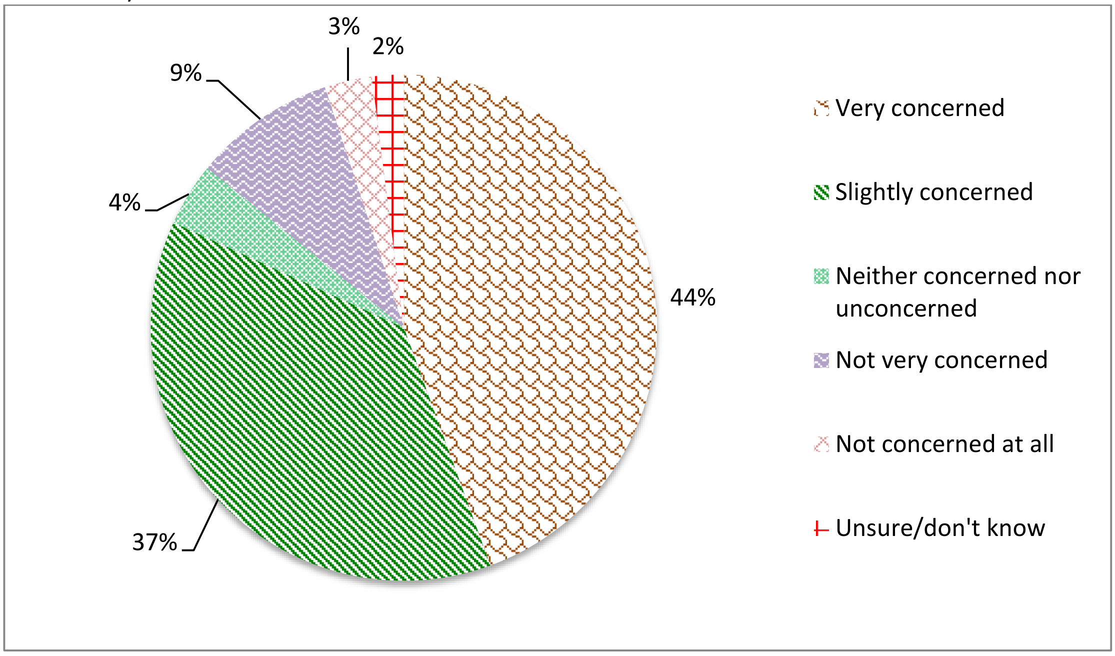
Figure 5-6: Level of Concern with Water Pollution from Farmland by Area, Rural and Urban

5.3 WATER POLLUTION FROM TOWNS AND CITY AREAS

Respondents were asked how concerned they are with *water pollution from towns and city areas.*

5.3.1 OVERALL RESULT

Just over 8 out of 10 respondents (81%) are concerned with water pollution from towns and cities (44% very concerned and 37% slightly concerned). In contrast, only 12 per cent of respondents note that this environmental issue is of no concern to them (3% not concerned at all; 9% not very concerned).



Base: All respondents (n=1005)

Figure 5-7: Level of Concern with Water Pollution from Towns and City Areas

5.3.2 COMPARISON WITH PREVIOUS YEARS

In the 2013 survey a smaller proportion of respondents are concerned with water pollution from towns and cities (down from 87% in 2006 to 81% in 2013), and a slightly larger proportion of respondents are unconcerned with water pollution from towns and cities (12% in 2013 and 11% in 2006), with a slightly higher proportion neither concerned nor unconcerned (4% in 2013 and 1% in 2006).

Table 5-3: Changes in Level of Concern with Water Pollution from Towns and City Areas 2000 - 2013

	2000 %	2006 %	2013 %	Change 00-13	Change 06-13
Not concerned at all	4	3	3	-1	-
Not very concerned	9	8	9	-	+1
Total Unconcerned	**13**	**11**	**12**	**-1**	**+1**
Neither concerned nor unconcerned	**5**	**1**	**4**	**-1**	**+3**
Slightly concerned	37	35	37	-	+2
Very concerned	43	52	44	+1	-8
Total Concerned	**80**	**87**	**81**	**+1**	**-6**
Unsure/don't know	3	1	2	-1	+1
Base (respondents)	1873	1000	1005		

This trend is shown below (over the page).

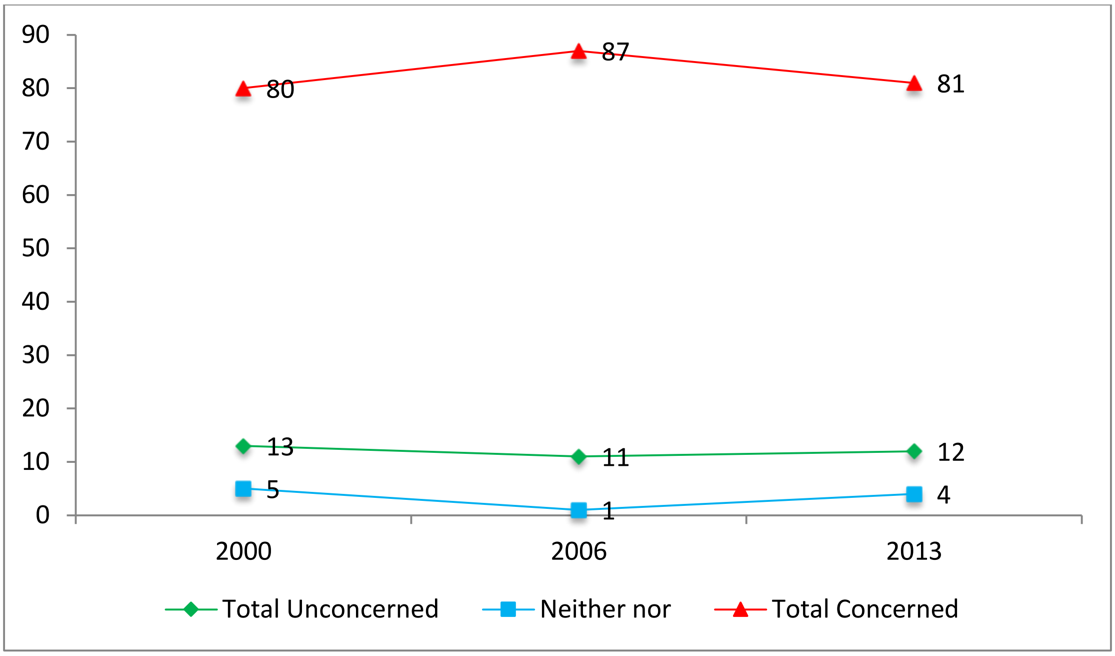


Figure 5-8: **Level of Concern with Water Pollution from Towns and City Areas 2000 to 2013**

5.3.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about water pollution from towns and cities are those who are:

- working full time (84%).

Respondents who are significantly more likely (than the regional average) to be **neither concerned nor unconcerned** about water pollution from towns and cities are those who are:

- aged between 18 and 19 years (12%)
- in a family household with mainly adult children (8%).

No particular group of respondents is more likely to be **unconcerned** about water pollution from towns and cities.

5.3.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents living in Thames-Coromandel (22%), Hauraki (20%), or South Waikato (22%) are more likely (than the regional average) to be **unconcerned** about water pollution from towns and cities.

No respondents from a particular territorial authority or urban or rural setting are more likely to be **concerned** or **neither concerned nor unconcerned** about water pollution from towns and cities.

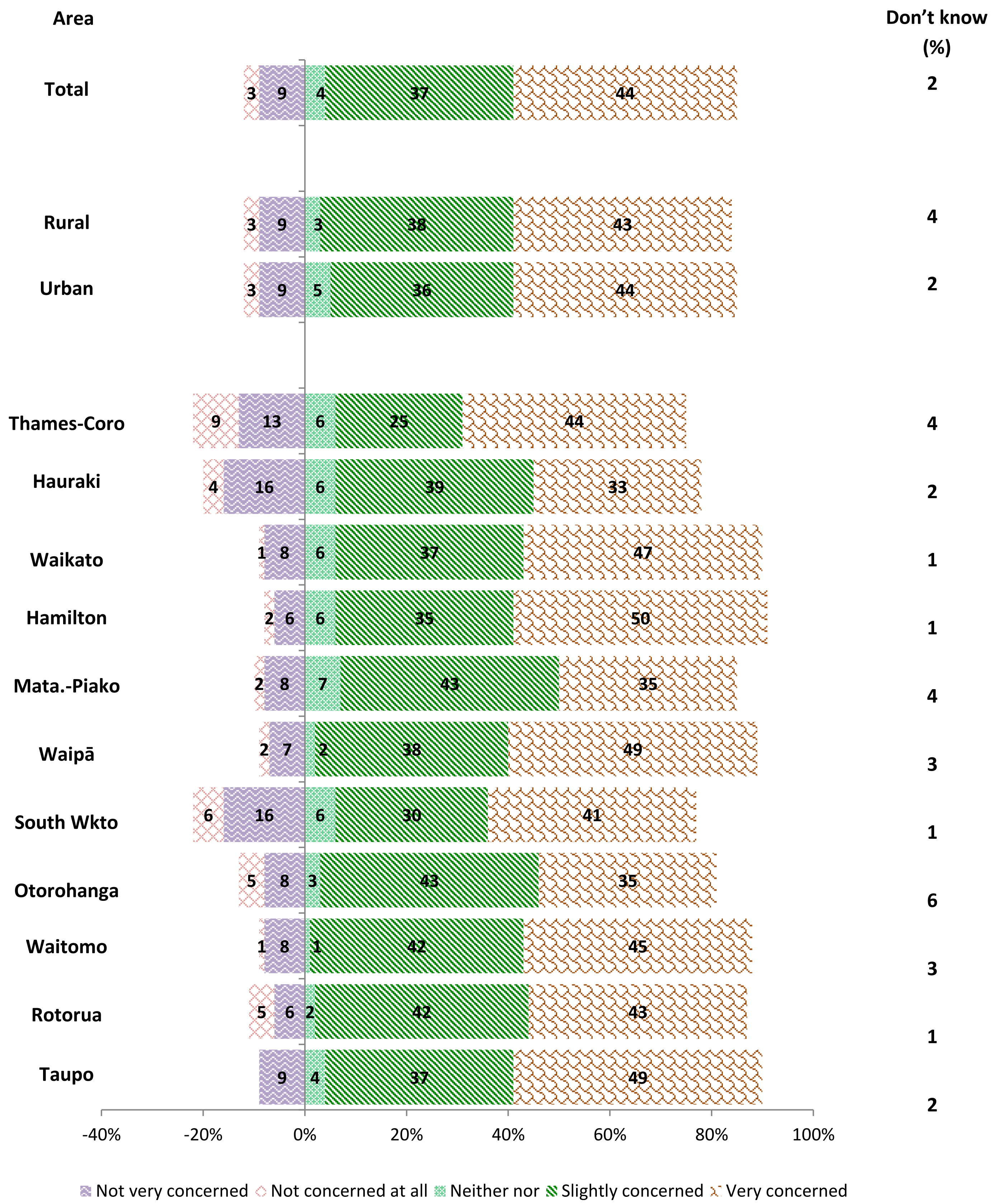


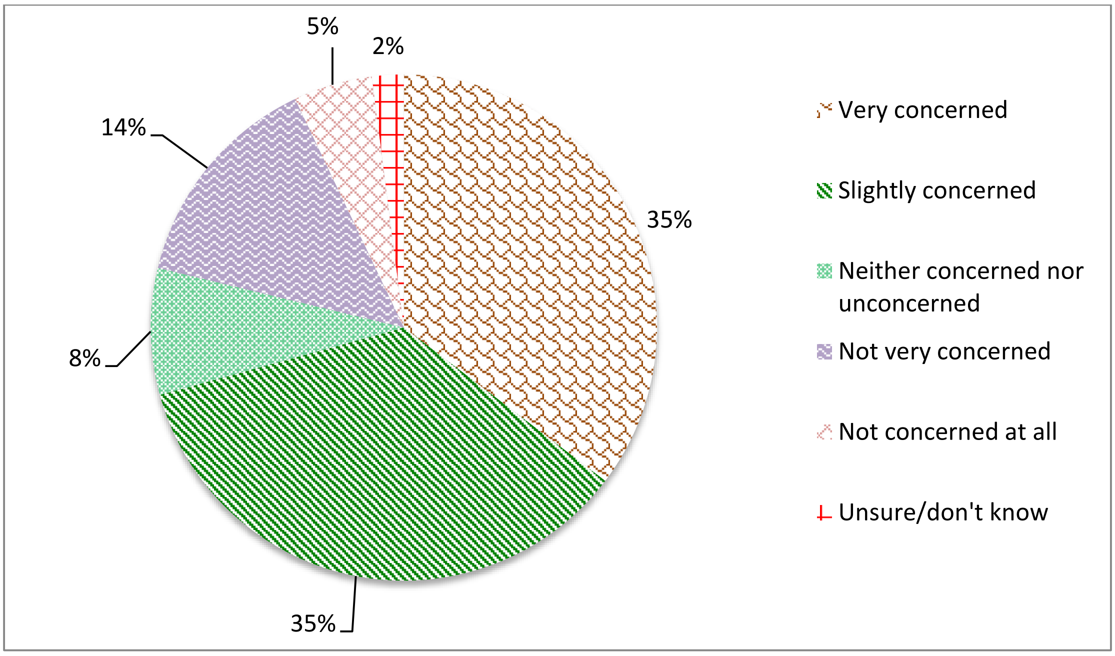
Figure 5-9: Level of Concern with Water Pollution from Towns and City Areas by Area, Rural and Urban

5.4 LOSS OF NATURAL BEACH CHARACTER THROUGH DEVELOPMENT

Respondents are asked how concerned they are with *the loss of the natural character of the region's beaches through development*.

5.4.1 OVERALL RESULT

Seven out of 10 respondents (70%) are concerned with the loss of the natural character of the region's beaches through development (35% very concerned, 35% slightly concerned). In contrast, only 19 per cent of respondents state that the issue of a loss of beach character through development is not of concern to them (5% not concerned at all, 14% not very concerned).



Base: All respondents (n=1005)

Figure 5-10: Level of Concern with Loss of Natural Beach Character Through Development

5.4.2 COMPARISON WITH PREVIOUS YEARS

This year the proportion of respondents concerned with the loss of the natural character of the region's beaches through development shows a decrease on the 2006 survey findings of nine percentage points. The proportion of respondents who are neither concerned nor unconcerned shows an increase on 2006 (from 1% in 2006 to 8% in 2013).

Table 5-4: Changes in Level of Concern with Loss of Natural Beach Character Through Development 2000 to 2013

	2000 %	2006 %	2013 %	Change 00-13	Change 06-13
Not concerned at all	6	6	5	-1	-1
Not very concerned	13	12	14	+1	+2
Total Unconcerned	**19**	**18**	**19**	**-**	**+1**
Neither concerned nor unconcerned	**9**	**1**	**8**	**-1**	**+7**
Slightly concerned	30	30	35	+5	+5
Very concerned	35	49	35	-	-14
Total Concerned	**65**	**79**	**70**	**+5**	**-9**
Unsure/don't know	6	2	2	+4	-
Base (respondents)	1873	1000	1005		

This trend is shown below.

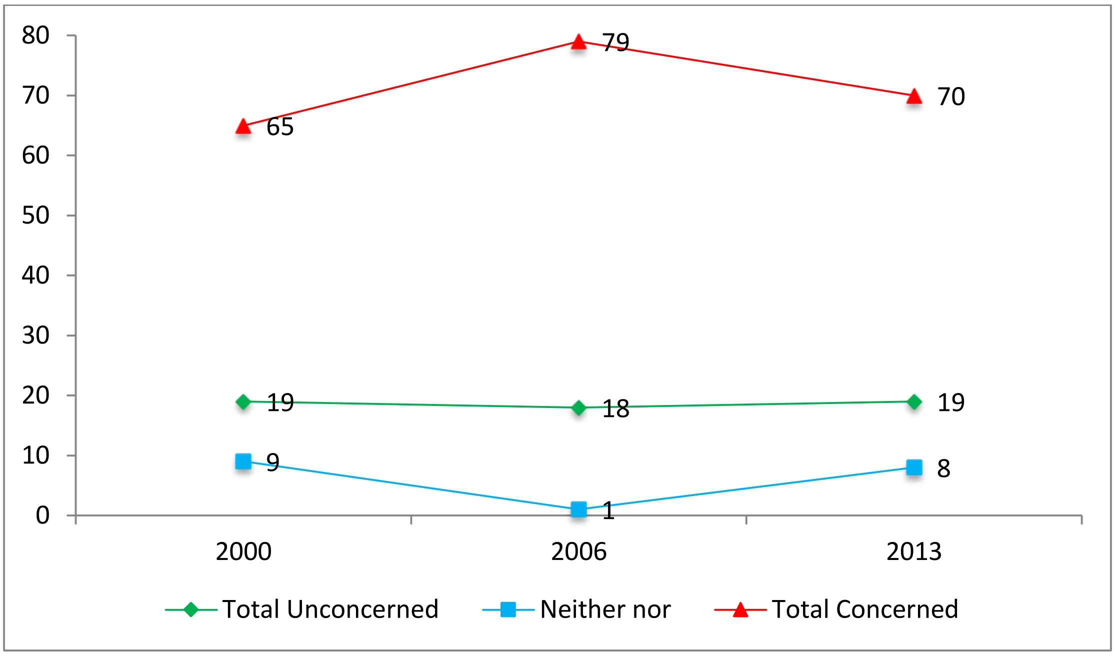


Figure 5-11: Level of Concern with Loss of Natural Beach Character Through Development 2000 to 2013

5.4.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about the loss of the natural character of the region's beaches through development are those who are:

- of European ethnicity (74%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about the loss of the natural character of the region's beaches through development are those who are:

- of New Zealand ethnicity (23%)
- educated to a secondary school level (23%)
- working as farmers (33%).

5.4.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waikato are more likely than the regional average to be **concerned** about the loss of the natural character of the region's beaches through development (80%).

- Respondents in Matamata-Piako are more likely than the regional average to be **neither concerned nor unconcerned** about the loss of the natural character of the region's beaches through development (15%).
- Respondents in South Waikato are more likely than the regional average to be **unconcerned** about the loss of the natural character of the region's beaches through development (33%).

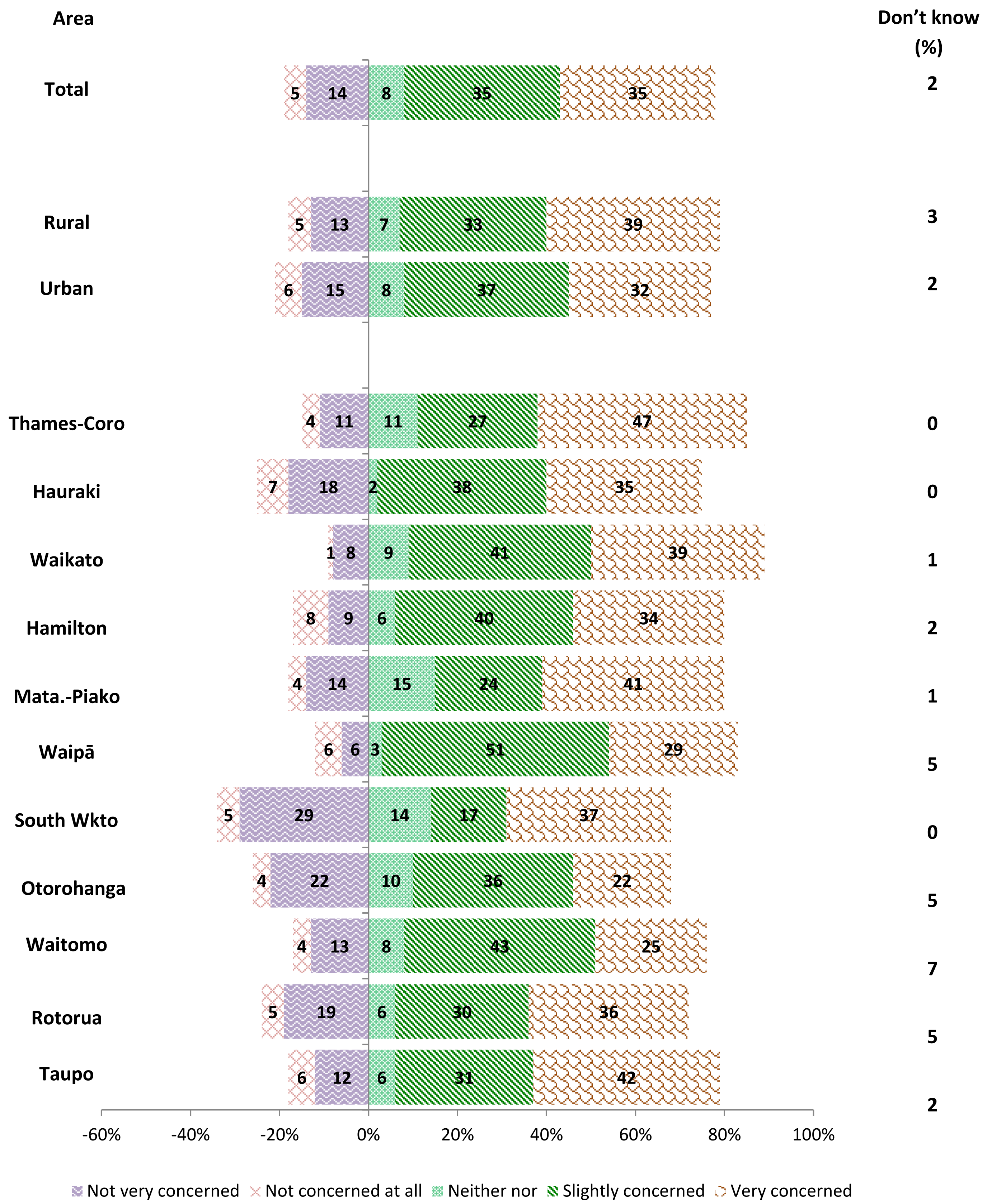


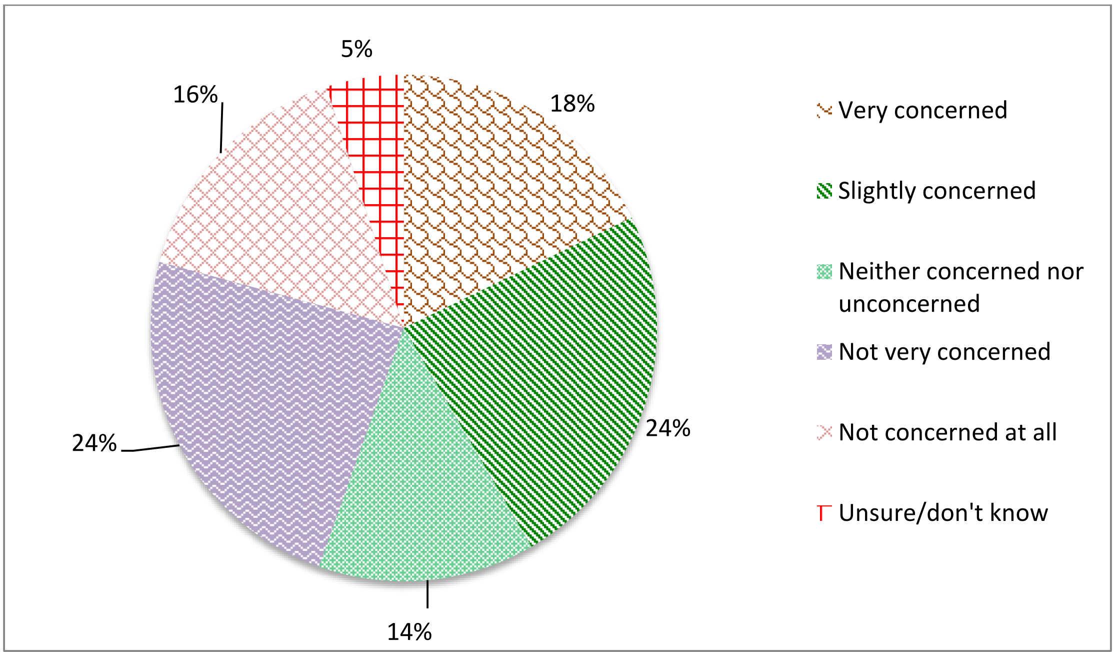
Figure 5-12: Level of Concern with Loss of Natural Beach Character through Development by Area, Rural and Urban

5.5 CONSTRUCTION OF SEAWALLS TO PROTECT PROPERTY FROM LONG TERM COASTAL EROSION

Respondents were asked how concerned they are about *the construction of rock and concrete seawalls along the coast to protect property from long term coastal erosion*.

5.5.1 OVERALL RESULT

Levels of concern with the construction of rock and concrete seawalls to protect property from long term coastal erosion are mixed with 42 per cent of respondents expressing some concern about this environmental issue (18% very concerned, 24% slightly concerned) and 40 per cent of respondents reporting a lack of concern with this issue (16% not concerned at all, 24% not very concerned).



Base: All respondents (n=1005)

Figure 5-13: Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion

5.5.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. This year the proportion of respondents concerned with construction of rock and concrete seawalls to protect property from long term coastal erosion shows a decrease on the 2006 survey findings of 12 percentage points from 54% to 42%. While the proportion of respondents neither concerned nor unconcerned shows an increase on 2006 (from 2% in 2006 to 14% in 2013).

Table 5-5: Changes in Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion 2006 to 2013

	2006 %	2013 %	Change 06-13
Not concerned at all	17	16	-1
Not very concerned	23	24	+1
Total Unconcerned	**40**	**40**	**-**
Neither concerned nor unconcerned	**2**	**14**	**+12**
Slightly concerned	30	24	-6
Very concerned	24	18	-6
Total Concerned	**54**	**42**	**-12**
Unsure/don't know	4	5	+1
Base (respondents)	1000	1005	

This trend is shown below.

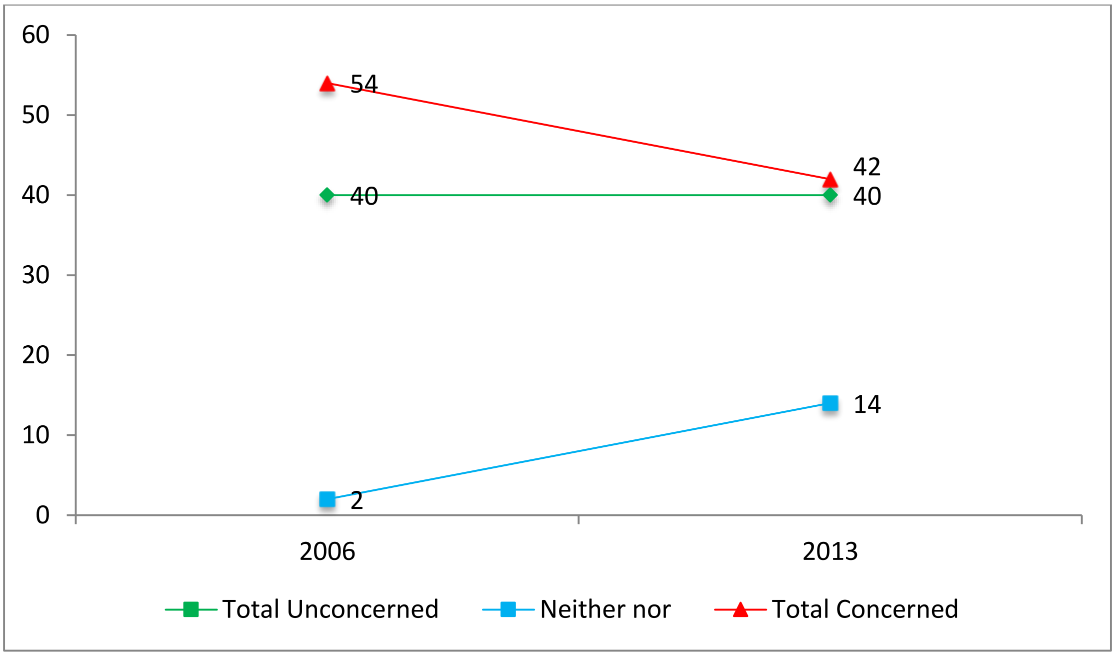


Figure 5-14: Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion 2006 to 2013

5.5.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** with the construction of rock and concrete seawalls to protect property from long term coastal erosion are those who are:

- aged 65 years or older (49%)
- in a household with an income of less than $30,000 per annum (56%)
- in an older household with no children (48%).

Respondents who are significantly more likely (than the regional average) to be **neither concerned nor unconcerned** with the construction of rock and concrete seawalls to protect property from long term coastal erosion are those who are:

- working in clerical or sales roles (21%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** with the construction of rock and concrete seawalls to protect property from long term coastal erosion are those who are:

- male (43%)
- in a household with income of between $90,001 and $150,000 per annum (49%).

5.5.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Thames-Coromandel are more likely to be **concerned** about the construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion (69%).
- Respondents in Rotorua are more likely to be **unconcerned** about the construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion (52%).

No respondents from a particular territorial authority or urban or rural setting are more likely to be **neither concerned nor unconcerned** about the construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion.

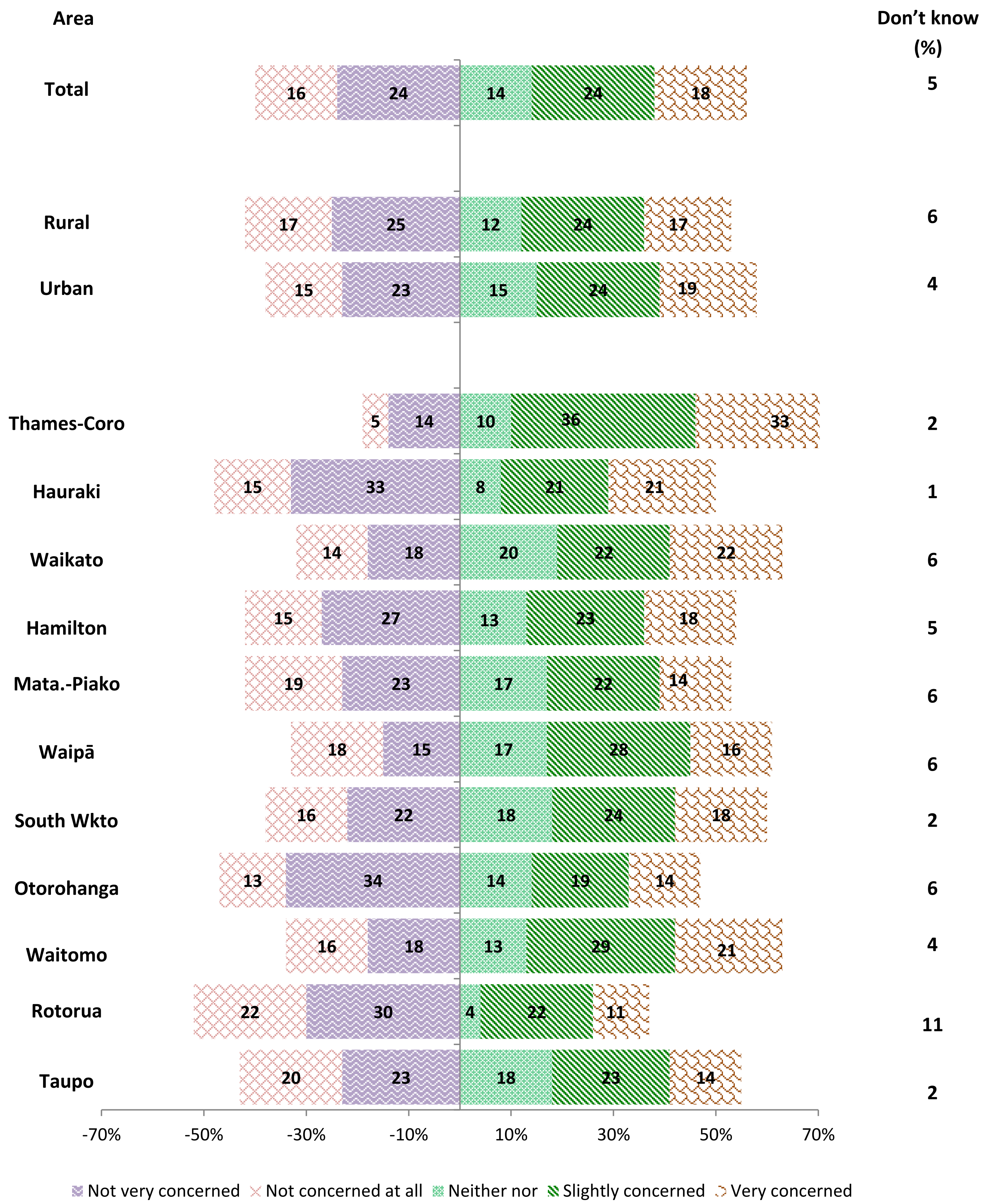


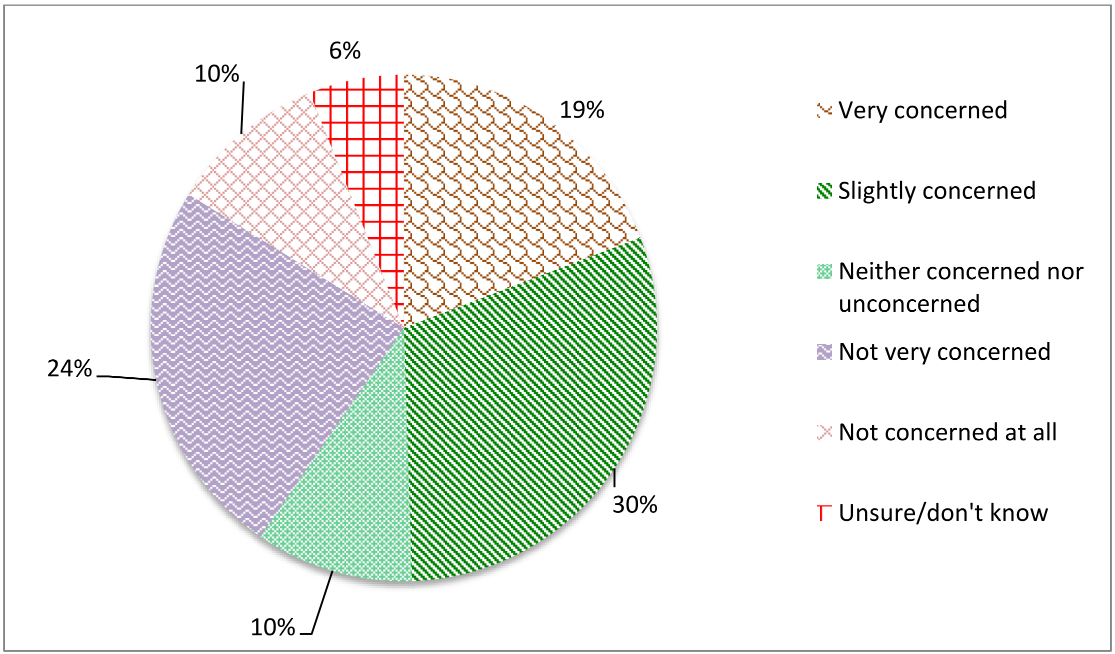
Figure 5-15: **Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion by Area, Rural and Urban**

5.6 STATE OF NATIVE BUSH AND WETLANDS ON PRIVATE PROPERTY

Respondents were asked how concerned they are *with the state of native bush and wetlands on private property*.

5.6.1 OVERALL RESULT

Just under half of Waikato region respondents (49%) express some level of concern with the state of native bush and wetlands on private property (19% very concerned, 30% slightly concerned). In contrast, just over a third (34%) of respondents report that this environmental issue is not of concern to them (10% not concerned at all, 24% not very concerned).



Base: All respondents (n=1005)

Figure 5-16: Level of Concern with State Of Native Bush and Wetlands on Private Property

5.6.2 COMPARISON WITH PREVIOUS YEARS

This year the proportion of respondents concerned with the state of native bush and wetlands on private property shows a decrease on the 2006 survey findings (from 62% in 2006 to 49% in 2013). While the proportion of respondents neither concerned nor unconcerned shows an increase on the 2006 findings (from 2% in 2006 to 10% in 2013).

Table 5-6: Changes in Level of Concern with State of Native Bush and Wetlands on Private Property 2000 to 2013

	2000 %	2006 %	2013 %	Change 00-13	Change 06-13
Not concerned at all	10	13	10	-	-3
Not very concerned	18	20	24	+6	+4
Total Unconcerned	**28**	**33**	**34**	**+6**	**+1**
Neither concerned nor unconcerned	**11**	**2**	**10**	**-1**	**+8**
Slightly concerned	34	32	30	-4	-2
Very concerned	18	30	19	+1	-11
Total Concerned	**52**	**62**	**49**	**-3**	**-13**
Unsure/don't know	9	6	6	-3	-
Base (respondents)	1873	1000	1005		

This trend is shown below.

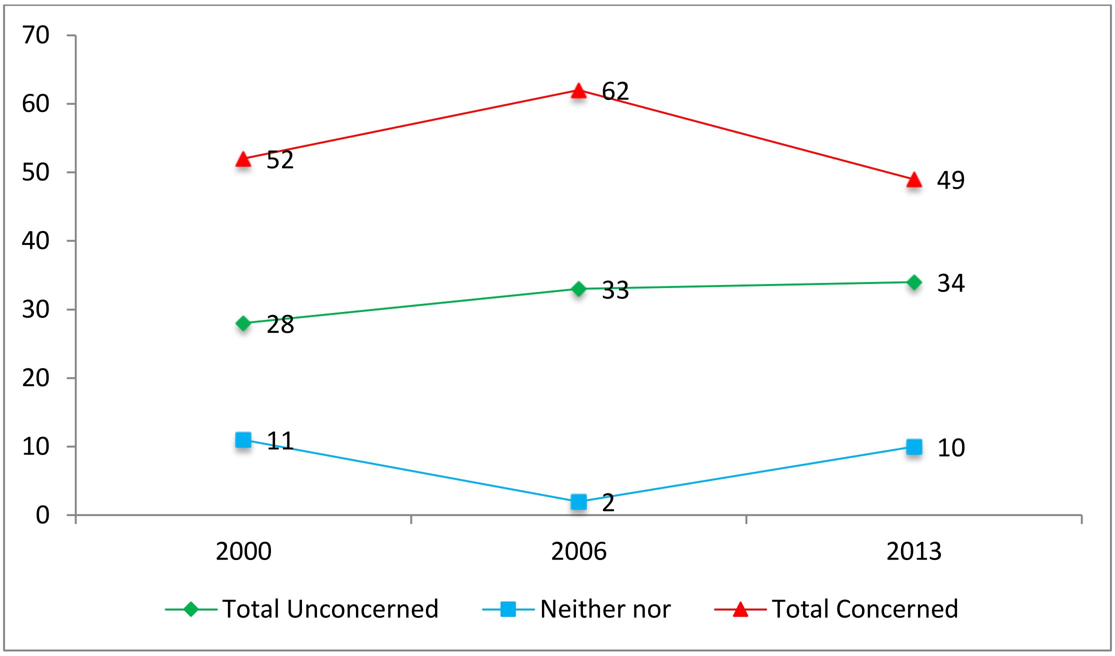


Figure 5-17: Level of Concern with State of Native Bush and Wetlands on Private Property 2000 to 2013

5.6.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about the state of native bush and wetlands on private property are those who are:

- educated to a tertiary level (57%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about the state of native bush and wetlands on private property are those who are:

- educated to a secondary school level (43%)
- in a family household with mainly school-aged children (40%)
- working as farmers (46%).

No particular group of respondents is more likely to be **neither concerned nor unconcerned** about the state of native bush and wetlands on private property.

5.6.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Taupo (62%) are more likely to be **concerned** about the state of native bush and wetlands on private property.

No respondents from a particular territorial authority or urban or rural setting are more likely to be **neither concerned nor unconcerned**, or **unconcerned** about the state of native bush and wetlands on private property.

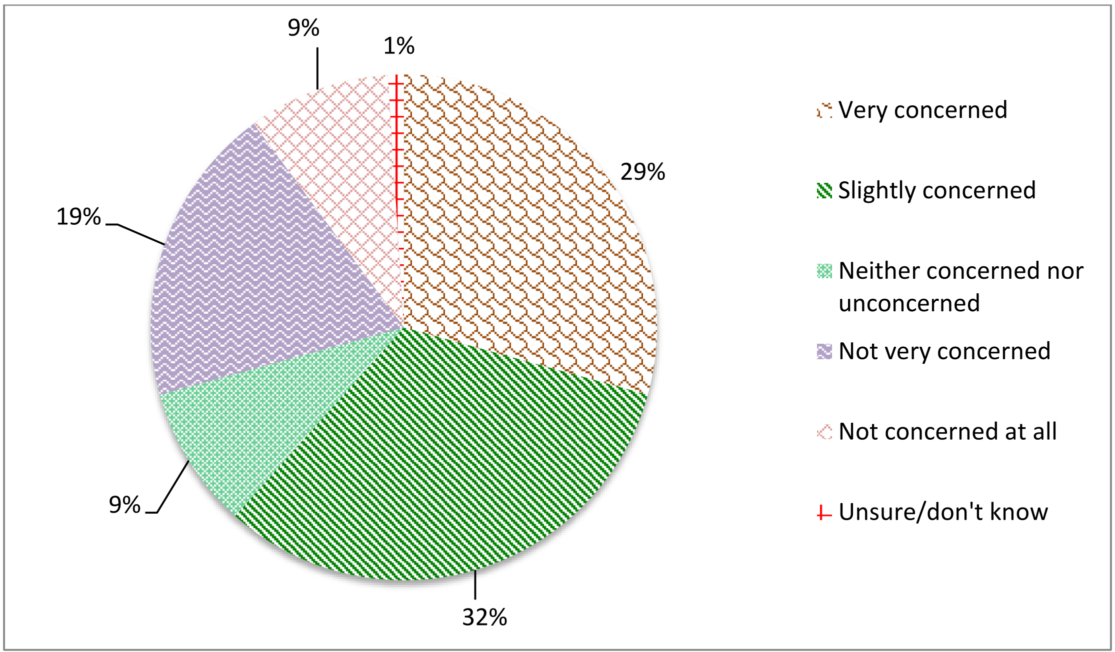
Figure 5-18: Level of Concern with State of Native Bush and Wetlands on Private Property by Area, Rural and Urban

5.7 SPREAD OF CITIES/TOWNS ACROSS FARMLAND

Respondents were asked how concerned they are with *the spread of cities/towns across farmland*.

5.7.1 OVERALL RESULT

Just over 6 out of 10 respondents (61%) express some level of concern with the spread of cities/towns across farmland; 29 per cent report being very concerned about this issue and a further 32 per cent state they are slightly concerned. In contrast, less than a third of respondents (28%) state that this environmental issue is not of concern to them (9% not concerned at all, 19% not very concerned).



Base: All respondents (n=1005)

Figure 5-19: Level of Concern with Spread of Cities/Towns across Farmland

5.7.2 COMPARISON WITH PREVIOUS YEARS

This year the proportion of respondents concerned with the spread of cities/towns across farmland shows a decrease on the 2006 survey findings (from 69% in 2006 to 61% in 2013), while the proportion of respondents neither concerned nor unconcerned shows an increase on the 2006 findings (from 1% in 2006 to 9% in 2013).

Table 5-7: Changes in Level of Concern with Spread of Cities/Towns across Farmland 2000 to 2013

	2000 %	2006 %	2013 %	Change 00-13	Change 06-13
Not concerned at all	10	10	9	-1	-1
Not very concerned	17	19	19	+2	-
Total Unconcerned	**27**	**29**	**28**	**+1**	**-1**
Neither concerned nor unconcerned	**10**	**1**	**9**	**-1**	**+8**
Slightly concerned	33	32	32	-1	-
Very concerned	29	37	29	-	-8
Total Concerned	**62**	**69**	**61**	**-1**	**-8**
Unsure/don't know	2	1	1	-1	-
Base (respondents)	1873	1000	1005		

This trend is shown below (over the page).

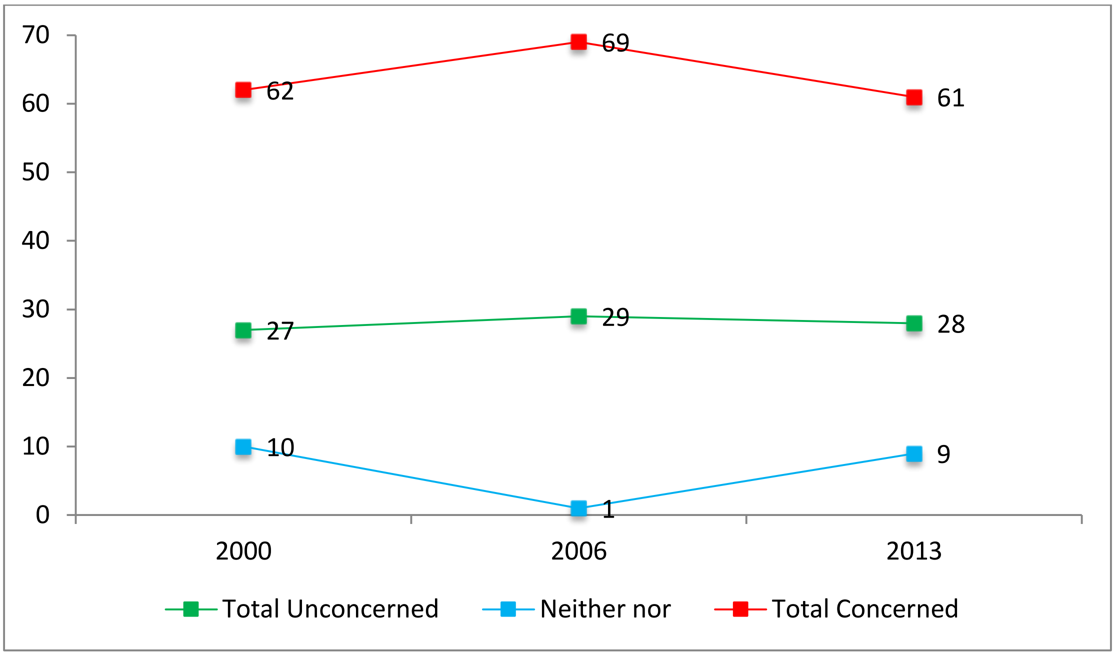


Figure 5-20: Level of Concern with Spread of Cities/Towns across Farmland 2000 to 2013

5.7.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about the spread of cities and towns across farmland are those who are:

- aged between 60 and 64 years or who are 65 years and older (73% and 68% respectively)
- retired (69%)
- in an older household with no children at home (68%).

Respondents who are significantly more likely (than the regional average) to be **not concerned** about the spread of cities and towns across farmland are those who are:

- aged between 30 and 39 years or between 40 and 49 years (37% and 34% respectively)
- working full time (32%)
- in a household with an income of between $90,001 and $150,000 per annum (37%)
- of Māori ancestry (36%).

No particular group of respondents is more likely to be **neither concerned nor unconcerned** about the spread of cities and towns across farmland.

5.7.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waipā are more likely than the regional average to be **neither concerned nor unconcerned** about the spread of cities and towns across farmlands (16%).

No respondents from a particular territorial authority or urban or rural setting are more likely to be **concerned** or **unconcerned** about the spread to cities and towns across farmland.

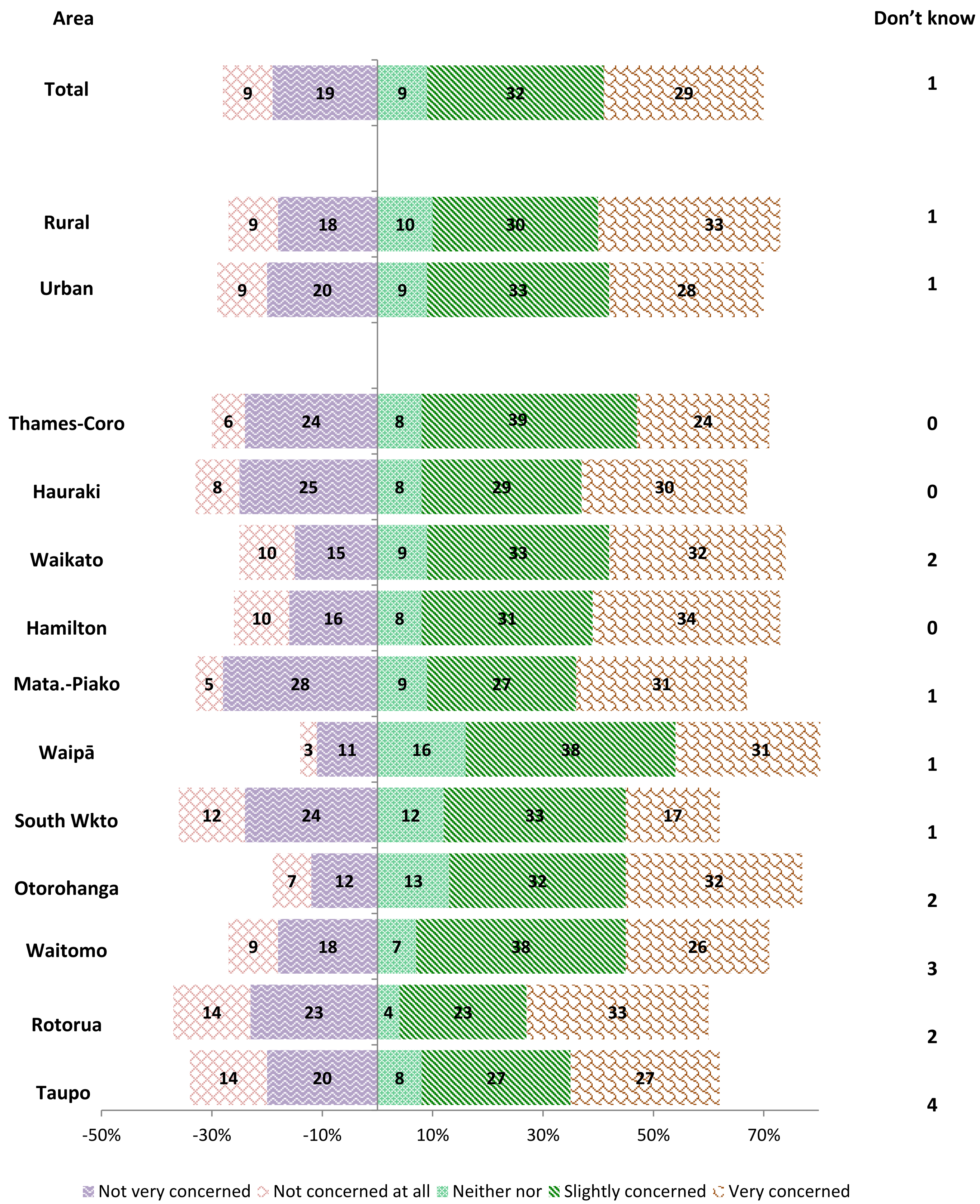


Figure 5-21: Level of Concern with Spread of Cities/Towns across Farmland by area, Rural and Urban

6 KNOWLEDGE OF ENVIRONMENTAL ISSUES

This section examines respondents' knowledge and understanding of a range of environmental issues currently affecting the region. Respondents were asked to rate each statement using a five point scale, specifying whether they strongly agree, agree, disagree, strongly disagree or neither agree nor disagree with each statement.

Note: The rating scale used in 2006 and 2013 for the questions in this section differs from the rating scale used in 2000. In particular, in the previous measure, a three point scale was used (agree, disagree, depends), whereas in 2006 and 2013, a five point scale was used (strongly agree, agree, disagree, strongly disagree, neither agree nor disagree). Therefore, comparisons over time should be interpreted with caution.

Key findings are:

- Results suggest that some respondents have a lack of understanding or hold misperceptions of the causes of some environmental problems in the region.
- More than half (56%) of respondents agree (correctly) that pollution in the region's rivers and streams comes mainly from farmland, a similar proportion to 2006 (55%), therefore a similar understanding amongst respondents of the main source of water pollution. Māori respondents are significantly more likely to agree with this statement (66%), as are Taupo respondents (71%) and urban respondents (58%). Rural respondents are significantly more likely to disagree (35%).
- Just under half (49%) of respondents agree (incorrectly) that pollution in the region's rivers and streams comes mainly from industry, with Waikato respondents (66%) most likely to agree with this. This is a misperception as industrial discharges are mostly well treated and together represent a minor proportion of the loads of contaminants carried by the rivers and streams.
- Opinions are mixed as to whether discharges of treated human sewage are a major cause of pollution in Waikato waterways, with 39 per cent of respondents agreeing with this statement. The major cause of pollution in the Waikato region's waterways is from run off from agricultural land, however, for Māori respondents, discharge of treated human sewage into waterways is culturally inappropriate and this is reflected in the demographic comparisons, with 61 per cent of Māori agreeing with this statement.

6.1 POLLUTION IN RIVERS AND STREAMS MAINLY FROM FARMLAND

Respondents were asked whether they agree or disagree with the statement that *pollution in the region's river and streams comes mainly from farmland.*

6.1.1 OVERALL RESULT

More than half (56%) of respondents agree that pollution in the region's river and streams comes mainly from farmland, 17 per cent strongly agree with the statement, and a further 39 per cent agree. In contrast, 29 per cent of respondents disagree with this statement (25% disagreeing, 4% strongly disagreeing). Four per cent of respondents report being unsure as to whether pollution in the region's rivers and streams comes mainly from farmland.

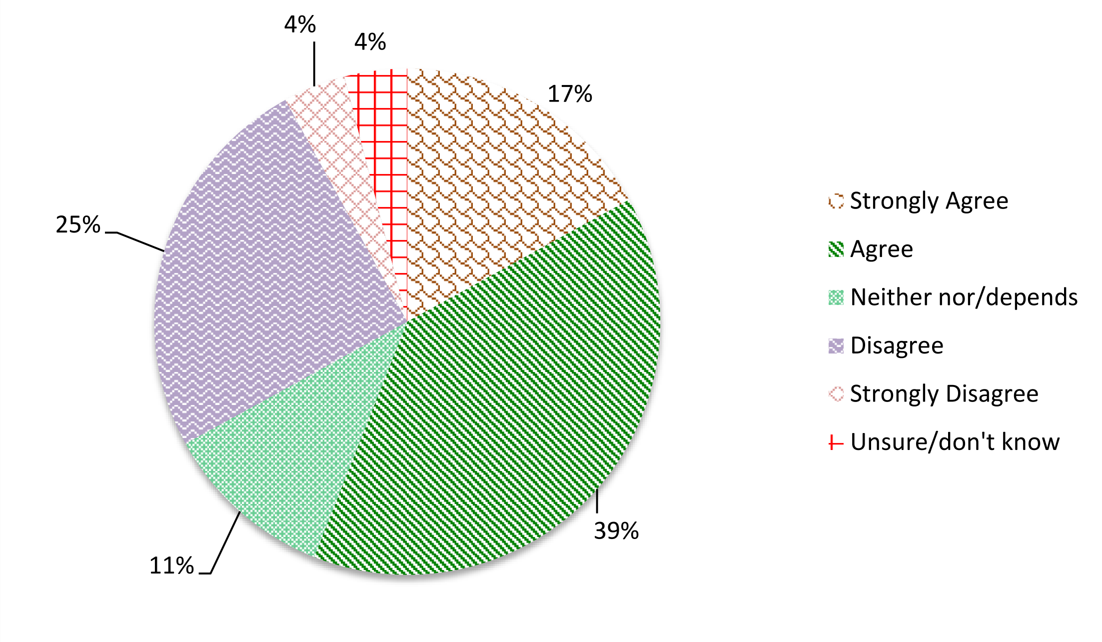


Figure 6-1: Pollution in Rivers and Streams Coming Mainly From Farmland

6.1.2 COMPARISON WITH PREVIOUS YEARS

Disagreement that water pollution in the region's rivers and streams comes mainly from farmland has decreased since 2006 (total disagree down from 37% to 29%). The proportion of the region's respondents who agree with this statement has remained similar (total agree for 2013 was 56% and 2006 was 55%). While the proportion of respondents who neither agree nor disagree shows an increase on the 2006 findings (from 2% in 2006 to 11% in 2013).

Table 6-1: Changes in Agreement with Pollution in Rivers and Streams Coming Mainly from Farmland 2000 to 2013

	2000 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly agree	N/A	16	17	N/A	+1
Agree	N/A	39	39	N/A	-
Total Agree	**35**	**55**	**56**	**+21**	**+1**
Neither agree nor disagree/depends	**8**	**2**	**11**	**+3**	**+9**
Disagree	N/A	30	25	N/A	-5
Strongly disagree	N/A	7	4	N/A	-3
Total Disagree	**49**	**37**	**29**	**-20**	**-8**
Unsure/don't know	7	6	4	-3	-2
Base (respondents)	1873	1000	1005		

N/A denotes code not used in previous years. This trend is shown below (over the page).

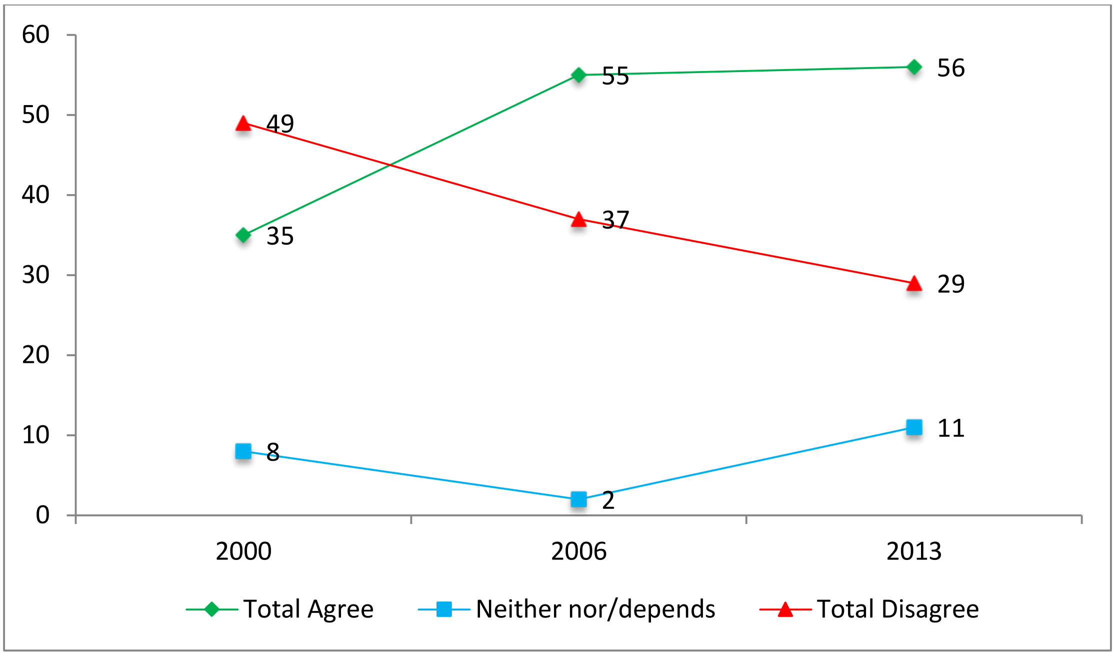


Figure 6-2: Agreement with Pollution in Rivers and Streams Coming Mainly from Farmland 2000 to 2013

6.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that pollution in the region's rivers and streams comes mainly from farmland are those who are:

- Māori (66%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that pollution in the region's rivers and streams comes mainly from farmland are those who are:

- in a household with an income of $30,000 or less per annum (15%).

Respondents who are significantly more likely (than the regional average) to **disagree** that pollution in the region's rivers and streams comes mainly from farmland are those who are:

- aged between 30 and 39 years (37%)
- working as farmers (47%).

6.1.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents living in Taupo (72%) or in urban areas (58%) are more likely (than the regional average) to **agree** that pollution in the region's rivers and streams comes mainly from farmland.
- Respondents living in Matamata-Piako (19%) are more likely (than the regional average) to **neither agree nor disagree (depends)** that pollution in the region's rivers and streams comes mainly from farmland.
- Respondents living in Waitomo (39%) or rural respondents (35%) are more likely (than the regional average) to **disagree** that pollution in the region's rivers and streams comes mainly from farmland.

Figure 6-3: **Agreement with Pollution in Rivers and Streams Coming Mainly from Farmland by Area, Rural and Urban**

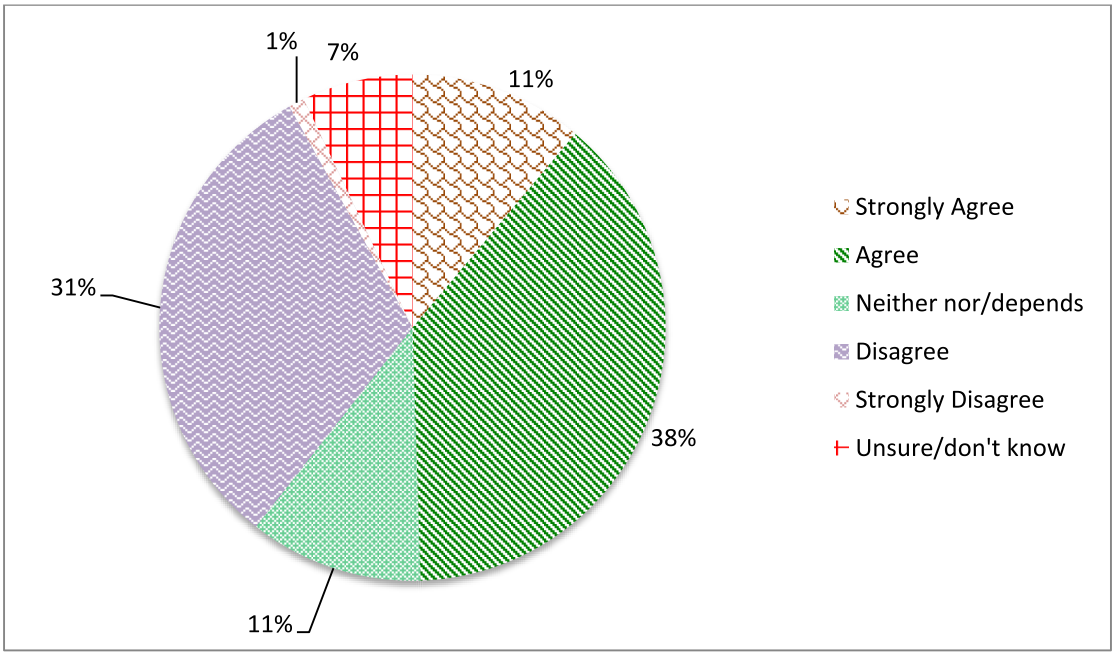
6.2 POLLUTION IN RIVERS AND STREAMS MAINLY FROM INDUSTRY

Respondents were asked whether they agree or disagree with the statement that *pollution in the region's rivers and streams comes mainly from industry.*

Note: This is a negatively framed question – that is, agreement with this statement is incorrect. Industrial discharges are mostly well-treated and together represent a minor proportion of the loads of key contaminants carried by the rivers and streams.

6.2.1 OVERALL RESULT

Just under half (49%) of respondents agree that pollution in the region's river and streams comes mainly from industry; 11 per cent strongly agree with the statement, and a further 38 per cent agree. In contrast, 32 per cent of respondents disagree with this statement (31% disagreeing, 1% strongly disagreeing). Seven per cent of respondents report being unsure as to whether pollution in the region's rivers and streams comes mainly from industry.



Base: All respondents (n=1005)

Figure 6-4: Pollution in Rivers and Streams Coming Mainly From Industry

6.2.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2013; as such no comparative results are available.

6.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that pollution in the region's rivers and streams comes mainly from industry are those who are:

- Māori (65%)
- aged between 20 and 29 years (65%)
- in a household with an income of $30,000 or less per annum (60%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that pollution in the region's rivers and streams comes mainly from industry are those who are:

- in a household with an income of between $30,001 and $60,000 per annum (15%)
- working part time (19%).

Respondents who are significantly more likely (than the regional average) to **disagree** that pollution in the region's rivers and streams comes mainly from industry are those who are:

- aged between 50 and 59 years (39%)
- in a household with an income of between $90,001 and $150,000 per annum (44%)
- currently a student (77%)
- in a family household with mainly school-aged children (37%)
- of no Māori ancestry (36%)
- working in technical or trade roles (71%).

6.2.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waikato are more likely (than the regional average) to **agree** that pollution in the region's rivers and streams comes mainly from industry (65%).
- Respondents in Matamata-Piako (19%) or rural areas (15%) are more likely (than the regional average) to **neither agree nor disagree (depends)** that pollution in the region's rivers and streams comes mainly from industry.
- Respondents in Waipā (45%) or Thames-Coromandel (44%) are more likely (than the regional average) to **disagree** that pollution in the region's rivers and streams comes mainly from industry.

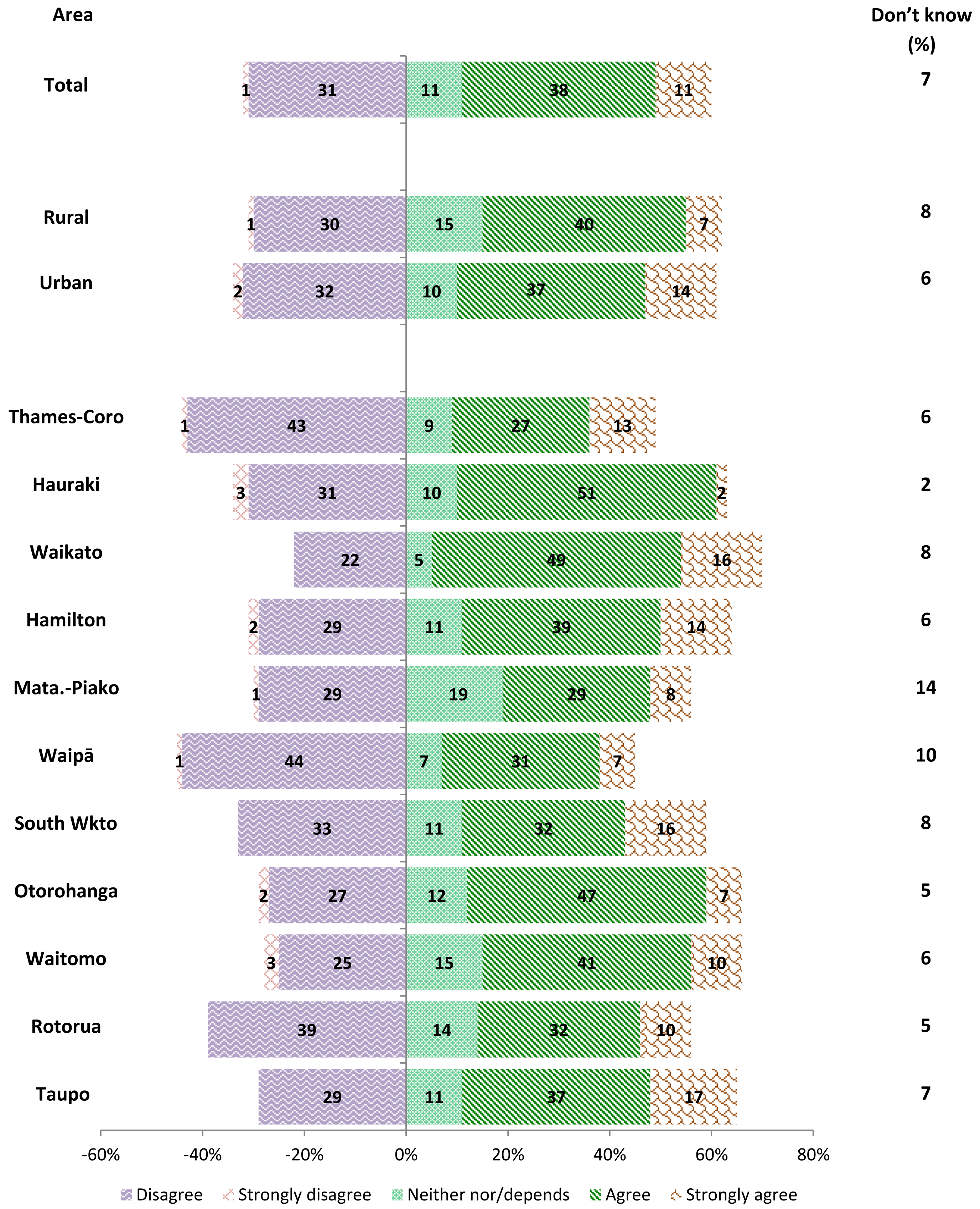


Figure 6-5: Pollution in Rivers and Streams Coming Mainly From Industry by Area, Rural and Urban

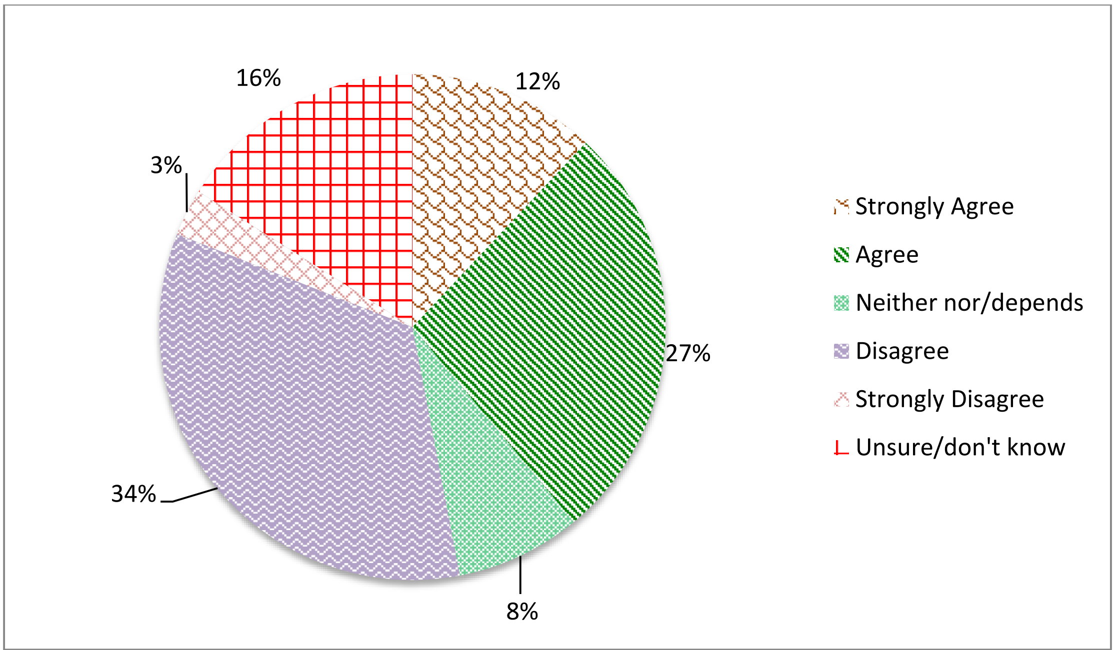
6.3 DISCHARGES OF TREATED HUMAN SEWAGE

Respondents were asked whether they agree or disagree with the statement that *in this region, discharges of treated human sewage are a major cause of pollution in our waterways*.

Note: The major cause of pollution in the Waikato region's waterways is run off from agricultural land. However, for Māori respondents, discharge of treated human sewage into waterways is culturally inappropriate and this is reflected in the demographic comparisons, with 61% of Māori agreeing with this statement.

6.3.1 OVERALL RESULT

Opinions are mixed as to whether discharges of treated human sewage are a major cause of pollution in Waikato waterways. Thirty-nine per cent of respondents agree with this statement (12% strongly agree, 27% agree), while 37 per cent feel that this statement is untrue (3% strongly disagree, 34% disagree). Sixteen per cent of respondents are not sure if treated human sewage is a major cause of pollution in Waikato waterways.



Base: All respondents (n=1005)

Figure 6-6: Agreement that Discharges of Treated Human Sewage are a Major Cause of Pollution in the Waterways

6.3.2 COMPARISON WITH PREVIOUS YEARS

Agreement with this statement has decreased since 2006 (total agree down from 48% to 39%). The proportion of the region's respondents who disagree with this statement has also decreased slightly (total disagree for 2013 is 37% and in 2006 it was 39%), while the proportion of respondents who neither agree nor disagree shows an increase on the 2006 findings (from 3% in 2006 to 8% in 2013).

Table 6-2: **Agreement that Discharges of Treated Human Sewage are a Major Cause of Pollution in the Waterways 2006 and 2013**

	2006 %	2013 %	Change 06-13
Strongly agree	18	12	-6
Agree	30	27	-3
Total Agree	**48**	**39**	**-9**
Neither agree nor disagree/depends	**3**	**8**	**+5**
Disagree	35	34	-1
Strongly disagree	4	3	-1
Total Disagree	**39**	**37**	**-2**
Unsure/don't know	10	16	+6
Base (respondents)	1000	1005	

This trend is shown below.

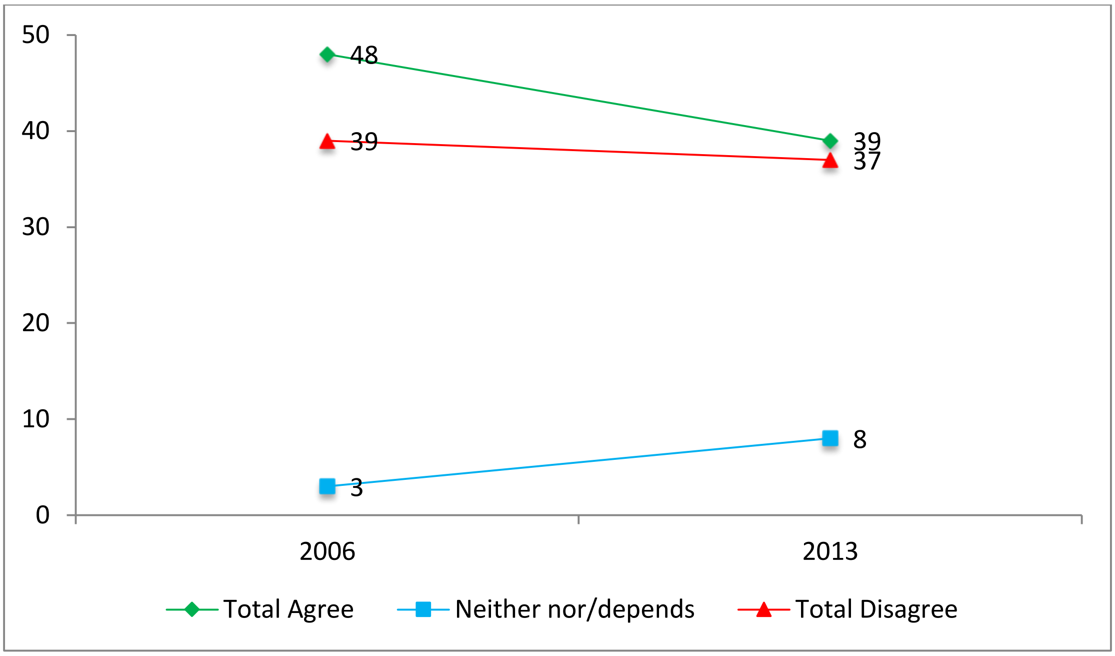


Figure 6-7: **Agreement that Discharges of Treated Human Sewage are a Major Cause of Pollution in the Waterways 2006 and 2013**

6.3.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that discharges of treated human sewage are a major cause of pollution in the waterways are those who are:

- Māori (61%)
- in a household with income of $30,000 or less per annum (56%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that discharges of treated human sewage are a major cause of pollution in the waterways are those who are:

- aged between 40 and 49 years (11%)
- in semi-skilled employment (19%).

Respondents who are significantly more likely (than the regional average) to **disagree** that discharges of treated human sewage are a major cause of pollution in the waterways are those who are:

- in a household with an income of between $90,001 and $150,000 per annum or between $150,001 and $200,000 per annum (48% and 51% respectively)
- currently a student (62%)
- educated to a trade certificate level (46%)
- of no Māori ancestry (40%).

6.3.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents living in Waikato (51%) or Waitomo (54%) are more likely (than the regional average) to **agree** that discharges of treated human sewage are a major cause of pollution in the waterways.

No respondents from a particular urban or rural setting are more likely to **neither agree nor disagree (depends)** or to **disagree** that discharges of treated human sewage are a major cause of pollution in the waterways.

Figure 6-8: **Agreement that Discharges of Treated Human Sewage are a Major Cause of Pollution in the Waterways by Area, Rural and Urban**

7 PERSONAL ENVIRONMENTAL ACTION

This section looks at actions Waikato region respondents have personally undertaken to protect the environment and their perceived effectiveness of their actions. This section also considers their views on public influence of environmental management and their ability to take personal responsibility for protecting the environment.

Key findings are:

- In comparison to 2003 and 2006, a greater proportion of respondents are recycling in general (64%), but fewer are recycling plastic (20%), paper (19%), tins/cans (12%) and glass (17%). A smaller proportion of respondents dispose of waste/rubbish properly (3%). More respondents plant trees/plants (16%) and save water (15%), compost garden waste (13%), grow their own vegetables (9%), pick up rubbish on roads/beaches (7%) and don't litter when out and about (7%).
- Urban respondents are significantly more likely to be recycling in general (66%), to use the car less (15%), and not litter when out and about/pick up dog poo (8%), while rural respondents are more likely to plant trees/plants/wetland/gully restoration (24%), and fence off native bush/rivers/streams (9%).
- Only 11 per cent of respondents say they have been involved in a public action, meeting, official hearing or consent process with the aim of protecting the environment, in the last year or so (also referred to as public actions). This result shows a consistent downward trend since 1998 (26%).
- Of those respondents involved in a public action, the top five are: joining a group (31%), taking environmentally friendly action– planting native trees/removing pests (20%), attending a meeting or hearing (20%), making a formal submission (12%), and participating in resource consent process (10%). There are very few demographic differences between the actions respondents take, however, rural respondents are more likely to follow council rules/undertake good practice on farm (16%).
- Regarding the perceived effectiveness of their actions, 68 per cent of respondents feel that their actions are effective. Twenty-three per cent of respondents feel that their public actions are not effective at all and 10 per cent feel that it is hard to tell how effective their actions are. Respondents' perceptions of effectiveness appear to be increasing over time; in 1998, 33 per cent of respondents felt that their actions were not effective while in 2013 this figure has decreased to 23 per cent.
- Forty-one per cent of respondents feel that the public have enough say in the way the environment is managed, while 46 per cent feel that the public does not have enough say; these proportions have remained fairly stable since 1998.

7.1 ACTIONS TAKEN TO PROTECT THE ENVIRONMENT

Respondents were asked what actions they have taken in the previous 12 months to protect the environment.

7.1.1 OVERALL RESULT AND COMPARISON WITH 2003 TO 2013

Overall, recycling continues to be the most commonly recalled action taken to protect the environment with 64 per cent of respondents recycling in general, a further 20 per cent specifically recycling plastic, 19 per cent recycling paper and 17 per cent recycling glass. Interestingly, there has been a decrease in the number of respondents who mention recycling tins or cans (12% in 2013) although the general theme of recycling remains significant in respondents' answers.

Planting trees (16%) shows a similar level of action to those in 2003 and 2006, while there is an increase in the proportion of respondents who save water (15%), compost garden waste (13%), save electricity (8%), and/or pick up rubbish on beaches, while growing vegetables (9%) not littering (7%) are new activities for 2013.

All other mentions are of 5 per cent or less and further details of the activities mentioned are shown below. Please note that multiple responses to this question were permitted and as such the table may total more than 100 per cent.

Table 7-1: Actions Taken to Protect the Environment 2003 to 2013

	2003 %	2006 %	2013 %
Recycle – in general	-	1	64
Recycled plastic	38	43	20
Recycled paper	35	40	19
Recycled glass	35	37	17
Planted trees/plants	15	13	16
Saved water	4	4	15
Compost garden waste	9	9	13
Recycled tins/cans	28	31	12
Used car less often (walked, biked, used bus more)	7	10	11
Grow own vegetables	-	-	9
Save electricity	8	4	8
Don't litter when out and about/pick up dog poo	-	-	7
Pick up rubbish on roads/beaches	3	2	7
Bought 'green' products	4	4	4
Fence off native bush/rivers/streams	5	2	4
Reduced chemical use	< 0.5	4	4
Disposed of rubbish/waste properly	12	17	3
Reduced rubbish/waste	5	7	3
Refused supermarket plastic bags	1	2	3
All that I can do	-	-	2
Change to energy saving lightbulbs	-	-	2
Drive fuel efficient car/tune car	2	1	2
Got family into recycling	-	-	2
Good farming practices/shade for stock	-	-	2
Look after water course	< 0.5	1	2
Plant own garden	-	-	2
Protect/feed native birds/fish and animals	< 0.5	1	2

Table 7-1: Actions Taken to Protect the Environment 2003 to 2013 cont.

	2003 %	2006 %	2013 %
Abide by council rules	1	1	1
Bury rubbish/not burn	1	2	1
Buy New Zealand made/consume less/reduce carbon footprint	-	-	**1**
Controlled weeds	6	3	1
Disposed of chemicals properly	1	4	1
Don’t light fires	-	-	1
Don’t smoke	< 0.5	1	1
Don’t use disposable nappies	-	-	1
Food scraps for animals/farms	-	-	1
Grow organically	2	1	1
Installed solar heating/power	-	1	1
Joined/supported environmental group/donated money to/donated land	3	1	1
Keep chickens, bees, eggs	-	-	1
Killed animal pests	5	2	1
Recycled clothes	3	9	1
Reduce/don’t use/improve efficiency of fireplace for home heating	-	2	1
Reduce/recycle stock effluent/farms	2	1	1
Reducing/greater awareness of fertiliser types	-	-	1
Tidy/clean up property	2	2	1
Use rainwater	-	-	1
Wash car on grass	< 0.5	1	1
Watch what I burn	1	1	1
Worm farm	-	-	1
Compost kitchen waste	8	6	-
Education and awareness	2	1	-
Improved drainage	1	1	-
Inform organisations if something is wrong	1	1	-
Other	7	3	-
Use recycled materials – clothing, timber etc.	< 0.5	1	-
Don't know	3	3	-
No action	14	15	11
Base (respondents)	1882	1000	1005

7.1.2 DEMOGRAPHIC VARIATION

Significant demographic differences emerge in actions taken in the last 12 months to protect the environment. By action these are:

Reduce:

- Using a car less often: those in a family household with mainly preschool children (19%), or those who are currently a student (29%)
- Reducing water consumption: females (19%) or those aged between 40 and 49 years (20%)
- Reducing chemical use and sprays: females (5%)
- Save electricity: those who are currently unemployed (16%).

Reuse:

- Composting heap for the garden: females (17%), those who undertake home responsibilities (22%), or those in a household with an income of between $60,001 and $90,000 per annum (18%)
- Growing own vegetables: those undertaking home responsibilities (20%), those educated to a tertiary level (18%) or a secondary school level (12%), those in a household with income of between $30,001 and $60,000 per annum (14%), or females (11%).

Recycle:

- Recycling in general: females (71%), those aged between 40 and 49 years (71%), those in a family household with mainly preschool children (73%)
- Recycling plastic: those aged between 20 and 29 years (29%) or Māori (29%)
- Recycling paper/cardboard: females (22%), those aged between 20 and 29 years (29%), or Māori (25%)
- Recycling glass: those aged between 20 and 29 years (26%) or Māori (26%)
- Recycling tins/cans: those aged between 20 and 29 years (22%) or Māori (18%).

Protection and Restoration of Land:

- Planting trees/plants/natives: those educated to a tertiary level (19%), those in a family household with mainly preschool children (24%), or those of Māori ancestry (24%)
- Fencing off native bush/rivers/streams: those with no Māori ancestry (5%)
- Picking up rubbish from roads and beaches: those in a household with an income of $30,000 or less per annum (11%), those who are currently a student (21%), males (9%), those aged between 18 and 19 years (24%), or Māori (12%).

Other:

- Buying 'green' or environmentally friendly products: females (7%), those aged between 20 and 29 years (11%), those in a household with an income of between $60,001 and $90,000 per annum (7%), those who undertake home responsibilities (15%), or those of New Zealand ethnicity (6%)
- Don't litter when out: those who are currently a student (17%) or female (9%).
- No action: males (14%), those aged 65 years or older (21%), those in an older household without children (16%).

7.1.3 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural location, respondents are more likely (than the regional average) to mention the following points in:

- Thames-Coromandel: planting trees/plants/natives (25%)
- Waikato: recycle plastic (36%), recycling paper (29%), recycling glass (27%), bought 'green' or environmentally friendly products (9%), look after water course (6%)
- Hamilton: use car less (18%)
- Matamata-Piako: bought 'green' or environmentally friendly products (13%)
- Waipā: recycle plastic (39%), recycle paper (39%), recycle glass (34%), saved water/turned off water (24%), or recycling tins (20%)
- South Waikato: don't litter when out (14%)
- Otorohanga: compost heap for garden waste (20%), fence off native bush/rivers/streams (11%), refuse supermarket plastic bags (1%)
- Waitomo: fencing off native bush/rivers/streams (8%)
- Rotorua: planting trees/plants/natives (28%) or fencing off native bush/rivers/streams (11%)
- Urban: recycling in general (66%), use car less (15%), don't litter when out and about/pick up dog poo (8%)
- Rural: planted trees/plants/wetland/gully restoration (24%) or fence off native bush/rivers/streams (9%)

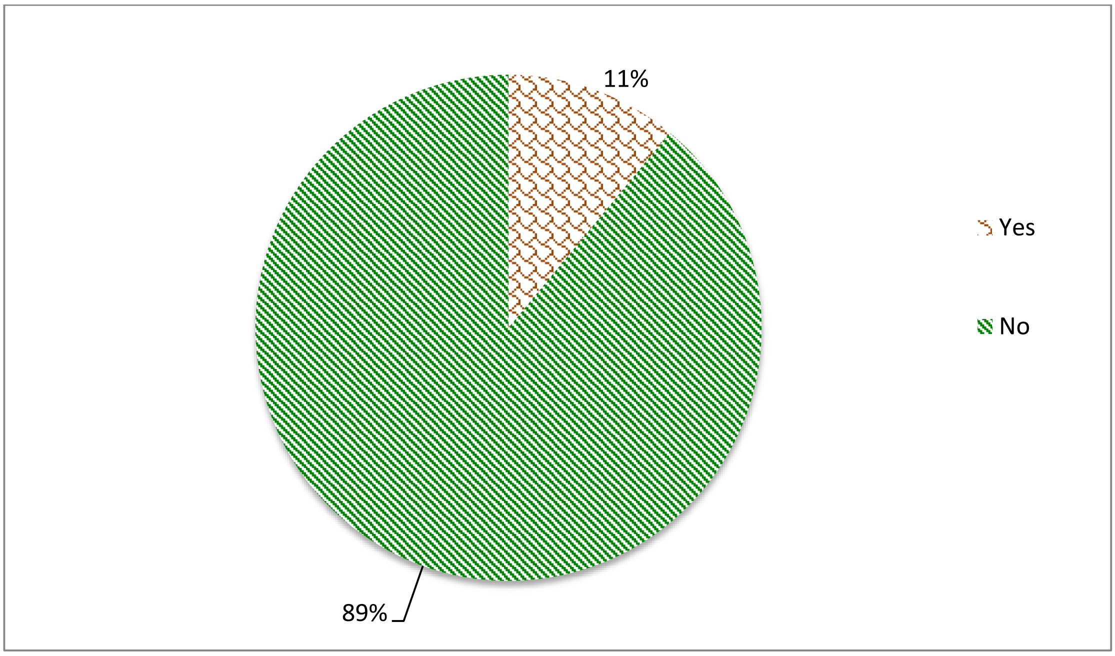
No respondents from Hauraki or Taupo are more likely to mention a particular action.

7.2 INVOLVEMENT IN PUBLIC ACTIONS/MEETINGS

Respondents were asked if in the last year or so they have been involved in any kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment.

7.2.1 OVERALL RESULT

Eleven per cent of respondents say they have been involved in some kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment in the last year. The remainder (89%) have not.



Base: All respondents (n=1005)

Figure 7-1: Involvement in Public Actions/Meetings

7.2.2 COMPARISON WITH PREVIOUS YEARS

In 2013, a smaller proportion of respondents state that they had been involved in any kind of public meeting, official hearing or consent process with the aim of protecting the environment (11%, down from 16% in 2006). This continues a downward trend in respondents' involvement in public actions/meetings, first evident in 2000.

Table 7-2: Changes in Involvement in Public Actions/Meetings 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Yes – been involved	26	23	22	16	11	-15	-5
No – have not been involved	74	77	78	84	89	+15	+5
Base (respondents)	1037	1873	1822	1000	1005		

This trend is shown below (over the page).

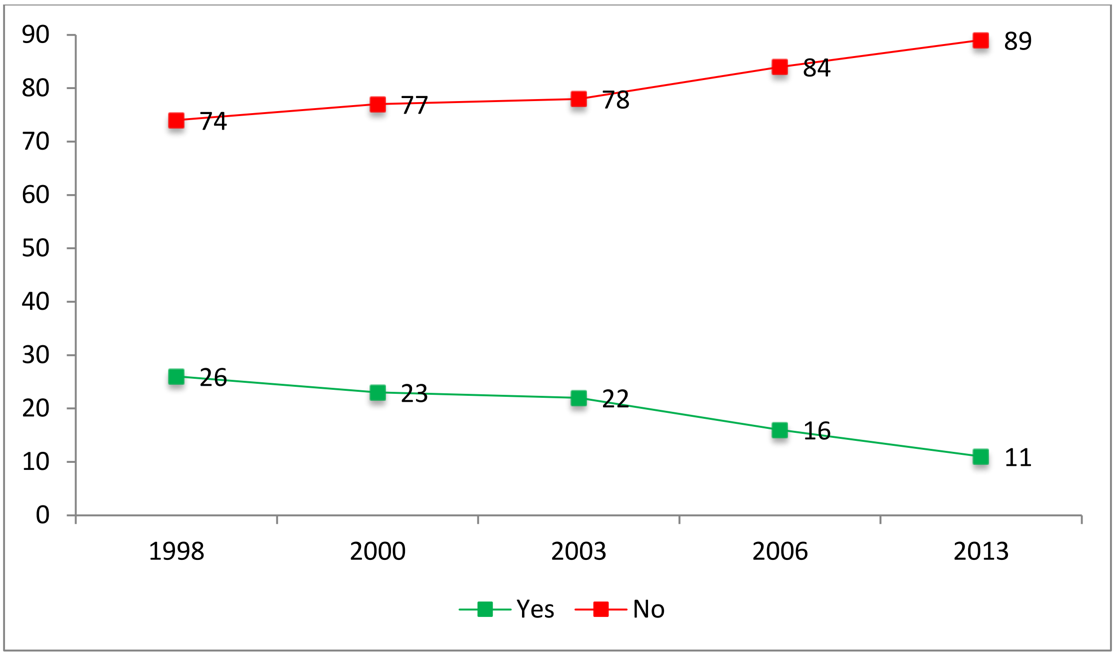


Figure 7-2: Involvement in Public Actions/Meetings 1998 to 2013

7.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to say they **are not involved** in some kind of public action, meetings, official hearings or consent processes are those who are:

- educated to a secondary school level (93%).

Respondents who are significantly more likely (than the regional average) to say they **are involved** in some kind of public action, meetings, official hearings or consent processes are those who are:

- working as a farmer (19%).

7.2.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents from Thames-Coromandel are more likely (than the regional average) to say they **are involved** in some kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment (20%).

No respondents from a particular territorial authority or urban or rural setting are more likely to say they have **not been involved** in some kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment.

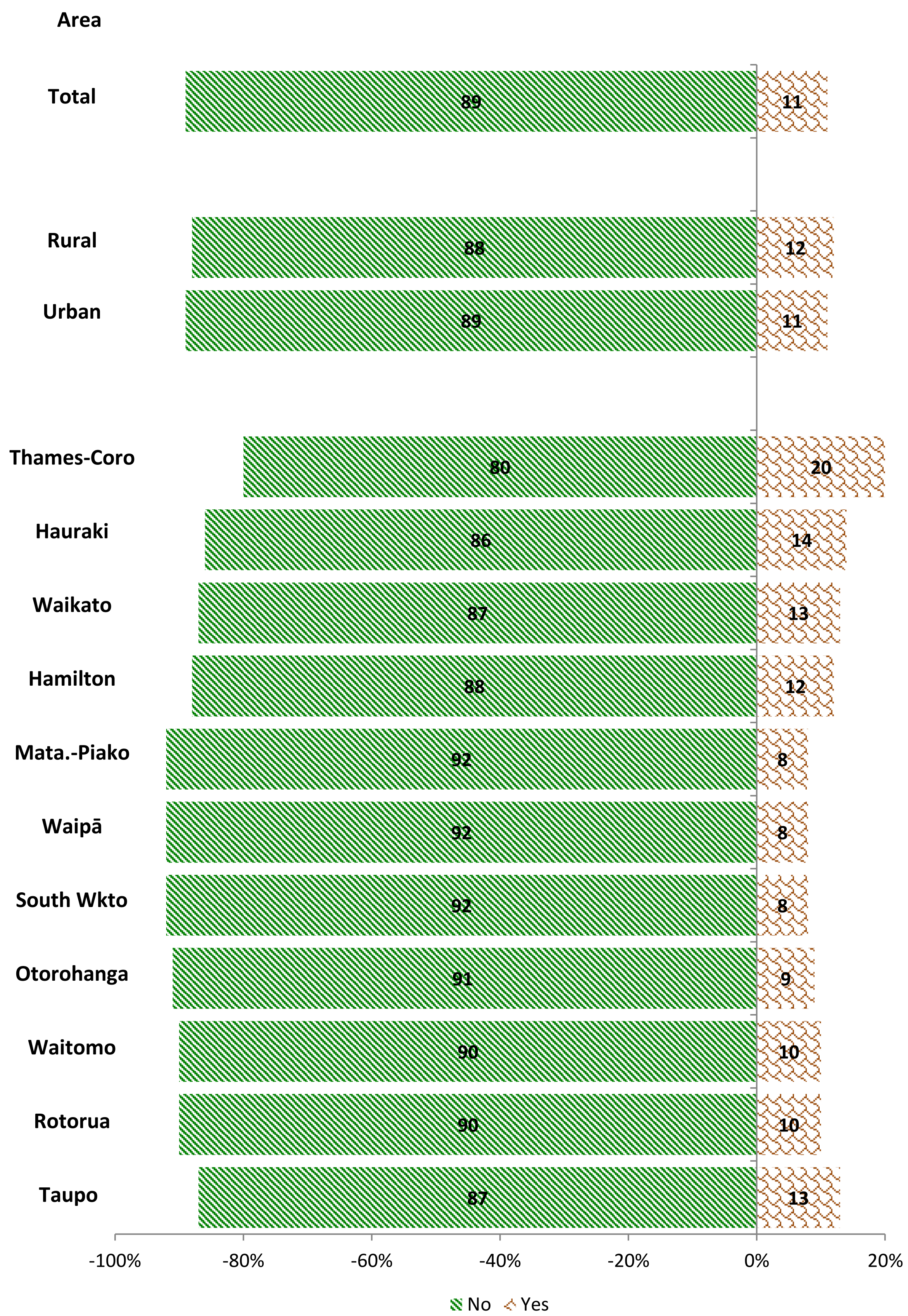


Figure 7-3: **Involvement in Public Actions/Meetings by Area, Rural and Urban**

7.3 ACTIONS TAKEN

Those who had been involved in any kind of public action, meeting, official hearing or consent process, with the aim of protecting the environment in the last year (n=120) were asked what specific action they have taken.

7.3.1 OVERALL RESULT AND COMPARISON WITH PREVIOUS YEARS

Joined/belong to/started an action group continues to be the most frequently reported action taken (31%). The proportion of respondents reporting that they took environmentally friendly action – planted trees, removed pests, has increased significantly since 2006 from 3% to 20%. Attended meeting on committee was introduced as a new code and is stated by 20% of respondents.

A significantly smaller proportion of respondents attended a meeting/public hearing (from 42% in 2006 to only 7% in 2013). Fewer respondents also report writing to a newspaper, a council or organisation. Please note multiple responses to this question were permitted. Consequently the table may total more than 100 per cent.

Table 7-3: Actions Taken with Aim of Protecting Environment

	1998 %	2000 %	2003 %	2006 %	2013 %
Joined/belong to/started an action group	5	18	15	25	31
Took environmentally friendly action – planted trees, removed pests	-	-	5	3	20
Attended meeting on committee	-	-	-	-	20
Made a formal submission	25	13	13	9	12
Participated in resource consent process	-	11	7	7	10
Following council rules/good farm practice	-	-	-	-	8
Complained to a council or organisation	14	8	6	8	7
Work for/consult to an agency with environmental responsibilities	-	-	3	3	7
Took part in a protest	11	2	10	6	7
Attended a meeting/public hearing	38	43	41	42	7
Read or sought information	6	12	2	5	6
Signed a petition	-	5	25	6	5
Māori environmental interests	-	-	-	-	5
Donate/raise money for groups	-	-	1	2	5
Educated people on issues	-	-	-	3	4
Filled out a survey	-	-	-	-	3
Telephoned a council or organisation	20	7	3	2	1
Complained to the company/person causing the damage	2	1	2	1	1
Wrote a letter to council or other organisation	13	6	10	11	1
Wrote a letter to the paper	2	3	3	5	-
Base (respondents)	270	431	402	158	120

7.3.2 DEMOGRAPHIC VARIATION

Some respondents are significantly more likely (than the regional average) to take a specific action, as shown for the following:

- Joined/belong to/started an action group: those educated to a tertiary level (41%)
- Work for/consult to an agency with environmental responsibilities: those educated to a tertiary level (12%)
- Participated in resource consent process: those with no Māori ancestry (14%)

- Following council rules/good farm practice: those in a household with an income of between $90,001 and $150,000 per annum (15%)
- Took part in a protest: those in a family household with mainly adult children (19%).

7.3.3 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural location, some respondents are more likely (than the regional average) to take the following actions:

- Rural respondents: following council rules/good farm practice (16%).

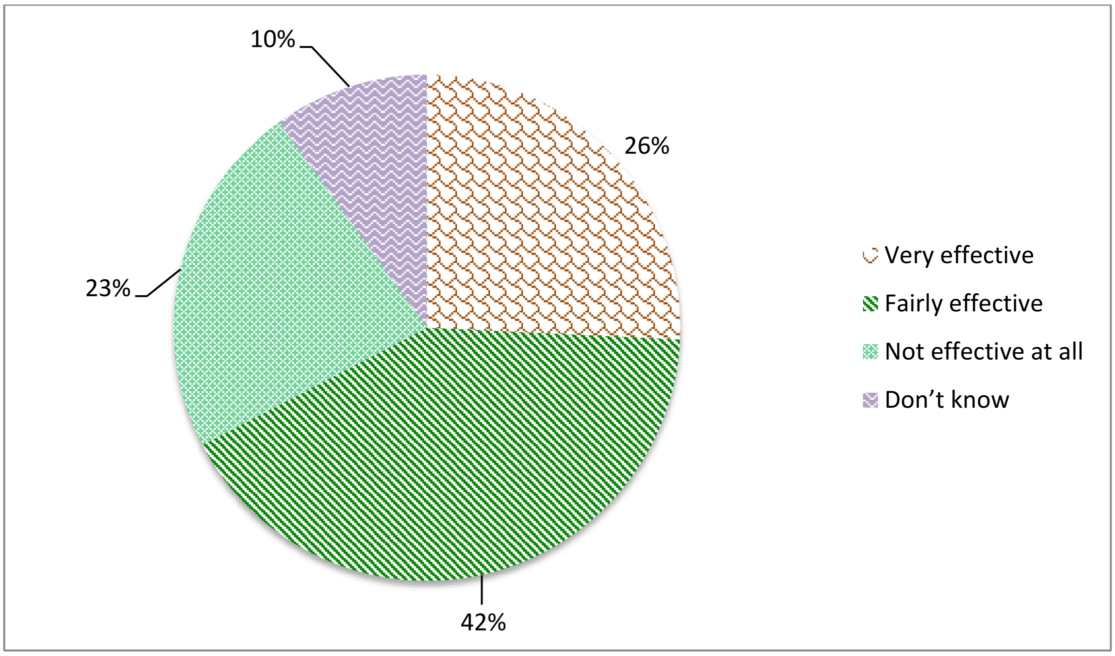
No respondents from a particular Territorial Authority are more likely (than the regional average) to mention taking a specific action.

7.4 EFFECTIVENESS OF PUBLIC ACTIONS TAKEN

All respondents who have been involved in any kind of public action, meeting, official hearing or consent process (n=120) were asked generally how effective they think these actions were, using a scale of not effective at all, fairly effective and very effective.

7.4.1 OVERALL RESULT

Almost a quarter of respondents (26%) consider that the public actions they took have been very effective. A further 42 per cent say their public actions have been fairly effective. Twenty-three per cent of respondents think their actions have not been effective at all. The remainder (10%) do not know.



Base: Respondents who had taken public action (n=113)

Figure 7-4: Effectiveness of Public Actions Taken

7.4.2 COMPARISON WITH PREVIOUS YEARS

The findings for 2013 are broadly similar to 2006 with a slightly smaller proportion of respondents rating the effectiveness of public actions taken as very effective (26% in 2013 compared with 31% in 2006).

Table 7-4: Changes in Effectiveness of Public Actions Taken 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Not effective at all	33	32	31	23	23	-10	0
Fairly effective	28	36	44	38	42	+14	+4
Very effective	24	19	13	31	26	+2	-5
Don't know/hard to tell	15	14	12	8	10	-5	+2
Base (respondents who had taken some action)	270	431	402	158	120		

This trend is shown below.

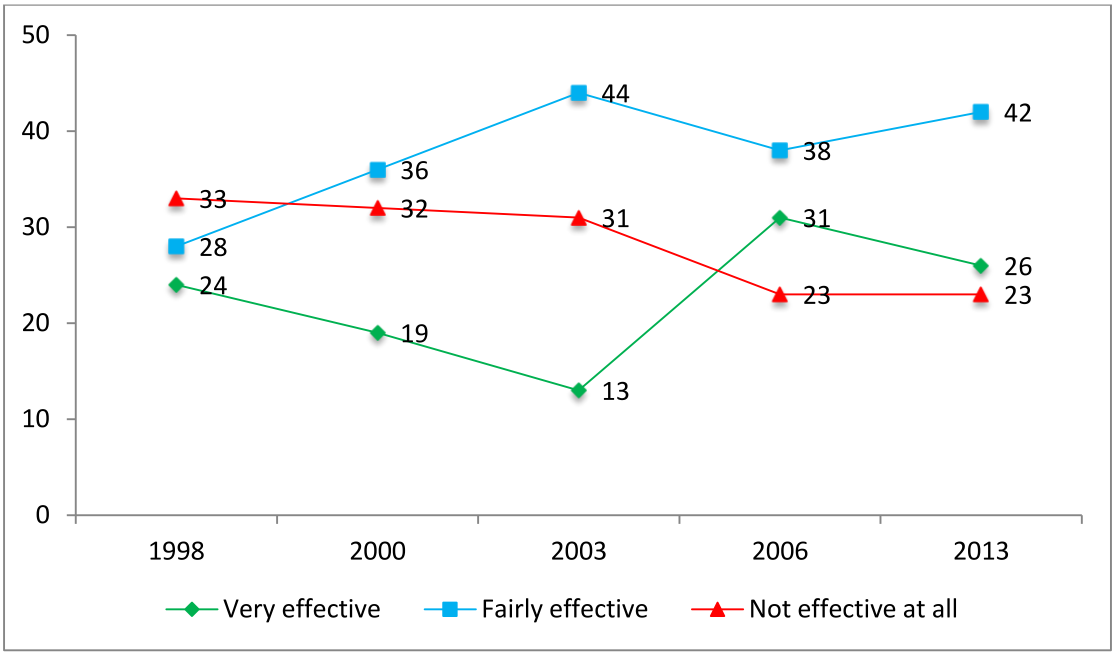


Figure 7-5: Effectiveness of Public Actions Taken 1998 to 2013

7.4.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to think that their public actions are **fairly effective** are those who are:

- of New Zealand ethnicity (58%).

Respondents who are significantly more likely (than the regional average) to be **unsure** about the effectiveness of their public actions are those who are:

- of European ethnicity (16%).

No particular demographic groups are identified as being significantly more likely (than the regional average) to perceive that their public actions are **very effective** or **not effective**.

7.4.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban/rural setting are more likely (than the regional average) to think that their actions are **very effective, fairly effective, not effective** or **unknown.**

Please note that this data is not displayed graphically as the base sizes for individual territorial authorities are too small to draw meaningful conclusions.

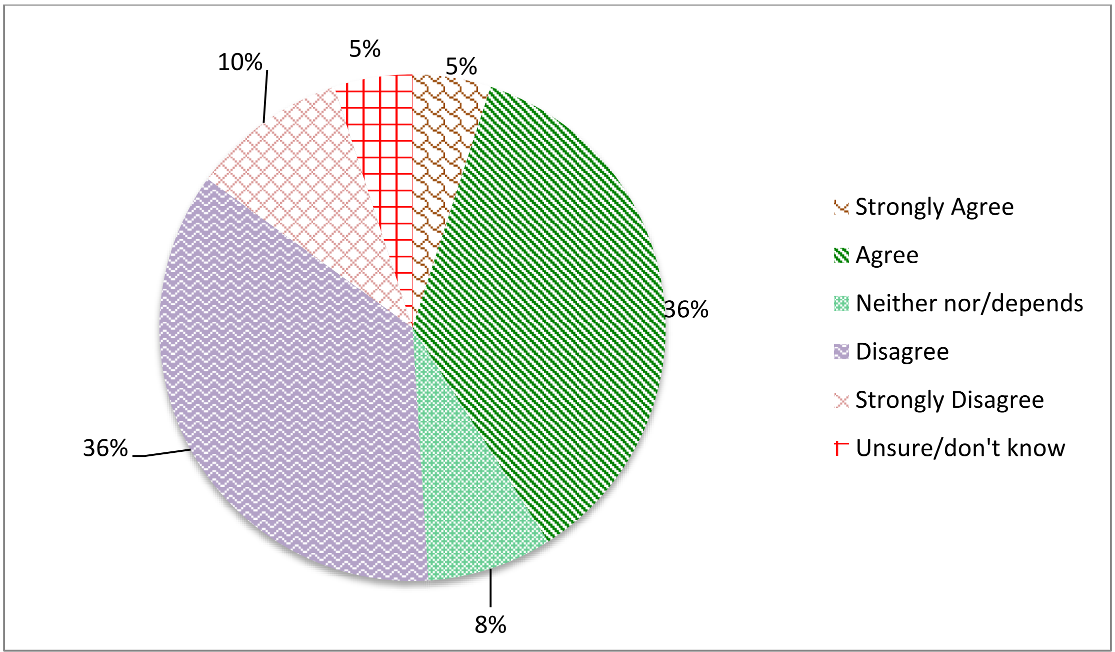
7.5 PUBLIC SAY IN THE WAY THE ENVIRONMENT IS MANAGED

Respondents were asked to what extent they agree or disagree that the *public have enough say in the way the environment is managed*.

Note: The rating scale used in 2003, 2006 and 2013 for the questions in this section differs to the rating scale used in 1998 and 2000. In the two earliest surveys a three point scale was used (agree, disagree, depends), whereas in 2003, 2006 and 2013 a five point scale was used (strongly agree, agree, disagree, strongly disagree, neither agree nor disagree). Therefore, comparisons over time should be interpreted with caution.

7.5.1 OVERALL RESULT

Respondents' views on the extent to which the public have enough say in the way the environment is managed are split. Forty-one per cent of respondents agree with this statement (5% strongly agree, 36% agree), and 46% disagreed (10% strongly disagree, 36% disagree).



Base: All respondents (n=1005)

Figure 7-6: Public Say in the Way the Environment is Managed

7.5.2 COMPARISON WITH PREVIOUS YEARS

Levels of agreement with the statement that the public have enough say in the way the environment is managed are lower in 2013 (total agree 41%) than in 2006 (48%).

Table 7-5: Changes in Agreement that the Public Have Enough Say in the Way the Environment is Managed 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Strongly Agree	N/A	N/A	4	10	5	N/A	-5
Agree	N/A	N/A	36	38	36	N/A	-2
Total Agree	**37**	**28**	**40**	**48**	**41**	**+4**	**-7**
Neither agree nor disagree/depends	**12**	**10**	**10**	**2**	**8**	**-4**	**+6**
Disagree	N/A	N/A	38	32	36	N/A	+4
Strongly Disagree	N/A	N/A	9	14	10	N/A	-4
Total Disagree	**47**	**56**	**47**	**46**	**46**	**-1**	**-**
Unsure/don't know	3	5	3	4	5	+2	+1
Base (respondents)	1037	1873	1822	1000	1005		

N/A denotes code not used in previous years. This trend is shown below.

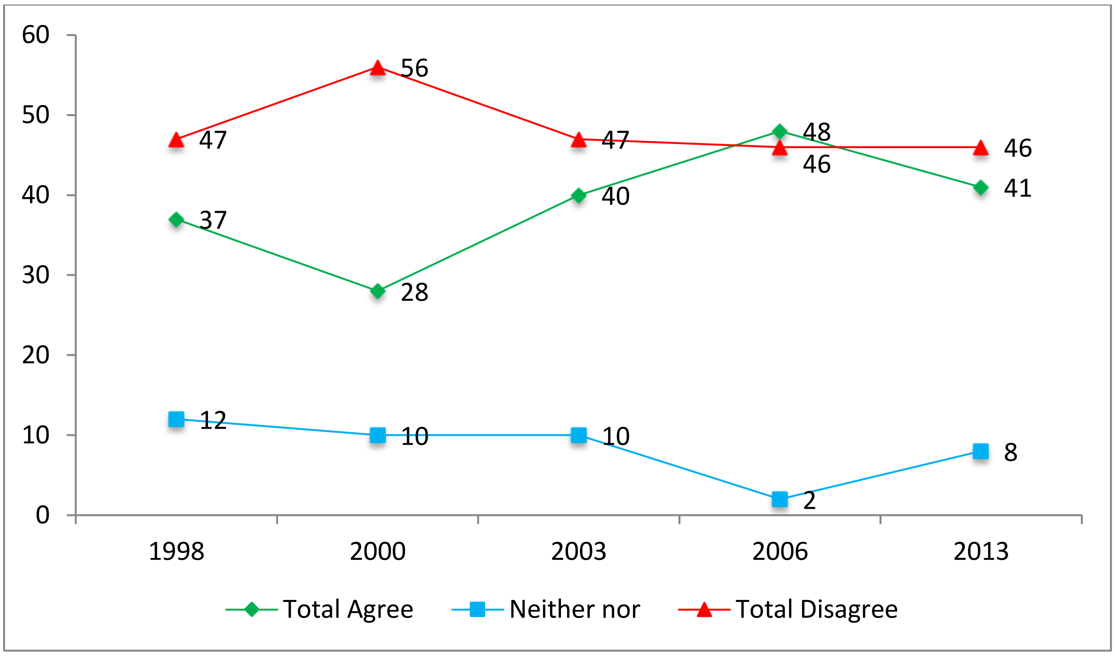


Figure 7-7: Agreement that the Public Have Enough Say in the Way the Environment is Managed 1998 to 2013

7.5.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that the public have enough say in the way the environment is managed are those who are:

- male (43%)
- Māori (49%)
- in a household with an income of between $150,001 and $200,000 per annum (56%)
- working as a farmer (55%).

Respondents who are significantly more likely (than the regional average) to **disagree** that the public have enough say in the way the environment is managed are those who are:

- of European ethnicity (52%)
- in a household with an income of between $30,001 and $60,000 per annum (51%).

No particular demographic subgroup is identified as being more likely (than the regional average) to **neither agree nor disagree (depends)** that the public have enough say in the way the environment is managed.

7.5.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **agree**, **neither agree nor disagree (depends)**, or **disagree** that the public have enough say in the way the environment is managed.

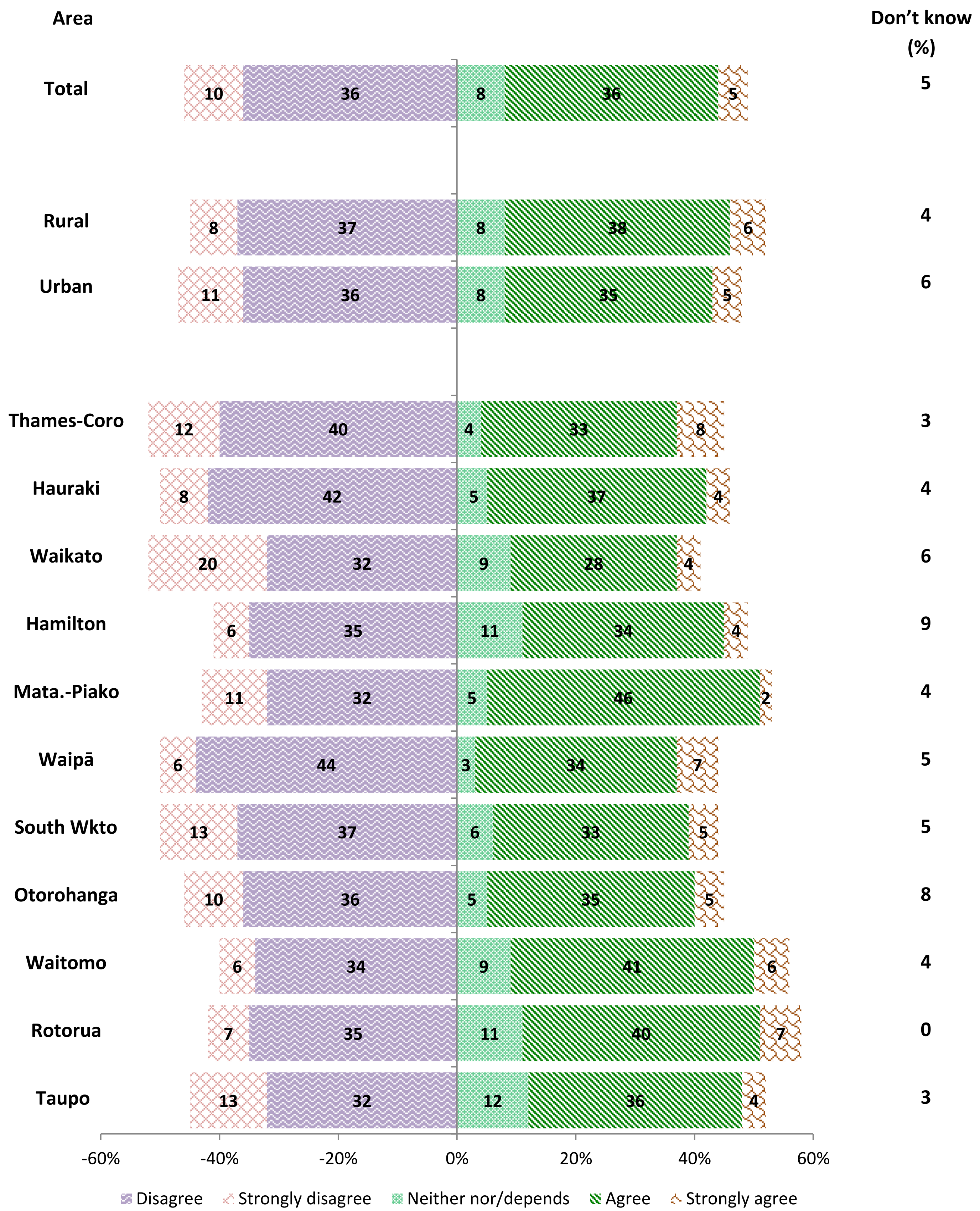


Figure 7-8: Agreement that the Public Have Enough Say in the way the Environment is Managed by Area, Rural and Urban

8 ENVIRONMENTAL REGULATIONS AND CONTROLS

This section examines respondents' attitudes towards various environmental regulations and controls. Respondents were asked to rate each statement using a five point scale, specifying whether they strongly agreed, agreed, disagreed, strongly disagreed or neither agreed nor disagreed with each statement.

Note: The rating scale used in 2003, 2006 and 2013 for the questions in this section differs from the rating scale used in 1998 and 2000. Therefore, comparisons over time should be interpreted with caution.

Key findings are:

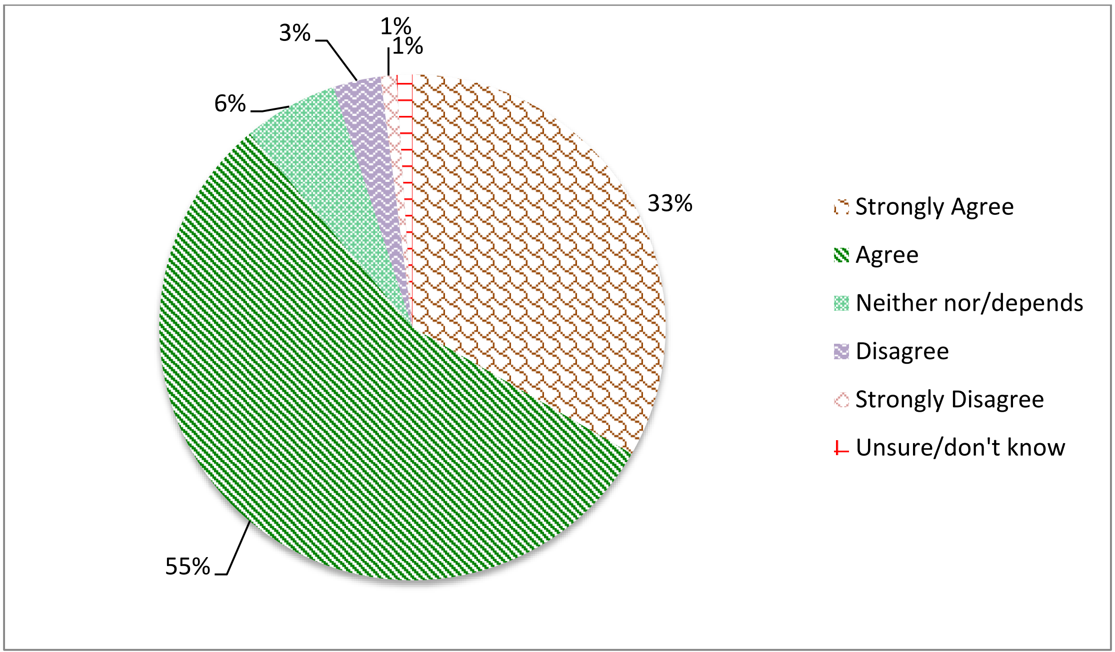
- The majority of respondents agree (88%) that Council should enforce its rules and laws to make sure the environment is well looked after. These results continue a similar level of support to that of 2000 (87%) and 2003 (88%) though a decrease on 2006 (96%). Respondents in Hamilton (94%) or in urban areas (91%) are more likely to agree with this statement.
- More than half of respondents (56%) agree that there is enough protection given to local significant natural sites, this is six percentage points down on 2006 but up on 2003 (49%). Interestingly there is a split between urban and rural respondents with rural respondents significantly more likely to agree with this statement (63%) and urban respondents significantly more likely to disagree (28%). Overall, almost a quarter (24%) of respondents disagree with this statement.
- Sixty-one per cent of respondents agree that urban sprawl and subdivisions threaten the natural environment, while 22 per cent of respondents disagree that the natural environment is threatened by urban sprawl and subdivisions. More respondents neither agree nor disagree with the statement than in previous years (13% compared with 3% in 2006 and 10% in 2003).
- Almost 7 out of 10 respondents (69%) feel that government restrictions on private property are necessary so that the environment will not be harmed, however this is seven percentage points less than 2006. As with many of the results, more respondents neither agree nor disagree with this statement (an increase of 12 percentage points since 2006, but an increase of three percentage points on 2003). Respondents in urban areas are more likely to agree with this statement (70%).
- Twenty-eight per cent of respondents agree that landowners should be allowed to do what they like on their own land, while 47 per cent disagree with this statement. These results have remained reasonably consistent since 2000.
- There is strong agreement amongst respondents that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion with 78 per cent of respondents agreeing with this statement. However, this result shows a significant decrease from the results of 2006 where 88 per cent of respondents agreed with this statement. Respondents in Hamilton (86%) or who live in urban areas (79%) are more likely to agree with this statement.

8.1 COUNCIL ENFORCEMENT OF RULES AND LAWS

Respondents were asked whether they agree or disagree with the statement that *Council should enforce its rules and laws to make sure that the environment is well looked after*.

8.1.1 OVERALL RESULT

The vast majority of respondents (88%) agree that Council should enforce its rules and laws to ensure the environment is well looked after (33% strongly agree, 55% agree). Only a small proportion of respondents (4%) disagree with this statement (1% strongly disagree, 3% disagree).



Base: All respondents (n=1005)

Figure 8-1: Council Enforcement of Rules and Laws

8.1.2 COMPARISON WITH PREVIOUS YEARS

There has been a decrease in the proportion of respondents agreeing that Council should enforce its rules and laws to make sure the environment is looked after (total agreeing down from 96% in 2006 to 88% in 2013). However, similar levels of support were recorded in 2000 (87%) and 2003 (88%).

Views are less extreme this year with a smaller proportion of respondents agreeing strongly that Council should enforce its rules and laws to make sure the environment is looked after (strongly agreeing down from 55% in 2006 to 33% in 2013).

Table 8-1: Changes in Agreement with Council Enforcement of Rules and Laws 2000 to 2013

	2000 %	2003 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly Agree	N/A	36	55	33	N/A	-22
Agree	N/A	52	41	55	N/A	+14
Total Agree	**87**	**88**	**96**	**88**	**+1**	**-8**
Neither agree nor disagree/depends	**9**	**7**	**1**	**6**	**-3**	**+5**
Disagree	N/A	3	2	3	N/A	+1
Strongly Disagree	N/A	1	1	1	N/A	-
Total Disagree	**3**	**4**	**3**	**4**	**+1**	**+1**
Unsure/don't know	1	1	0	1	-	+1
Base (respondents)	1873	1822	1000	1005		

N/A denotes code not used in previous years. This trend is shown below.

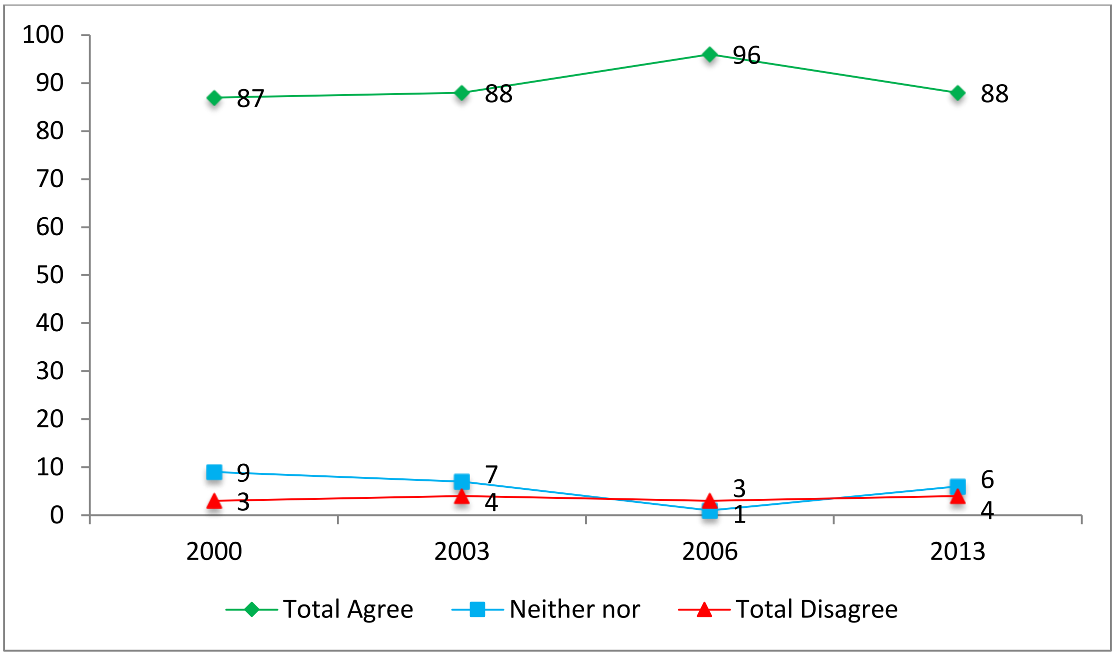


Figure 8-2: Agreement with Council Enforcement of Rules and Laws 2000 to 2013

8.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that Council should enforce its rules and laws to make sure that the environment is well looked after are those who are:

- aged between 30 and 39 years (94%)
- in a household with income of between $30,001 and $60,000 per annum (93%)
- female (92%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that Council should enforce its rules and laws to make sure that the environment is well looked after are those who are:

- aged between 60 and 64 years (12%)
- currently working as farmers (20%).

Respondents who are significantly more likely (than the regional average) to **disagree** that Council should enforce its rules and laws to make sure that the environment is well looked after are those who are:

- aged between 40 and 49 years (8%)
- male (6%).

8.1.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton (94%) or in urban areas (91%) are more likely (than the regional average) to **agree** that Council should enforce its rules and laws to make sure that the environment is well looked after.
- Respondents in rural areas (10%) are more likely (than the regional average) to **neither agree nor disagree (depends)** that Council should enforce its rules and laws to make sure that the environment is well looked after.

No respondents from a particular territorial authority or urban or rural setting are more likely to **disagree** that Council should enforce its rules and laws to make sure that the environment is well looked after.

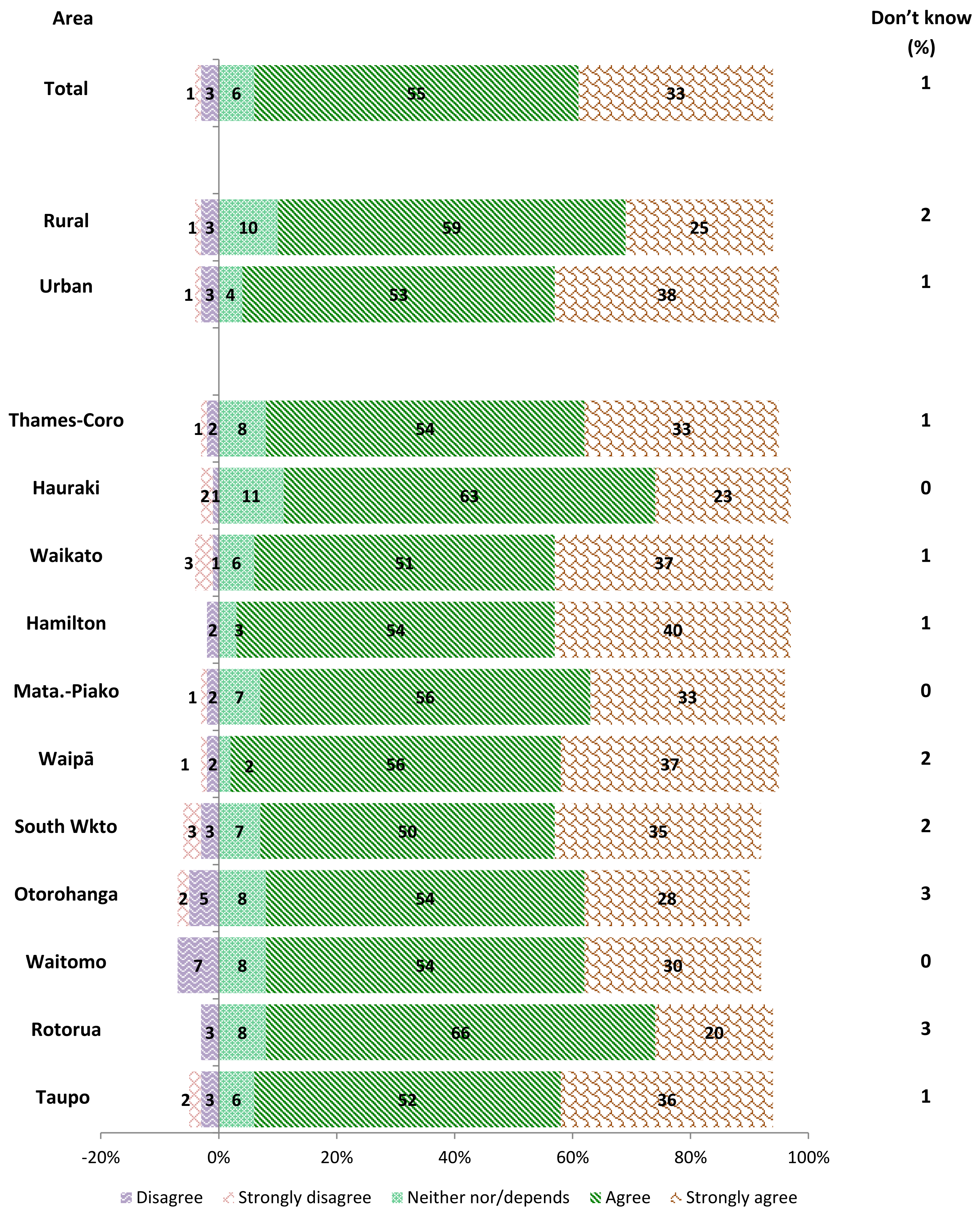


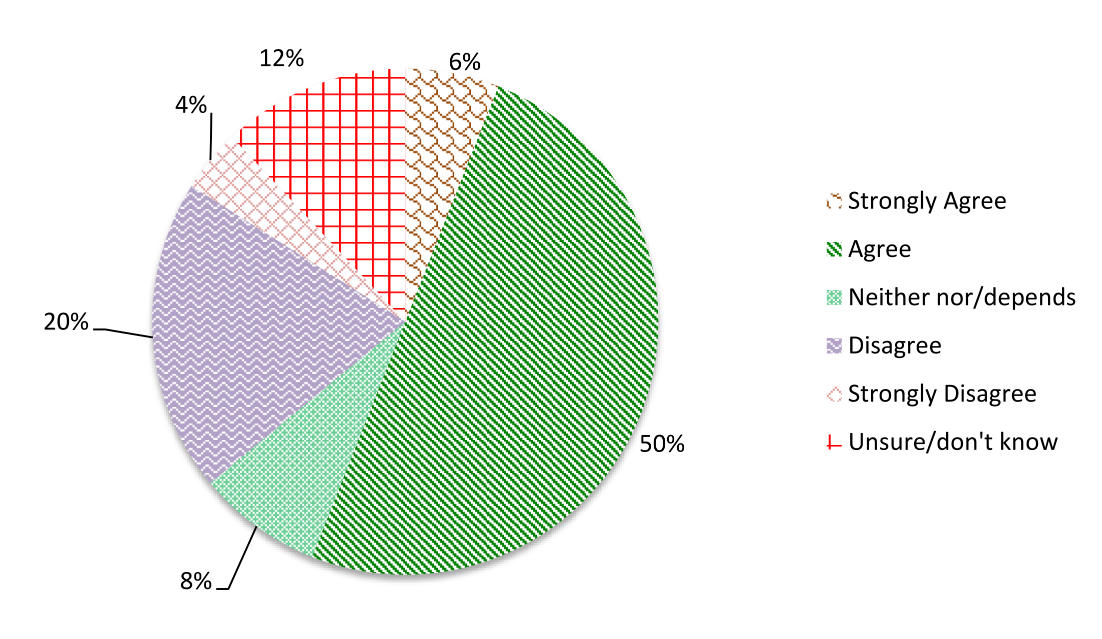
Figure 8-3: Agreement with Council Enforcement of Rules and Laws by Area, Rural and Urban

8.2 PROTECTION OF SIGNIFICANT NATURAL SITES

Respondents were asked whether they agree or disagree with the statement that *there is enough protection given to local significant natural sites*.

8.2.1 OVERALL RESULT

More than half of the respondents (56%) think there is enough protection given to local significant natural sites (6% strongly agree, 50% agree). However, almost a quarter (24%) of respondents disagree that the current level of protection for significant natural sites is enough (4% strongly disagree, 20% disagree).



Base: All respondents (n=1005)

Figure 8-4: Protection of Significant Natural Sites

8.2.2 COMPARISON WITH PREVIOUS YEARS

The proportion of respondents agreeing that there is enough protection given to local significant natural sites has decreased slightly since 2006 (total agreeing down from 62% to 56% in 2013), though this is an increase since 2003 (49%). The proportion of respondents who disagree that there is enough protection given to local significant natural sites has decreased slightly since 2006 (total disagree down from 27% to 24%), with a higher proportion of respondents neither agreeing nor disagreeing (from 2% in 2006 to 8% in 2013).

Table 8-2: Changes in Agreement with the Protection of Significant Natural Sites 2003 to 2013

	2003 %	2006 %	2013 %	Change 03-13	Change 06-13
Strongly Agree	2	6	6	+4	-
Agree	47	56	50	+3	-6
Total Agree	**49**	**62**	**56**	**+7**	**-6**
Neither agree nor disagree/depends	**10**	**2**	**8**	**-2**	**+6**
Disagree	28	22	20	-8	-2
Strongly Disagree	3	5	4	+1	-1
Total Disagree	**31**	**27**	**24**	**-7**	**-3**
Unsure/don't know	10	9	12	+2	+3
Base (respondents)	1822	1000	1005		

The trend is shown below (over the page).

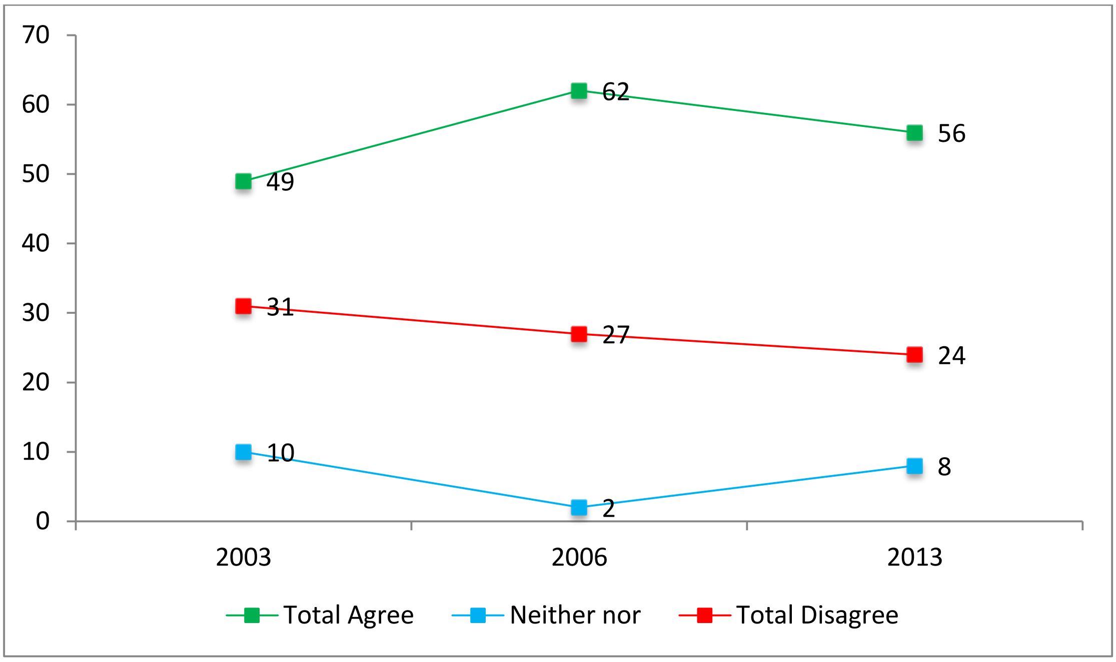


Figure 8-5: Agreement with the Protection of Significant Natural Sites 2003 to 2013

8.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that there is enough protection given to local significant natural sites are those who are:

- of no Māori ancestry (58%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that there is enough protection given to local significant natural sites are those who are:

- Māori (13%)
- currently a student (17%)
- in a family household with mainly preschool children (14%).

Respondents who are significantly more likely (than the regional average) to **disagree** that there is enough protection given to local significant natural sites are those who are:

- Māori (32%)
- currently a student (43%)
- not in paid employment (32%).

8.2.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Thames-Coromandel (68%) or rural areas (63%) are more likely (than the regional average) to **agree** that there is enough protection given to local significant natural sites.
- Respondents in Waitomo (16%) are more likely (than the regional average) to **neither agree nor disagree (depends)** that there is enough protection given to local significant natural sites.
- Respondents in urban areas (28%) are more likely (than the regional average) to **disagree** that there is enough protection given to local significant natural sites.

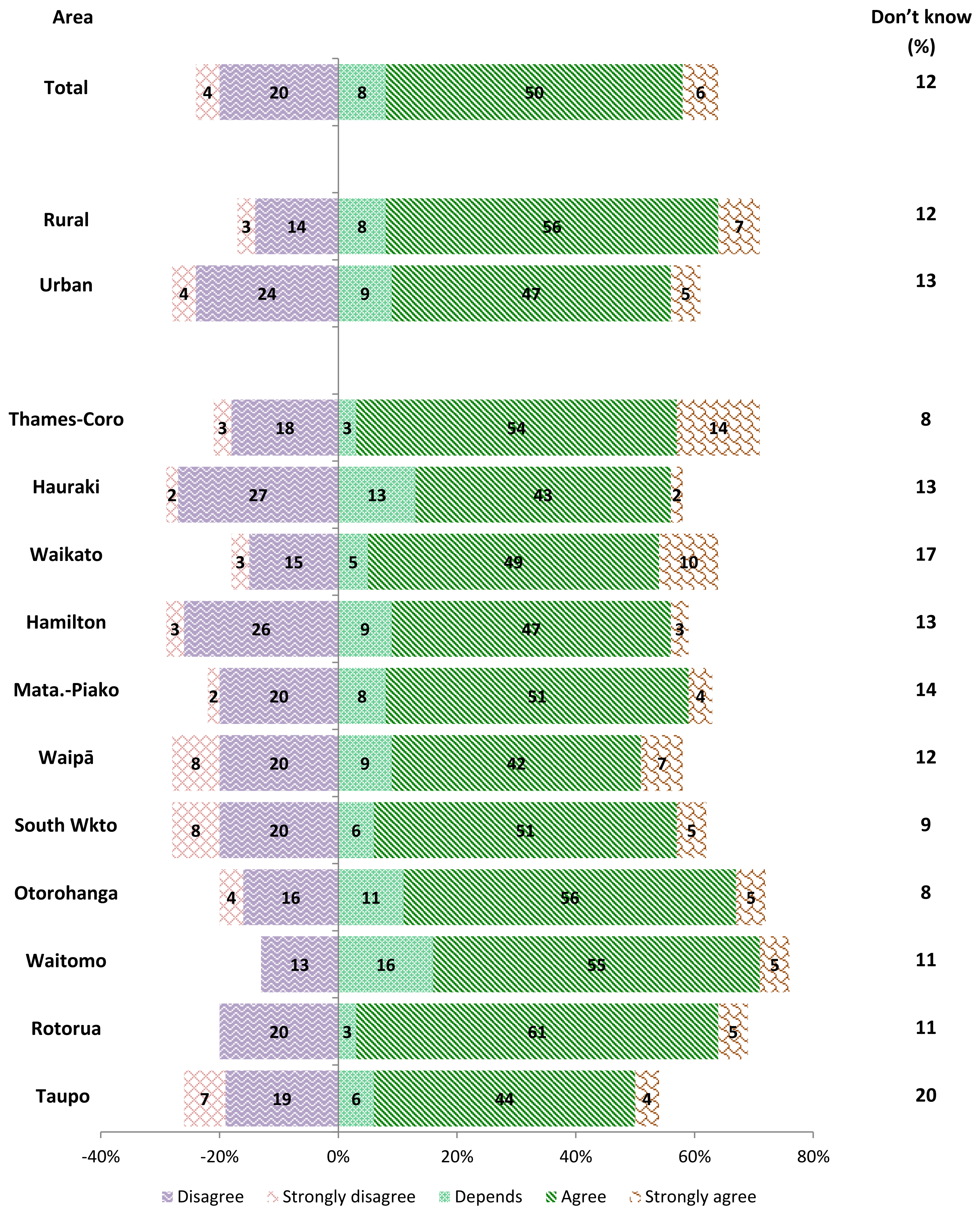


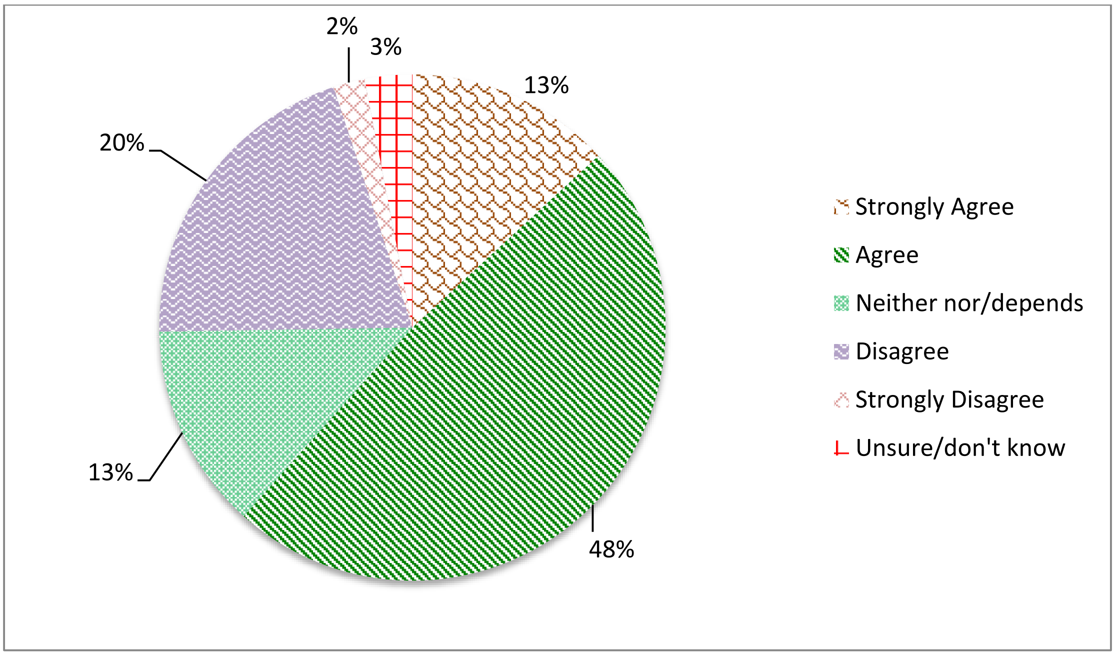
Figure 8-6: Agreement with the Protection of Significant Natural Sites by Area, Rural and Urban

8.3 THREAT OF URBAN SPRAWL AND SUBDIVISIONS TO NATURAL ENVIRONMENT

Respondents were asked whether they agree or disagree with the statement that *urban sprawl and subdivisions threaten the natural environment*.

8.3.1 OVERALL RESULT

Sixty-one per cent of respondents agree that urban sprawl and subdivisions threaten the natural environment (13% strongly agree, 48% agree). In contrast, 22 per cent of respondents disagree that the natural environment is threatened by urban sprawl and subdivisions (2% strongly disagree, 20% disagree).



Base: All respondents (n=1005)

Figure 8-7: Threat of Urban Sprawl and Subdivisions to Natural Environment

8.3.2 COMPARISON WITH PREVIOUS YEARS

The proportion of respondents agreeing that urban sprawl and subdivisions threaten the natural environment has decreased from 66% in 2006 to 61% in 2013. This increase in levels of agreement has also been accompanied by a smaller proportion of respondents stating that they disagree that urban sprawl and subdivisions threaten the natural environment (22%, down from 27% in 2006). Significantly more respondents neither agree nor disagree with this statement than in 2006 (13% compared with 3% in 2006).

Please note that prior to 2003, the wording of this question was different. Consequently, results for 2013 are not directly comparable with those prior to 2003.

Table 8-3: Changes in Agreement with Threat of Urban Sprawl and Subdivisions to Natural Environment 2003 to 2013

	2003 %	2006 %	2013 %	Change 03-13	Change 06-13
Strongly Agree	12	20	13	+1	-7
Agree	52	46	48	-4	+2
Total Agree	**64**	**66**	**61**	**-3**	**-5**
Neither agree nor disagree/depends	**10**	**3**	**13**	**+3**	**+10**
Disagree	22	24	20	-2	-4
Strongly Disagree	1	3	2	+1	-1
Total Disagree	**23**	**27**	**22**	**-1**	**-5**
Unsure/don't know	3	4	3	-	-1
Base (respondents)	1822	1000	1005		

The trend is shown below.

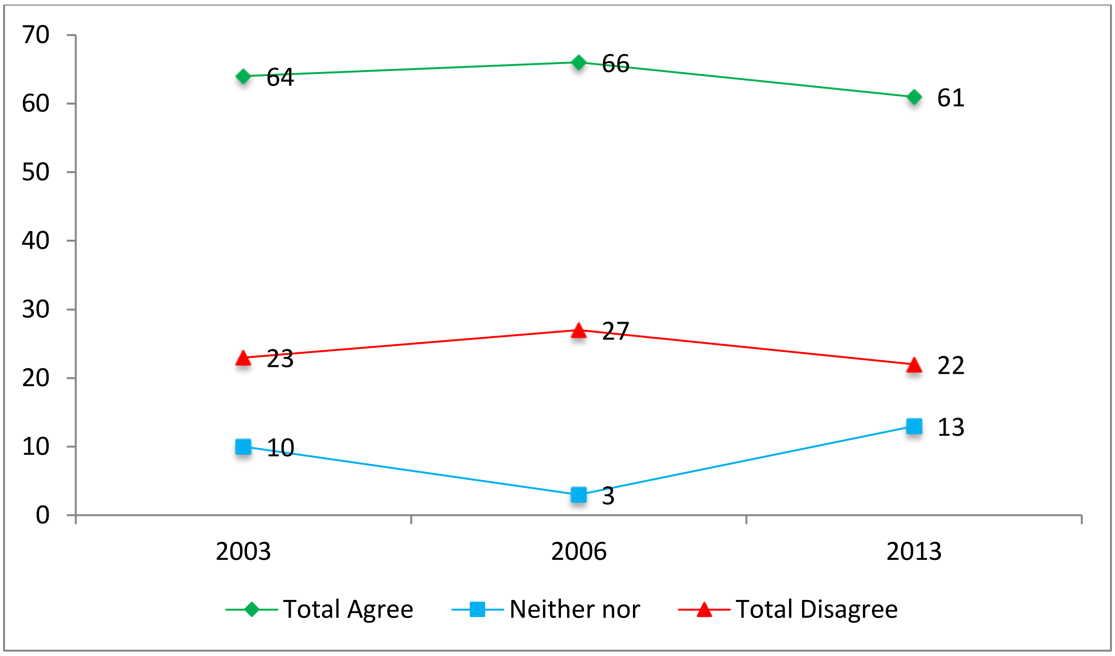


Figure 8-8: Agreement with Threat of Urban Sprawl and Subdivisions to Natural Environment 2003 to 2013

8.3.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that urban sprawl and subdivisions threaten the natural environment are those who are:

- educated to a tertiary level (66%)
- currently working in education (75%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that urban sprawl and subdivisions threaten the natural environment are those who are:

- retired (18%).

Respondents who are significantly more likely (than the regional average) to **disagree** that urban sprawl and subdivisions threaten the natural environment are those who are:

- aged between 18 and 19 years (36%)
- currently working in semi-skilled roles (38%).

8.3.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **agree, neither agree nor disagree (depends)**, or **disagree** that urban sprawl and subdivisions threaten the natural environment.

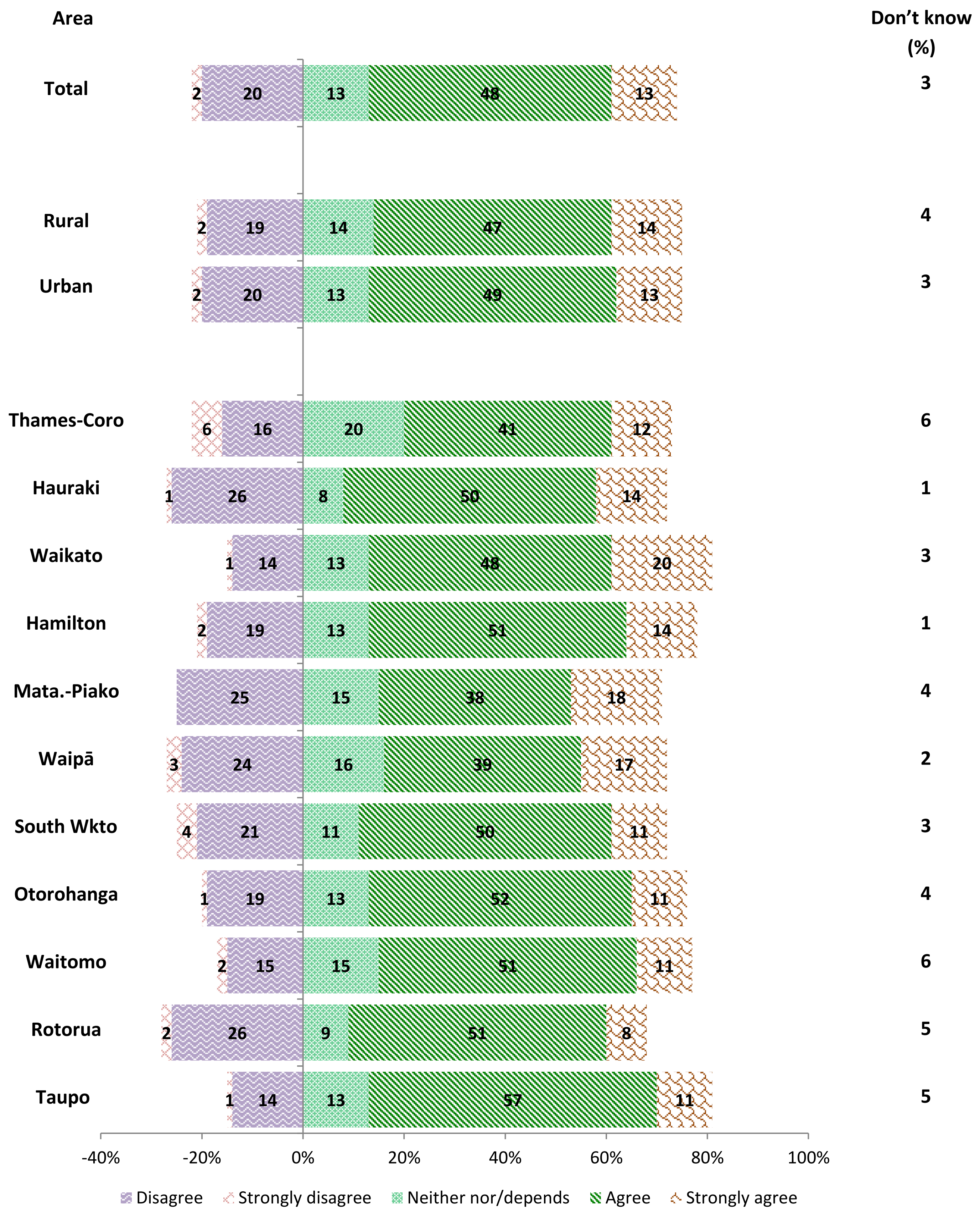


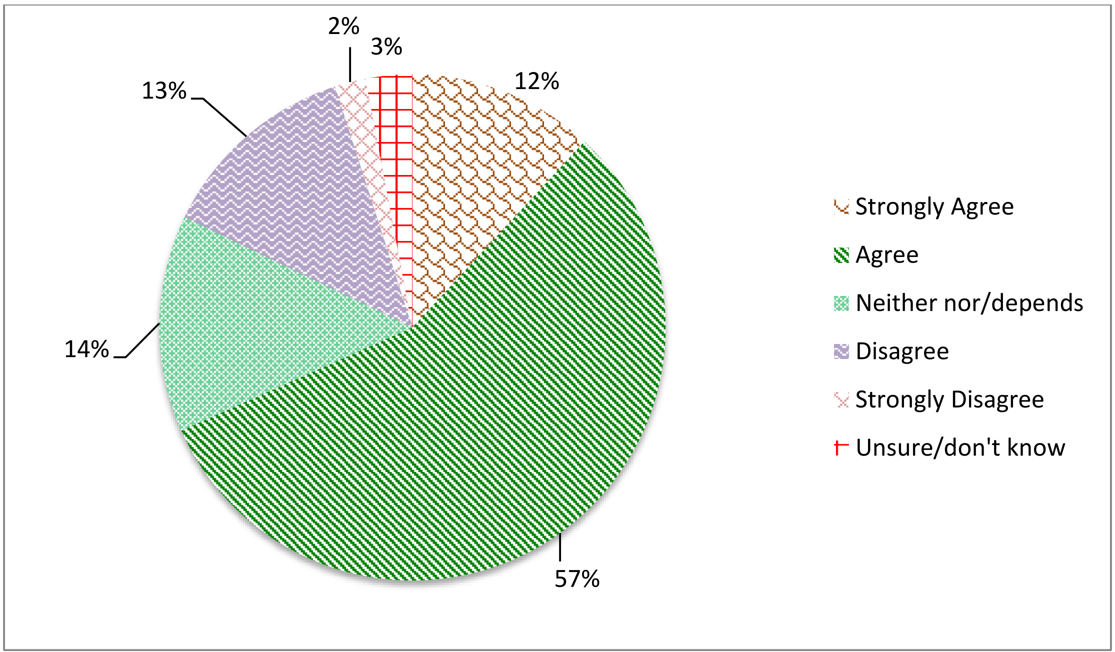
Figure 8-9: **Agreement with Threat of Urban Sprawl and Subdivisions to Natural Environment by Area, Rural and Urban**

8.4 GOVERNMENT RESTRICTIONS ON THE USE OF PRIVATE PROPERTY

Respondents were asked whether they agree or disagree with the statement that *government restrictions on private property are necessary so that the environment will not be harmed*.

8.4.1 OVERALL RESULT

Almost 7 out of 10 respondents (69%) feel that government restrictions on private property are necessary so that the environment will not be harmed (12% strongly agree, 57% agree). However, 15 per cent of respondents disagree with this statement (2% strongly disagree, 13% disagree).



Base: All respondents (n=1005)

Figure 8-10: Government Restrictions on the Use of Private Property

8.4.2 COMPARISON WITH PREVIOUS YEARS

The proportion of respondents agreeing that government restrictions on private property are necessary so that the environment will not be harmed has decreased (total agreement 73% in 2003, 76% in 2006 to 69% in 2013). However, the proportion of respondents disagreeing that government restrictions on private property are necessary so that the environment will not be harmed has also decreased since 2006 (total agree down from 19% to 15%), though this is similar to 2003 (15%). A higher proportion of respondents neither agree nor disagree (11% in 2003, 2% in 2006 to 14% in 2013).

Table 8-4: Changes in Agreement with Government Restrictions on the Use of Private roperty 2003 to 2013

	2003 %	2006 %	2013 %	Change 03-13	Change 06-13
Strongly Agree	9	16	12	+3	-4
Agree	64	60	57	-7	-3
Total Agree	**73**	**76**	**69**	**-4**	**-7**
Neither agree nor disagree/depends	**11**	**2**	**14**	**+3**	**+12**
Disagree	13	15	13	-	-2
Strongly Disagree	2	4	2	-	-2
Total Disagree	**15**	**19**	**15**	**-**	**-4**
Unsure/don't know	1	3	3	+2	-
Base (respondents)	1822	1000	1005		

The trend is shown below.

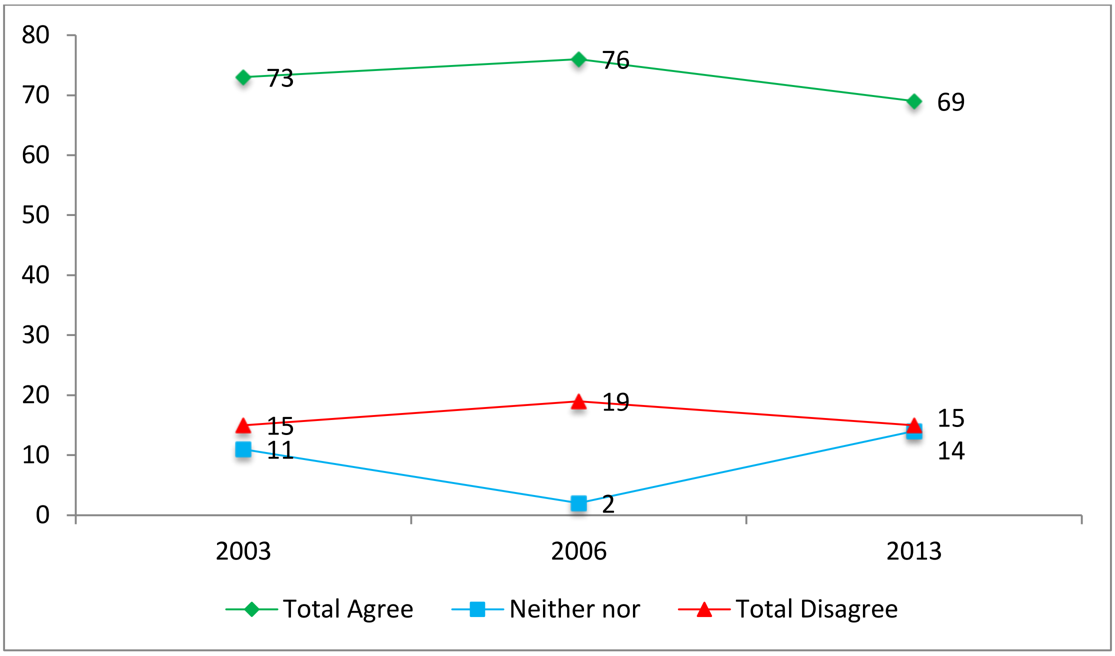


Figure 8-11: Agreement with Government Restrictions on the Use of Private Property 2003 to 2013

8.4.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that government restrictions on private property are necessary so that the environment will not be harmed are those who are:

- educated to a tertiary level (73%)
- female (70%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that government restrictions on private property are necessary so that the environment will not be harmed are those who are:

- educated to a secondary school level (19%).

Respondents who are significantly more likely (than the regional average) to **disagree** that government restrictions on private property are necessary so that the environment will not be harmed are those who are:

- currently unemployed (24%).

8.4.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in an urban area (70%) are more likely (than the regional average) to **agree** that government restrictions on private property are necessary so that the environment will not be harmed.
- Respondents in Otorohanga (22%) are more likely (than the regional average) to **neither agree nor disagree (depends)** that government restrictions on private property are necessary so that the environment will not be harmed.
- Respondents in Waipā (25%) are more likely (than the regional average) to **disagree** that government restrictions on private property are necessary so that the environment will not be harmed.

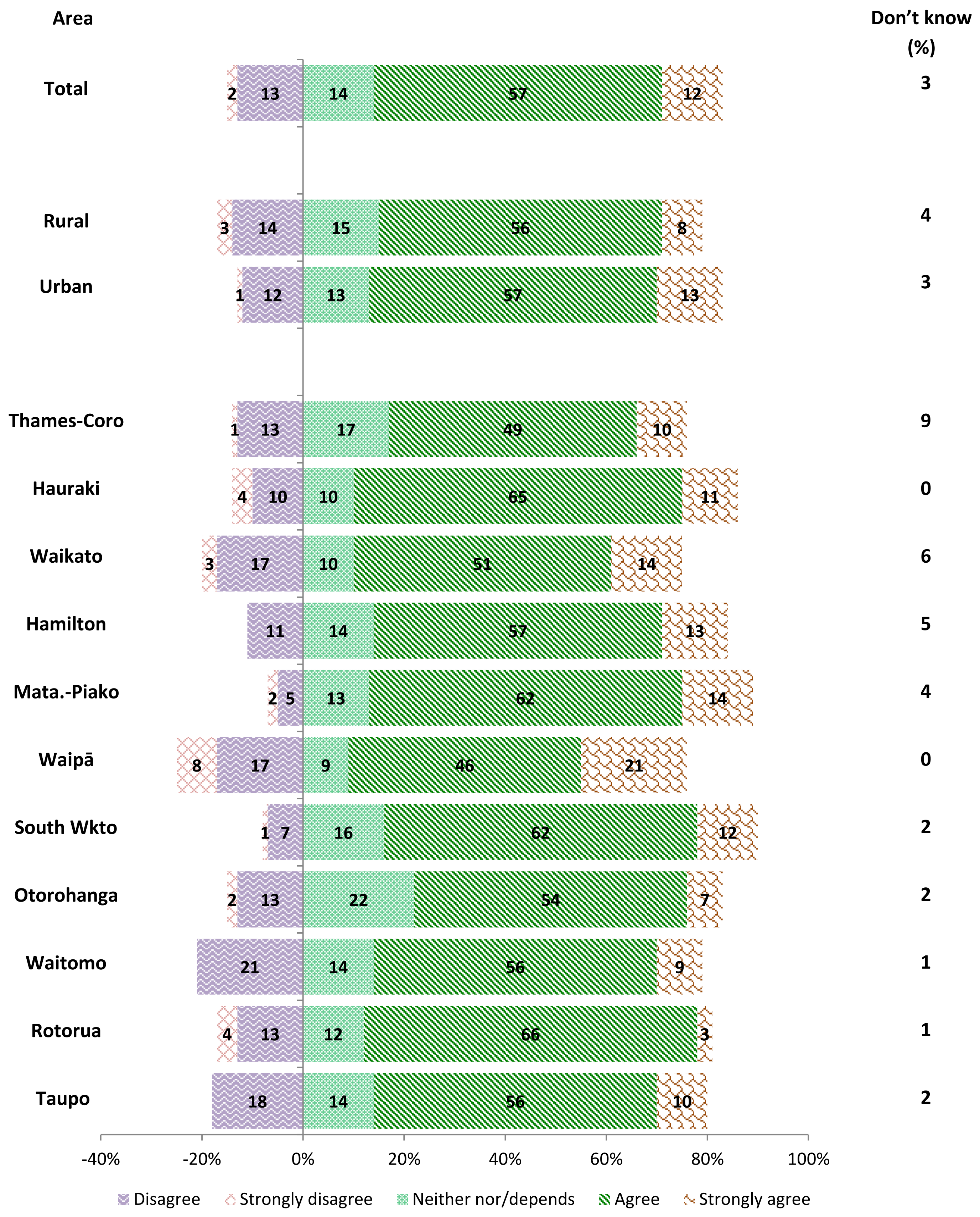


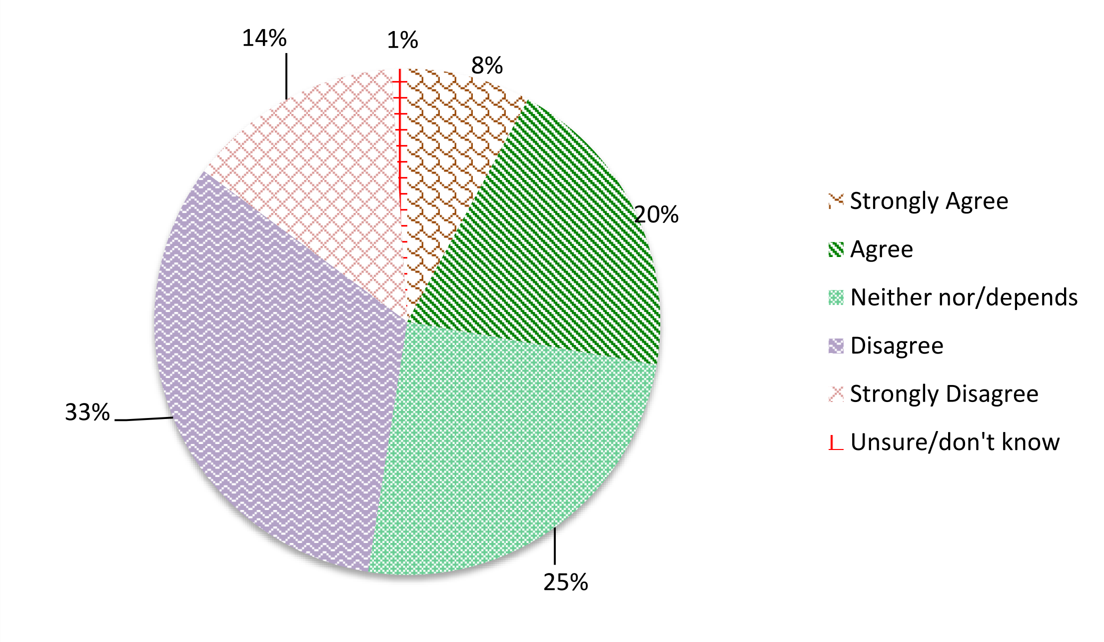
Figure 8-12: **Agreement with Government Restrictions on the Use of Private Property by Area, Rural and Urban**

8.5 LANDOWNERS AND THEIR OWN LAND

Respondents were asked whether they agree or disagree with the statement that *landowners should be allowed to do what they like on their own land*.

8.5.1 OVERALL RESULT

Twenty-eight per cent of respondents agree that landowners should be allowed to do what they like on their own land (8% strongly agree, 20% agree). Conversely, almost half of respondents (47%) disagree with this statement (14% strongly disagree, 33% disagree).



Base: All respondents (n=1005)

Figure 8-13: Landowners and Their Own Land

8.5.2 COMPARISON WITH PREVIOUS YEARS

There is a decrease in the proportion of respondents agreeing that landowners should be allowed to do what they like on their own land (total agreeing down from 37% in 2006 to 28% in 2013).

This year, a smaller proportion of respondents also disagree that landowners should be allowed to do what they like on their own land (total disagreeing down from 53% in 2006 to 47% in 2013), with more respondents neither agreeing nor disagreeing (up from 2% in 2006 to 25% in 2013).

Table 8-5: Changes in Agreement with Landowners and Their Own Land 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Strongly Agree	N/A	N/A	10	9	8	N/A	-1
Agree	N/A	N/A	24	28	20	N/A	-8
Total Agree	**21**	**14**	**34**	**37**	**28**	**+7**	**-9**
Neither agree nor disagree/depends	**31**	**35**	**17**	**2**	**25**	**-6**	**+23**
Disagree	N/A	N/A	37	44	33	N/A	-11
Strongly Disagree	N/A	N/A	12	9	14	N/A	+5
Total Disagree	**48**	**51**	**50**	**53**	**47**	**-1**	**-6**
Unsure/don't know	0	0	0	8	1	+1	-7
Base (respondents)	1037	1873	1822	200	1005		

N/A denotes code not used in previous years. These trends are shown below.

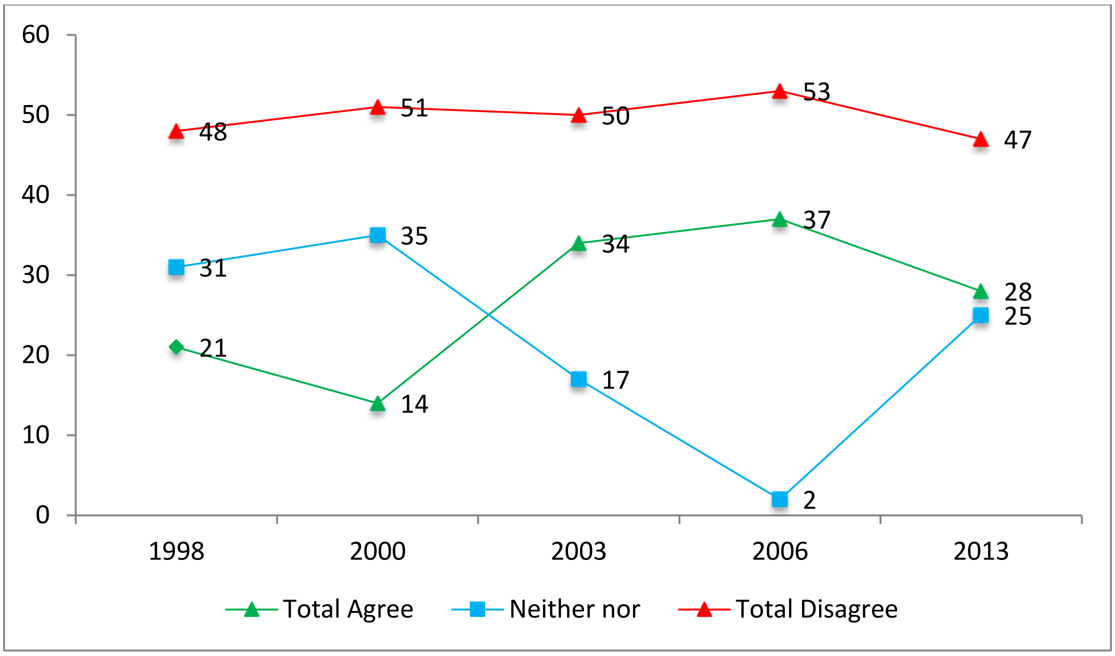


Figure 8-14: Agreement with Landowners and Their Own Land 1998 to 2013

8.5.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that landowners should be allowed to do what they like on their own land are those who are:

- Māori (50%)
- aged between 18 and 19 years and between 20 and 29 years (58% and 39% respectively)
- in a household with an income of $30,000 or less per annum (39%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that landowners should be allowed to do what they like on their own land are those who are:

- aged between 60 and 64 years (37%)
- retired (31%)
- in an older household with no children (31%)
- educated to a secondary school level (32%).

Respondents who are significantly more likely (than the regional average) to **disagree** that landowners should be allowed to do what they like on their own land are those who are:

- aged between 50 and 59 years (56%)
- in a household with an income of between $90,001 and $150,000 per annum (56%)
- working part time or currently unemployed (34% and 41% respectively)
- currently a student (46%)
- are educated to either a secondary school or tertiary level (33% and 57% respectively)
- female (50%)
- of no Māori ancestry (51%).

8.5.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton (53%) or Waipā (59%) are more likely (than the regional average) to **disagree** that landowners should be allowed to do what they like on their own land.

No respondents from a particular territorial authority or urban or rural setting are more likely to either **agree** or **neither agree nor disagree (depends)** that landowners should be allowed to do what they like on their own land.

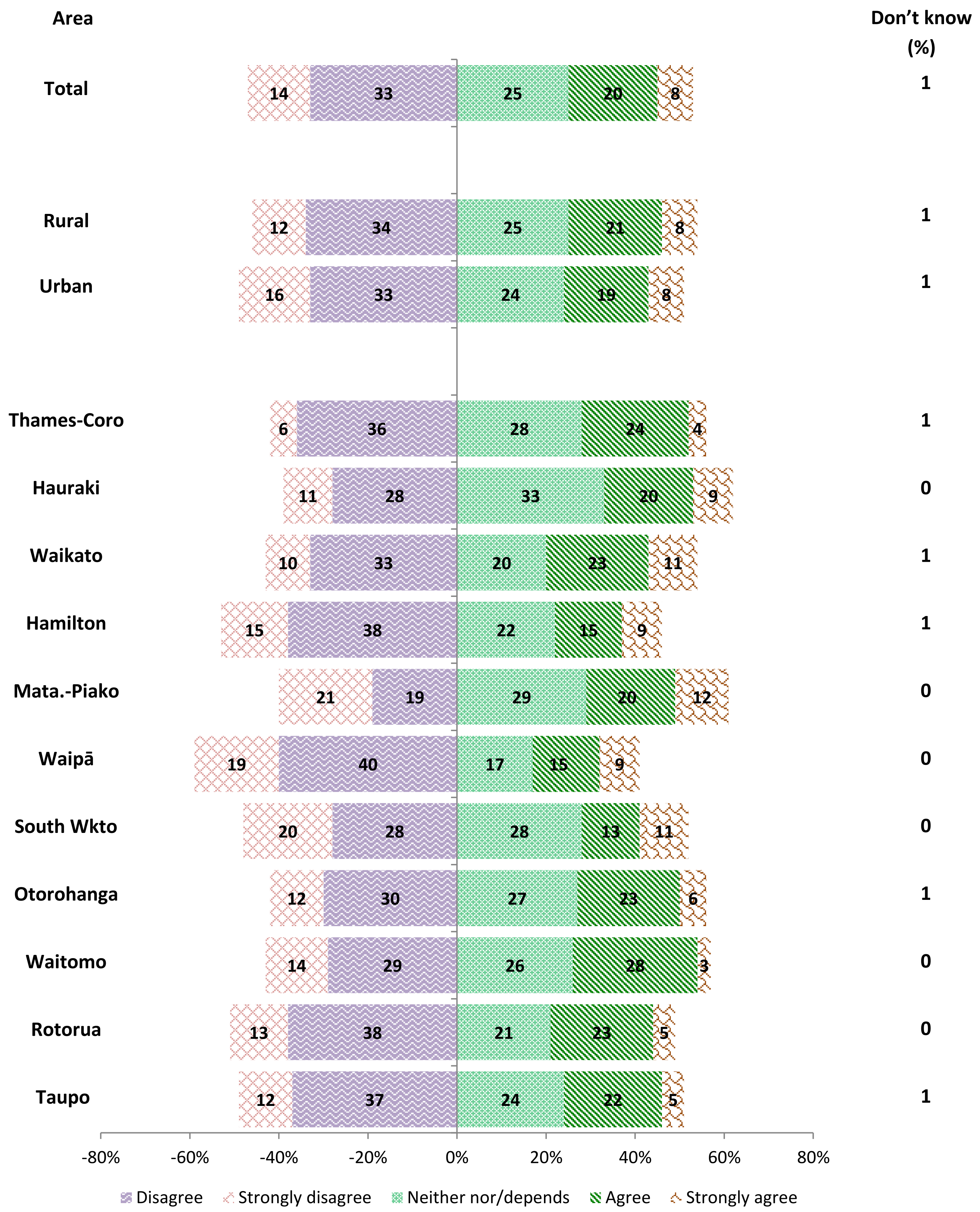


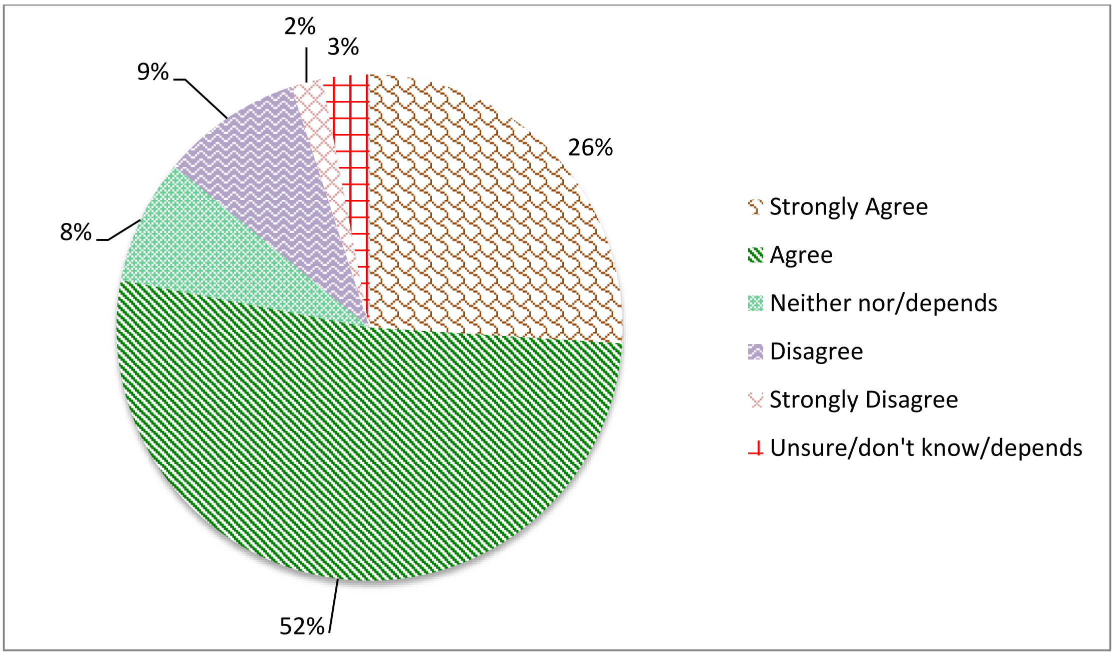
Figure 8-15: Agreement with Landowners and Their Own Land by Area, Rural and Urban

8.6 COUNCIL PROVISION FOR CONSTRUCTION IN AT RISK AREAS

Respondents were asked whether they agree or disagree with the statement that *Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion*.

8.6.1 OVERALL RESULT

Over three quarters of those surveyed (78%) agree that Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion (26% strongly agree, 52% agree). In contrast, only 11% of respondents disagree with the above statement (2% strongly disagree, 9% disagree).



Base: All respondents (n=1005)

Figure 8-16: Council Provision for the Construction of Homes in At Risk Areas

8.6.2 COMPARISON WITH PREVIOUS YEARS

In 2013 a smaller proportion of respondents agree with this statement than in 2006 (78% compared with 88% in 2006) and more respondents neither agree nor disagree with this statement (8% compared with 1% in 2006). A slightly larger proportion of respondents disagree with this statement in 2013 (11% in 2013 and 9% in 2006).

Table 8-6: Council provision for the Construction of Homes in At Risk Areas 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	46	26	-20
Agree	42	52	+10
Total Agree	**88**	**78**	**-10**
Neither agree nor disagree/depends	**1**	**8**	**+7**
Disagree	6	9	+3
Strongly Disagree	3	2	-1
Total Disagree	**9**	**11**	**+2**
Unsure/don't know	2	3	+1
Base (respondents)	1000	1005	

This trend is shown below.

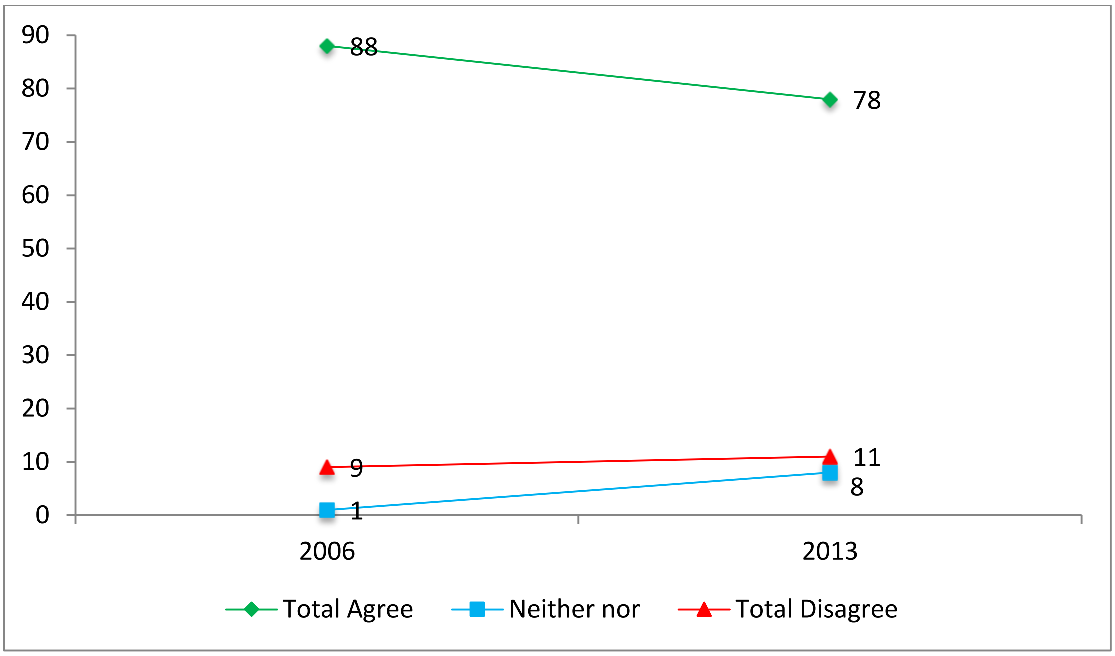


Figure 8-17: Council provision for the Construction of Homes in At risk Areas 2006 to 2013

8.6.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion are those who are:

- retired (83%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion are those who are:

- aged between 40 and 49 years (11%)
- working full time (10%)
- in a family household with mainly school-aged children (11%)
- working in professional/managerial roles (18%).

Respondents who are significantly more likely (than the regional average) to **disagree** that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion are those who are:

- aged between 18 and 19 years (24%)
- not in paid employment (15%).

8.6.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton (86%) or in an urban area (79%) are more likely to **agree** that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion.
- Respondents in a rural area (13%) are more likely to **neither agree nor disagree (depends)** that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion.

- Respondents in Thames-Coromandel (18%) are more likely to **disagree** that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion.

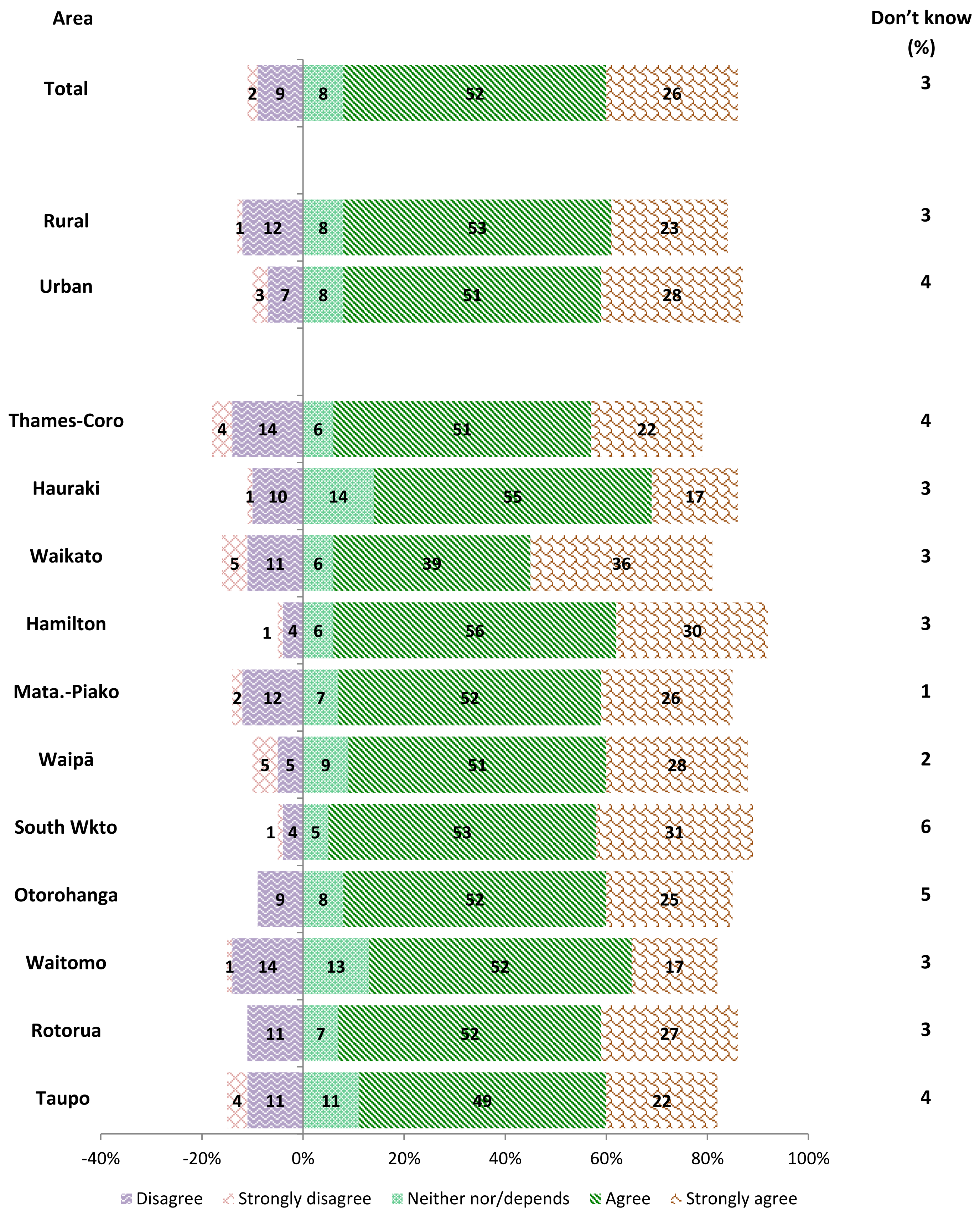


Figure 8-18: **Council Provision for the Construction of Homes in At risk Areas by Area, Rural and Urban**

8.7 INDEX OF ATTITUDES TOWARDS ENVIRONMENTAL REGULATIONS

In order to calculate an overall measure of people's attitudes towards environmental regulations, an Index was created. The Index of Attitudes Towards Environmental Regulations was calculated by totalling the scores for three key indicator questions in this section:

- Council should enforce its rules and laws to make sure that the environment is well looked after.
- Landowners should be allowed to do what they like on their own land.
- Government restrictions on the use of private property are necessary so that the environment will not be harmed.

For consistency with previous index results and calculation methods, the following steps were undertaken:

- The five-point scale used for the questions was reduced to a three-point scale, making the minimum achievable score three (indicative of an anti-environmental regulation attitude) and the maximum achievable score nine (indicative of pro-environmental regulation attitude).
- The question regarding landowners and their own land (an environmentally negative question) had its polarity reversed to be compatible with the two environmentally positive questions.
- Don't know responses were treated as environmentally neutral responses.

8.7.1 OVERALL RESULT

This year, the scores achieved range from three (the minimum achievable score) to nine (the maximum achievable), with the mean being 7.57, the median being 8 and the mode being nine. In accordance with the analysis in 2006, respondents are placed in three groups to allow for further analysis. These groups are defined as:

- Respondents with a total score of six or less (19%) are considered **low** implying that they are against government control over land and landowners' actions.
- Respondents with a total score of either seven or eight (46%) are considered **medium** or neutral.
- Respondents with a total score of nine (35%) are considered **high,** implying that they are in favour of government control over land and landowners' actions.

8.7.2 COMPARISON WITH PREVIOUS YEARS

The mean of Attitudes Towards Environmental Regulations (7.57) is showing a slight decrease since the 2006 result (7.68). These results imply a slight shift in decreasing acceptance amongst respondents for government control over land and landowners. The Index remains lower than that calculated in 2000 (7.80).

Table 8-7: Mean Scores for Index of Attitudes Towards Environmental Regulation

	2000	2003	2006	2013	Change 00-13	Change 06-13
Mean score	7.80	7.45	7.68	7.57	-0.23	-0.11
Base (respondents)	1873	1822	1000	1005		

8.7.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to obtain a **high** index score (a score of nine out of nine, indicating they are in favour of government control) are those who are:

- of no Māori ancestry (40%)
- female (38%)
- of European ethnicity (40%)
- educated to a trade certificate or to a tertiary level (44% and 45% respectively)
- in a household with income of between $90,001 and $150,000 per annum (43%).

Respondents who are significantly more likely (than the regional average) to obtain a **medium** index score (a score of seven or eight out of nine) are those who are:

- Māori (56%)
- in a family household with mainly preschool children (59%)
- educated to a secondary school level (54%).

Respondents who are significantly more likely (than the regional average) to obtain a **low** index score (a score of six or less out of nine, indicating they are against government control over land and landowners) are those who are:

- aged between 18 and 19 years (35%)
- male (23%)
- Māori (26%).

8.7.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents from Waipā (47%) or urban areas (38%) are significantly more likely (than the regional average) to obtain a **high** index score (a score of nine out of nine, indicating they are in favour of government control).
- Respondents in Thames-Coromandel (30%) are significantly more likely (than the regional average) to obtain a **low** index score (a score of six or less out of nine, indicating they are against government control over land and landowners).

No respondents from a particular territorial authority or urban or rural setting are more likely to obtain a **medium** index score (a score of seven or eight out of nine).

9 ECONOMY, BUSINESS AND THE ENVIRONMENT

This section explores respondents' attitudes regarding the relationship between the economy, business, and the environment. Respondents were asked to rate each statement using a five-point scale, specifying whether they strongly agree, agree, disagree, strongly disagree or neither agree nor disagree with each statement.

Note: The rating scale used in 2003, 2006 and 2013 for the questions in this section differs from the rating scale used in 2000. A three-point scale was previously used (agree, disagree, depends), whereas in 2003, 2006 and 2013 a five-point scale was used (strongly agree, agree, disagree, strongly disagree, neither agree nor disagree). Therefore, comparisons over time should be interpreted with caution.

Key findings are:

- The vast majority of respondents agree (89%) that a healthy environment is necessary for a healthy economy; a level of support that remains consistent since 2000.
- More than three quarters of respondents disagree (76%) that it is okay to sacrifice environmental quality for economic growth. This result shows a decrease on previous years (82% in 2000, 78% in 2003 and 83% in 2006).
- Almost all respondents agree (92%) that environmental protection and economic development can go hand in hand. Previous work shows that agreement with this statement has remained at this high level since it was first asked in 2000.
- Almost 9 out of 10 respondents disagree (89%) that farming agricultural land at maximum productivity is acceptable even if it results in polluted water, a similar disagreement to that which was seen in 2006 (90%). This level of disagreement is consistent across most demographic subgroups.
- Just over half of all respondents disagree (53%) that it is acceptable to let the Waikato farming economy decline in order to achieve a better environment. Twenty-seven per cent agree with this statement and 14 per cent neither agree nor disagree (depends). The level of disagreement is similar to that of 2006, however there is a slight increase in the proportion of respondents who state that they neither agree nor disagree (depends) and a corresponding decrease in the proportion who agree with the statement.
- The majority of respondents disagree (88%) that the most important objective of any business should be to maximise profit even if that means damaging the environment, however this proportion is significantly lower than results seen in 2000 (95% disagreement), 2003 (93% disagreement), and 2006 (94% disagreement); correspondingly there has been a increase in the proportion of respondents who agree (9% in 2013 and 5% in 2006).
- Sixty-three per cent of respondents agree that businesses take care to minimise negative impacts on the environment. A further 13 per cent neither agree nor disagree while 19 per cent disagree with this statement. Previous monitoring did not include this question and as such, there is no comparable data.
- Six out of 10 respondents agree (60%) that businesses usually find it too expensive to be environmentally friendly; 9 per cent neither agree nor disagree and 23 per cent disagree. This pattern of responding is similar to that of 1998 despite a difference in scale, however comparisons to 2006 results show a significant increase in the proportion of respondents who agree with this statement (53% in 2006) and a decrease in the proportion who disagree (38% in 2006) with the statement. Results show limited demographic and geographic variations in responses.
- Nearly all respondents agree (97%) that businesses are obliged to treat the environment well. An identical response to 2006 (97%).
- Eighty-one per cent of respondents agree that water quality in streams and rivers should be protected even if it means that businesses have to bear the expense of meeting environmental standards. Results show a decrease in agreement from 2006 (90%) and an

increase in the proportion of responses who neither agree nor disagree/depends (1% in 2006 and 9% in 2013). The levels of disagreement remain largely unchanged. Urban respondents are more likely to agree with this statement (83%) while rural respondents are more likely to neither agree nor disagree (13%).

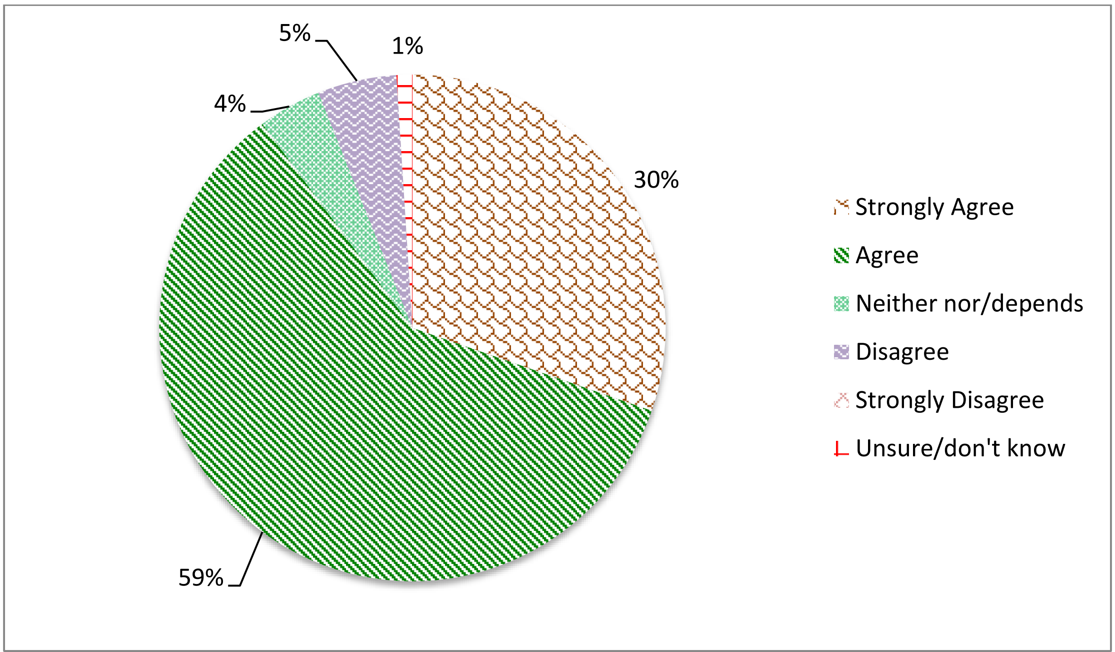
- Fifty-six per cent of respondents agree that the public understands the importance of investing in water quality, a further 11 per cent neither agree nor disagree (depends) and 31 per cent disagree. This question was asked for the first time in 2013.

9.1 **HEALTHY ENVIRONMENT, HEALTHY ECONOMY**

Respondents were asked whether they agree or disagree with the statement that *a healthy environment is necessary for a healthy economy*.

9.1.1 OVERALL RESULT

The vast majority of respondents (89%) agree that a healthy environment is necessary for a healthy economy (30% strongly agree, 59% agree). Only a small proportion of surveyed respondents disagree with this statement (5%).



Base: All respondents (n=1005)

Figure 9-1: Agreement with Healthy Environment, Healthy Economy

9.1.2 COMPARISON WITH PREVIOUS YEARS

Levels of agreement with this statement have remained relatively high since the 2003 survey, although there has been a very slight decrease in the proportion of respondents agreeing that a healthy environment is necessary for a healthy economy (down from 91% in 2006 to 89% in 2013).

However, since the previous measure, the proportion of respondents disagreeing with this statement has also decreased very slightly (from 7% in 2006 to 5% in 2013).

Table 9-1: Changes in Agreement with Healthy Environment, Healthy Economy 2000 to 2013

	2000	2003	2006	2013	Change	Change

	%	%	%	%	00-13	06-13
Strongly Agree	N/A	28	38	30	N/A	-8
Agree	N/A	64	53	59	N/A	+6
Total Agree	**90**	**92**	**91**	**89**	**-1**	**-2**
Neither agree nor disagree/depends	**3**	**2**	**2**	**4**	**+1**	**+2**
Disagree	N/A	4	6	5	N/A	-1
Strongly Disagree	N/A	1	1	0	N/A	-1
Total Disagree	**5**	**5**	**7**	**5**	**-**	**-2**
Unsure/don't know	2	1	0	1	-1	+1
Base (respondents)	1873	1822	1000	1005		

N/A denotes code not used in previous years. This trend is shown below.

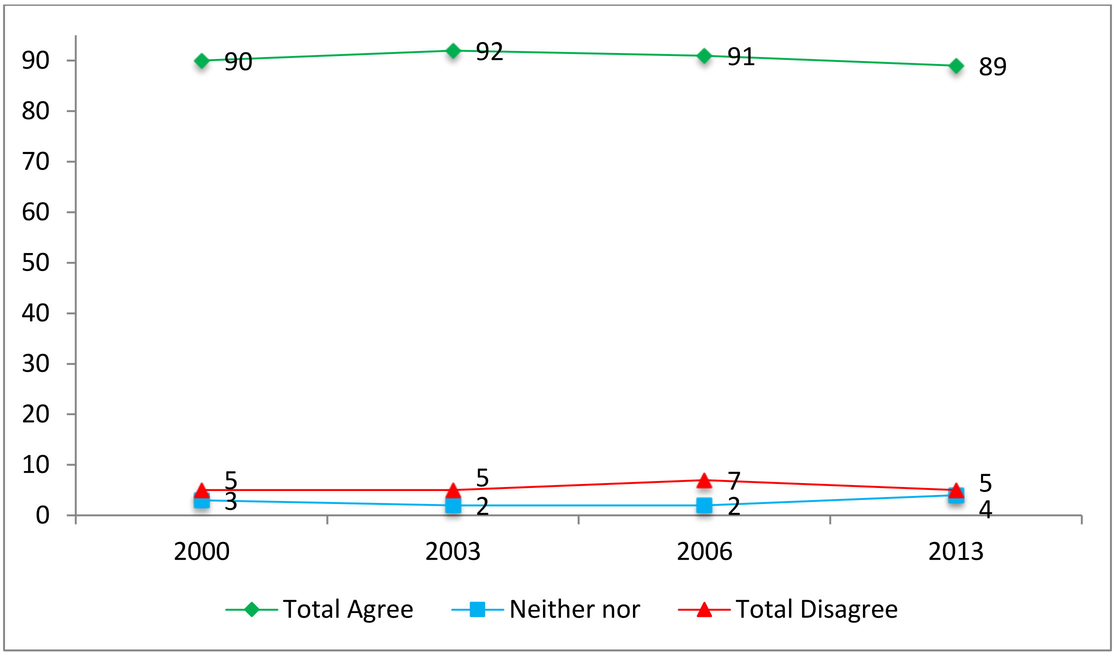


Figure 9-2: Agreement with Healthy Environment, Healthy Economy 2000 to 2013

9.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that a healthy environment is necessary for a healthy economy are those who are:

- female (93%)
- retired (96%)
- educated to a secondary school level (93%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that a healthy environment is necessary for a healthy economy are those who are:

- currently unemployed (10%).

Respondents who are significantly more likely (than the regional average) to **disagree** that a healthy environment is necessary for a healthy economy are those who are:

- male (7%)
- in a household with an income of between $150,001 and $200,000 per annum (15%)
- currently a student (14%).

9.1.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton are more likely than the regional average to **neither agree nor disagree (depends)** that a healthy environment is necessary for a healthy economy (7%).

No respondents from a particular territorial authority or urban or rural setting are more likely to **agree** or **disagree** that a healthy environment is necessary for a healthy economy.

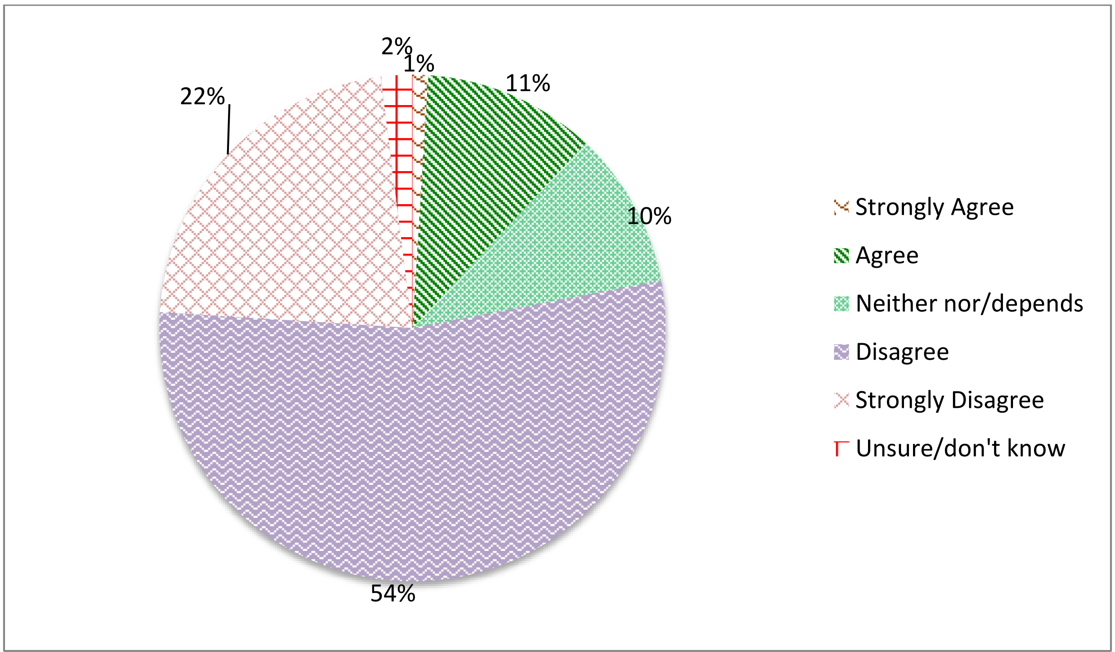
Figure 9-3: **Agreement with Healthy Environment, Healthy Economy by Area, Rural and Urban**

9.2 SACRIFICING ENVIRONMENTAL QUALITY FOR ECONOMIC GROWTH

Respondents were asked whether they agree or disagree with the statement that *it is okay to sacrifice environmental quality for economic growth.*

9.2.1 OVERALL RESULT

More than three quarters of respondents (76%) disagree that it is okay to sacrifice environmental quality for economic growth (22% *strongly disagree*, 54% *disagree*). In contrast, 12 per cent of respondents deem it acceptable to prioritise economic growth over environmental quality (1% *strongly agree*, 11% *agree*).



Base: All respondents (n=1005)

Figure 9-4: Agreement with Sacrificing Environmental Quality for Economic Growth

9.2.2 COMPARISON WITH PREVIOUS YEARS

In 2013 the total level of agreement remains the same as the 2006 survey (12%) , however, a smaller proportion of respondents disagree with this statement (76% compared with 83% in 2006) and a larger proportion of respondents neither agree nor disagree (10% compared with 2% in 2006).

Table 9-2: Changes in Agreement with Sacrificing Environmental Quality for Economic Growth 2000 to 2013

	2000 %	2003 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly Agree	N/A	1	2	1	N/A	-1
Agree	N/A	9	10	11	N/A	+1
Total Agree	**7**	**10**	**12**	**12**	**+5**	**-**
Neither agree nor disagree/depends	**10**	**11**	**2**	**10**	**-**	**+8**
Disagree	N/A	56	53	54	N/A	+1
Strongly Disagree	N/A	22	30	22	N/A	-8
Total Disagree	**82**	**78**	**83**	**76**	**-6**	**-7**
Unsure/don't know	2	1	3	2	-	-1
Base (respondents)	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below.

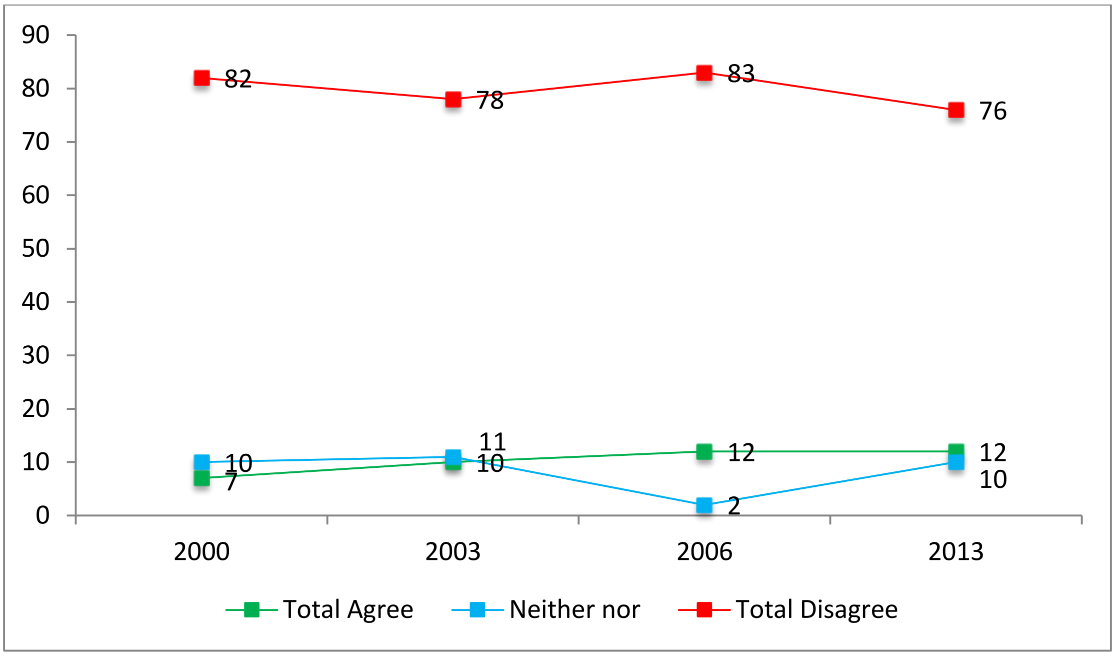


Figure 9-5: Agreement with Sacrificing Environmental Quality for Economic Growth 2000 to 2013

9.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that it is okay to sacrifice environmental quality for economic growth are those who are:

- Māori (27%)
- male (14%)
- between the ages of 18 and 19 years (47%)
- in a household with an income of $30,000 or less per annum (21%)
- currently a student (37%)
- not in paid employment (19%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that it is okay to sacrifice environmental quality for economic growth are those who are:

- aged 65 years or older (16%)
- in an older household with no children (14%).

Respondents who are significantly more likely (than the regional average) to **disagree** that it is okay to sacrifice environmental quality for economic growth are those who are:

- of European ethnicity (81%)
- aged between 30 and 39 years or between 40 and 49 years (84% and 82% respectively)
- in a household with an income of between $30,001 and $60,000 per annum or between $60,001 and $90,000 per annum (81% and 82% respectively)
- working full time (82%)
- educated to a tertiary level (84%)
- of no Māori ancestry (79%).

9.2.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton are more likely than the regional average to **neither agree nor disagree (depends)** that it is okay to sacrifice environmental quality for economic growth (14%).

No respondents from a particular territorial authority or urban or rural setting are more likely to **agree** or **disagree** that it is okay to sacrifice environmental quality for economic growth.

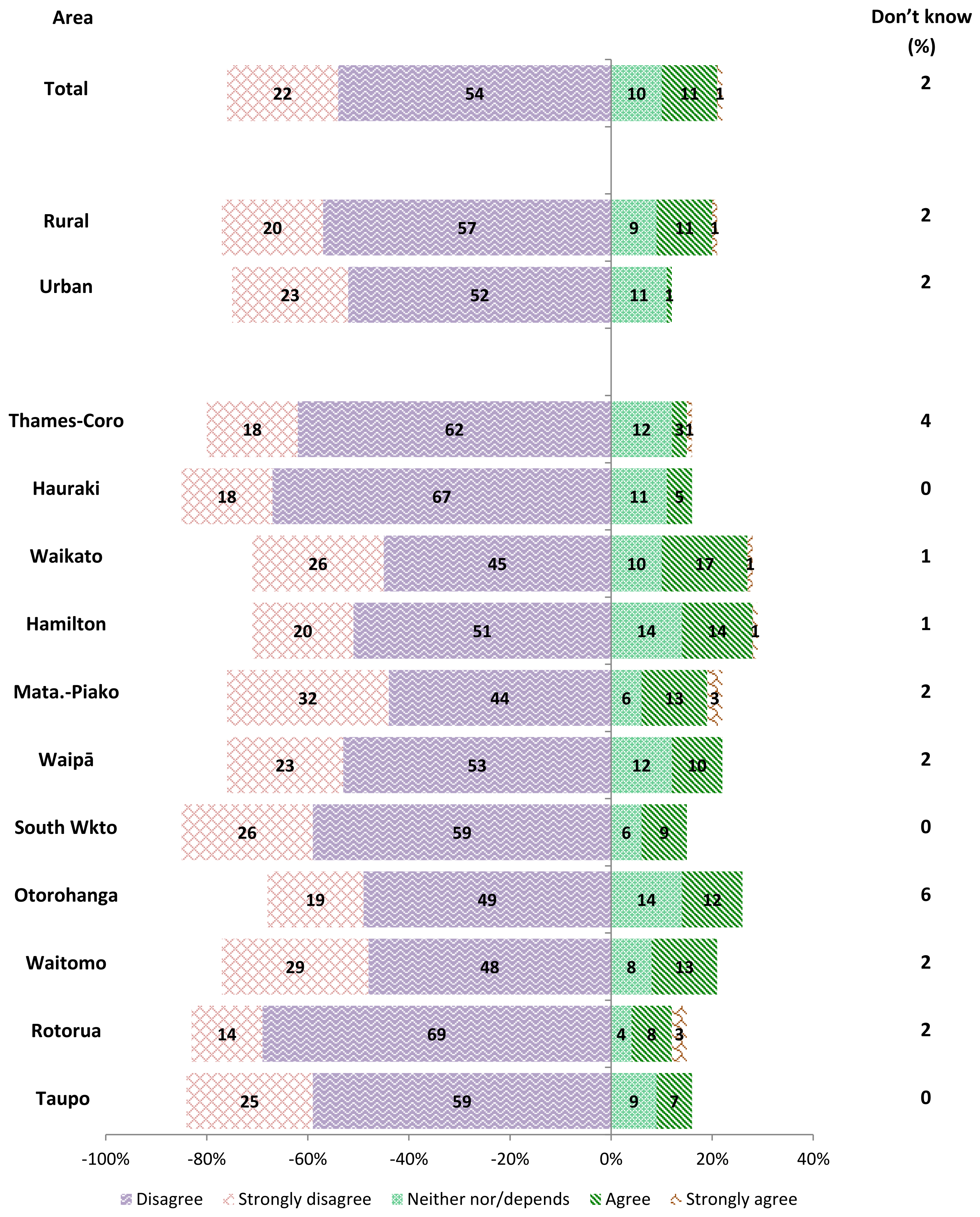


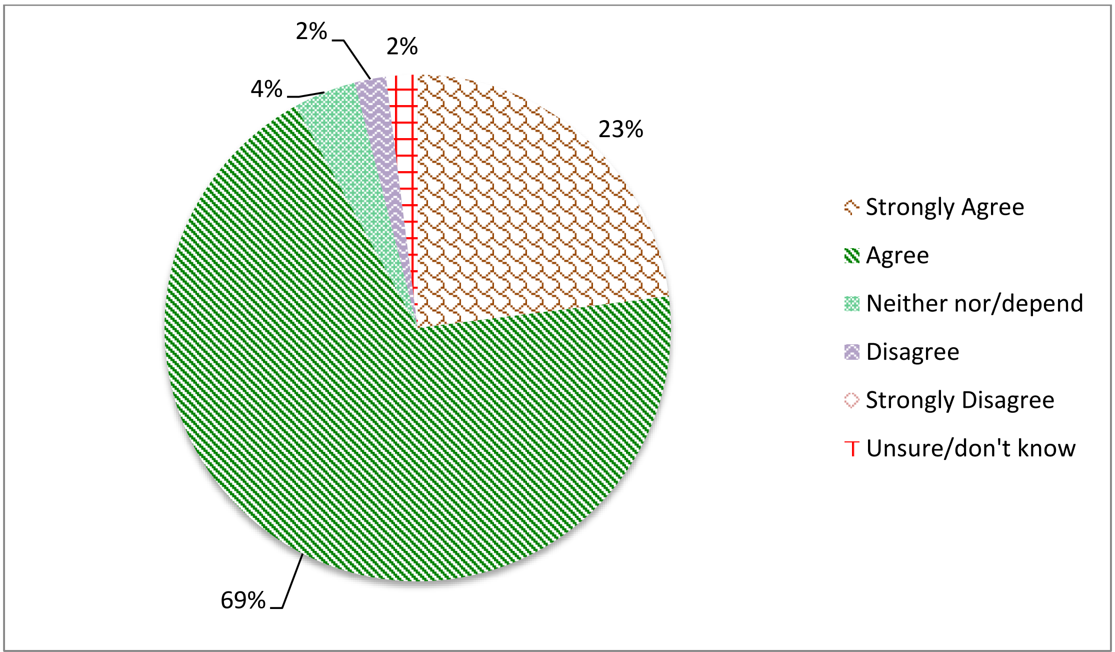
Figure 9-6: **Agreement with Sacrificing Environmental Quality for Economic Growth by Area, Rural and Urban**

9.3 ENVIRONMENTAL PROTECTION AND ECONOMIC DEVELOPMENT

Respondents were asked whether they agree or disagree with the statement that *environmental protection and economic development can go hand in hand*.

9.3.1 OVERALL RESULT

Almost all respondents (92%) agree that environmental protection and economic development can go hand in hand (23% strongly agree, 69% agree). Only 6 per cent think environmental protection and economic development are mutually exclusive.



Base: All respondents (n=1005)

Figure 9-7: Environmental Protection and Economic Development

9.3.2 COMPARISON WITH PREVIOUS YEARS

The proportion of respondents agreeing with the statement that environmental protection and economic development can go hand in hand has remained consistently high since 2000. The percentage of Waikato region respondents who disagree with this statement has remained relatively small since this question was first asked in 2000.

Table 9-3: Changes in Agreement with Environmental Protection and Economic Development 2000 to 2013

	2000 %	2003 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly Agree	N/A	18	27	23	N/A	-4
Agree	N/A	75	66	69	N/A	+3
Total Agree	**89**	**93**	**93**	**92**	**+3**	**-1**
Neither agree nor disagree/depends	**5**	**3**	**1**	**4**	**-1**	**+3**
Disagree	N/A	2	4	2	N/A	-2
Strongly Disagree	N/A	0	1	0	N/A	-1
Total Disagree	**3**	**2**	**5**	**2**	**-1**	**-3**
Unsure/don't know	2	2	1	2	-	+1
Base (respondents)	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below.

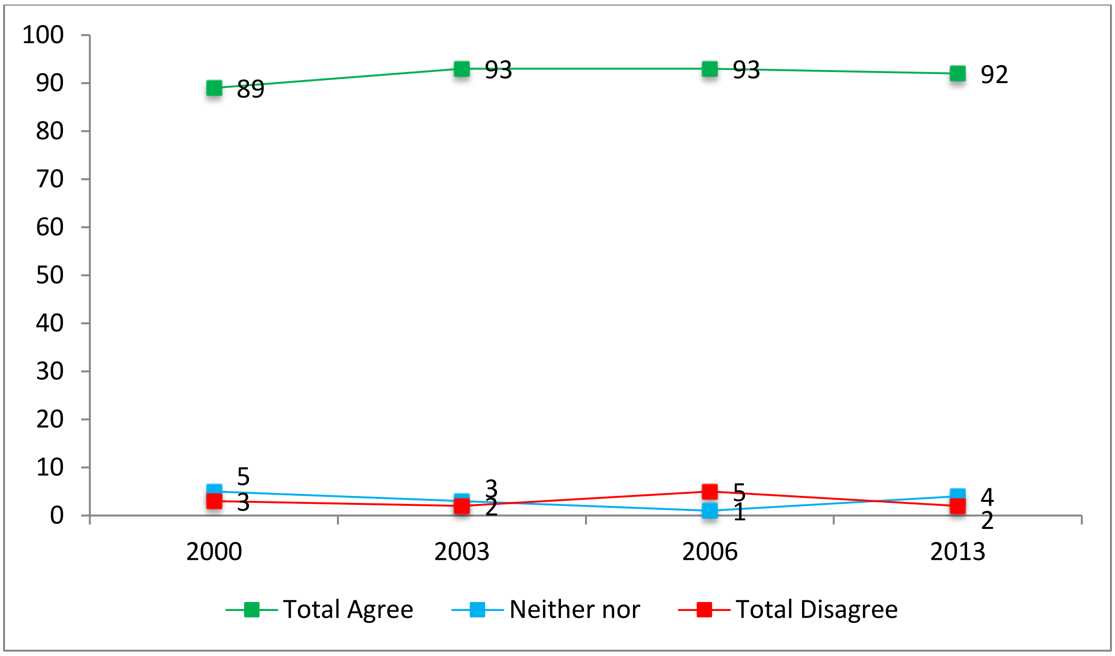


Figure 9-8: Agreement with Environmental Protection and Economic Development 2000 to 2013

9.3.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that environmental protection and economic development can go hand in hand are those who are:

- in a household with an income of between $90,001 and $150,000 per annum (97%)
- working full time (94%)
- of no Māori ancestry (94%)
- working in professional/managerial roles, as farmers or in skilled roles (98%, 100% and 99% respectively).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that environmental protection and economic development can go hand in hand are those who are:

- Māori (9%)
- currently a student (15%).

Respondents who are significantly more likely (than the regional average) to **disagree** that environmental protection and economic development can go hand in hand are those who are:

- Māori (6%)
- in a household with an income of between $150,001 and $200,000 per annum (6%).

9.3.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waipā are more likely than the regional average to **agree** that environmental protection and economic development can go hand in hand (97%).
- Respondents in Waitomo are more likely than the regional average to **neither agree nor disagree (depends)** that environmental protection and economic development can go hand in hand (10%).

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **disagree** that environmental protection and economic development can go hand in hand.

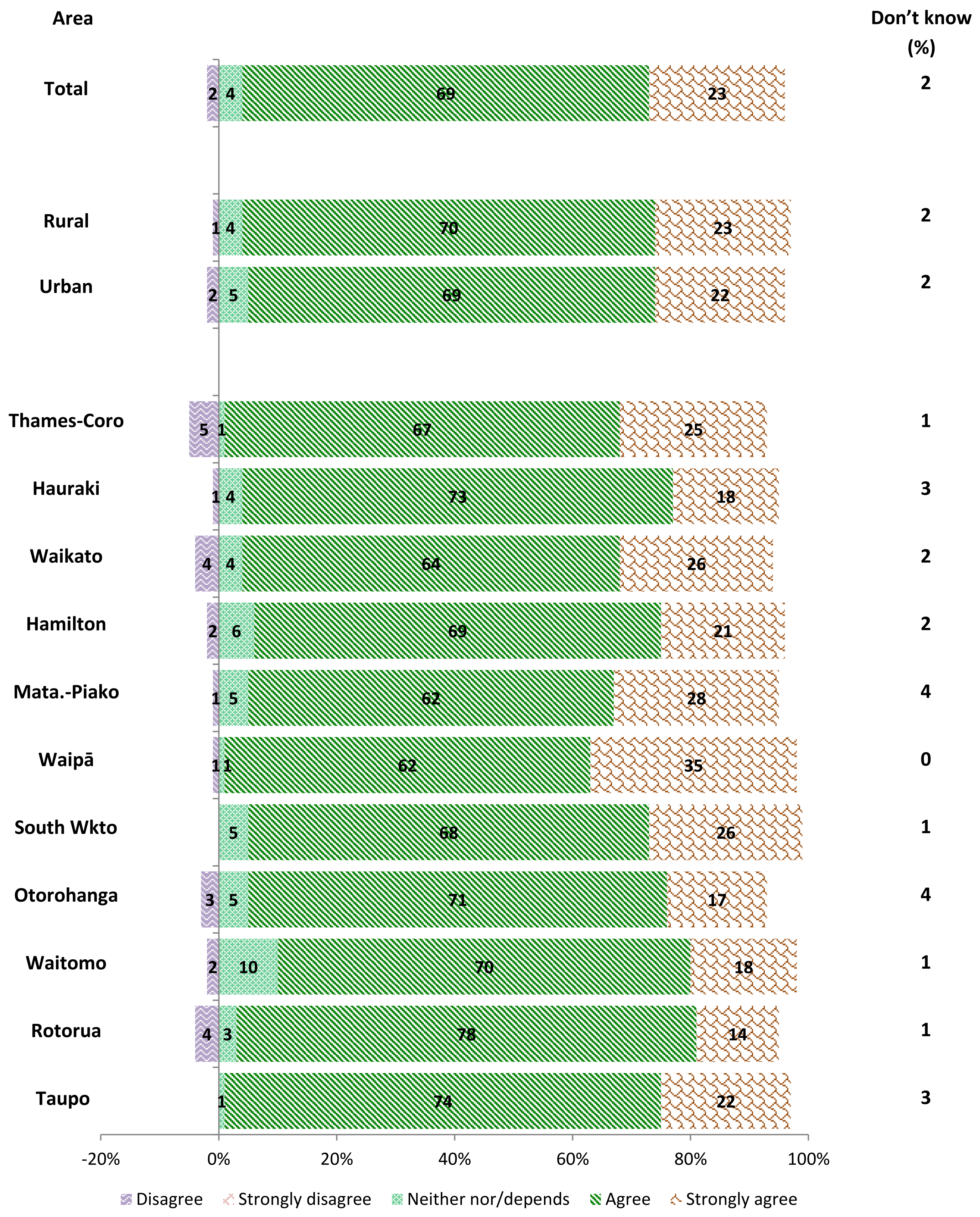


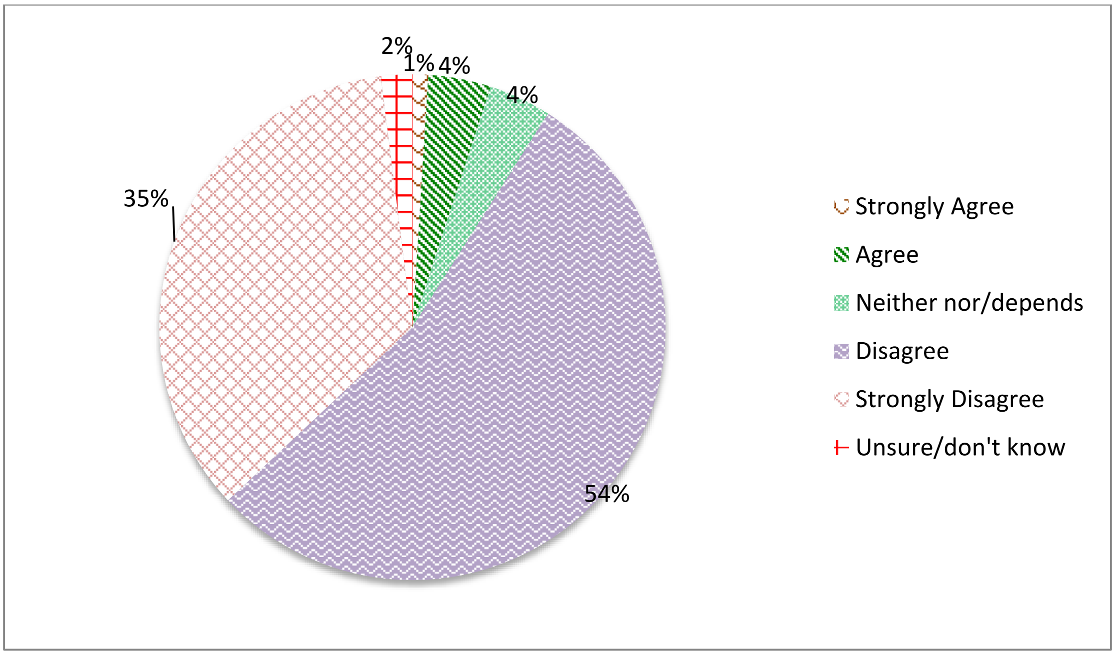
Figure 9-9: Environmental Protection and Economic Development by Area, Rural and Urban

9.4 FARM PRODUCTIVITY AND WATERWAYS

Respondents were asked whether they agree or disagree with the statement *that farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways.*

9.4.1 OVERALL RESULT

Almost 9 out of 10 respondents (89%) disagree that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways, including over a third strongly disagreeing (35%) and 54 per cent disagreeing. Only 5 per cent agree (1% strongly agreeing, 4% agreeing) that maximising productivity at the expense of waterways is acceptable.



Base: All respondents (n=1005)

Figure 9-10: Farm Productivity and Waterways

9.4.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. In 2013, results remain consistent with the 2006 findings with the vast majority of respondents disagreeing with this statement (89%).

Table 9-4: Changes in Farm Productivity and Waterways 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	1	1	-
Agree	5	4	+1
Total Agree	**6**	**5**	**-1**
Neither agree nor disagree/depends	**2**	**4**	**+2**
Disagree	51	54	+3
Strongly Disagree	39	35	-4
Total Disagree	**90**	**89**	**-1**
Unsure/don't know	2	2	-
Base (respondents)	1000	1005	

This trend is shown below.

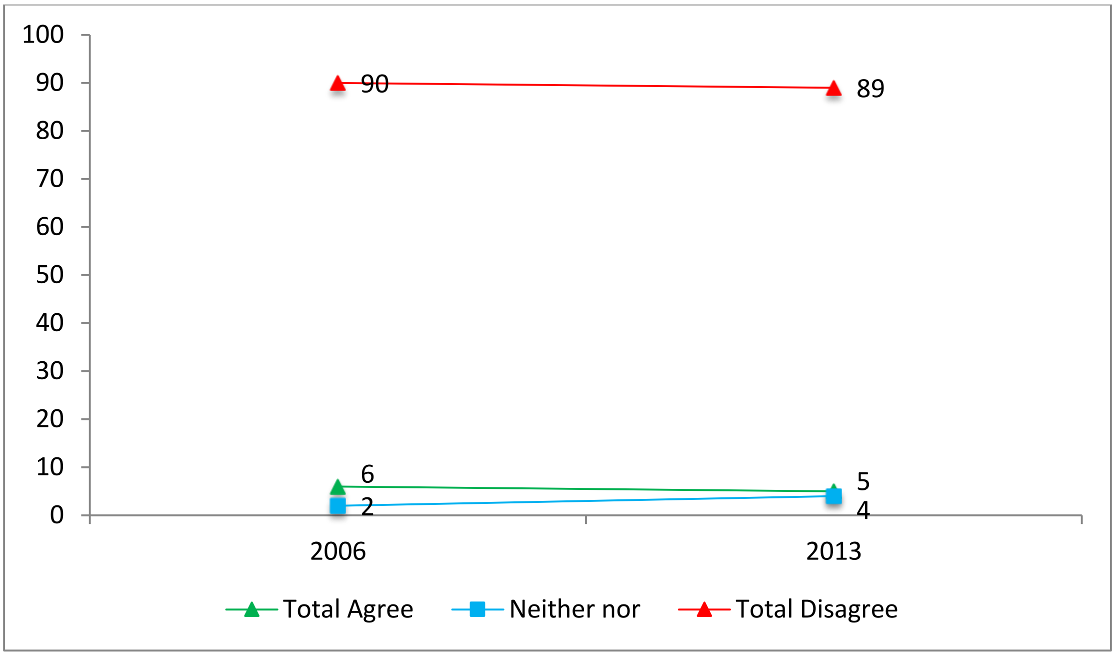


Figure 9-11: Farm Productivity and Waterways 2006 to 2013

9.4.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **disagree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways are those who are:

- aged between 18 and 19 years (12%)
- educated to a tertiary level (8%)
- not currently in paid employment (19%).

Respondents who are significantly more likely (than the regional average) to **agree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways are those who are:

- of European ethnicity (91%)
- in a family household with mainly school-aged children (94%).

No particular demographic subgroup is identified as being more likely (than the regional average) to **neither agree nor disagree (depends)** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways.

9.4.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in urban areas are more likely (than the regional average) to **agree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways (6%).
- Respondents in Waikato are more likely (than the regional average) to **neither agree nor disagree (depends)** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways (9%).

No respondents from a particular territorial authority or urban or rural setting are more likely to **disagree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways.

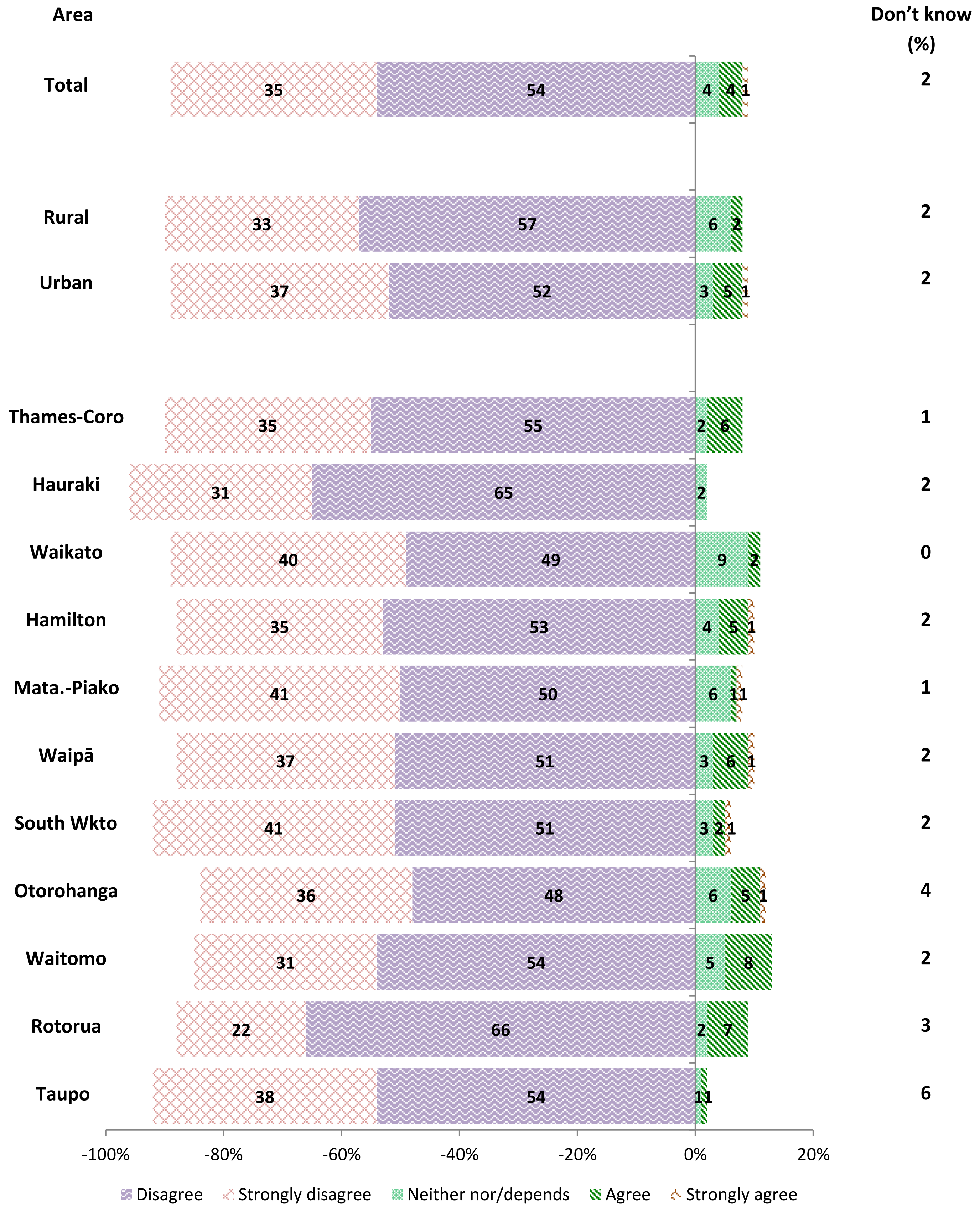


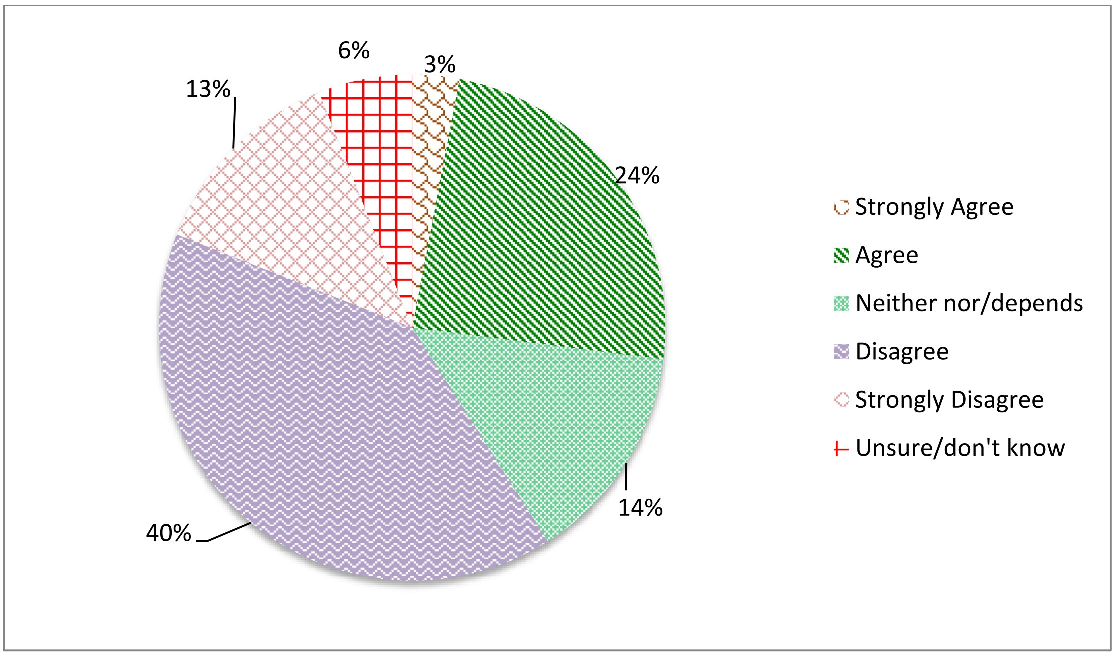
Figure 9-12: Farm Productivity and Waterways by Area, Rural and Urban

9.5 DECLINE IN FARM ECONOMY TO ACHIEVE BETTER ENVIRONMENT

Respondents were asked whether they agree or disagree with the statement that *it is acceptable to let the Waikato farming economy decline in order to achieve a better environment*.

9.5.1 OVERALL RESULT

As with the 2006 survey, agreement with the statement that it is acceptable for the Waikato farming economy to decline in order to achieve a better environment is mixed. Just over half of those surveyed (53%) disagree with this statement (13% strongly disagreeing, 40% disagreeing). In contrast, 27 per cent of respondents either strongly agree (3%) or agree (24%) that in order to achieve a better environment, it is acceptable for the farming economy to decline.



Base: All respondents (n=1005)

Figure 9-13: Decline in Farm Economy to Achieve Better Environment

9.5.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. In 2013, a smaller proportion of respondents agreed with this statement (27% compared with 33% in 2006). However, a slightly smaller proportion of respondents also disagreed (53% compared with 56% in 2006), with a larger proportion of respondents neither agreeing nor disagreeing with this statement.

Table 9-5: Changes in Decline in Farm Economy to Achieve Better Environment 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	5	3	-2
Agree	28	24	-4
Total Agree	**33**	**27**	**-6**
Neither agree nor disagree/depends	**5**	**14**	**+9**
Disagree	41	40	-1
Strongly Disagree	15	13	-2
Total Disagree	**56**	**53**	**-3**
Unsure/don't know	6	6	-
Base (respondents)	1000	1005	

This trend is shown below.

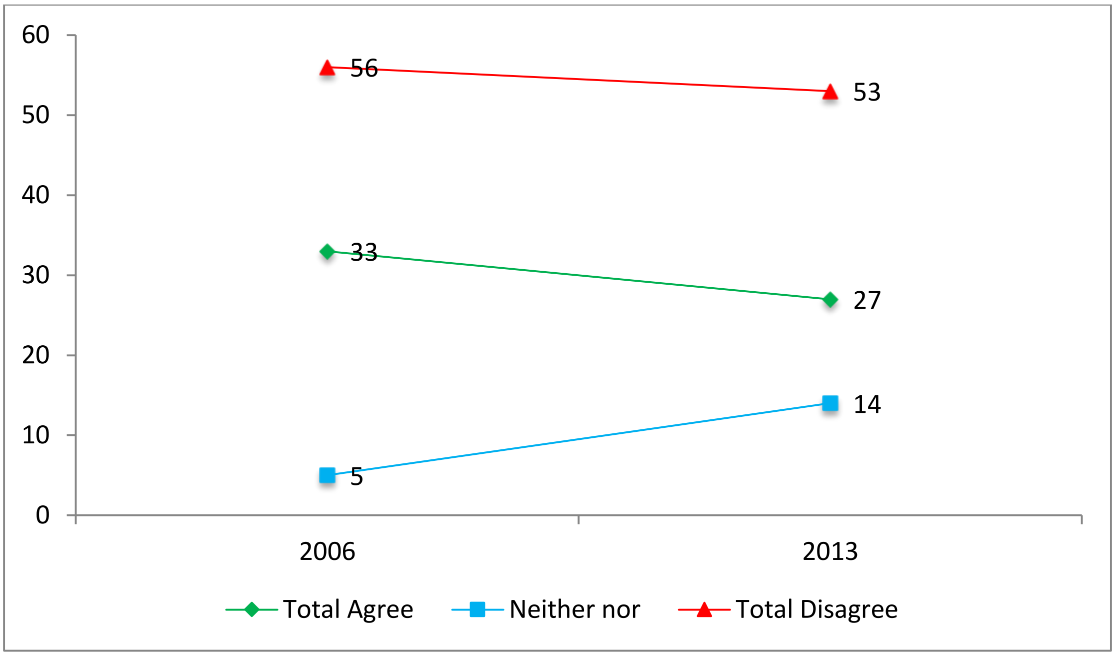


Figure 9-14: Decline in Farm Economy to Achieve Better Environment 2006 to 2013

9.5.3 DEMOGRAPHIC VARIATION

Respondents significantly more likely (than the regional average) to **agree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment are those who are:

- Māori (42%)
- aged between 18 and 19 years or aged between 20 and 29 years (53% and 39% respectively)
- currently unemployed (44%)
- male (31%)
- of no Māori ancestry (54%)
- not currently in paid employment (36%).

Respondents significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that it is acceptable to let the Waikato farming economy decline, to achieve a better environment are those who are:

- female (17%)
- of no Māori ancestry (16%).

Respondents significantly more likely (than the regional average) to **disagree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment are those who are:

- aged between 50 and 59 years (63%)
- currently working as farmers or in trade/technical roles (64% and 67% respectively).

9.5.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hauraki (41%) or Otorohanga (37%) are more likely (than the regional average) to **agree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment.
- Respondents in Matamata-Piako (66%) or in a rural area (57%) are more likely (than the regional average) to **disagree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment.

No respondents from a particular territorial authority or urban/rural setting are more likely to **neither agree nor disagree (depends)** that it is acceptable to let the Waikato farming economy decline to achieve a better environment.

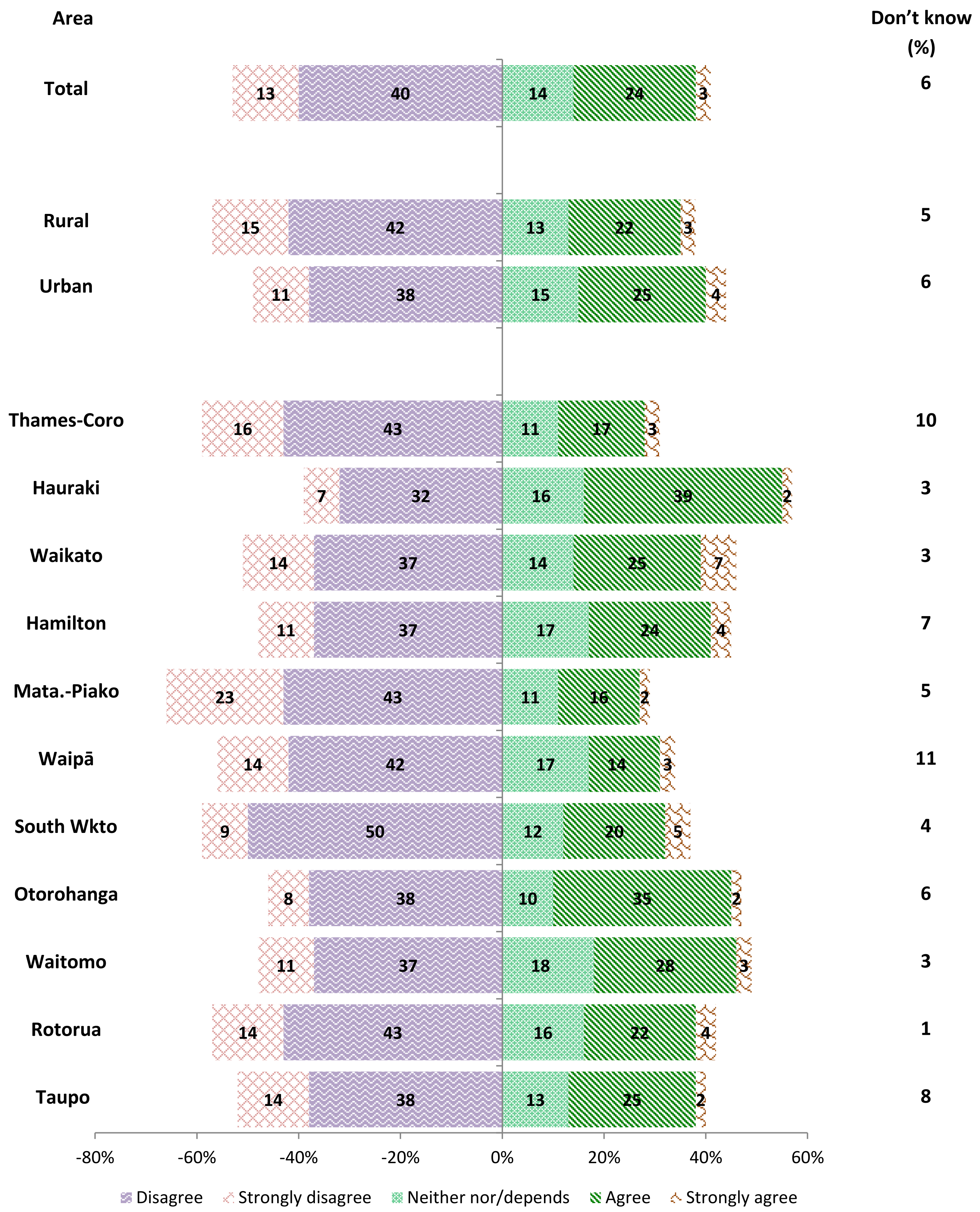


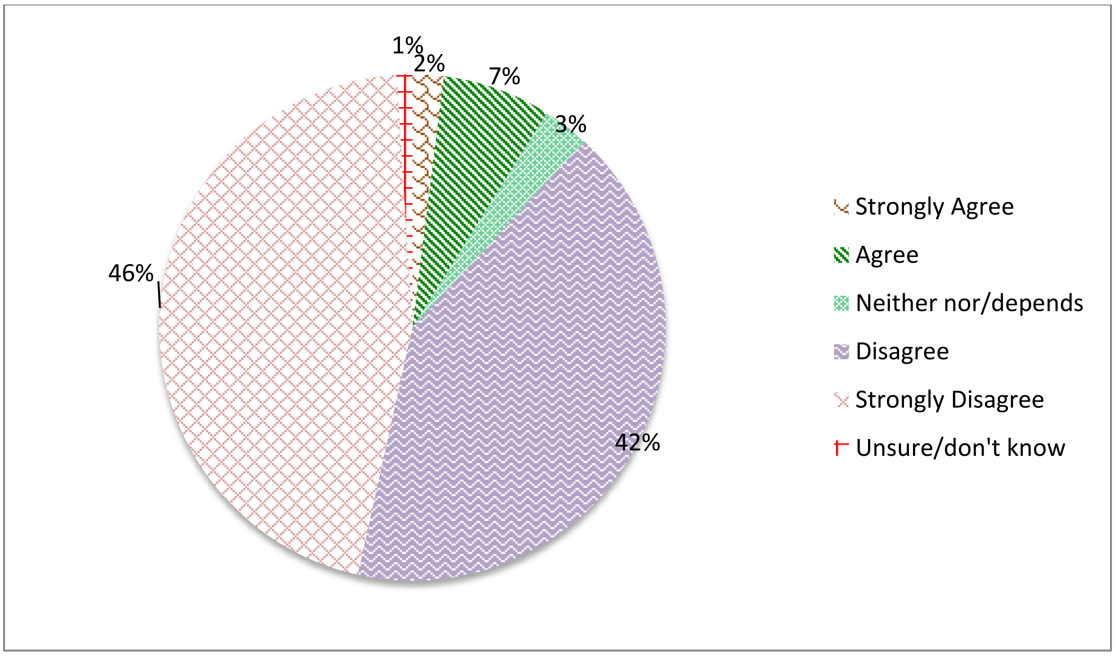
Figure 9-15: **Decline in Farm Economy to Achieve Better Environment by Area, Rural and Urban**

9.6 **BUSINESS PROFIT AND THE ENVIRONMENT**

Respondents were asked whether they agree or disagree with the statement that *the most important objective of any business should be to maximise profit even if that means damaging the environment*.

9.6.1 OVERALL RESULT

The majority of respondents disagree (88%) that the most important objective of any business should be to maximise profit regardless of the impact on the environment, with almost half of those surveyed (46%) strongly disagreeing with this statement. A minority agree (9%) that profit maximisation is the most important objective of a business, even if it means damaging the environment (2% strongly agree, 7% agree).



Base: All respondents (n=1005)

Figure 9-16: Agreement with Business Profit and the Environment

9.6.2 COMPARISON WITH PREVIOUS YEARS

This year a significantly smaller proportion of respondents disagree that the most important objective of any business should be to maximise profit regardless of the impact on the environment (total disagreeing down from 61% in 2006 to 46% in 2013).

There has been a slight increase in the proportion of respondents agreeing that the most important objective of any business should be to maximise profit regardless of the impact on the environment (total agreeing up from 4% in 2006 to 7% in 2013).

Table 9-6: Changes in Agreement with Business Profit and the Environment 2000 to 2013

	2000 %	2003 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly Agree	N/A	1	1	2	N/A	+1
Agree	N/A	2	4	7	N/A	+3
Total Agree	**1**	**3**	**5**	**9**	**+8**	**+4**
Neither agree nor disagree/depends	**3**	**3**	**0**	**3**	**-**	**+3**
Disagree	N/A	43	33	42	N/A	+9
Strongly Disagree	N/A	50	61	46	N/A	-15
Total Disagree	**95**	**93**	**94**	**88**	**-7**	**-6**
Unsure/don't know	1	1	1	1	-	-
Base (respondents)	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below.

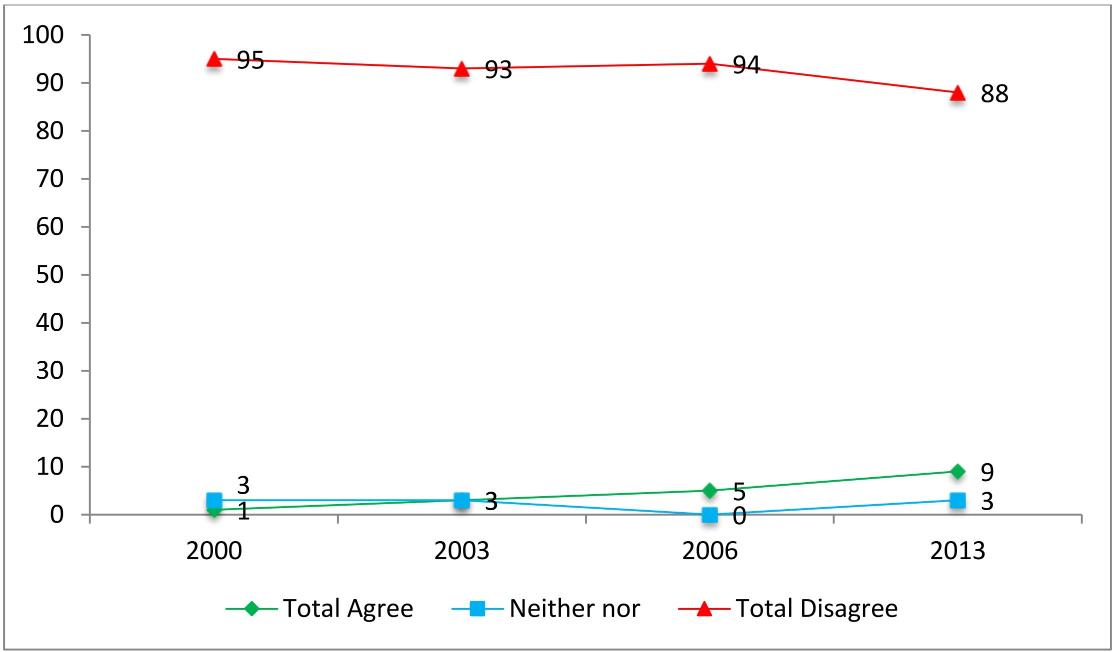


Figure 9-17: Agreement with Business Profit and the Environment 2000 to 2013

9.6.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that the most important objective of any business should be to maximise profit even if that means damaging the environment are those who are:

- Māori (28%)
- aged between 18 and 19 years (59%)
- in a household with an income of $30,000 or less per annum (21%)
- currently a student (34%)
- male (12%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that the most important objective of any business should be to maximise profit even if that means damaging the environment are those who are:

- educated to a secondary school level (5%)
- currently self-employed (12%).

Respondents who are significantly more likely (than the regional average) to **disagree** that the most important objective of any business should be to maximise profit even if that means damaging the environment are those who are:

- of European ethnicity (91%)
- aged between 40 and 49 years (94%)
- working full time (91%)
- in a family with mainly school-aged children (92%)
- educated to a trade certificate level (97%)
- female (90%)
- of no Māori ancestry (91%)
- currently working in clerical/sales roles or health/education roles (95% and 94% respectively).

9.6.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in South Waikato are more likely (than the regional average) to **disagree** that the most important objective of any business should be to maximise profit even if that means damaging the environment (94%).

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **neither agree nor disagree (depends)** or **disagree** that the most important objective of any business should be to maximise profit even if that means damaging the environment.

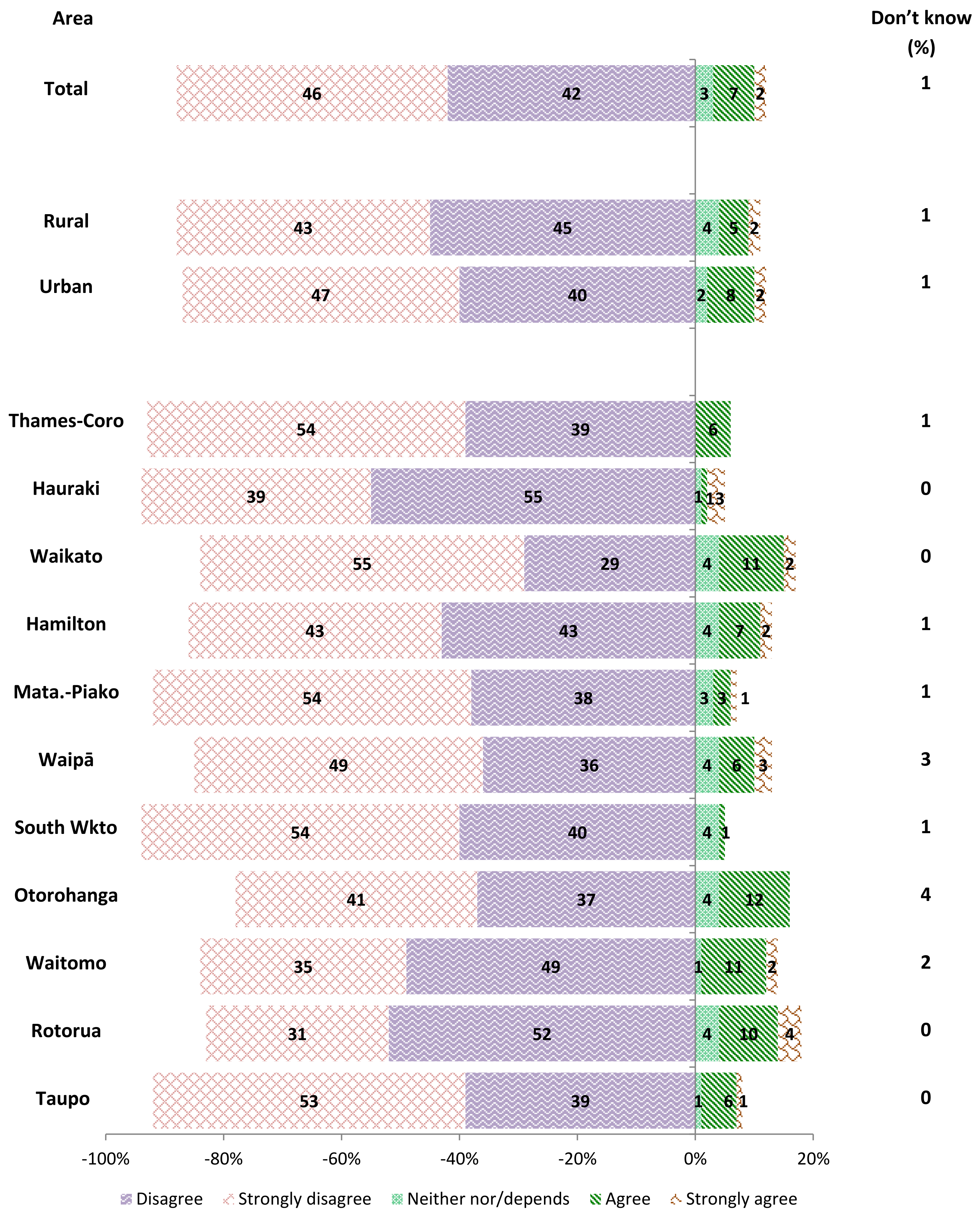


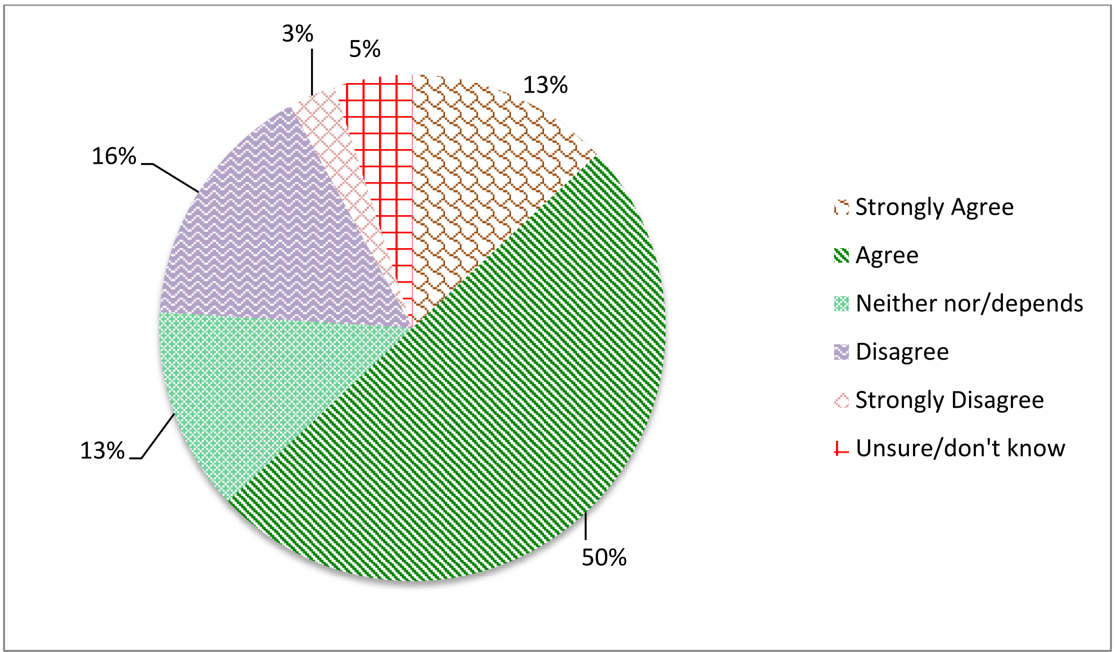
Figure 9-18: **Agreement with Business Profit and the Environment by Area, Rural and Urban**

9.7 BUSINESSES MINIMISE NEGATIVE IMPACTS

Respondents were asked whether they agree or disagree with the statement that *businesses take care to minimise negative impacts on the environment*.

9.7.1 OVERALL RESULT

Sixty-three per cent of respondents agree that businesses take care to minimise negative impacts on the environment, while 19 per cent disagree with this statement (3% strongly disagree, 16% disagree).



Base: All respondents (n=1005)

Figure 9-19: Businesses Minimise Negative Impacts on the Environment

9.7.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2013.

9.7.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that businesses take care to minimise negative impacts on the environment are those who are:

- male (67%)
- working as a farmer (77%).

Respondents who are significantly more likely (than the regional average) to **disagree** that businesses take care to minimise negative impacts on the environment are those who are:

- aged between 20 and 29 years (30%)
- educated to a tertiary level (27%)
- currently working in professional/managerial roles (22%).

No particular demographic subgroup is identified as being more likely (than the regional average) to **neither agree nor disagree (depends)** that businesses take care to minimise negative impacts on the environment.

9.7.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waitomo (74%) or in rural areas (67%) are more likely to **agree** that businesses take care to minimise negative impacts on the environment.
- Respondents in Hauraki (22%) are more likely to **neither agree nor disagree (depends)** that businesses take care to minimise negative impacts on the environment.
- Respondents in Hamilton (24%) or urban areas (21%) are more likely to **disagree** that businesses take care to minimise negative impacts on the environment.

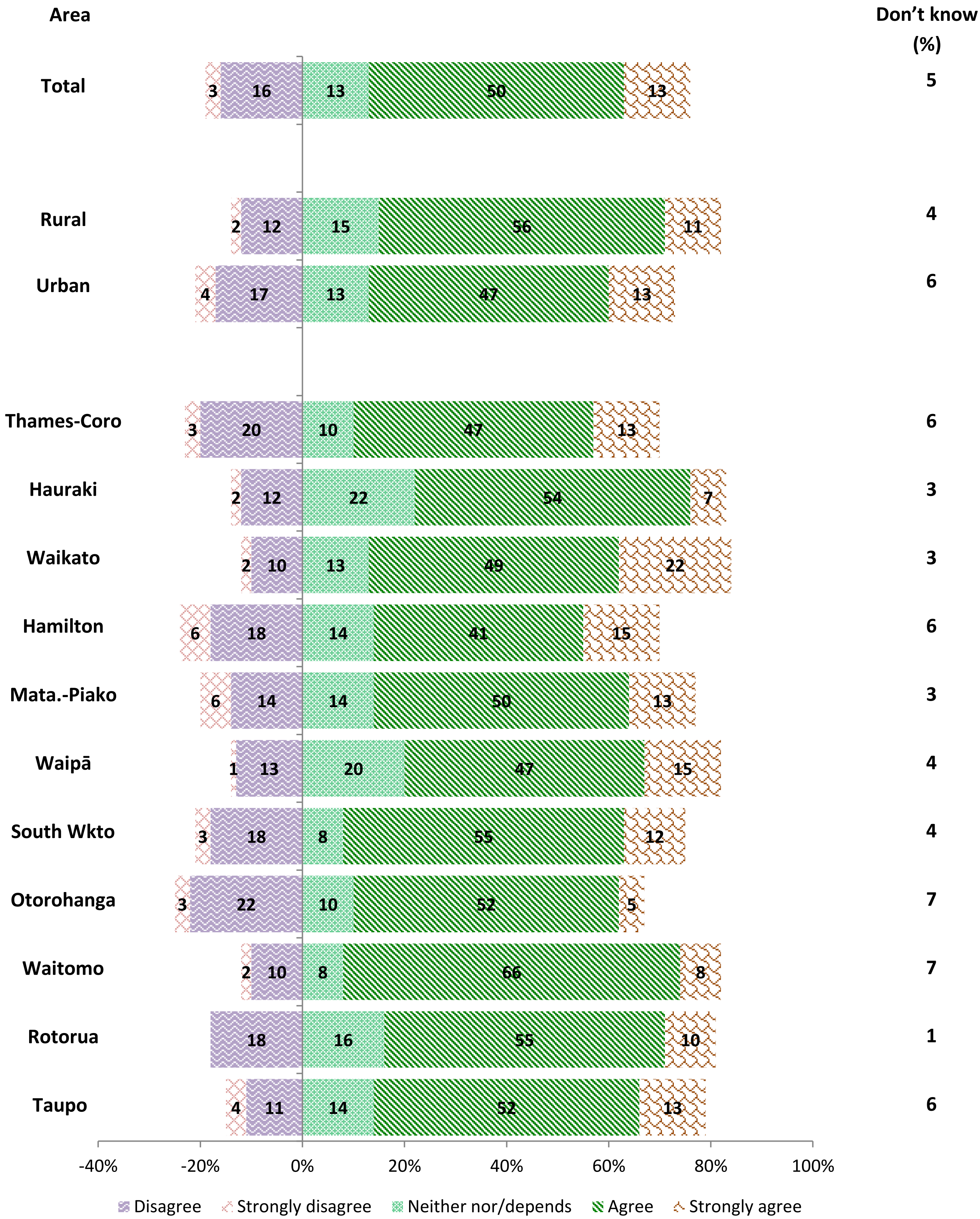


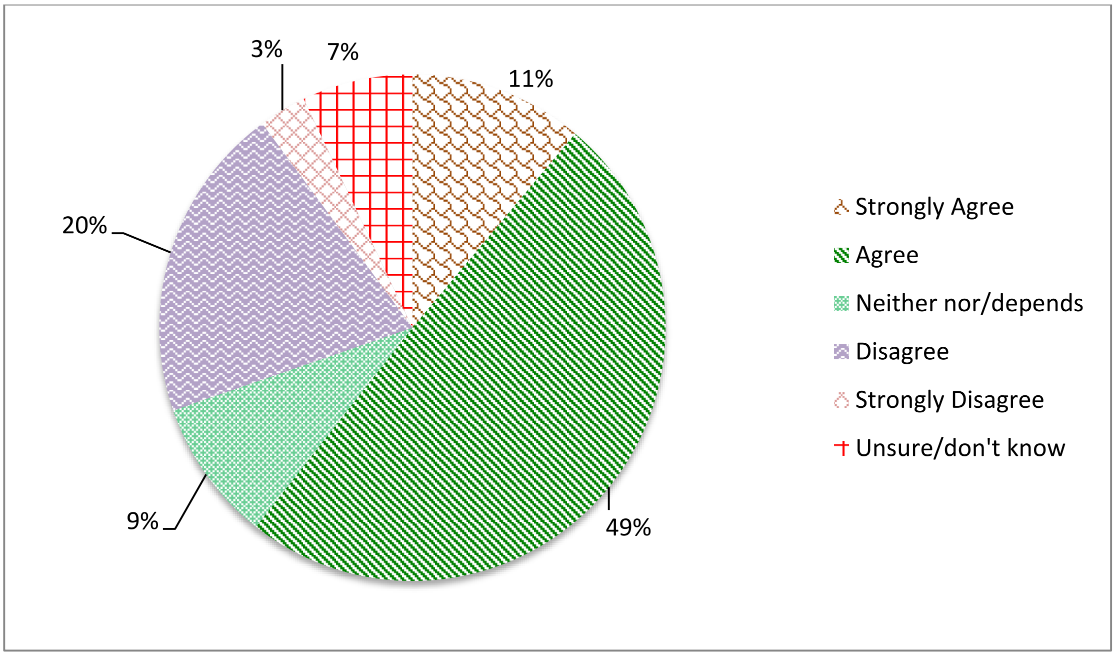
Figure 9-20: **Businesses Minimise Negative Impacts on the Environment by Area, Rural and Urban**

9.8 BUSINESSES AND ENVIRONMENTALLY FRIENDLY BEHAVIOUR

Respondents were asked whether they agree or disagree with the statement that *businesses usually find it too expensive to be environmentally friendly.*

9.8.1 OVERALL RESULT

Six out of 10 respondents (60%) agree (11% strongly agree, 49% agree) that businesses usually find it too expensive to be environmentally friendly. Twenty-three per cent of respondents disagree (3% strongly disagree, 20% disagree) with this statement.



Base: All respondents (n=1005)

Figure 9-21: Business and Environmentally Friendly Behaviour

9.8.2 COMPARISON WITH PREVIOUS YEARS

The results for 2013 show an increase in the proportion of respondents who agree that it is too expensive for businesses to adopt environmentally friendly behaviour (up from 53% in 2006 to 60% in 2013). In contrast, there is a smaller proportion of respondents disagreeing in 2013 that it is usually too costly for businesses to be environmentally friendly than in 2006 (down from 38% in 2006 to 23% in 2013).

Table 9-7: Changes in Agreement with Business and Environmentally Friendly Behaviour 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Strongly Agree	N/A	N/A	7	16	11	N/A	-5
Agree	N/A	N/A	46	37	49	N/A	+12
Total Agree	**60**	**58**	**53**	**53**	**60**	**-**	**+7**
Neither agree nor disagree/depends	**10**	**10**	**10**	**3**	**9**	**-1**	**+6**
Disagree	N/A	N/A	28	28	20	N/A	-8
Strongly Disagree	N/A	N/A	5	10	3	N/A	-7
Total Disagree	**24**	**28**	**33**	**38**	**23**	**-1**	**-15**
Unsure/don't know	5	4	4	6	7	+2	+1
Base (respondents)	1037	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below (over the page).

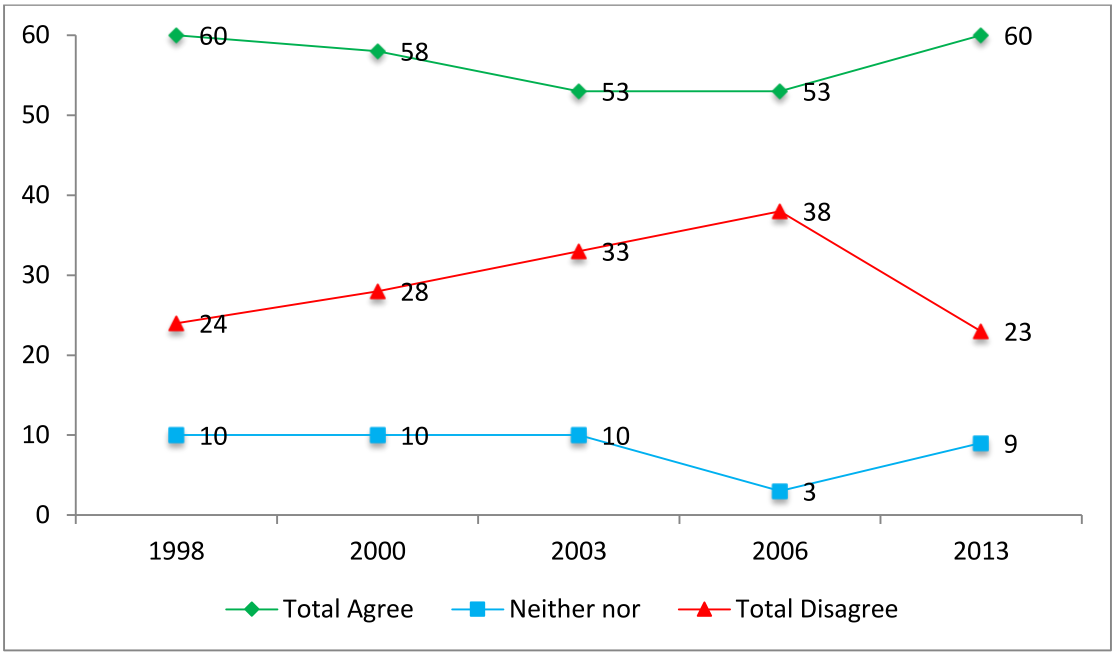


Figure 9-22: Agreement with Business and Environmentally Friendly Behaviour 1998 to 2013

9.8.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that it is too expensive for businesses to adopt environmentally friendly behaviour are those who are:

- in a household with an income of between $60,001 and $90,000 per annum (67%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that it is too expensive for businesses to adopt environmentally friendly behaviour are those who are:

- aged 65 years or older (15%)
- retired (15%)
- in an older household with no children (12%).

Respondents who are significantly more likely (than the regional average) to **disagree** that it is too expensive for businesses to adopt environmentally friendly behaviour are those who are:

- working as a farmer (36%).

9.8.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely to **agree, disagree** or **neither agree nor disagree (depends)** that it is too expensive for businesses to adopt environmentally friendly behaviour.

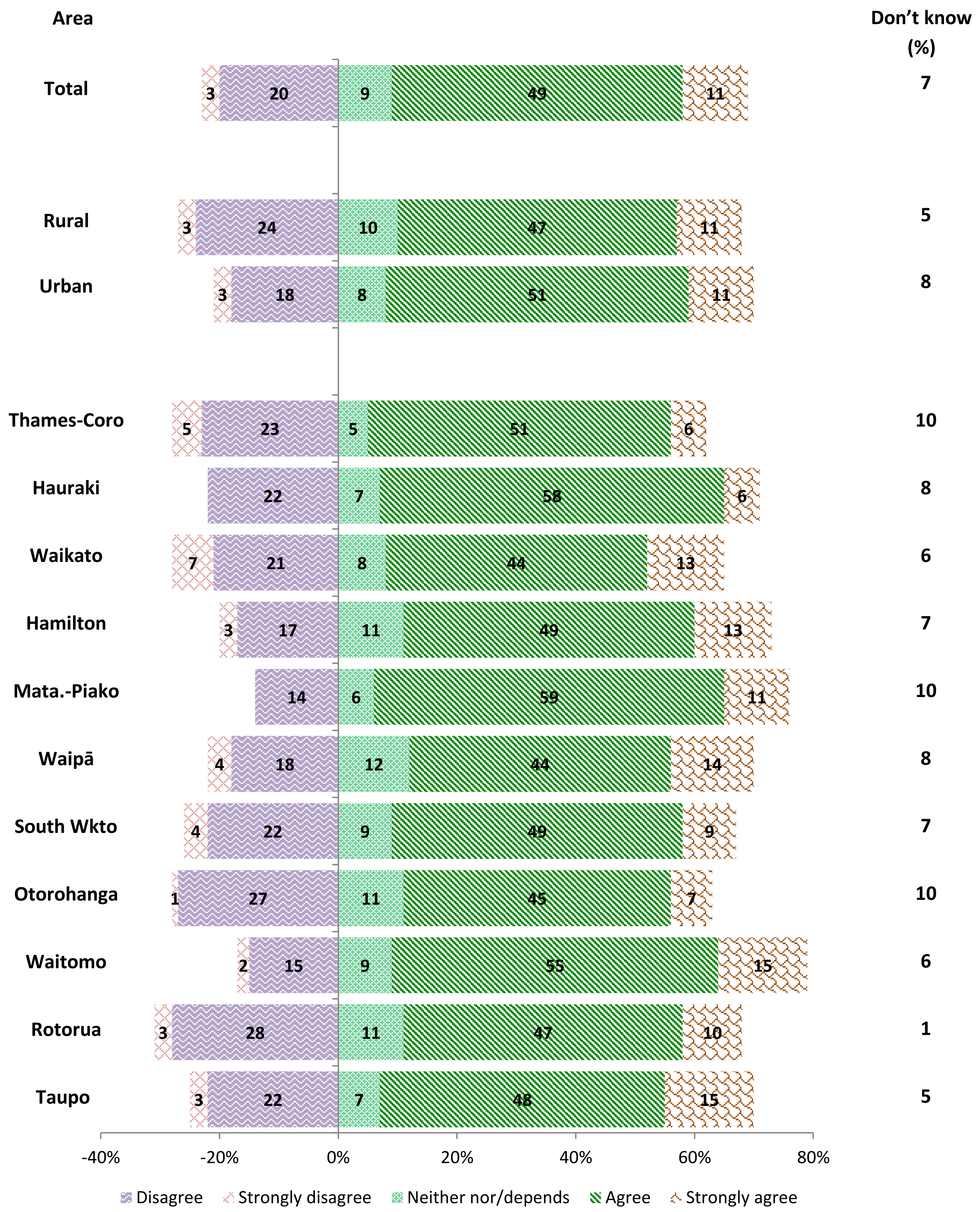


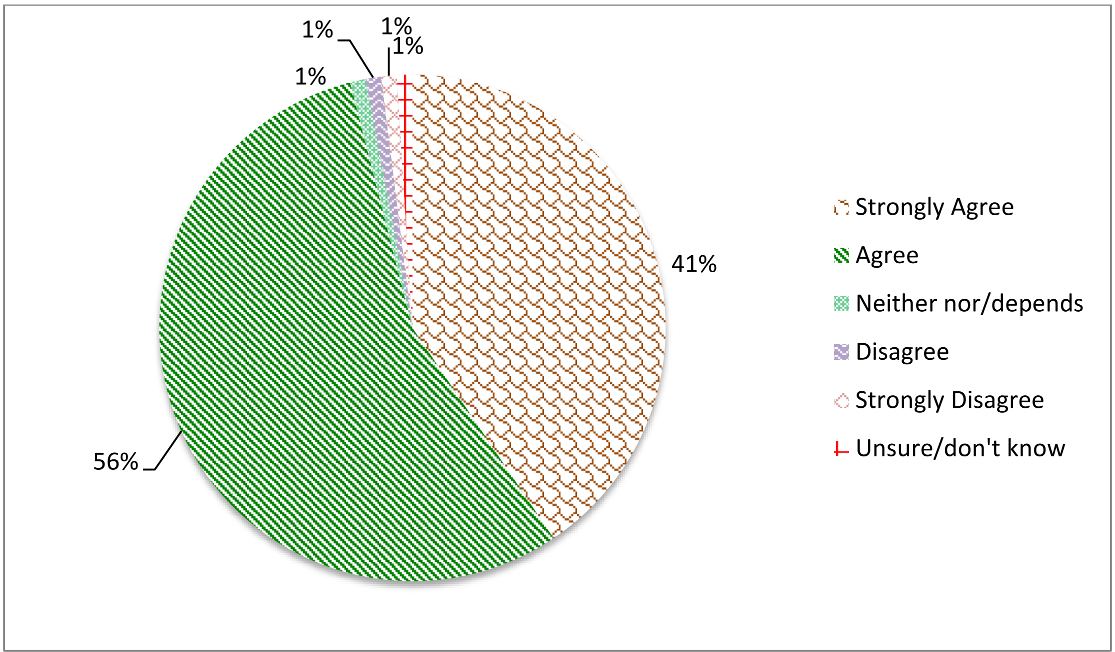
Figure 9-23: Agreement with Business and Environmentally Friendly Behaviour by Area, Rural and Urban

9.9 BUSINESSES' OBLIGATION TO THE ENVIRONMENT

Respondents were asked whether they agree or disagree with the statement that *businesses should be obliged to treat the environment well.*

9.9.1 OVERALL RESULT

Almost all respondents (97%) feel that businesses should be obliged to treat the environment well, including 41 per cent strongly agreeing with this statement. Only two per cent disagree that businesses should be obliged to treat the environment well.



Base: All respondents (n=1005)

Figure 9-24: Businesses' Obligation to the Environment

9.9.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in this format in 2006. As in 2006, the 2013 survey shows almost all respondents (97%) agree that businesses should be obliged to treat the environment well. However, fewer respondents strongly agree with this statement in 2013 (41% compared with 56% in 2006).

Table 9-8: Businesses' Obligation to the Environment 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	56	41	-15
Agree	41	56	+15
Total Agree	**97**	**97**	**-**
Neither agree nor disagree/depends	**0**	**1**	**+1**
Disagree	1	1	-
Strongly Disagree	1	1	-
Total Disagree	**2**	**2**	**-**
Unsure/don't know	1	1	-
Base (respondents)	1000	1005	

This trend is shown below (over page).

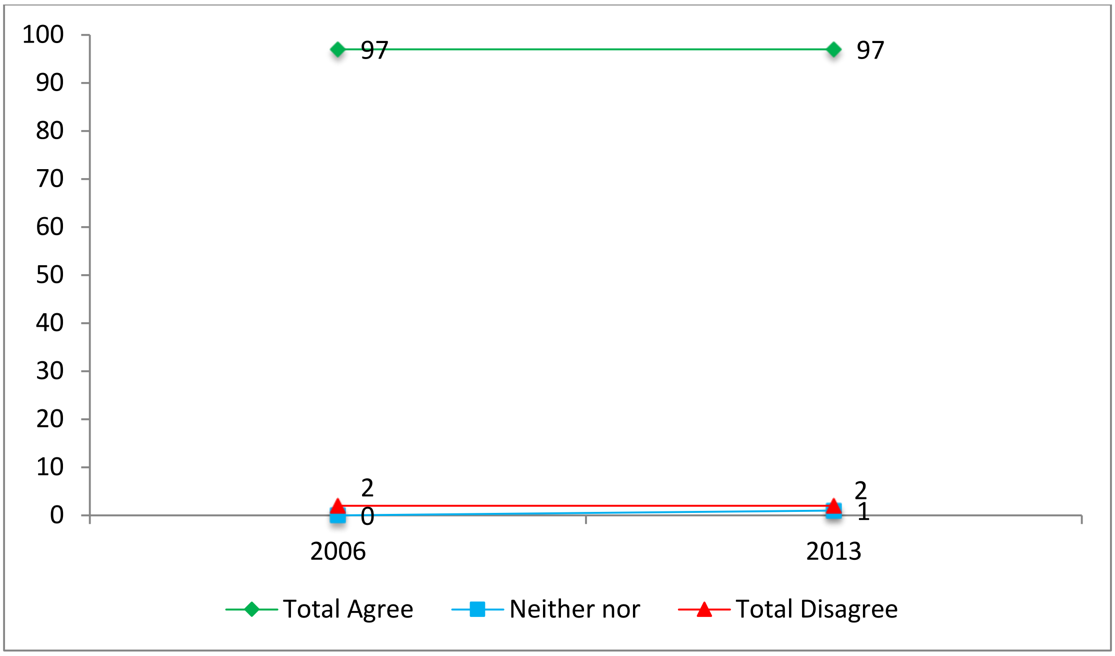


Figure 9-25: Businesses' Obligation to the Environment 2006 to 2013

9.9.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that businesses should be obliged to treat the environment well are those who are:

- of European ethnicity (98%)
- in a household with an income of between $30,001 and $60,000 per annum (99%)
- of no Māori ancestry (98%)

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that businesses should be obliged to treat the environment well are those who are:

- aged between 18 and 19 years (6%)
- currently a student (6%)
- in a family with mostly adult children (3%)
- self employed (6%).

Respondents who are significantly more likely (than the regional average) to **disagree** that businesses should be obliged to treat the environment well are those who are:

- in a household with an income of $30,000 or less per annum (3%).

9.9.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **agree**, **disagree** or **neither agree nor disagree (depends)** that businesses should be obliged to treat the environment well.

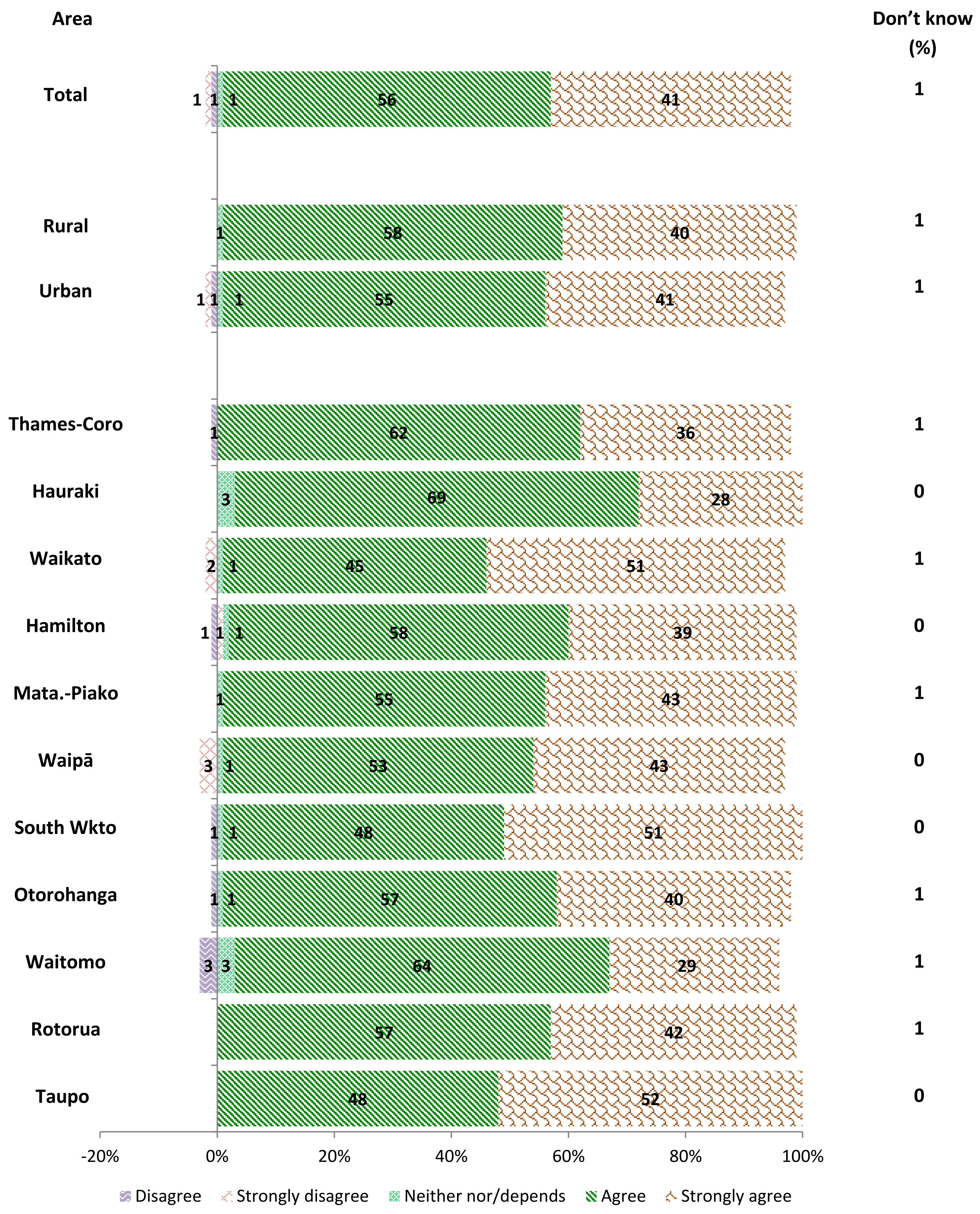


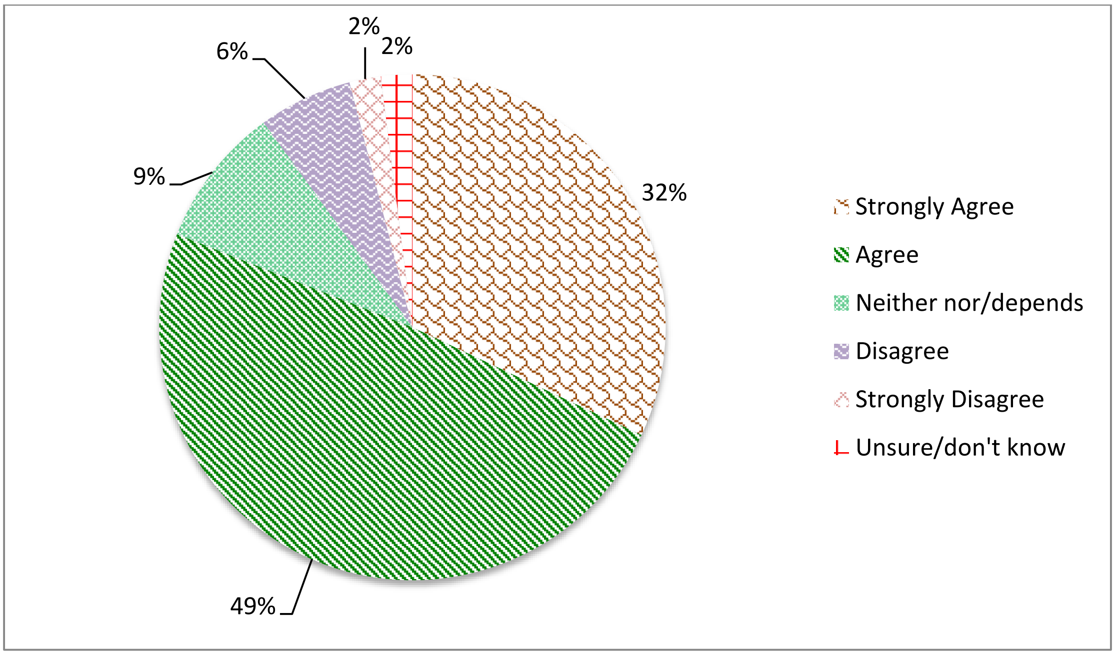
Figure 9-26: **Businesses' Obligation to the Environment by Area, Rural and Urban**

9.10 **BUSINESS BEARING THE EXPENSE OF MEETING ENVIRONMENTAL STANDARDS**

Respondents were asked whether they agree or disagree with the statement that *water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards*.

9.10.1 OVERALL RESULT

Eighty-one per cent of respondents surveyed agree that the water quality in streams and rivers should be protected even if it means businesses have to bear the expense of meeting environmental standards (32% strongly agreeing, 49% agreeing). Only a small proportion of respondents (8%) disagree with this statement (2% strongly disagreeing, 6% disagreeing).



Base: All respondents (n=1005)

Figure 9-27: Businesses have to Bear the Expense of Meeting Environmental Standards

9.10.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. In 2013 a smaller proportion of respondents agree with this statement than in 2006 (81% compared with 90% in 2006) and more respondents neither agree nor disagree with this statement (9% compared with 1% in 2006). A similar proportion of respondents disagree with this statement (8% in 2013 and 7% in 2006).

Table 9-9: Businesses have to Bear the Expense of Meeting Environmental Standards 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	49	32	-17
Agree	41	49	+8
Total Agree	**90**	**81**	**-9**
Neither agree nor disagree/depends	**1**	**9**	**+8**
Disagree	5	6	+1
Strongly Disagree	2	2	-
Total Disagree	**7**	**8**	**+1**
Unsure/don't know	2	2	-
Base (respondents)	1000	1005	

This trend is shown below.

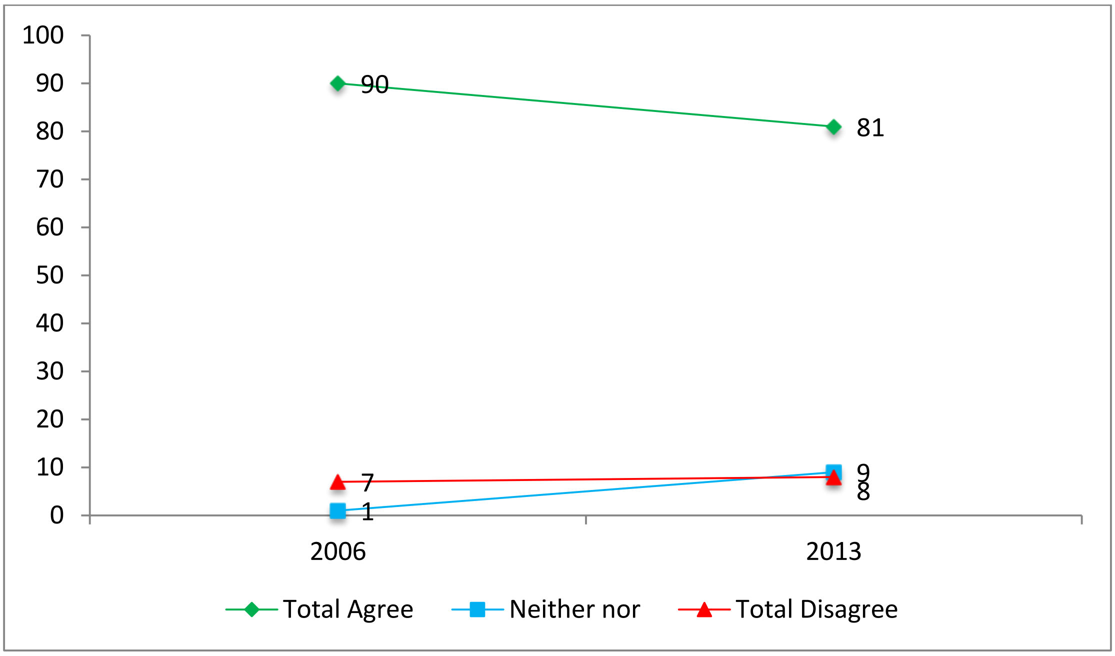


Figure 9-28: Businesses have to Bear the Expense of Meeting Environmental Standards 2006 to 2013

9.10.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards are those who are:

- Māori (91%)
- in a household with an income of $30,000 or less per annum or between $30,001 and $60,000 per annum (87% and 86% respectively).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards are those who are:

- in a household with an income of between $90,001 and $150,000 per annum (14%)
- currently undertaking home responsibilities (18%)
- of no Māori ancestry (11%).

Respondents who are significantly more likely (than the regional average) to **disagree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards are those who are:

- working full time (10%)
- currently working in professional/managerial roles or as farmers (15% and 16% respectively).

9.10.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in an urban area are significantly more likely (than the regional average) to **agree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards (83%).
- Respondents in Waitomo (16%) or a rural area (13%) are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards.

No respondents from a particular territorial authority or urban or rural setting are significantly more likely (than the regional average) to **disagree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards.

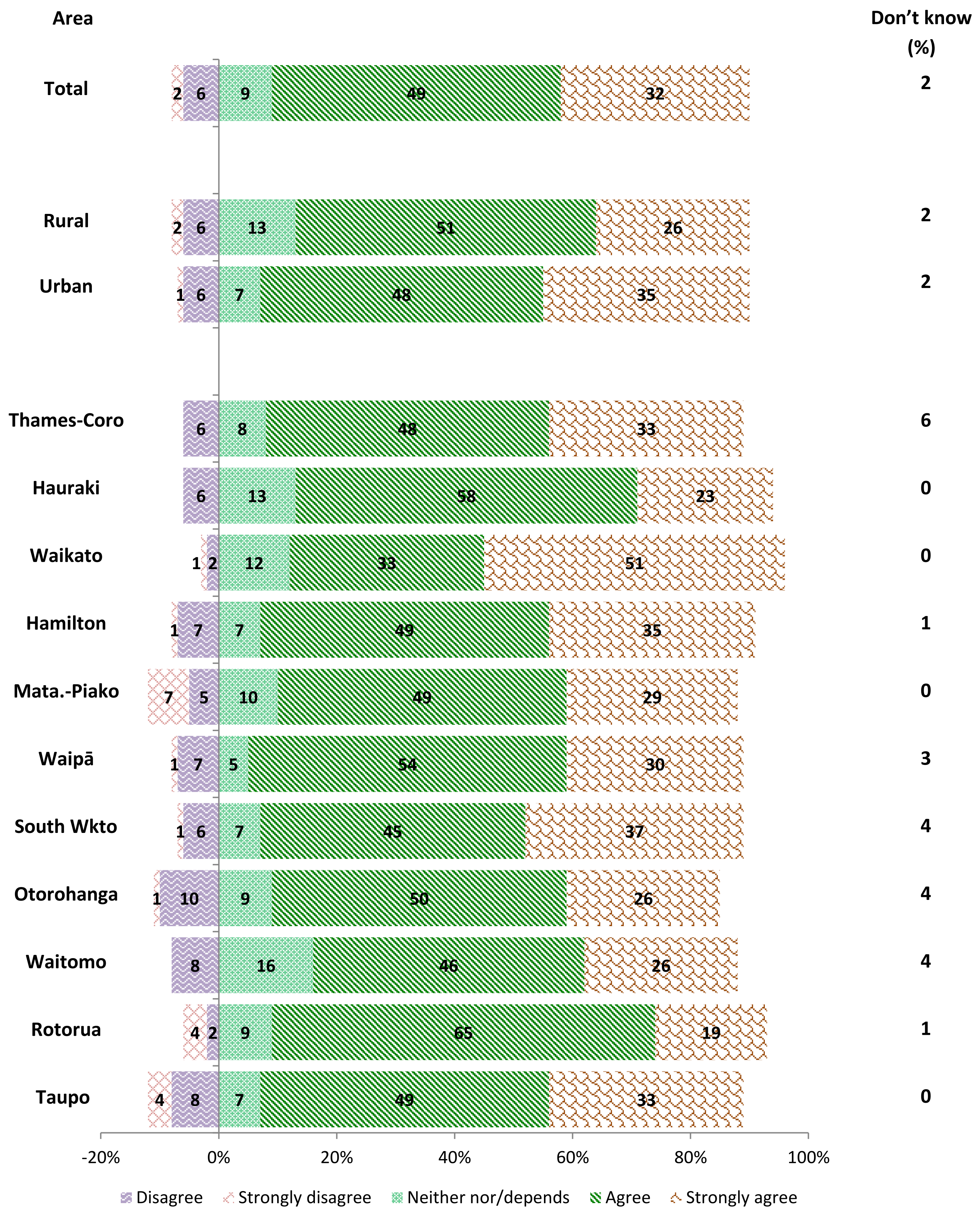


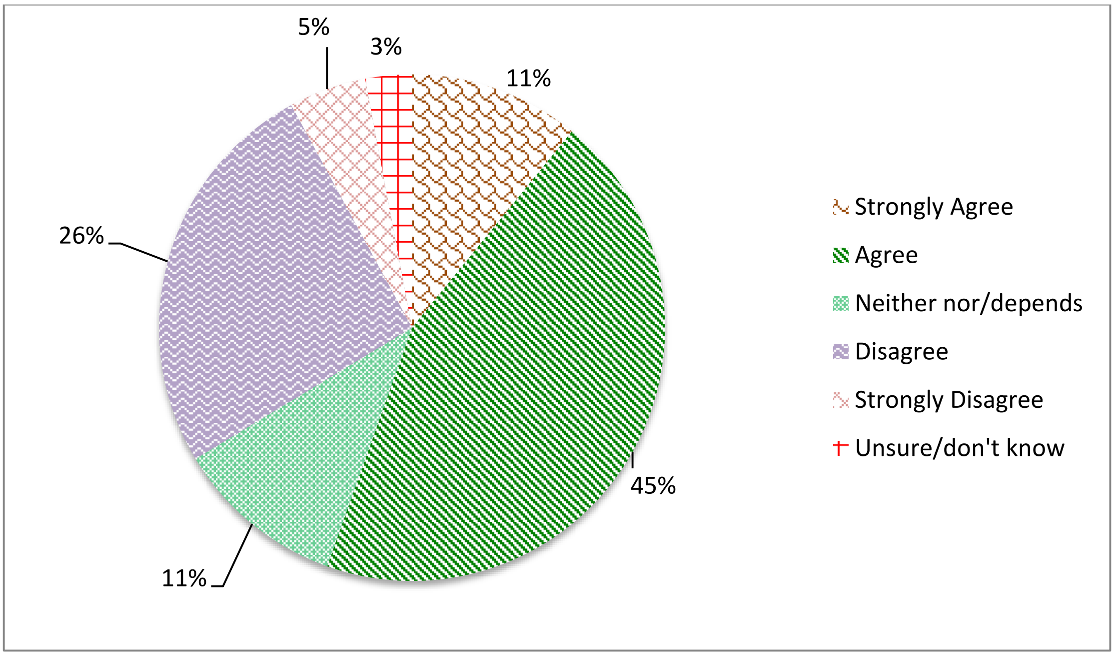
Figure 9-29: Businesses have to Bear the Expense of Meeting Environmental Standards by Area, Rural and Urban

9.11 **PUBLIC UNDERSTANDING OF INVESTMENT IN WATER QUALITY**

Respondents were asked whether they agree or disagree with the statement that *the public understands the importance of investing in water quality.*

9.11.1 OVERALL RESULT

More than half of those surveyed (56%) agree with the statement that the public understands the importance of investing in water quality (11% strongly agree, 45% agree). In contrast, 31 per cent of respondents disagree with this statement (5% strongly disagree, 26% disagree).



Base: All respondents (n=1005)

Figure 9-30: Public Understanding of the Investment in Water Quality

9.11.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2013.

9.11.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that the public understands the importance of investing in water quality are those who are:

- aged between 50 and 59 years (66%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that the public understands the importance of investing in water quality are those who are:

- in a family household with mainly preschool children (17%).

Respondents who are significantly more likely (than the regional average) to **disagree** that the public understands the importance of investing in water quality are those who are:

- aged between 20 and 29 years (45%)
- in a household with an income of between $90,001 and $150,000 per annum (37%)
- currently a student (49%)
- in a family household with mainly preschool children (40%)
- educated to a tertiary level (35%)

- female (33%).

9.11.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in South Waikato (73%) are more likely (than the regional average) to **agree** that the public understands the importance of investing in water quality.
- Respondents in Hauraki (19%) are more likely (than the regional average) to **neither agree nor disagree (depends)** that the public understands the importance of investing in water quality.

No respondents from a particular territorial authority or urban or rural setting are more likely to **disagree** that the public understands the importance of investing in water quality.

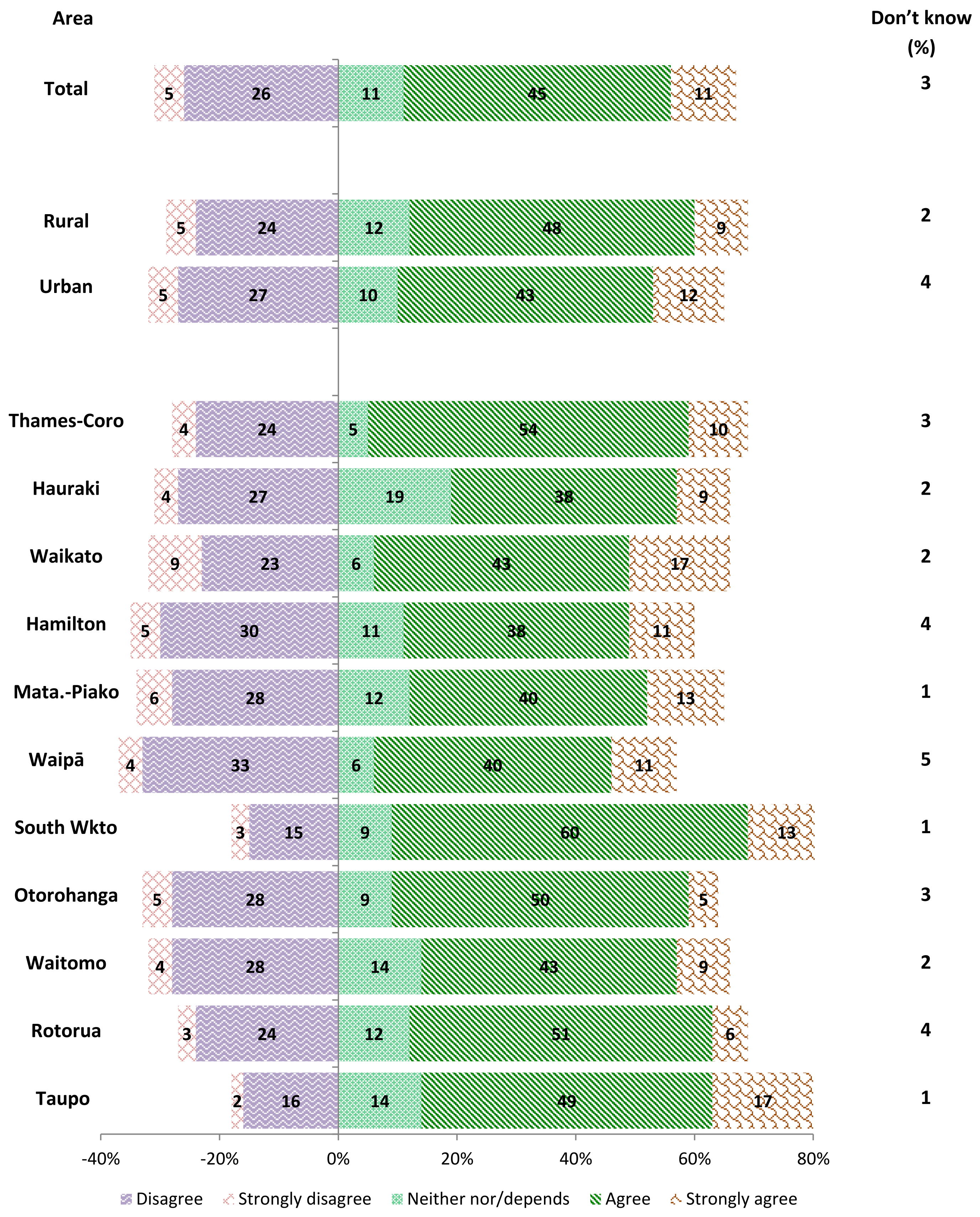


Figure 9-31: Public Understanding of the Investment in Water Quality by Area, Rural and Urban

9.12 **BALANCING ECONOMY WITH THE ENVIRONMENT SCALE**

As in previous years, the survey includes a scale to gauge the trade-offs people are willing to make between the economy and the environment. The Balancing Economy with the Environment Scale is calculated by totalling the scores for five key indicator questions:

- Landowners should be allowed to do what they like on their own land.
- The most important objective of any business should be to maximize profit, even if that means damaging the environment.
- A healthy environment is necessary for a healthy economy.
- It is okay to sacrifice environmental quality for economic growth.
- Environmental protection and economic development can go hand in hand.

To ensure comparability with the results of previous years' monitoring, the following data changes were undertaken:

- The five-point scale used for the questions was reduced to a three-point scale, making the minimum achievable score five (indicative of a pro-economy over environment attitude) and the maximum achievable score 15 (indicative of pro-environment over economy attitude).
- Questions regarding profit maximization, sacrificing the environment and landowners and their own land (i.e., the environmentally negative questions in position 1, 2, and 5 above) had their polarity reversed to be compatible with the environmentally positive questions.
- Don't know responses were treated as environmentally neutral responses.

9.12.1 OVERALL RESULTS

This year, the scores achieved ranged from 6 to 15 (the maximum achievable), with the mean being 13.37, the median being 14 and the mode being 15. In accordance with the analysis in 2006, respondents are placed in three groups to allow for further analysis. These groups are defined as:

- Respondents with a total score of 12 or less (23%) are considered **low** implying that they are in favour of economy over environment.
- Respondents with a total score of either 13 or 14 (43%) are considered **medium** or neutral.
- Respondents with a total score of 15 (34%) are considered **high** implying that they are in favour of environment over economy.

9.12.2 COMPARISON WITH PREVIOUS YEARS

The mean for Balancing Economy with the Environment (13.37) has decreased from 2006 (13.57) and is following the downward trend since 2000. These results imply a slow decrease in respondents' favouring of the environment over the economy.

Table 9-10: Mean Scores for Index of Attitudes Towards Environmental Regulation

	2000	2003	2006	2013	Change 00-13	Change 06-13
Mean score	13.78	13.52	13.58	13.37	-0.41	-0.21
Base (respondents)	1873	1822	1000	1005		

9.12.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to obtain a **high** index score (a score of 15 out of 15, indicating they are in favour of the environment) are those who are:

- in a household with an income of between $90,001 and $150,000 per annum (44%)
- educated to a trade certificate or tertiary level (42% each)
- of European ethnicity (39%)
- of no Māori ancestry (39%)
- aged between 50 and 59 years (43%).

Respondents who are significantly more likely (than the regional average) to obtain a **medium** index score (a score of 13 or 14 out of 15) are those who are:

- in a family household with mainly school-aged children (48%)
- of some Māori ancestry (51%).

Respondents who are significantly more likely (than the regional average) to obtain a **low** index score (a score of 12 or less out of 15, indicating they are in favour of the economy), are those who are:

- in a household with an income of $30,000 or less per annum (35%)
- currently a student or unemployed (56% and 40% respectively)
- Māori (49%)
- male (27%)
- aged between 18 and 19 years or between 20 and 29 years (71% and 31% respectively)
- not currently in paid employment (39%).

9.12.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely to obtain a **high**, **medium** or **low** index score.

10 NEW ECOLOGICAL PARADIGM

This section gives an overall view of the results to questions pertaining to The New Ecological Paradigm (NEP) scale.

NEP Scale

The New Ecological Paradigm (NEP) scale is a means of assessing people's underlying ecological worldviews. The Council has undertaken a NEP survey using the 6-item NEP scale every four years since 2000. From 2008, the NEP included an additional nine statements, six of which are comparable with those from 2000 and 2004 and are referred to as the 6-item NEP scale; the additional nine statements are combined with the original six items to form the Expanded Ecological Values score (Ecological Value scale).

Categorisation and Scale Analysis

With the 6-item NEP and the 15-item EEV (Expanded Ecological Values) models, respondents respond to statements based on an agree or disagree scale. Their response has a corresponding numerical value as follows:

1. Strongly disagree
2. Disagree
3. Depends
4. Agree
5. Strongly agree.

The total of these values for each statement response is then summed with the summed value, categorising the respondent as either pro-ecological, mid-ecological or anti-ecological. A criterion for categorisation on each scale is provided below.

Table 10-1: Categorisation of Ecological Attitudes Based on the 6-Item NEP Scale and the Expanded Ecological Values Score

	6-item NEP Scale	15-item EEV Score
Number of scale items	6	15
Lowest possible score	6	15
Highest possible score	30	75
Anti-ecological	6 – 18	15 – 45
Mid-ecological	19 – 24	46 – 60
Pro-ecological	25 – 30	61 – 75

The individual statements are combined into two scales to assess the overall levels of environmental attitude amongst people living in the Waikato region. Half of the 6-item NEP scale and four of the nine Ecological Value scale statements are worded such that a 'disagree' response is environmentally positive. For the purposes of the overall scale creation, these 'negative' statements have had the polarity of their rating scales reversed, with scores given on a five point scale. Respondents were able to answer 'Don't know', however these responses are re-coded as 'depends', a mid-point response.

The NEP questions for the 2013 survey are analysed by both the 6-item and the Expanded Ecological Values score (Ecological Values scale). The results for each statement are also included, however, statements that required their polarity to be reversed for scale creation are shown in their pre-reversal format for ease of interpretation.

Key findings are:

- Respondents' attitudes based on the 6-item NEP scale are divided as 12 per cent anti-ecological, 57 per cent mid-ecological and 32 per cent pro-ecological. A spread of attitudes quite different to 2008 (15% anti, 70% mid, 16% pro) and 2004 (23% anti, 58% mid, 19% pro) but similar to those seen in 2000 (10% anti, 54% mid, 36% pro) using the same scale.

- When respondents' attitudes are analysed by the Expanded Ecological Values Score, the results show 5 per cent anti-ecological, 64 per cent mid-ecological and 32 per cent pro-ecological, indicative of a slightly more pro-ecological spread than the previous measure in 2008.
- When the two scales are compared, the majority of respondents who are either pro-ecological or mid-ecological on the 6-item NEP scale continue to be classified as such on the Expanded Ecological Values Score. However, only 32 per cent of those who were originally categorised as anti-ecological in the 6-item NEP scale continue to be categorised as such in the Expanded Ecological Values Score; the majority are reclassified as having a mid-ecological attitude.

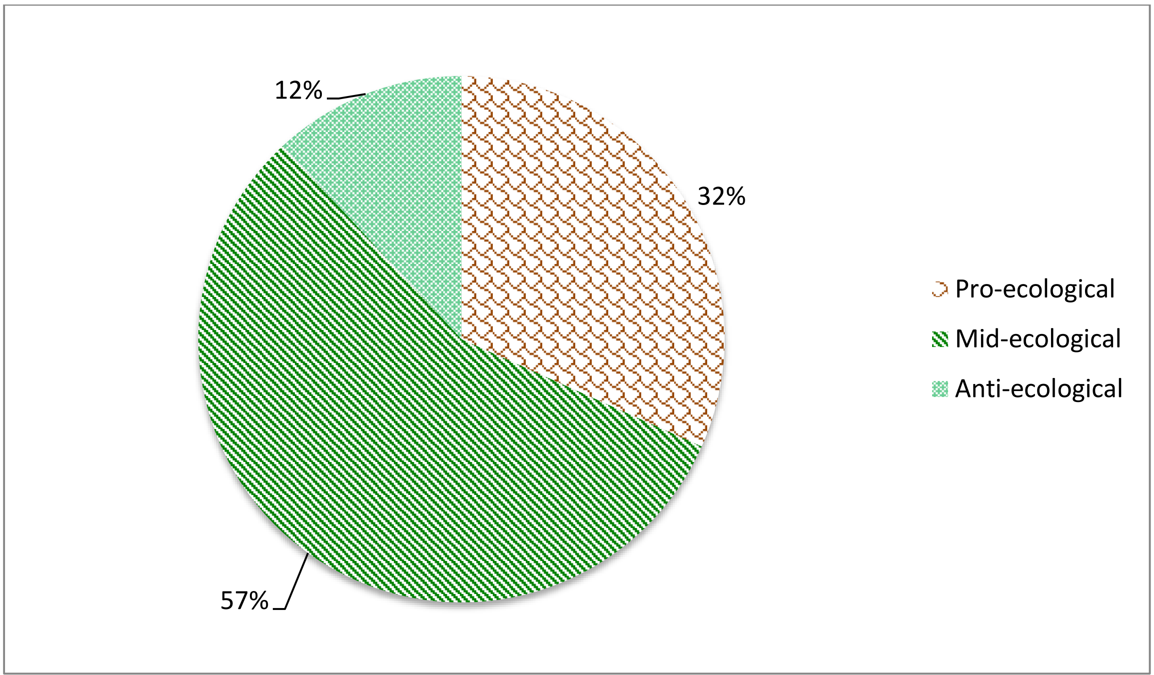
10.1 **THE 6-ITEM NEP SCALE**

The 6-item NEP scale consists of the following statements; those in italics have their polarity reversed when included in the scale creation.

1. The balance of nature is very delicate and easily upset
2. *Modifying the environment for human use seldom causes serious problems*
3. *Plants and animals exist primarily to be used by humans*
4. The Earth is like a spaceship with only limited room and resources
5. There are limits to economic growth even for developed countries like ours
6. *Humans were meant to rule over the rest of nature.*

10.1.1 OVERALL SCORE

Overall, 32 per cent of respondents are defined as Pro-ecological, 57 per cent are defined as Mid-ecological and 12 per cent are defined as Anti-ecological.



Base: All respondents (n=1005)

Figure 10-1: Categorisation of Ecological Attitudes Based on 6-Item NEP Scale

10.1.2 COMPARISON WITH PREVIOUS YEARS

There are a significantly higher proportion of respondents who are pro-ecological (32%) than in 2008 (16%) and 2004 (19%), but less than in 2000 (36%). Comparatively, only 12 per cent of respondents have anti-ecological attitudes in 2013 compared with 15 per cent in 2008 and 23 per cent in 2004.

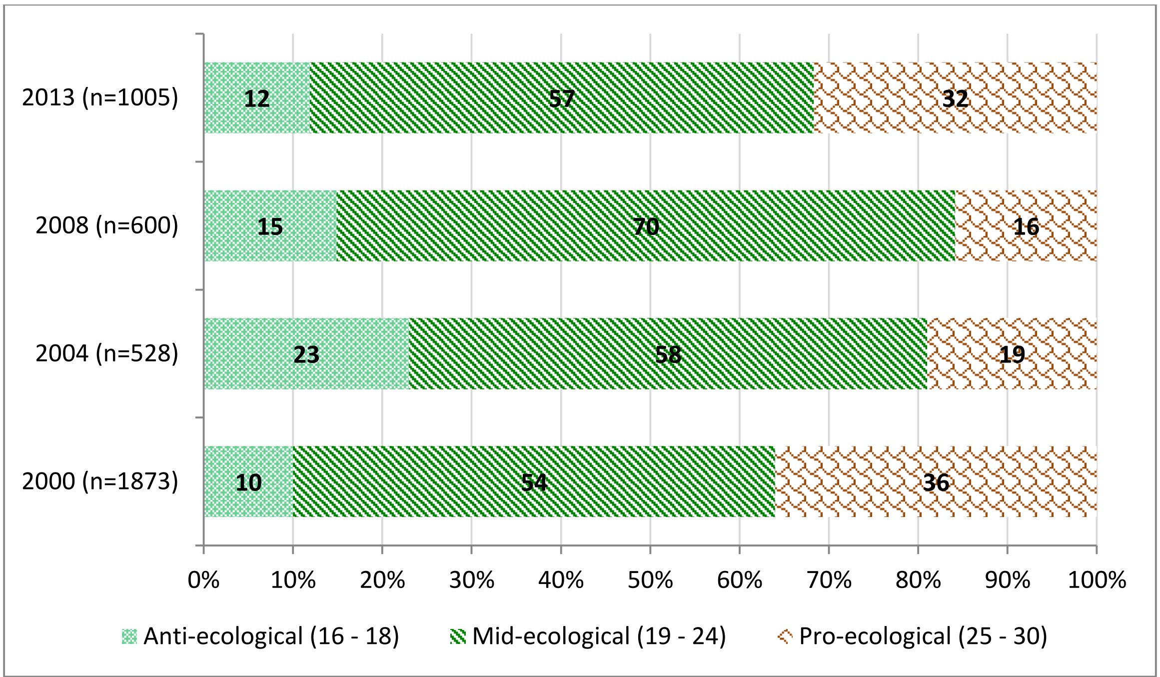


Figure 10-2: Categorisation of Ecological Attitudes Based on 6-Item NEP Scale 2000 to 2013

The spread of scores in 2013 have returned to similar levels to those seen in 2000 with peaks in the mid-range scores.

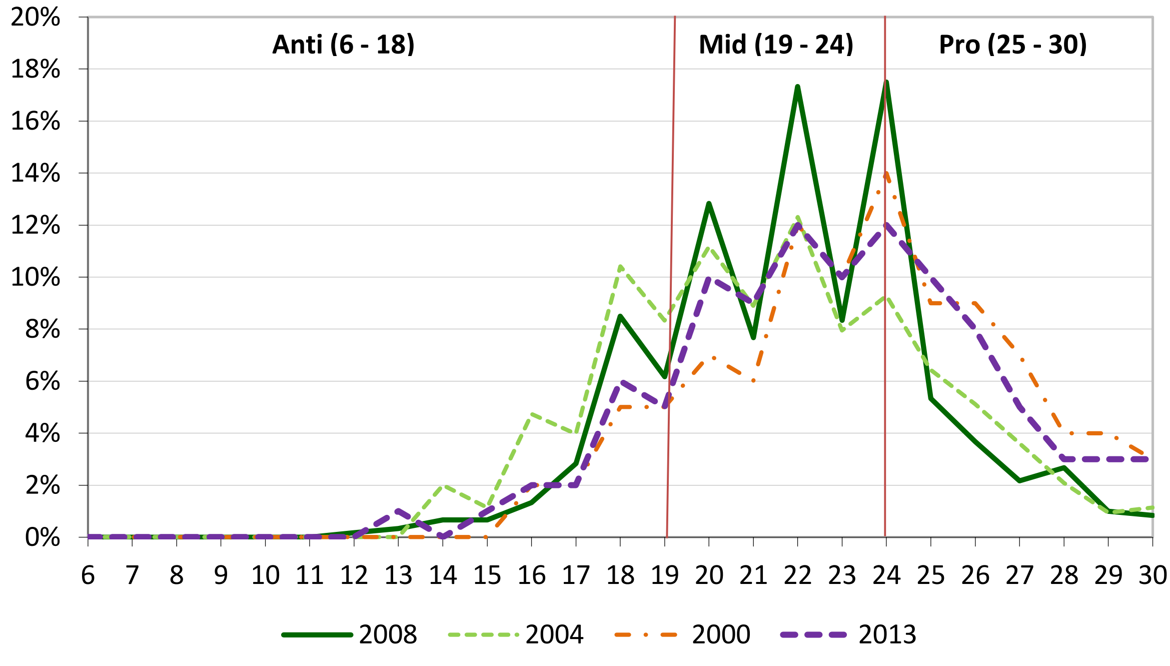


Figure 10-3: Distribution of Scores for Ecological Attitudes Based on 6-Item NEP Scale 2000 to 2013

The mean score for 2013 is 23. This is an increase of one point since 2008 and is identical to 2000.

Table 10-2: Mean Scores for Ecological Attitudes Based on 6-Item NEP Scale 2000 to 2013

	2000	2004	2008	2013	Change 00-13	Change 08-13
Mean score	23	21	22	23	-	+1
Base (respondents)	1873	528	600	1005		

10.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to have a **pro-ecological** attitude are those who are:

- aged between 30 and 39 years or between 40 and 49 years (37% each)
- educated to a trade certificate or tertiary level (39% and 38% respectively)
- in a household with an income of between $90,001 and $150,000 per annum (40%)
- working full time (37%)
- of European ethnicity (37%)
- of no Māori ancestry (34%).

Respondents who are significantly more likely (than the regional average) to have a **mid-ecological** attitude are those who are:

- educated to a secondary school level (63%)
- currently a student (62%)
- in a household with an income of between $30,001 and $60,000 per annum (63%).

Respondents who are significantly more likely (than the regional average) to have an **anti-ecological** attitude are those who are:

- aged between 18 and 19 years (21%)
- in a household with a total income of $30,000 or less per annum (19%)
- retired (15%)
- Māori (18%).

10.1.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Taupo (40%) are more likely (than the regional average) to have a **pro-ecological** attitude.
- Respondents in South Waikato (67%) are more likely (than the regional average) to have a **mid-ecological** attitude.

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to have an **anti-ecological** attitude.

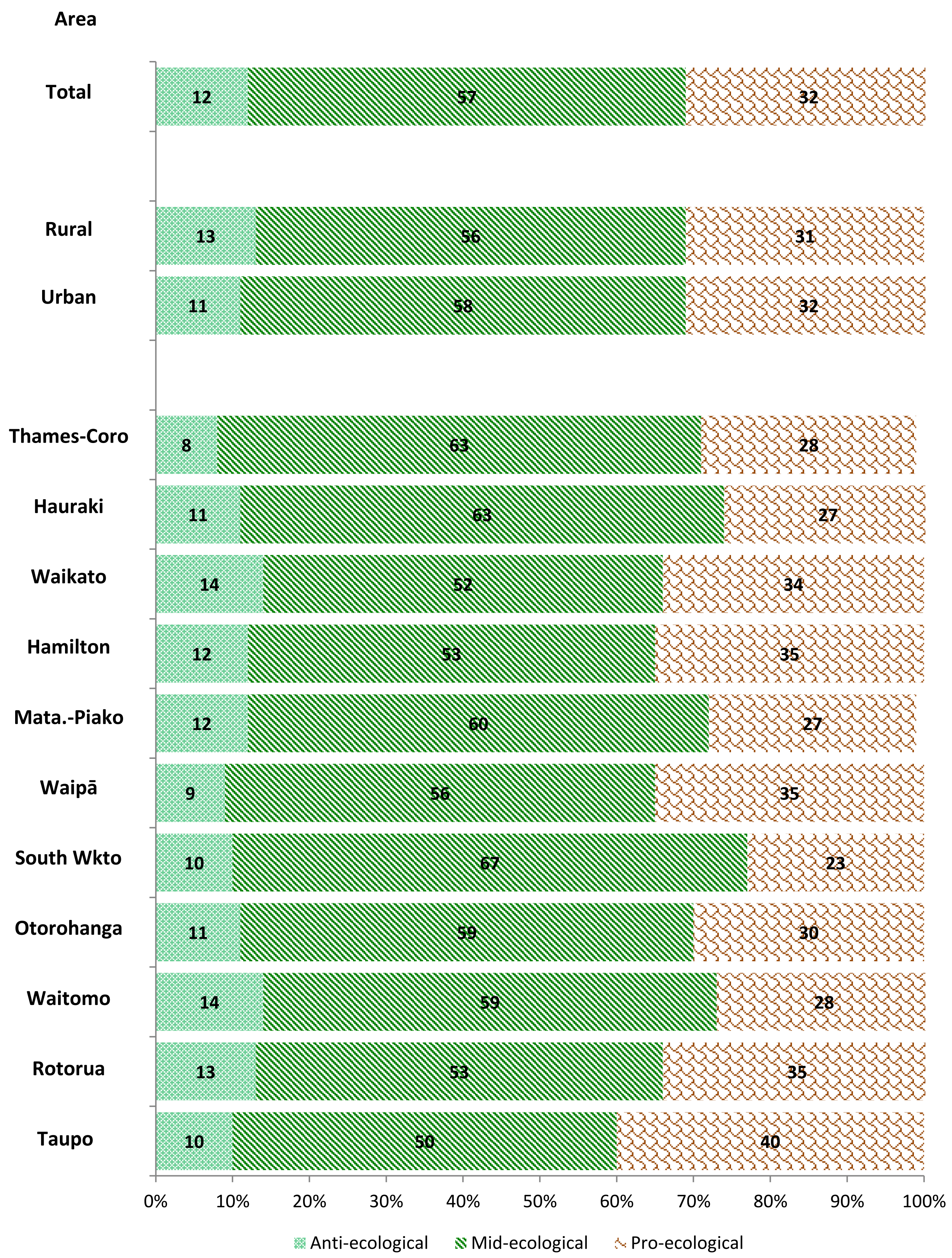


Figure 10-4: Categorisation of Ecological Attitudes Based on 6-Item NEP Scale by Area, Rural and Urban

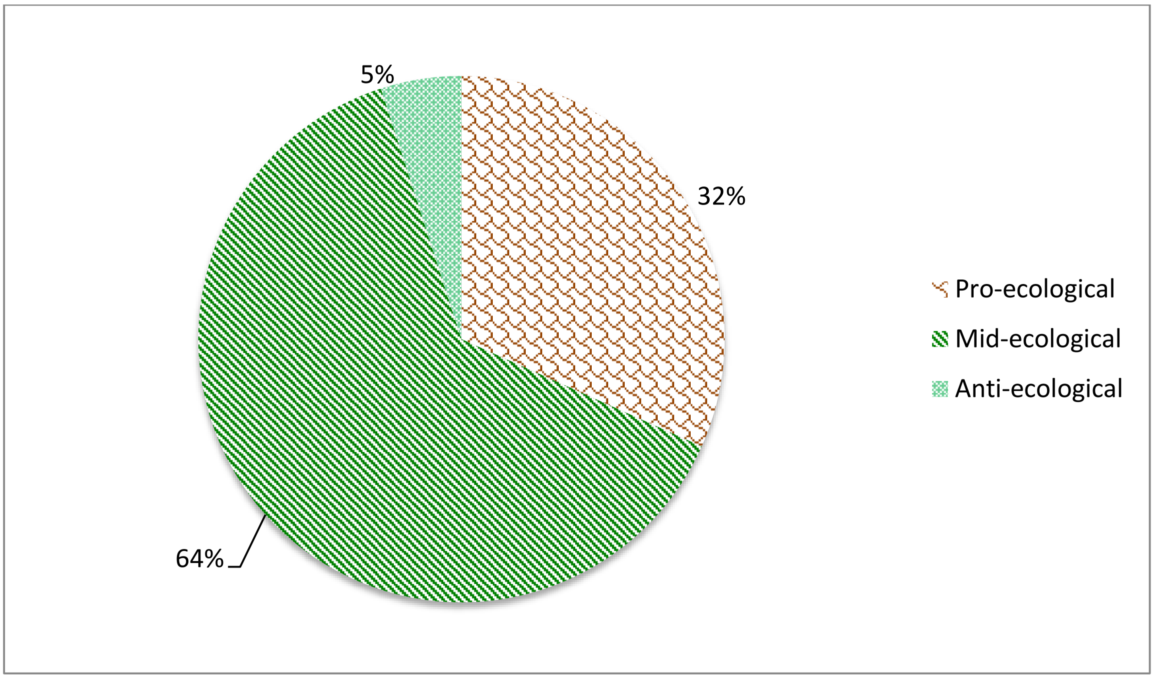
10.2 **EXPANDED ECOLOGICAL VALUES SCALE**

The Expanded Ecological Values Scale is based on the six items listed in the 6-Item NEP scale and adds the following additional nine items to the final scale calculation; those in italics have their polarity reversed when included in the scale creation:

1. *Present generations of humans have NO moral duties and obligations to future human generations*
2. *The so-called 'ecological crisis' facing humankind has been greatly exaggerated*
3. We must take stronger measures to conserve or nation's resources
4. Humans have moral duties and obligations to other animal species
5. *Environmental regulations have placed unfair burdens on industry*
6. Natural resources should be used primarily to provide for basic needs rather than material wealth
7. *Humans have the right to alter nature to satisfy wants and desires*
8. Nature is valuable for its own sake
9. Humans live on a planet with limited room and resources.

10.2.1 OVERALL SCORE

Using the Expanded Ecological Values Score, 32 per cent of respondents are defined as pro-ecological, 64 per cent are defined as mid-ecological and 5 per cent are defined as anti-ecological.



Base: All respondents (n=1005)

Figure 10-5: Categorisation of Ecological Attitudes Based on Expanded Ecological Values Score

10.2.2 COMPARISON WITH PREVIOUS YEARS

Analysis for the Expanded Ecological Values Scale also shows a higher proportion of respondents who are pro-ecological than in 2008. Comparatively, 5 per cent of respondents have anti-ecological attitudes in 2013 compared with 4 per cent in 2008.

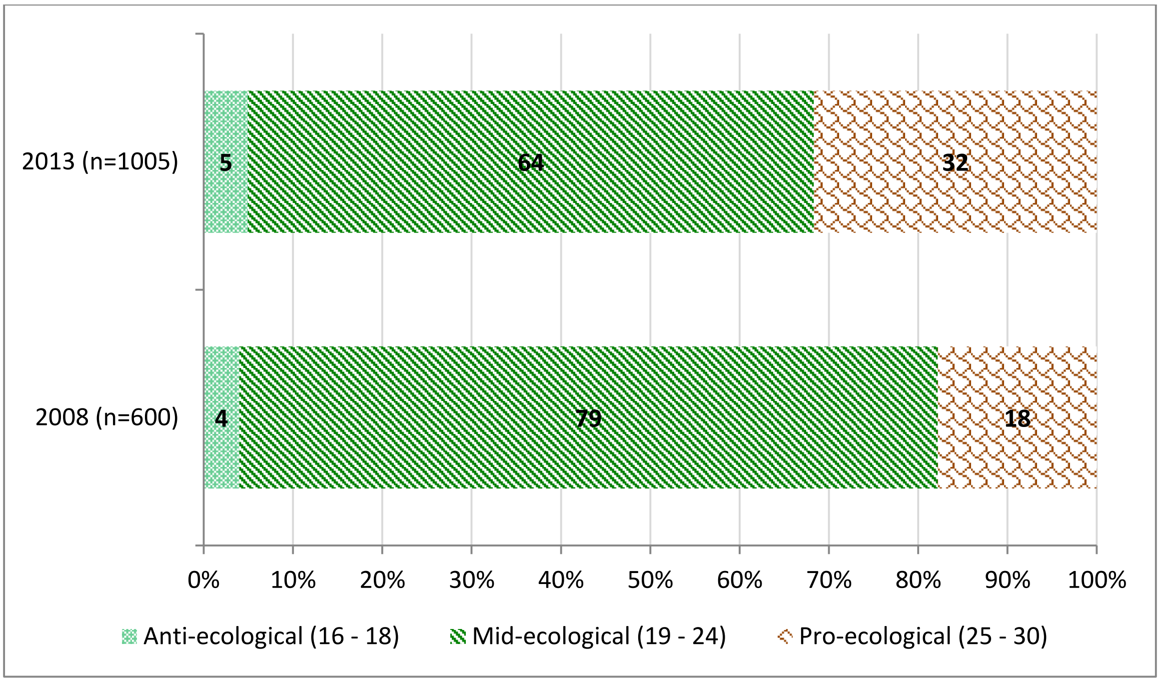


Figure 10-6: Categorisation of Ecological Attitudes Based on Expanded Ecological Values Score 2008 to 2013

The distribution of scores in 2013 shows a greater number of pro-ecological attitudes with a higher number of respondents with scores of 61 or greater.

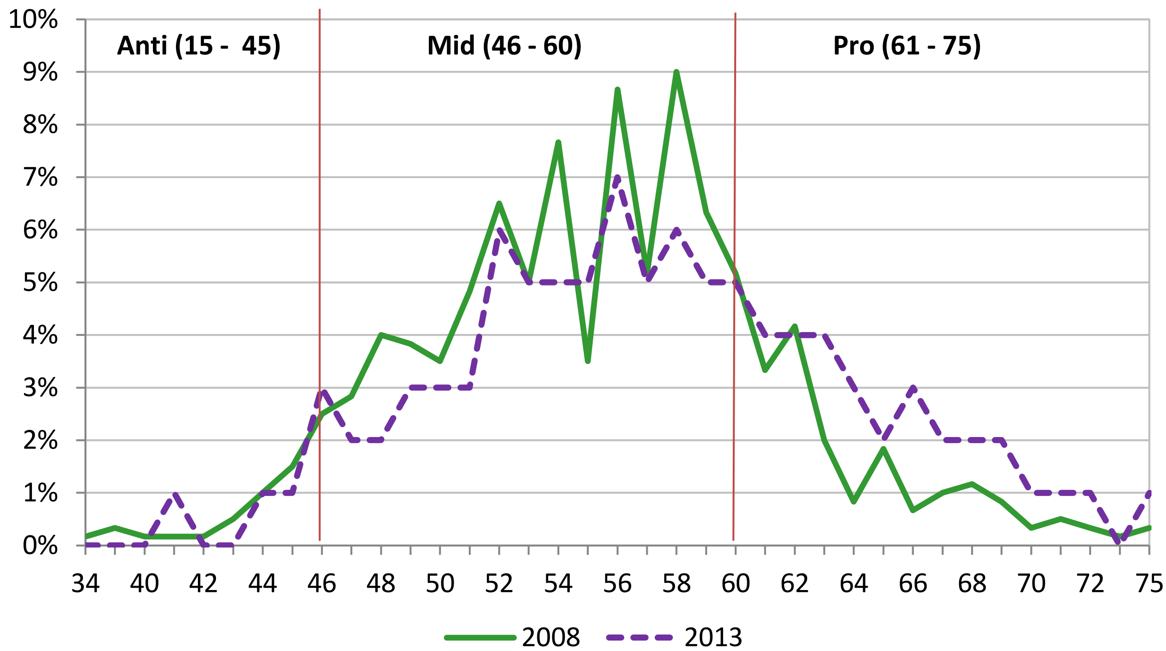


Figure 10-7: Distribution of Scores for Ecological Attitudes Based on Expanded Ecological Values Score 2008 to 2013

The mean score for 2013 is 57, an increase of two points since 2008.

Table 10-3: Mean Scores for Ecological Attitudes Based on Expanded Ecological Values Score 2008 to 2013

	2008	2013	Change 08-13
Mean score	55	57	+2
Base (respondents)	600	1005	

10.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to have a **pro-ecological** attitude are those who are:

- aged between 40 and 49 years (41%)
- educated to a tertiary level (39%)
- in a household with an income of between $90,001 and $150,000 per annum (38%)
- in a family household with mainly school-aged children or an older household with no children (37% and 42% respectively)
- working full time (37%)
- of European ethnicity (36%)
- of no Māori ancestry (34%).

Respondents who are significantly more likely (than the regional average) to have a **mid-ecological** attitude are those who are:

- aged 65 years or older (70%)
- educated to a secondary school level (69%)
- in an older household with no children (68%)
- retired or working part time (69% each)
- Māori (74%).

Respondents who are significantly more likely (than the regional average) to have an **anti-ecological** attitude are those who are:

- currently undertaking home responsibilities (12%)
- of New Zealand ethnicity (6%).

10.2.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton (36%) are more likely (than the regional average) to have a **pro-ecological** attitude.
- Respondents in Waikato (11%) or Otorohanga (8%) are more likely (than the regional average) to have an **anti-ecological** attitude.

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to have a **mid-ecological** attitude.

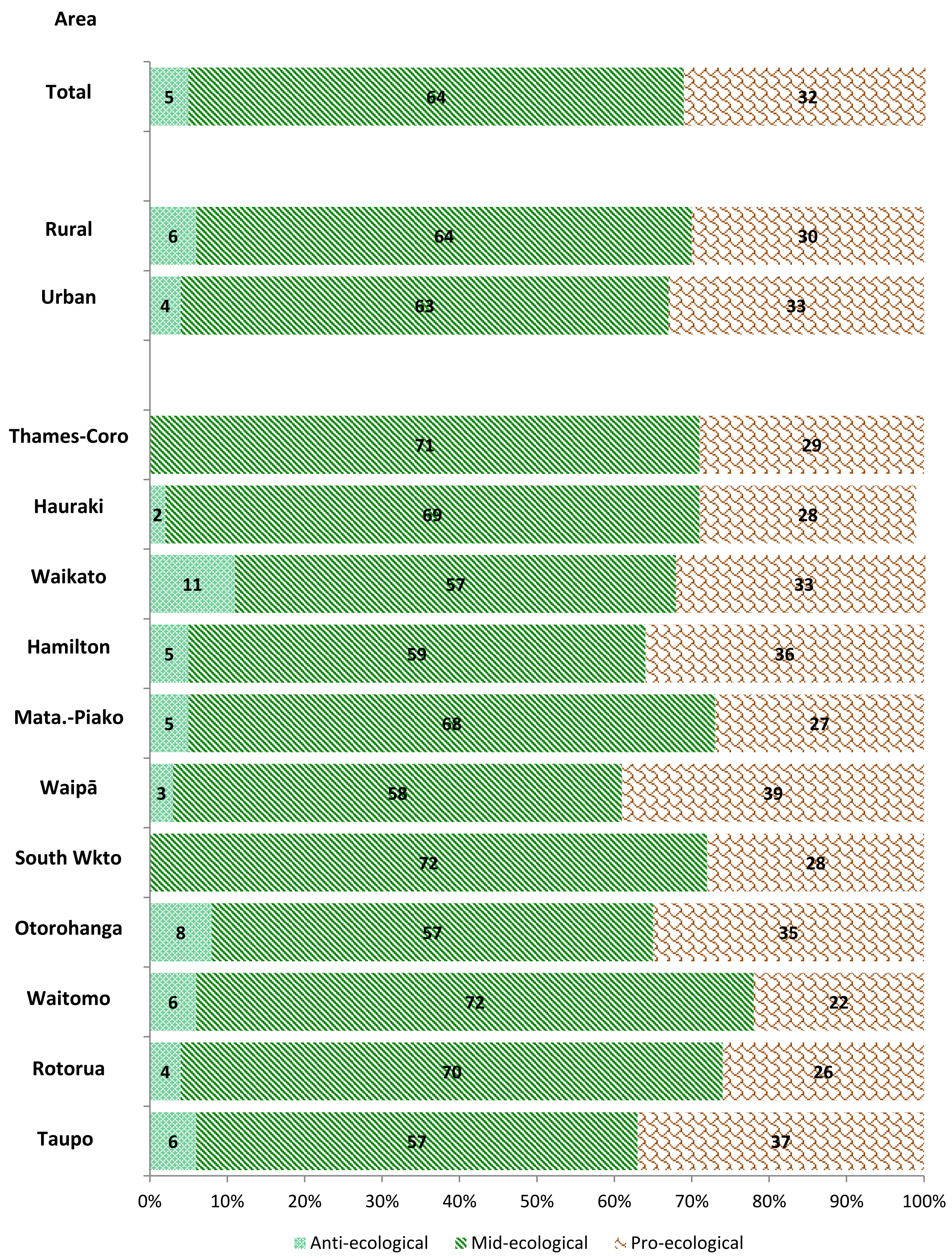


Figure 10-8: Categorisation of Ecological Attitudes Based on Expanded Ecological Values Score by Area, Rural and Urban

10.3 **SCALE COMPARISONS**

As expected, there appears to be a significant amount of overlap between the attitude categorisation created by the two scales. While the majority of respondents retain the same ecological attitude, there is some movement between pro and mid and mid and anti.

Of those respondents who originally displayed pro-ecological attitudes in the 6-item NEP scale, 81 per cent continue to show pro-ecological attitudes once they are reclassified according to the Expanded Ecological Values model while 19 per cent are now classified as mid-ecological. In comparison, 88 per cent of those who display mid-ecological attitudes based on the 6-item NEP scale continue to display mid-ecological attitudes in the Expanded Ecological Values model.

The largest shift in categorisation is amongst those who originally displayed anti-ecological attitudes in the 6-item NEP scale. Amongst this group, only 32 per cent continue to be classified as anti-ecological while 68 per cent are reclassified as displaying mid-ecological attitudes.

Table 10-4: Comparison of Attitude Categorisation of Ecological Attitudes based on the 6-Item NEP scale and the Expanded Ecological Values Scores

	6-item NEP Scale Pro-ecological (25 - 30) (%)	6-item NEP Scale Mid-ecological (19-24) (%)	6-item NEP Scale Anti-ecological (6-18) (%)
Expanded Ecological Values Pro-ecological (61-75)	81	11	0
Expanded Ecological Values Mid-ecological (46-60)	19	88	68
Expanded Ecological Values Anti-ecological (15-45)	0	2	32

10.4 **PROFILING OF ENVIRONMENTAL ATTITUDES WITHIN THE REGION**

To better understand the environmental attitudes within the Waikato region, the NEP clusters have been profiled further. Given the robust nature of the 6-item NEP Scale, the pro, mid and anti groupings using the 6-Item NEP Scale were used in preference to the Expanded Ecological Values Scale groupings.

The profiles focus on the attitudes and responses to the previous sections; demographic and geographic variations between these groups are outlined in section 10.2.3 (Demographic Variation) and 10.2.4 (Geographic Variation).

10.4.1 PROFILE OF PRO-ECOLOGICAL RESPONDENTS

Thirty-two per cent of respondents are classified as pro-ecological. This group is much more likely (than the regional average) to think that their local environment is worse than in previous years (20%, regional average 17%) and are also more likely to have participated in public actions in the last year (15% participation compared to the regional average of 11%). The most common actions this group partakes in are joining a group (34%), planting trees (24%) and/or attending a committee meeting (21%). This group is also more likely (than the regional average) to educate people on environmental issues (9% compared to the regional average of 4%). This group is also less likely to feel that the public has enough say in how the environment is managed (51% disagree with this statement, compared to the regional average of 46%).

Pro-ecological respondents are more likely to think that water pollution is the single most important environmental issue facing the Waikato region currently (50% compared to the regional average of 41%) and in five years' time (38% compared to the regional average of 33%). However, the group is no more or less likely than any other group to say that elements of the environment, i.e., water, air quality, litter, have become worse in the last few years, but are more likely to be concerned or very concerned about the following issues:

- Water pollution from industry (90% compared to the regional average of 86%)
- The state of the native bush (60% compared to the regional average of 49%)
- Water pollution from farmland (91% compared to the regional average of 81%)
- The loss of natural character of the region's beaches through development (77% compared to the regional average of 70%)
- Water pollution from towns and cities (87% compared to the regional average of 81%).

When looking at their knowledge of environmental issues, this group appears well informed as they are more likely to correctly disagree that water pollution comes mainly from industry (37% total disagreement compared to the regional average of 32%). Instead, this group is more likely to indicate that they feel water pollution comes mainly from farmland (67% agree compared to the regional average of 56%).

This group appears to look favourably on environmental regulation with an average environmental regulation score of 8.10 out a possible 9 (regional average 7.57). This group is more likely to agree with:

- the enforcement of council laws to look after the environment (94% total agreement compared to the regional average of 88%)
- the tightening of council rules and regulations to manage construction of homes and buildings in areas at risk of flooding and erosion (39% strongly agree compared to the regional average of 26%)
- necessary government restrictions to ensure the environment will not be harmed (76% total agreement compared to the regional average of 68%).

This group is also more likely to disagree that land owners should be allowed to do what they like on their own land (63% disagree with this statement compared to 47% for the regional average).

However pro-ecological respondents do see a place for economic development but not at the expense of the environment (96% total disagreement with the business aim of profit maximization at the expense of the environment); they have an average balancing the environment and the economy score of 14.15 out of a possible 15 (regional average 13.37). As such, this group is more likely to agree that the environment and economic development go hand in hand (96% total agreement compared to 92% for the regional average).

This group places the responsibilities for environmental issues firmly with businesses; 99 per cent of this group agree or strongly agree that businesses are obliged to treat the environment well (compared to 97% for the regional average), and 87 per cent agree or strongly agree that businesses should bear the brunt of meeting environmental obligations (compared to the regional average of 81%). In saying that, this group shows some empathy with business and is more likely to agree that businesses find it too expensive to be environmentally friendly (65% agree compared to the regional average of 61%), but some appear sceptical at the efforts business makes to support the environment (24% disagree that businesses take care to minimise negative impact to the environment; the regional average is 19% disagreement).

10.4.2 PROFILE OF MID-ECOLOGICAL RESPONDENTS

The mid-ecological grouping is the largest segment in the population and comprises 57 per cent of all respondents. Mid-ecological respondents are more likely to feel that their environment has not changed in the last few years (56% feel it is the same, compared to 53% for the regional average). Only 10 per cent of this group are involved in public environmental actions; the most common of these being joining a group (30%).

As with other groups mid-ecological respondents feel that the most important environmental issue facing the Waikato region is water pollution/quality (39%). Mid-ecological respondents also feel that this (water pollution/quality) will be the most important issue in five years' time (32%), but these respondents are also likely to mention climate change (6% compared to the regional average 4%) or the drought (3% compared to the regional average of 2%).

Mid-ecological respondents are no more or less likely than the regional average to be concerned about changes in specific environmental elements in the Waikato region (e.g., air quality, water quality, litter, etc.) and their responses to questions about changes in these elements are in line with the regional average. However, when looking at mid-ecological respondents' concerns about environmental issues facing the Waikato region, this group appears more likely to be concerned about the following issues, all of which relate to water:

- Water pollution from industry (39% compared to the regional average of 33%)
- Water pollution from farmland (39% compared to the regional average of 35%)
- Water pollution from towns and cities (40% compared to the regional average of 37%)
- The loss of natural character of the region's beaches through development (39% compared to the regional average of 35%).

It is interesting to note that the strength of concern for these issues amongst mid-ecological respondents is slightly lower than it is amongst the pro-ecological respondents, specifically mid-ecological respondents are *concerned* with these issues, whereas pro-ecological respondents are likely to be *very concerned*.

Looking across the responses for this group, it seems that mid-ecological respondents are supportive of environmental protection but to a lesser extent than their pro-ecological counterparts. They have an average environmental regulation score of 7.43 (compared to the regional average of 7.57) and agree that Council should enforce laws to make sure the environment is well looked after (60% agree compared to the regional average of 55%).

However, on some statements, mid-ecological respondents seem less sure of the degree to which government or Council should direct private citizens' actions. Specifically, mid-ecological respondents are more likely to agree that landowners should be able to do what they like on their own land (31% agree compared to the regional average of 28%). They are also more likely to neither agree nor disagree (depends) when asked if government restrictions on private property are necessary to ensure the environment will not be harmed (16% compared to the regional average of 14%).

This group also tends to agree with statements that support individuals and are less supportive of those who will persecute individual practices, specifically those related to farmers. For example, mid-ecological respondents are more likely to neither agree nor disagree (depends) when asked if pollution in rivers and streams comes mainly from farmers (13% compared to the regional average of 11%) but are likely to support Council tightening its rules to manage the construction of (private) homes and buildings in areas at risk from flooding and erosion (58% agree compared to the regional average of 52%).

Thus, it appears that this group supports a more balanced approach where the needs of the environment are balanced in consideration with all other aspects. The group has an average balancing the environment and the economy score of 13.25 out of a possible 15 (regional average 13.37), suggesting a neutral stance in this area (neither strongly pro-economy nor strongly pro-environment).

As such, this group seems to agree (but not strongly agree) that businesses have responsibility towards the environment. Sixty-five per cent agree that businesses are obligated to treat the environment well (compared to the regional average of 56%) and 55 per cent agree that businesses should bear the brunt of meeting environmental standards to protect water quality in streams and rivers (compared to the regional average of 49%). However, over half of mid-ecological respondents feel that businesses do take care to minimise the negative impacts on the environment (55% agree compared to the regional average of 50%).

10.4.3 PROFILE OF ANTI-ECOLOGICAL RESPONDENTS

Anti-ecological respondents are the smallest group of respondents and comprise only 12 per cent of the sample. This group is more likely to feel that their local environment has improved in the last few years (38% feel it is better or much better, compared to the regional average of 29%) however only 8 per cent of this group are involved in some sort of public action to protect the environment. The most common actions amongst those involved in a public action are joining a group (23%), attending a committee meeting (25%), or attending a public hearing or meeting (29%).

When looking at the immediate environmental issues facing the Waikato region, anti-ecological respondents are less likely to state water pollution/quality as a key issue (29% compared to the regional average of 41%) and are more likely to mention issues relating to waste, specifically general waste (3% compared to the regional average of 2%) and littering (8% compared to the regional average of 5%).

Looking ahead, anti-ecological respondents are more likely to mention that land use (5% compared to the regional average of 1%) and preserving native environment/maintaining biodiversity (4% compared to the regional average of 2%) are amongst the most important issues facing the Waikato region in the next five years.

Anti-ecological respondents are no more or less likely than the regional average to be concerned about changes in specific environmental elements in the Waikato region (e.g., air quality, water quality, litter, etc.) and their responses to questions about changes in these elements are in line with the regional average. However, they are less likely to be concerned about the following environmental issues:

- the state of native bush and wetlands on private property (46% total not concerned[9] compared to the regional average of 34%)
- water pollution from farmland (22% total not concerned compared to the regional average of 14%)
- loss of natural character of the region's beaches through development (29% total not concerned compared to the regional average of 19%)
- water pollution from towns and cities (21% total not concerned compared to the regional average of 12%).

Interestingly, this group appears less informed than other groups and respondents are likely to answer 'don't know' to several questions. For example, 14 per cent are unsure if pollution in rivers and streams comes mainly from industry (compared to the regional average of 7%) and 9 per cent are unsure if this pollution comes mainly from farmland (compared to the regional average of 4%). A further 12 per cent are unsure if the public have enough say in environmental issues (compared to the regional average of 5%).

Anti-ecological respondents appear unwelcoming of restrictions that limit private use of land or restrict business practices. In particular, this group is more likely to disagree that:

- Businesses are obligated to treat the environment well (4% disagree or strongly disagree compared to the regional average of 1%).
- Council should tighten rules to manage the construction of homes and buildings in areas at risk of flooding and erosion (16% disagree or strongly disagree compared to the regional average of 11%).
- Urban sprawl and subdivisions threaten the natural environment (32% disagree or strongly disagree compared to the regional average of 22%).
- Government restrictions are necessary so that the environment will not be harmed (23% disagree or strongly disagree compared to the regional average of 15%).

Furthermore, anti-ecological respondents are more likely to agree that:

- Land owners should be able to do what they like on their own property (49% agree or strongly agree compared to the regional average of 28%).
- The most important objective of any business is to maximise profit (25% agree or strongly agree compared to the regional average of 9%).
- There is enough protection given to significant natural sites (67% agree or strongly agree compared to the regional average of 55%).
- Farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways (13% agree or strongly agree compared to the regional average of 5%).
- It is ok to sacrifice environmental quality for economic growth (34% agree or strongly agree compared to the regional average of 12%).

Given these results, it is unsurprising that this group has the lowest average environmental regulation score (6.82 out of a possible 9) and the lowest balancing environment and economy score (11.89 out of a possible 15). These scores suggest that anti-ecological respondents will generally favour the economy over the environment and are likely to be anti-regulation for environmental quality.

[9] Includes not very concerned and not at all concerned.

11 CONCLUSIONS

The 2013 EAAA and NEP survey results show some interesting results, patterns and changes over time (when compared to previous surveys) with regards to how respondents perceive and interact with their surrounding environment. Respondents in the Waikato region appear to be continually satisfied with their local environment and this is illustrated by the limited changes in the Environmental Satisfaction Index overall (currently at 6.47). In saying this, the results show a continuing decrease in respondents' positive perceptions of their local environment. Specifically, 17 per cent of respondents feel that the overall quality of their local environment has decreased in recent years (up five percentage points from 12% in 1998).

Part of this decreasing satisfaction appears to be the issues relating to water quality in the region. When compared to previous surveys, the results illustrate that water quality is still the most important issue for the Waikato region. Although the emphasis placed on the region's water quality is potentially heightened by the effects of the 2012/2013 summer drought conditions, this issue has consistently been the primary environmental concern for respondents since monitoring began. Results indicate that respondents make a clear link between farming and water quality.

Interestingly, when the verbatim comments relating to water pollution/quality are reviewed, the majority of respondents speak of water quality rather than water pollution per se. This change in language appears to be a modification from the responses in the 2006 survey in which respondents spoke more specifically about pollution. It is hypothesised that the public definition of what constitutes pollution (within the context of water) has changed in recent years, and that respondents now use 'low water quality' to describe water that would have previously been referred to as 'polluted'.

This change is potentially a reflection of the language used in the media, via government, dairying, and environmental organisations to convey work that has been undertaken to improve waterways across the region and New Zealand generally. The language utilised in communication from these organisations often focusses on improving water quality rather than reducing water pollution. As such, it is speculated that respondents use the term pollution for more extreme cases of water contamination, with quality now being the more common reference.

The focus on water appears to overshadow many other environmental issues. In particular, rubbish and air pollution have seen decreasing mentions over time (in favour of increasing water mentions), while issues such as urban sprawl and coastal erosion have remained at consistent levels of concern (not gaining any greater emphasis).

With regards to how respondents engage with their environment, there appears to be a shift from undertaking public actions to an increase in undertaking private actions. From the current results, 11 per cent of all respondents do not undertake any kind of private action that benefits the environment; a decrease of four percentage points from 15 per cent in 2006. While recycling continues to be the primary private action respondents undertake, there has been an increase in the 'green lifestyle' actions, over the last seven years, specifically mentions of growing vegetables, walking, saving water, composting, gardening, etc. have all increased.

However, despite private actions increasing, respondents' involvement in public actions has decreased considerably with only 11 per cent stating that they are involved in a public action of some kind (down 15 percentage points from 26% in 1998). The primary way in which respondents are publically involved appears to be joining a group, or undertaking private actions that have a public benefit, e.g., planting trees. In comparison, public actions of a formal nature appear to be decreasing with involvement in formal submissions, calling Council, attending hearings or writing to Council all displaying lower uptake than in previous years. Despite the shift away from these more formal actions, respondents appear to feel that their actions are gaining in effectiveness, with this measure trending upwards in recent years.

Respondents' attitudes towards environmental regulation remain consistent and there are limited changes in the measures related to this knowledge theme. Specifically attitudes towards urban sprawl, government restrictions, Council's enforcement and land owners' actions have all seen limited movement when compared to previous years' results. However, respondents do show some concern with the level of protection given to significant natural sites. Disagreement with this issue has been trending downwards since 2003 suggesting that this could be a greater focus for Council in the coming years or, communication to the public regarding any work undertaken on such sites could be more strongly promoted.

When looking at the balance between the environment and the economy, respondents' answers are still strongly in favour of balancing the health of the environment with a prosperous economy. In particular there is consistent strong support for a healthy environment creating a healthy economy, not sacrificing the environment for the economy and that the economy and the environment go hand in hand. However, on the back of the recent global recession there are some indications that allowances for businesses are gaining favour.

Specifically, this year's results show decreases in the disagreement that it is too expensive for businesses to behave in an environmentally friendly way and decreases in agreement that businesses should have to bear the brunt of expenses for river and water pollution. Furthermore, the index that reflects attitudes to balancing the environment and the economy is starting to decline, albeit slowly.

Additionally, when looking at the New Ecological Paradigm (NEP) segmentation, the majority of respondents sit in the mid-ecological grouping (57% for 6-Item NEP Scale and 64% using the Expanded Ecological Values Scale). Profiling of this group shows that they are in favour of environmental protection but have some empathy for businesses and prefer a balanced approach to this relationship. While this by no means suggests that respondents favour the economy at the expense of the environment, the 2013 results indicate some underlying sympathy for business, and the resulting economic impact, which may need to be considered in future communications or policy development.

12 TERRITORIAL AUTHORITY SUMMARIES

Thames-Coromandel

This section contains findings for the Territorial Authority of Thames-Coromandel. Results are based on 78 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 11.1 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Thames-Coromandel %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.48	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Thames-Coromandel)

	Thames-Coromandel %	Waikato %
Water – pollution/quality	31	41
Coastal – effects on	**12**	1
Don't know	12	11
Land – mining	**7**	1
Waste – littering	6	5

Next most important environmental issue facing the Waikato Region (Top 5 in Thames-Coromandel n=68)

	Thames-Coromandel %	**Waikato %**
Don't know	22	31
Water – pollution/quality	13	12
Marine water quality	**6**	0.5
Waste – littering	5	7
Coastal Erosion	**5**	0
Environmental Management – costs and charges	**5**	1
Land – mining	**5**	1
Pests – plants	5	2

Most important environmental issues in the next five years (Top 5 in Thames-Coromandel)

	Thames-Coromandel %	**Waikato %**
Water – pollution/quality	27	33
Don't know	12	20
Climate change/ global warming/ Ozone layer	**10**	5
Coastal – effects on	**5**	0
Land – Mining	**5**	0.5
Marine water quality	**5**	0

2) Perceptions of changes in the environment

	Worse %		**Same %**		**Better %**	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
The water quality in your local streams, rivers and lakes	24	30	**62**	44	**10**	17
The availability of waste recycling services and facilities in your area	11	12	50	43	36	42
The air quality in your local area	7	9	78	75	14	15
The amount of litter on your highways	33	31	36	36	31	28
Overall state of your local environment	22	17	51	53	27	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
Water pollution from industry	**75**	84	7	3	**18**	11
Water pollution from farmland	84	81	4	4	8	15
Water pollution from towns and city areas	**69**	81	6	4	**22**	12
Loss of natural character of the region's beaches through development	74	70	11	8	15	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	**69**	42	10	14	**19**	40
The state of native bush and wetlands on private property	56	49	12	10	27	34
The spread of cities/towns across farmland	63	61	8	9	30	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
Pollution in the region's rivers comes mainly from farmland	20	29	15	11	57	56
Pollution in the region's rivers and streams comes mainly from industry	**44**	32	9	11	40	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	36	37	8	8	42	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Thames-Coromandel)

	Thames-Coromandel %	Waikato %
Recycle in general	**49**	64
Planted trees/plants/wetland/gully restoration	**25**	16
Recycled paper	13	19

Recycled glass	13	17
Recycled plastic	13	20

Involvement in public actions/meetings

	Thames-Coromandel %	**Waikato %**
Yes	20	11
No	80	89

Public actions taken (Top 5 in Thames-Coromandel n=17)

	Thames-Coromandel %	**Waikato %**
Made a formal submission	28	12
Joined/belong to/started an action group	26	31
Read or sought information	16	6
Took part in protest	16	7
Took environmentally friendly action – planted trees, removed pests	15	20

Perceived effectiveness of public actions taken n=17

	Thames-Coromandel %	**Waikato %**
Not effective at all	43	23
Fairly effective	27	42
Very effective	10	26
Hard to tell	20	10

Publics' say in management of the environment

	Disagree %		**Depends %**		**Agree %**	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
The public have enough say in the way the environment is managed	52	46	4	8	41	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
There is enough protection given to local natural sites	21	24	3	8	**68**	56
Urban sprawl and subdivisions threaten the natural environment	24	22	**20**	13	53	61
Government restrictions on the use of private property are necessary so that the environment won't be harmed	14	15	17	14	59	69
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	8	6	87	88
Landowners should be allowed to what they like on their own land	42	47	28	25	28	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	**18**	11	6	8	72	78

7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
A healthy environment is necessary for a healthy economy	4	5	6	4	87	89
It is ok to sacrifice environmental quality for economic growth	80	76	12	10	**4**	12
Environmental protection and economic development go hand in hand	5	2	1	4	92	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	90	89	2	4	6	5
It is acceptable to let the farming economy decline in order to achieve a better environment	59	53	11	14	20	27
The most important objective of business should be	93	88	0	3	6	9

to maximise profit even if that means damaging the environment						
Businesses take care to minimise the negative impacts on the environment	23	19	10	13	60	63
Business usually find it is too expensive to be more environmentally friendly	28	23	5	9	57	60
Businesses should be obliged to treat the environment well	1	2	0	1	98	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	6	8	8	9	81	81
The public understands the importance of investing in water quality	28	31	5	11	64	56

8) New Ecological Paradigm measures

	Anti-environmental %		**Mid-environmental %**		**Pro-environmental %**	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
6-Item NEP scale	8	12	63	57	28	32
Expanded Ecological Values scale	0	5	71	64	29	32

9) Demographics as per tables

Gender

	Thames-Coromandel %	**Waikato %**
Male	49	46
Female	51	54

Age

	Thames-Coromandel %	**Waikato %**
18 - 29	4	12
30 - 39	13	17
40 - 49	15	21

50 - 59	14	19
60+	**53**	30

Ethnicity

	Thames-Coromandel %	Waikato %
New Zealand European	54	45
New Zealander	41	40
Māori	**4**	11
Asian/Indian	0	1
Pacific peoples	1	1
Other/refused	0	2

Māori Ancestry

	Thames-Coromandel %	Waikato %
I have some Māori ancestry	15	15
I have no Māori ancestry	83	83
Don't know/refused	3	2

Household Income

	Thames-Coromandel %	Waikato %
< $30,000	22	17
$30,001 - $60,000	33	24
$60,001 - $90,000	22	25
$90,001 - $150,000	**8**	20
$150,001+	5	7
Don't know/refused	11	8

Highest Educational Qualification

	Thames-Coromandel %	Waikato %
Primary school	5	3
Secondary school qualification	21	22
Secondary school	32	28
Trade certificate	15	11
Tertiary qualification	27	36

Employment Situation

	Thames-Coromandel %	Waikato %
Working full-time	**32**	45
Working part-time	18	19
Retired	**37**	20
Home responsibilities	4	6
Student	3	4
Unemployed/beneficiary	5	6
Don't know/refused	1	1

Household Situation

	Thames-Coromandel %	Waikato %
Young single or couple/group flatting	4	5
Family mainly pre-school children	4	8
Family mainly school age children	**14**	26
Family mainly adult children	18	19
Older single/couple no children	**57**	39
Boarding/refused	3	3

Hauraki

This section contains findings for the Territorial Authority of Hauraki. Results are based on 70 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 11.7 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Hauraki %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.33	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Hauraki)

	Hauraki %	Waikato %
Water – pollution/quality	37	41
Don't know	15	11
Water – availability and suitability for use	13	10
Drought	7	5
Agriculture – effluent/runoff	6	3

Next most important environmental issue facing the Waikato Region (Top 5 in Hauraki n=58)

	Hauraki %	Waikato %
Don't know	42	31
Water – pollution/quality	10	12
Waste – littering	11	7
Waste – general	**7**	3
Land – mining	**7**	1

Most important environmental issues in the next five years (Top 5 in Hauraki)

	Hauraki %	Waikato %
Water – pollution/quality	29	33
Don't know	23	20
Water – availability and suitability for use	10	8
Waste – general	**8**	3
Climate change/global warming/Ozone layer	7	5

2) Perceptions of changes in the environment

	Worse %		Same %		Better %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
The water quality in your local streams, rivers and lakes	34	30	41	44	17	17
The availability of waste recycling services and facilities in your area	14	12	32	43	48	42
The air quality in your local area	14	9	69	75	15	15
The amount of litter on your highways	**49**	31	30	36	20	28
Overall state of your local environment	21	17	50	53	29	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
Water pollution from industry	86	84	4	3	10	11
Water pollution from farmland	79	81	5	4	15	15
Water pollution from towns and city areas	**72**	81	6	4	**20**	12
Loss of natural character of the region's beaches through development	73	70	2	8	25	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	42	42	8	14	48	40
The state of native bush and wetlands on private	46	49	16	10	35	34

property The spread of cities/towns across farmland	59	61	8	9	33	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
Pollution in the region's rivers comes mainly from farmland	26	29	8	11	62	56
Pollution in the region's rivers and streams comes mainly from industry	34	32	10	11	53	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	40	37	12	8	32	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Hauraki)

	Hauraki %	Waikato %
Recycle in general	72	64
Recycled plastic	24	20
Recycled glass	22	17
Recycled paper	19	19
Saved water/turned off water while brushing teeth/grey water	19	15

Involvement in public actions/meetings

	Hauraki %	Waikato %
Yes	14	11
No	86	89

Public actions taken (Top 5 in Hauraki n=8)

	Hauraki %	Waikato %
Joined/belong to/started an action group	67	31
Donate/raised money for groups/donation of land to environmental organisation	29	5
Took part in protest	24	7
Took environmentally friendly action – planted trees, removed pests	16	20
Work/consult to an agency with environmental responsibilities	14	7

Perceived effectiveness of public actions taken n=8

	Hauraki %	Waikato %
Not effective at all	42	23
Fairly effective	33	42
Very effective	12	26
Hard to tell	12	10

Publics' say in management of the environment

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
The public have enough say in the way the environment is managed	50	46	5	8	41	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
There is enough protection given to local natural sites	29	24	13	8	45	56
Urban sprawl and subdivisions threaten the natural environment	27	22	8	13	64	61
Government restrictions on the use of private property are necessary so that the environment	14	15	10	14	76	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	11	6	86	88
Landowners should be allowed to what they like on their own land	39	47	33	25	29	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	11	11	14	8	72	78

7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
A healthy environment is necessary for a healthy economy	4	5	5	4	92	89
It is ok to sacrifice environmental quality for economic growth	85	76	11	10	5	12
Environmental protection and economic development go hand in hand	1	2	4	4	91	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	96	89	2	4	0	5
It is acceptable to let the farming economy decline in order to achieve a better environment	**39**	53	16	14	**41**	27
The most important objective of business should be to maximise profit even if that means damaging the environment	94	88	1	3	4	9
Businesses take care to minimise the negative impacts on the environment	14	19	**22**	13	61	63
Business usually find it is too expensive to be more environmentally friendly	22	23	7	9	64	60
Businesses should be obliged to treat the environment well	0	2	3	1	97	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	6	8	13	9	81	81

The public understands the importance of investing in water quality	31	31	**19**	11	47	56

8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
6-Item NEP scale	11	12	63	57	27	32
Expanded Ecological Values scale	2	5	69	64	28	32

9) Demographics

Gender

	Hauraki %	**Waikato %**
Male	**57**	46
Female	**43**	54

Age

	Hauraki %	**Waikato %**
18 - 29	11	12
30 - 39	21	17
40 - 49	14	21
50 - 59	11	19
60+	40	30

Ethnicity

	Hauraki %	Waikato %
New Zealand European	53	45
New Zealander	33	40
Māori	11	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	2	2

Māori Ancestry

	Hauraki %	Waikato %
I have some Māori ancestry	23	15
I have no Māori ancestry	**74**	83
Don't know/refused	3	2

Household Income

	Hauraki %	Waikato %
< $30,000	21	17
$30,001 - $60,000	29	24
$60,001 - $90,000	**37**	25
$90,001 - $150,000	**6**	20
$150,001+	1	7
Don't know/refused	6	8

Highest Educational Qualification

	Hauraki %	Waikato %
Primary school	4	3
Secondary school qualification	24	22
Secondary school	31	28
Trade certificate	14	11
Tertiary qualification	26	36

Employment Situation

	Hauraki %	Waikato %
Working full-time	43	45
Working part-time	10	19
Retired	**31**	20
Home responsibilities	7	6
Student	4	4
Unemployed/beneficiary	4	6
Don't know/refused	0	1

Household Situation

	Hauraki %	Waikato %
Young single or couple /group flatting	4	5
Family mainly pre-school children	10	8
Family mainly school age children	21	26
Family mainly adult children	17	19
Older single/couple no children	46	39
Boarding/refused	1	3

Waikato

This section contains findings for the Territorial Authority of Waikato. Results are based on 81 interviews (unless stated otherwise). Please note that since previous surveys, Waikato District boundaries have been redefined to include some areas that were previously in the Franklin District. The margin of error based on this sample size is +/- 10.9 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Waikato %	Waikato (region) %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.55	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Waikato)

	Waikato %	Waikato (region) %
Water – pollution/quality	34	41
Water – availability and suitability for use	14	10
Waste – littering	**12**	5
Don't know	9	11
Drought	8	5

Next most important environmental issue facing the Waikato Region (Top 5 in Waikato n=74)

	Waikato %	Waikato (region) %
Don't know	25	31
Water – pollution/quality	15	12
Air Pollution – vehicles	**6**	2
Waste – littering	6	7
Waste – recycling	5	4

Most important environmental issues in the next five years (Top 5 in Waikato)

	Waikato %	Waikato (region) %
Water – pollution/quality	29	33
Don't know	18	20
Water – availability and suitability for use	9	8
Pollution – general	**7**	3
Waste – general	**7**	3

2) Perceptions of changes in the environment

	Worse %		Same %		Better %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
The water quality in your local streams, rivers and lakes	27	30	44	44	17	17
The availability of waste recycling services and facilities in your area	10	12	48	43	39	42
The air quality in your local area	7	9	70	75	20	15
The amount of litter on your highways	35	31	34	36	25	28
Overall state of your local environment	**25**	17	47	53	27	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
Water pollution from industry	91	84	1	3	7	11
Water pollution from farmland	84	81	5	4	11	15
Water pollution from towns and city areas	84	81	6	4	9	12
Loss of natural character of the region's beaches through development	**80**	70	9	8	**9**	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	44	42	20	14	32	40
The state of native bush and wetlands on private	47	49	13	10	36	34

property The spread of cities/towns across farmland	65	61	9	9	25	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
Pollution in the region's rivers comes mainly from farmland	31	29	6	11	61	56
Pollution in the region's rivers and streams comes mainly from industry	**22**	32	5	11	**65**	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	30	37	5	8	**51**	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Waikato)

	Waikato %	**Waikato (region) %**
Recycle in general	69	64
Recycled plastic	**36**	20
Recycled paper	**29**	19
Recycled glass	**27**	17
Compost heap for garden waste	19	13

Involvement in public actions/meetings

	Waikato %	**Waikato (region) %**
Yes	13	11
No	87	89

Public actions taken (Top 5 in Waikato n=11)

	Waikato %	**Waikato (region)** %
Filled out survey	30	3
Attended meeting – on committee	29	20
Participated in Resource Consent Process	29	10
Made a formal submission	24	12
Joined/belong to/started an action group	23	31

Perceived effectiveness of public actions taken n=11

	Waikato %	**Waikato (region)** %
Not effective at all	31	23
Fairly effective	52	42
Very effective	18	26
Hard to tell	0	10

Publics' say in management of the environment

	Disagree %		**Depends** %		**Agree** %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
The public have enough say in the way the environment is managed	52	46	9	8	32	41

6) Environmental regulations and controls

	Disagree %		**Depends** %		**Agree** %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
There is enough protection given to local natural sites	18	24	5	8	59	56
Urban sprawl and subdivisions threaten the natural environment	15	22	13	13	68	61
Government restrictions on the use of private property are necessary so that the environment	20	15	10	14	65	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	4	4	6	6	88	88
Landowners should be allowed to what they like on their own land	43	47	20	25	34	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	16	11	6	8	75	78

7) Economy, business and the environment

	Disagree %		**Depends %**		**Agree %**	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
A healthy environment is necessary for a healthy economy	7	5	5	4	86	89
It is ok to sacrifice environmental quality for economic growth	71	76	10	10	18	12
Environmental protection and economic development go hand in hand	4	2	4	4	90	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	89	89	**9**	4	2	5
It is acceptable to let the farming economy decline in order to achieve a better environment	51	53	14	14	32	27
The most important objective of business should be to maximise profit even if that means damaging the environment	84	88	4	3	13	9
Businesses take care to minimise the negative impacts on the environment	12	19	13	13	71	63
Business usually find it is too expensive to be more environmentally friendly	28	23	8	9	57	60
Businesses should be obliged to treat the environment well	2	2	1	1	96	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental	3	8	12	9	84	81

standards The public understands the importance of investing in water quality	32	31	6	11	60	56

8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
6-Item NEP scale	14	12	52	57	34	32
Expanded Ecological Values scale	11	5	57	64	33	32

9) Demographics as per tables

Gender

	Waikato %	Waikato (region) %
Male	47	46
Female	53	54

Age

	Waikato %	Waikato (region) %
18 - 29	9	12
30 - 39	17	17
40 - 49	28	21
50 - 59	**32**	19
60+	13	30

Ethnicity

	Waikato %	Waikato (region) %
New Zealand European	42	45
New Zealander	43	40
Māori	12	11
Asian/Indian	2	1

Pacific peoples	0	1
Other/refused	2	2

Māori Ancestry

	Waikato %	Waikato (region) %
I have some Māori ancestry	14	15
I have no Māori ancestry	83	83
Don't know/refused	3	2

Household Income

	Waikato %	Waikato (region) %
< $30,000	16	17
$30,001 - $60,000	26	24
$60,001 - $90,000	21	25
$90,001 - $150,000	**28**	20
$150,001+	5	7
Don't know/refused	4	8

Highest Educational Qualification

	Waikato %	Waikato (region) %
Primary school	4	3
Secondary school qualification	19	22
Secondary school	35	28
Trade certificate	14	11
Tertiary qualification	30	36

Employment Situation

	Waikato %	Waikato (region) %
Working full-time	44	45
Working part-time	21	19
Retired	12	20
Home responsibilities	9	6

Student	2	4
Unemployed/beneficiary	**11**	6
Don't know/refused	0	1

Household Situation

	Waikato **%**	**Waikato (region)** **%**
Young single or couple/group flatting	3	5
Family mainly pre-school children	6	8
Family mainly school age children	**38**	26
Family mainly adult children	26	19
Older single/couple no children	**25**	39
Boarding/refused	1	3

Hamilton

This section contains findings for the Territorial Authority of Hamilton. Results are based on 225 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 6.5 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Hamilton %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.33	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Hamilton n=209)

	Hamilton %	Waikato %
Water – pollution/quality	43	41
Waikato River	**10**	5
Water – availability and suitability for use	9	10
Don't know	7	11
Waste – littering	7	5

Next most important environmental issue facing the Waikato Region (Top 5 in Hamilton)

	Hamilton %	Waikato %
Don't know	29	31
Water – pollution/quality	12	12
Waste – littering	6	7
Waste – recycling	6	4
Transport – congestion – less cars need and general less roads	**5**	2

Most important environmental issues in the next five years (Top 5 in Hamilton)

	Hamilton %	Waikato %
Water – pollution/quality	30	33
Don't know	19	20
Transport – congestion – less cars need and general less roads	**7**	3
Air pollution – general	6	4
Water – availability and suitability for use	5	8
Waste – littering	**5**	2

2) Perceptions of changes in the environment

	Worse %		Same %		Better %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
The water quality in your local streams, rivers and lakes	**38**	30	**31**	44	19	17
The availability of waste recycling services and facilities in your area	9	12	**48**	43	41	42
The air quality in your local area	10	9	74	75	13	15
The amount of litter on your highways	32	31	34	36	29	28
Overall state of your local environment	20	17	**47**	53	31	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
Water pollution from industry	85	84	3	3	10	11
Water pollution from farmland	82	81	4	4	12	15
Water pollution from towns and city areas	85	81	6	4	8	12
Loss of natural character of the region's beaches through development	74	70	6	8	17	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	41	42	13	14	42	40

The state of native bush and wetlands on private property	48	49	8	10	35	34
The spread of cities/towns across farmland	65	61	8	9	26	28

4) Knowledge of environmental issues

	Disagree %		**Depends %**		**Agree %**	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
Pollution in the region's rivers comes mainly from farmland	32	29	11	11	53	56
Pollution in the region's rivers and streams comes mainly from industry	31	32	11	11	53	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	38	37	9	8	39	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Hamilton)

	Hamilton %	**Waikato %**
Recycle in general	62	64
Used car less often (walked, biked, used bus more)	**18**	11
Saved water/turned off water while brushing teeth/grey water	16	15
Recycled paper	**14**	19
Recycled plastic	**14**	20

Involvement in public actions/meetings

	Hamilton %	**Waikato %**
Yes	12	11
No	88	89

Public actions taken (Top 5 in Hamilton n=28)

	Hamilton %	Waikato %
Joined/belong to/started an action group	40	31
Took environmentally friendly action – planted trees, removed pests	23	20
Attended meeting – on committee	20	20
Complained to a council or organisation	15	7
Attended a meeting or public hearing	13	7
Work/consult to an agency with environmental responsibilities	13	7

Perceived effectiveness of public actions taken n=28

	Hamilton %	Waikato %
Not effective at all	17	23
Fairly effective	40	42
Very effective	28	26
Hard to tell	14	10

Publics' say in management of the environment

	Disagree %		Depends %		Agree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
The public have enough say in the way the environment is managed	41	46	11	8	38	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
There is enough protection given to local natural sites	29	24	9	8	50	56
Urban sprawl and subdivisions threaten the natural environment	21	22	13	13	65	61
Government restrictions on the use of private	11	15	14	14	70	69

property are necessary so that the environment won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	2	4	**3**	6	**94**	88
Landowners should be allowed to what they like on their own land	**53**	47	22	25	24	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	**5**	11	6	8	**86**	78

7) Economy, business and the environment

	Disagree %		**Depends %**		**Agree %**	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
A healthy environment is necessary for a healthy economy	6	5	**7**	4	87	89
It is ok to sacrifice environmental quality for economic growth	71	76	**14**	10	15	12
Environmental protection and economic development go hand in hand	2	2	6	4	90	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	88	89	4	4	6	5
It is acceptable to let the farming economy decline in order to achieve a better environment	48	53	17	14	28	27
The most important objective of business should be to maximise profit even if that means damaging the environment	86	88	4	3	9	9
Businesses take care to minimise the negative impacts on the environment	**24**	19	14	13	**56**	63
Business usually find it is too expensive to be more environmentally friendly	20	23	11	9	62	60
Businesses should be obliged to treat the environment well	2	2	1	1	97	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental	8	8	7	9	84	81

standards The public understands the importance of investing in water quality	35	31	11	11	**49**	56

8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
6-Item NEP scale	12	12	53	57	35	32
Expanded Ecological Values scale	5	5	59	64	36	32

9) Demographics as per tables

Gender

	Hamilton %	Waikato %
Male	44	46
Female	56	54

Age

	Hamilton %	Waikato %
18 - 29	**16**	12
30 - 39	14	17
40 - 49	22	21
50 - 59	17	19
60+	30	30

Ethnicity

	Hamilton %	Waikato %
New Zealand European	48	45
New Zealander	36	40
Māori	9	11
Asian/Indian	**3**	1

Pacific peoples	1	1
Other/refused	2	0

Māori Ancestry

	Hamilton **%**	**Waikato** **%**
I have some Māori ancestry	14	15
I have no Māori ancestry	85	83
Don't know/refused	1	2

Household Income

	Hamilton **%**	**Waikato** **%**
< $30,000	**22**	17
$30,001 - $60,000	**19**	24
$60,001 - $90,000	20	25
$90,001 - $150,000	22	20
$150,001+	**9**	7
Don't know/refused	8	8

Highest Educational Qualification

	Hamilton **%**	**Waikato** **%**
Primary school	1	3
Secondary school qualification	**16**	22
Secondary school	26	28
Trade certificate	**8**	11
Tertiary qualification	**48**	36

Employment Situation

	Hamilton %	Waikato %
Working full-time	45	45
Working part-time	18	19
Retired	22	20
Home responsibilities	3	6
Student	**7**	4
Unemployed/beneficiary	4	6
Don't know/refused	1	1

Household Situation

	Hamilton %	Waikato %
Young single or couple/group flatting	8	5
Family mainly pre-school children	10	8
Family mainly school age children	23	26
Family mainly adult children	18	19
Older single/couple no children	36	39
Boarding/refused	5	3

Matamata-Piako

This section contains findings for the Territorial Authority of Matamata-Piako. Results are based on 75 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 11.3 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don’t know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Matamata-Piako %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.26	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Matamata-Piako)

	Matamata-Piako %	Waikato %
Water – pollution/quality	32	41
Water – availability and suitability for use	**19**	10
Don’t know	15	11
Waikato River	7	5
Drought	**10**	5

Next most important environmental issue facing the Waikato Region (Top 5 in Matamata-Piako n=62)

	Matamata-Piako %	Waikato %
Don’t know	31	31
Water – pollution/quality	12	12
Waste – littering	8	7
Air pollution – general	8	5
Transport – congestion – less cars need and general less roading	4	2
Waste – general	5	4
Waste – recycling	5	5

Most important environmental issues in the next five years (Top 5 in Matamata-Piako)

	Matamata-Piako %	Waikato %
Water – pollution/quality	29	33
Water – availability and suitability for use	**16**	8
Don't know	16	20
Waste – rubbish disposal	5	2
Agriculture – effluent/runoff	**4**	1
Climate change/global warming/Ozone layer	4	5
Waste – recycling	**4**	1
Drought	4	2

2) Perceptions of changes in the environment

	Worse %		Same %		Better %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
The water quality in your local streams, rivers and lakes	30	30	45	44	14	17
The availability of waste recycling services and facilities in your area	12	12	**53**	43	**31**	42
The air quality in your local area	9	9	79	75	10	15
The amount of litter on your highways	31	31	36	36	28	28
Overall state of your local environment	16	17	57	53	27	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
Water pollution from industry	78	84	2	3	15	11
Water pollution from farmland	76	81	4	4	18	15
Water pollution from towns and city areas	78	81	7	4	10	12
Loss of natural character of the region's beaches	65	70	**15**	8	18	19

through development						
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	36	42	17	14	42	40
The state of native bush and wetlands on private property	47	49	16	10	32	34
The spread of cities/towns across farmland	58	61	9	9	33	28

4) Knowledge of environmental issues

	Disagree %		**Depends %**		**Agree %**	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
Pollution in the region's rivers comes mainly from farmland	27	29	**19**	11	50	56
Pollution in the region's rivers and streams comes mainly from industry	30	32	**19**	11	**37**	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	38	37	12	8	31	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Matamata-Piako)

	Matamata-Piako %	**Waikato %**
Recycle in general	64	64
Saved water/turned off water while brushing teeth/grey water	21	15
Recycled tins/cans	17	12
Planted trees/plants/wetland/gully restoration	16	16
Recycled paper	15	19

Involvement in public actions /meetings

	Matamata-Piako %	**Waikato %**
Yes	8	11
No	92	89

Public actions taken (Top 5 in Matamata-Piako n=7)

	Matamata-Piako %	**Waikato %**
Attended meeting – on committee	39	20
Joined/belong to/started an action group	30	31
Took environmentally friendly action – planted trees, removed pests	26	20
Read or sought information	20	6
Educated people on issues	12	4

Perceived effectiveness of public actions taken n=7

	Matamata-Piako %	**Waikato %**
Not effective at all	10	23
Fairly effective	39	42
Very effective	50	26
Hard to tell	0	10

Publics' say in management of the environment

	Disagree %		**Depends %**		**Agree %**	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
The public have enough say in the way the environment is managed	43	46	5	8	48	41

6) Environmental regulations and controls

	Disagree %		**Depends %**		**Agree %**	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
There is enough protection given to local natural sites	22	24	8	8	55	56
Urban sprawl and subdivisions threaten the natural environment	25	22	15	13	56	61

Government restrictions on the use of private property are necessary so that the environment won't be harmed	**7**	15	13	14	76	69
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	7	6	89	88
Landowners should be allowed to what they like on their own land	40	47	29	25	32	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	14	11	7	8	78	78

7) Economy, business and the environment

	Disagree %		**Depends %**		**Agree %**	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
A healthy environment is necessary for a healthy economy	5	5	0	4	94	89
It is ok to sacrifice environmental quality for economic growth	76	76	6	10	16	12
Environmental protection and economic development go hand in hand	1	2	5	4	90	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	91	89	6	4	2	5
It is acceptable to let the farming economy decline in order to achieve a better environment	**66**	53	11	14	18	27
The most important objective of business should be to maximise profit even if that means damaging the environment	92	88	3	3	4	9
Businesses take care to minimise the negative impacts on the environment	20	19	14	13	63	63
Business usually find it is too expensive to be more environmentally friendly	14	23	6	9	70	60
Businesses should be obliged to treat the environment well	0	2	1	1	98	97
Water quality in streams and rivers should be	12	8	10	9	78	81

protected even if that means businesses have to bear the expense of meeting environmental standards						
The public understands the importance of investing in water quality	34	31	12	11	53	56

8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
6-Item NEP scale	12	12	60	57	27	32
Expanded Ecological Values scale	5	15	68	64	27	32

9) Demographics as per tables

Gender

	Matamata-Piako %	Waikato %
Male	39	46
Female	61	54

Age

	Matamata-Piako %	Waikato %
18 - 29	**13**	12
30 - 39	15	17
40 - 49	20	21
50 - 59	17	19
60+	34	30

Ethnicity

	Matamata-Piako %	Waikato %
New Zealand European	48	45
New Zealander	37	40
Māori	12	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	2	2

Māori Ancestry

	Matamata-Piako %	Waikato %
I have some Māori ancestry	15	15
I have no Māori ancestry	83	83
Don't know/refused	2	2

Household Income

	Matamata-Piako %	Waikato %
< $30,000	15	17
$30,001 - $60,000	31	24
$60,001 - $90,000	23	25
$90,001 - $150,000	17	20
$150,001+	7	7
Don't know/refused	7	8

Highest Educational Qualification

	Matamata-Piako %	Waikato %
Primary school	3	3
Secondary school qualification	24	22
Secondary school	31	28
Trade certificate	12	11
Tertiary qualification	31	36

Employment Situation

	Matamata-Piako %	Waikato %
Working full-time	44	45
Working part-time	16	19
Retired	24	20
Home responsibilities	11	6
Student	1	4
Unemployed/beneficiary	4	6
Don't know/refused	0	1

Household Situation

	Matamata-Piako %	Waikato %
Young single or couple/group flatting	1	5
Family mainly pre-school children	**15**	8
Family mainly school age children	21	26
Family mainly adult children	19	19
Older single/couple no children	38	39
Boarding/refused	6	3

Waipā

This section contains findings for the Territorial Authority of Waipā. Results are based on 83 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Waipā %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.77	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Waipā)

	Waipā %	Waikato %
Water – pollution/quality	36	41
Don't know	12	11
Water – availability and supply	10	10
Waikato River	6	5
Waste – littering	5	5
Waste – recycling	5	2
Drought	5	5

Next most important environmental issue facing the Waikato Region (Top 5 in Waipā n=74)

	Waipā %	Waikato %
Don't know	27	31
Fresh Water – pollution/quality	18	12
Waste – recycling	**9**	4
Waste – rubbish disposal	6	4
Air pollution – general	5	5

Most important environmental issues in the next five years (Top 5 in Waipā)

	Waipā %	**Waikato %**
Water – pollution/quality	29	33
Don't know	21	20
Water – availability and supply	12	8
Climate change/global warming/Ozone layer	7	5
Drought	**7**	2

2) Perceptions of changes in the environment

	Worse %		**Same %**		**Better %**	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
The water quality in your local streams, rivers and lakes	25	30	50	44	22	17
The availability of waste recycling services and facilities in your area	11	12	43	43	45	42
The air quality in your local area	**2**	9	79	75	14	15
The amount of litter on your highways	22	31	46	36	30	28
Overall state of your local environment	6	17	60	53	31	29

3) Level of concern regarding environmental issues

	Concerned %		**Neither/nor %**		**Not Concerned %**	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
Water pollution from industry	**91**	84	1	3	7	11
Water pollution from farmland	82	81	4	4	13	15
Water pollution from towns and city areas	87	81	2	4	9	12
Loss of natural character of the region's beaches through development	80	70	3	8	12	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	44	42	17	14	32	40
The state of native bush and wetlands on private	47	49	7	10	39	34

property The spread of cities/towns across farmland	69	61	**16**	9	**14**	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
Pollution in the region's rivers comes mainly from farmland	26	29	12	11	57	56
Pollution in the region's rivers and streams comes mainly from industry	**45**	32	7	11	**38**	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	40	37	6	8	33	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Waipā)

	Waipā %	Waikato %
Recycle in general	71	64
Recycled paper	**39**	19
Recycled plastic	**39**	20
Recycled glass	**34**	17
Saved water/turned off water while brushing teeth/grey water	**24**	15

Involvement in public actions/meetings

	Waipā %	Waikato %
Yes	8	11
No	92	89

Public actions taken (Top 5 in Waipā n=6)

	Waipā %	Waikato %
Took environmentally friendly action – planted trees, removed pests	35	20
Joined/belong to/started an action group	27	31
Donate/raise money for groups/donation of land to environment organisation	14	5
Made a formal submission	14	12
Wrote a letter to council or other organisation	14	1

Perceived effectiveness of public actions taken n=6

	Waipā %	Waikato %
Not effective at all	11	23
Fairly effective	29	42
Very effective	46	26
Hard to tell	14	10

Publics' say in management of the environment

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
The public have enough say in the way the environment is managed	50	46	3	8	41	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
There is enough protection given to local natural sites	28	24	9	8	49	56
Urban sprawl and subdivisions threaten the natural environment	27	22	16	13	56	61
Government restrictions on the use of private property are necessary so that the environment	**25**	15	9	14	67	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	2	6	93	88
Landowners should be allowed to what they like on their own land	**59**	47	17	25	24	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	10	11	9	8	79	78

7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
A healthy environment is necessary for a healthy economy	8	5	2	4	89	89
It is ok to sacrifice environmental quality for economic growth	76	76	12	10	10	12
Environmental protection and economic development go hand in hand	1	2	1	4	**97**	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	88	89	3	4	7	5
It is acceptable to let the farming economy decline in order to achieve a better environment	56	53	17	14	**17**	27
The most important objective of business should be to maximise profit even if that means damaging the environment	85	88	4	3	9	9
Businesses take care to minimise the negative impacts on the environment	14	19	20	13	62	63
Business usually find it is too expensive to be more environmentally friendly	22	23	12	9	58	60
Businesses should be obliged to treat the environment well	3	2	1	1	96	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	8	8	5	9	84	81

The public understands the importance of investing in water quality	37	31	6	11	51	56

8) New Ecological Paradigm measures

	Anti-environmental %		**Mid-environmental %**		**Pro-environmental %**	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
6-Item NEP scale	9	12	56	57	35	32
Expanded Ecological Values scale	3	5	58	64	39	32

9) Demographics as per tables

Gender

	Waipā %	**Waikato %**
Male	36	46
Female	64	54

Age

	Waipā %	**Waikato %**
18 - 29	10	12
30 - 39	13	17
40 - 49	27	21
50 - 59	25	19
60+	24	30

Ethnicity

	Waipā %	Waikato %
New Zealand European	47	45
New Zealander	42	40
Māori	8	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	2	2

Māori Ancestry

	Waipā %	Waikato %
I have some Māori ancestry	11	15
I have no Māori ancestry	87	83
Don't know/refused	3	2

Household Income

	Waipā %	Waikato %
< $30,000	10	17
$30,001 - $60,000	31	24
$60,001 - $90,000	28	25
$90,001 - $150,000	23	20
$150,001+	4	7
Don't know/refused	4	8

Highest Educational Qualification

	Waipā %	Waikato %
Primary school	2	3
Secondary school qualification	29	22
Secondary school	**16**	28
Trade certificate	7	11
Tertiary qualification	**46**	36

Employment Situation

	Waipā %	Waikato %
Working full-time	43	45
Working part-time	**29**	19
Retired	16	20
Home responsibilities	4	6
Student	4	4
Unemployed/beneficiary	5	6
Don't know/refused	0	1

Household Situation

	Waipā %	Waikato %
Young single or couple/group flatting	5	5
Family mainly pre-school children	**2**	8
Family mainly school age children	30	26
Family mainly adult children	17	19
Older single/couple no children	41	39
Boarding/refused	4	3

South Waikato

This section contains findings for the Territorial Authority of South Waikato. Results are based on 82 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level**.** The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	South Waikato %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.51	6.47

Most important environmental issue facing the Waikato Region (Top 5 in South Waikato)

	South Waikato %	Waikato %
Water – pollution/quality	38	41
Air Pollution – general	**11**	2
Water – availability and suitability for use	11	10
Don't know	10	11
Drought	7	5

Next most important environmental issue facing the Waikato Region (Top 5 in South Waikato n=72)

	South Waikato %	Waikato %
Don't know	31	31
Water – pollution/quality	16	12
Air Pollution – general	6	5
Waste – littering	7	7
Waste – general	5	3

Most important environmental issues in the next five years (Top 5 in South Waikato)

	South Waikato %	Waikato %
Water – pollution/quality	30	33
Don't know	26	20
Air Pollution – general	**11**	4
Water – availability and suitability for use	8	8
Drought	**7**	2

2) Perceptions of changes in the environment

	Worse %		Same %		Better %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
The water quality in your local streams, rivers and lakes	32	30	45	44	15	17
The availability of waste recycling services and facilities in your area	**25**	12	**26**	43	49	42
The air quality in your local area	**18**	9	**62**	75	18	15
The amount of litter on your highways	24	31	42	36	30	28
Overall state of your local environment	14	17	59	53	25	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
Water pollution from industry	82	84	5	3	13	11
Water pollution from farmland	83	81	2	4	15	15
Water pollution from towns and city areas	**71**	81	6	4	**22**	12
Loss of natural character of the region's beaches through development	**54**	70	14	8	**34**	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	42	42	18	14	38	40
The state of native bush and wetlands on private	45	49	11	10	39	34

property The spread of cities/towns across farmland	**50**	61	12	9	36	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
Pollution in the region's rivers comes mainly from farmland	34	29	11	11	52	56
Pollution in the region's rivers and streams comes mainly from industry	33	32	11	11	48	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	37	37	8	8	40	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in South Waikato)

	South Waikato %	Waikato %
Recycle in general	68	64
Recycled plastic	23	20
Recycled paper	22	19
Recycled glass	20	17
Planted trees/plants/wetland/gully restoration	16	16

Involvement in public actions/meetings

	South Waikato %	Waikato %
Yes	8	11
No	92	89

Public actions taken (Top 5 in South Waikato n=7)

	South Waikato %	Waikato %
Took environmentally friendly action – planted trees, removed pests	28	20
Complained to a council or organisation	16	7
Joined/belong to/started an action group	16	31
Made a formal submission	16	12
Māori environmental interests	16	5

Perceived effectiveness of public actions taken n=7

	South Waikato %	Waikato %
Not effective at all	44	23
Fairly effective	16	42
Very effective	29	26
Hard to tell	12	10

Publics' say in management of the environment

	Disagree %		Depends %		Agree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
The public have enough say in the way the environment is managed	50	46	6	8	38	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
There is enough protection given to local natural sites	28	24	6	8	56	56
Urban sprawl and subdivisions threaten the natural environment	25	22	11	13	61	61
Government restrictions on the use of private property are necessary so that the environment	8	15	16	14	74	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	6	4	7	6	85	88
Landowners should be allowed to what they like on their own land	48	47	28	25	24	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	5	11	5	8	84	78

7) Economy, business and the environment

	Disagree %		**Depends %**		**Agree %**	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
A healthy environment is necessary for a healthy economy	2	5	3	4	93	89
It is ok to sacrifice environmental quality for economic growth	85	76	6	10	9	12
Environmental protection and economic development go hand in hand	0	2	5	4	94	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	92	89	3	4	3	5
It is acceptable to let the farming economy decline in order to achieve a better environment	59	53	12	14	25	27
The most important objective of business should be to maximise profit even if that means damaging the environment	**94**	88	4	3	**1**	9
Businesses take care to minimise the negative impacts on the environment	21	19	8	13	67	63
Business usually find it is too expensive to be more environmentally friendly	26	23	9	9	58	60
Businesses should be obliged to treat the environment well	1	2	1	1	99	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	7	8	7	9	82	81

The public understands the importance of investing in water quality	**18**	31	9	11	**73**	56

8) New Ecological Paradigm measures

	Anti-environmental %		**Mid-environmental %**		**Pro-environmental %**	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
6-Item NEP scale	10	12	67	57	23	32
Expanded Ecological Values scale	0	5	72	64	28	32

9) Demographics as per tables

Gender

	South Waikato %	**Waikato %**
Male	40	46
Female	60	54

Age

	South Waikato %	**Waikato %**
18 - 29	12	12
30 - 39	15	17
40 - 49	23	21
50 - 59	27	19
60+	23	30

Ethnicity

	South Waikato %	Waikato %
New Zealand European	37	45
New Zealander	45	40
Māori	11	11
Asian/Indian	1	1
Pacific peoples	**2**	1
Other/refused	3	2

Māori Ancestry

	South Waikato %	Waikato %
I have some Māori ancestry	14	15
I have no Māori ancestry	84	83
Don't know/refused	3	2

Household Income

	South Waikato %	Waikato %
< $30,000	20	17
$30,001 - $60,000	13	24
$60,001 - $90,000	28	25
$90,001 - $150,000	26	20
$150,001+	6	7
Don't know/refused	8	8

Highest Educational Qualification

	South Waikato %	Waikato %
Primary school	2	3
Secondary school qualification	18	22
Secondary school	33	28
Trade certificate	13	11
Tertiary qualification	33	36

Employment Situation

	South Waikato %	Waikato %
Working full-time	46	45
Working part-time	18	19
Retired	16	20
Home responsibilities	6	6
Student	2	4
Unemployed/beneficiary	**10**	6
Don't know/refused	1	1

Household Situation

	South Waikato %	Waikato %
Young single or couple/group flatting	7	5
Family mainly pre-school children	4	8
Family mainly school age children	26	26
Family mainly adult children	22	19
Older single/couple no children	39	39
Boarding/refused	2	3

Otorohanga

This section contains findings for the Territorial Authority of Otorohanga. Results are based on 83 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Otorohanga %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.66	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Otorohanga)

	Otorohanga %	Waikato %
Water – pollution/quality	45	41
Don't know	**20**	11
Agriculture – effluent/runoff	**7**	3
Water – availability and suitability for use	7	10
Air Pollution – households	**5**	1

Next most important environmental issue facing the Waikato Region (Top 5 in Otorohanga n=68)

	Otorohanga %	Waikato %
Don't know	**46**	31
Waste – rubbish disposal	7	4
Water – pollution/quality	6	12
Waste – littering	6	7
Pests – plants	5	2

Most important environmental issues in the next five years (Top 5 in Otorohanga)

	Otorohanga %	Waikato %
Water – pollution/quality	32	33
Don't know	**37**	20
Water – availability and suitability for use	6	8
Agriculture – effluent/runoff	**6**	1
Energy – more electricity needed	**4**	1

2) Perceptions of changes in the environment

	Worse %		Same %		Better %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
The water quality in your local streams, rivers and lakes	23	30	53	44	12	17
The availability of waste recycling services and facilities in your area	15	12	33	43	45	42
The air quality in your local area	0	9	81	75	17	15
The amount of litter on your highways	27	31	40	36	25	28
Overall state of your local environment	**6**	17	**66**	53	27	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
Water pollution from industry	81	84	1	3	12	11
Water pollution from farmland	78	81	4	4	17	15
Water pollution from towns and city areas	78	81	3	4	13	12
Loss of natural character of the region's beaches through development	58	70	10	8	26	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	33	42	14	14	47	40
The state of native bush and wetlands on private	44	49	10	10	38	34

property						
The spread of cities/towns across farmland	64	61	13	9	19	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
Pollution in the region's rivers comes mainly from farmland	24	29	8	11	64	50
Pollution in the region's rivers and streams comes mainly from industry	29	32	12	11	54	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	42	37	6	8	33	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Otorohanga)

	Otorohanga %	**Waikato %**
Recycle in general	62	64
Compost heap for garden waste	**20**	13
Recycled glass	15	17
Planted trees/plants/wetland/gully restoration	13	16
Saved water/turned off water while brushing teeth/grey water	12	15

Involvement in public actions/meetings

	Otorohanga %	**Waikato %**
Yes	9	11
No	91	89

Public actions taken (Top 5 in Otorohanga n=8)

	Otorohanga %	Waikato %
Participated in resource consent process	38	10
Following council rules/good farming practice	35	8
Attended meeting – on committee	25	20
Took environmentally friendly action – planted trees, removed pests	22	20
Joined/belong to/started an action group	17	31

Perceived effectiveness of public actions taken n=8

	Otorohanga %	Waikato %
Not effective at all	0	23
Fairly effective	74	42
Very effective	26	26
Hard to tell	0	10

Publics' say in management of the environment

	Disagree %		Depends %		Agree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
The public have enough say in the way the environment is managed	46	46	5	8	40	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
There is enough protection given to local natural sites	20	24	11	8	61	56
Urban sprawl and subdivisions threaten the natural environment	20	22	13	13	63	61
Government restrictions on the use of private property are necessary so that the environment	15	15	**22**	14	61	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	7	4	8	6	82	88
Landowners should be allowed to what they like on their own land	42	47	27	25	29	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	9	11	8	8	77	78

7) Economy, business and the environment

	Disagree %		**Depends %**		**Agree %**	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
A healthy environment is necessary for a healthy economy	1	5	5	4	93	89
It is ok to sacrifice environmental quality for economic growth	68	76	14	10	12	12
Environmental protection and economic development go hand in hand	3	2	5	4	88	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	84	89	6	4	6	5
It is acceptable to let the farming economy decline in order to achieve a better environment	46	53	10	14	**37**	27
The most important objective of business should be to maximise profit even if that means damaging the environment	78	88	4	3	12	9
Businesses take care to minimise the negative impacts on the environment	25	19	10	13	57	63
Business usually find it is too expensive to be more environmentally friendly	28	23	11	9	52	60
Businesses should be obliged to treat the environment well	1	2	1	1	97	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	11	8	9	9	76	81

The public understands the importance of investing in water quality	33	31	9	11	55	56

8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
6-Item NEP scale	11	12	59	57	30	32
Expanded Ecological Values scale	8	5	57	64	35	32

9) Demographics as per tables

Gender

	Otorohanga %	Waikato %
Male	40	46
Female	60	54

Age

	Otorohanga %	Waikato %
18 - 29	12	12
30 - 39	16	17
40 - 49	18	21
50 - 59	18	19
60+	35	30

Ethnicity

	Otorohanga %	Waikato %
New Zealand European	**31**	45
New Zealander	**49**	40
Māori	16	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	4	2

Māori Ancestry

	Otorohanga %	Waikato %
I have some Māori ancestry	14	15
I have no Māori ancestry	83	83
Don't know/refused	3	2

Household Income

	Otorohanga %	Waikato %
< $30,000	13	17
$30,001 - $60,000	28	24
$60,001 - $90,000	25	25
$90,001 - $150,000	17	20
$150,001+	**9**	7
Don't know/refused	9	8

Highest Educational Qualification

	Otorohanga %	Waikato %
Primary school	5	3
Secondary school qualification	27	22
Secondary school	25	28
Trade certificate	13	11
Tertiary qualification	30	36

Employment Situation

	Otorohanga %	Waikato %
Working full-time	47	45
Working part-time	18	19
Retired	17	20
Home responsibilities	5	6
Student	2	4
Unemployed/beneficiary	10	6
Don't know/refused	1	1

Household Situation

	Otorohanga %	Waikato %
Young single or couple/group flatting	10	5
Family mainly pre-school children	7	8
Family mainly school age children	29	26
Family mainly adult children	16	19
Older single/couple no children	37	39
Boarding/refused	1	3

Waitomo

This section contains findings for the Territorial Authority of Waitomo. Results are based on 83 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Waitomo %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.10	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Waitomo)

	Waitomo %	Waikato %
Water – pollution/quality	49	41
Water – availability and suitability for use	15	10
Don't know	8	11
Drought	8	5
Agriculture – effluent/runoff	4	3

Next most important environmental issue facing the Waikato Region (Top 5 in Waitomo n=76)

	Waitomo %	Waikato %
Don't know	28	31
Water – pollution/quality	11	12
Air Pollution – general	8	5
Waste – littering	7	7
Waste – rubbish disposal	7	4

Most important environmental issues in the next five years (Top 5 in Waitomo)

	Waitomo %	**Waikato %**
Water – pollution/quality	**50**	33
Don't know	**10**	20
Water – availability and suitability for use	10	8
Waste – general	**9**	3
Social issues – population increases	4	2
Agriculture – general	4	2

2) Perceptions of changes in the environment

	Worse %		**Same %**		**Better %**	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
The water quality in your local streams, rivers and lakes	30	30	46	44	16	17
The availability of waste recycling services and facilities in your area	11	12	**32**	43	**54**	42
The air quality in your local area	11	9	69	75	20	15
The amount of litter on your highways	32	31	**25**	36	37	28
Overall state of your local environment	16	17	51	53	29	29

3) Level of concern regarding environmental issues

	Concerned %		**Neither/nor %**		**Not Concerned %**	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
Water pollution from industry	84	84	7	3	6	11
Water pollution from farmland	78	81	3	4	15	15
Water pollution from towns and city areas	87	81	1	4	9	12
Loss of natural character of the region's beaches through development	68	70	8	8	17	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	50	42	13	14	34	40

The state of native bush and wetlands on private property	58	49	6	10	28	34
The spread of cities/towns across farmland	64	61	7	9	27	28

4) Knowledge of environmental issues

	Disagree %		**Depends %**		**Agree %**	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
Pollution in the region's rivers comes mainly from farmland	**39**	29	13	11	**45**	56
Pollution in the region's rivers and streams comes mainly from industry	28	32	15	11	51	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	**26**	37	7	8	**54**	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Waitomo)

	Waitomo %	**Waikato %**
Recycle in general	61	64
Planted trees/plants/wetland/gully restoration	19	16
Compost heap for garden waste	16	13
Recycled paper	16	19
Recycled plastic	16	20

Involvement in public actions/meetings

	Waitomo %	**Waikato %**
Yes	10	11
No	90	89

Public actions taken (Top 5 in Waitomo n=9)

	Waitomo %	Waikato %
Attended meeting – on committee	35	20
Work/consult to an agency with environmental responsibilities	26	7
Took environmentally friendly action – planted trees, removed pests	24	20
Joined/belong to/started an action group	20	31
Participated in resource consent process	20	10

Perceived effectiveness of public actions taken n=9

	Waitomo %	Waikato %
Not effective at all	20	23
Fairly effective	60	42
Very effective	9	26
Hard to tell	11	10

Publics' say in management of the environment

	Disagree %		**Depends %**		**Agree %**	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
The public have enough say in the way the environment is managed	40	46	9	8	47	41

6) Environmental regulations and controls

	Disagree %		**Depends %**		**Agree %**	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
There is enough protection given to local natural sites	13	24	**16**	8	60	56
Urban sprawl and subdivisions threaten the natural environment	17	22	15	13	62	61
Government restrictions on the use of private property are necessary so that the environment	21	15	14	14	65	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	7	4	8	6	84	88
Landowners should be allowed to what they like on their own land	43	47	26	25	31	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	15	11	13	8	**69**	78

7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
A healthy environment is necessary for a healthy economy	6	5	6	4	87	89
It is ok to sacrifice environmental quality for economic growth	77	76	8	10	13	12
Environmental protection and economic development go hand in hand	2	2	**10**	4	88	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	85	89	5	4	8	5
It is acceptable to let the farming economy decline in order to achieve a better environment	48	53	18	14	31	27
The most important objective of business should be to maximise profit even if that means damaging the environment	84	88	1	3	13	9
Businesses take care to minimise the negative impacts on the environment	12	19	8	13	**74**	63
Business usually find it is too expensive to be more environmentally friendly	17	23	9	9	70	60
Businesses should be obliged to treat the environment well	3	2	3	1	93	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	8	8	**16**	9	**72**	81

The public understands the importance of investing in water quality	32	31	14	11	52	56

8) New Ecological Paradigm measures

	Anti-environmental %		**Mid-environmental %**		**Pro-environmental %**	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
6-Item NEP scale	14	12	59	57	28	32
Expanded Ecological Values scale	6	5	72	64	22	32

9) Demographics as per tables

Gender

	Waitomo %	**Waikato %**
Male	52	46
Female	48	54

Age

	Waitomo %	**Waikato %**
18 - 29	11	12
30 - 39	**27**	17
40 - 49	24	21
50 - 59	16	19
60+	22	30

Ethnicity

	Waitomo %	Waikato %
New Zealand European	**30**	45
New Zealander	47	40
Māori	**22**	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	1	2

Māori Ancestry

	Waitomo %	Waikato %
I have some Māori ancestry	23	15
I have no Māori ancestry	77	83
Don't know/refused	0	2

Household Income

	Waitomo %	Waikato %
< $30,000	17	17
$30,001 - $60,000	25	24
$60,001 - $90,000	22	25
$90,001 - $150,000	19	20
$150,001+	4	7
Don't know/refused	12	8

Highest Educational Qualification

	Waitomo %	Waikato %
Primary school	1	3
Secondary school qualification	22	22
Secondary school	35	28
Trade certificate	11	11
Tertiary qualification	31	36

Employment Situation

	Waitomo %	Waikato %
Working full-time	**54**	45
Working part-time	16	19
Retired	14	20
Home responsibilities	6	6
Student	5	4
Unemployed/beneficiary	5	6
Don't know/refused	0	1

Household Situation

	Waitomo %	Waikato %
Young single or couple/group flatting	8	5
Family mainly pre-school children	12	8
Family mainly school age children	29	26
Family mainly adult children	13	19
Older single/couple no children	34	39
Boarding/refused	3	3

Rotorua

This section contains findings for the Territorial Authority of Rotorua. Results are based on 64 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 12.3 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental issues

Satisfaction with local environment in general

	Rotorua %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.87	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Rotorua)

	Rotorua %	Waikato %
Water – pollution/quality	**54**	41
Don't know	7	11
Waikato River	7	5
Air Pollution – general	5	2
Water – availability and suitability for use	4	10
Pollution – general	**4**	1
Drought	4	5

Next most important environmental issue facing the Waikato Region (Top 5 in Rotorua n=57)

	Rotorua %	Waikato %
Don't know	26	31
Agriculture – effluent/runoff	**11**	2
Waste – littering	11	7
Land – use	**8**	1
Waste – recycling	6	4

Most important environmental issues in the next five years (Top 5 in Rotorua)

	Rotorua %	Waikato %
Water – pollution/quality	39	33
Don't know	21	20
Air pollution – general	**9**	4
Climate change/global warming/Ozone layer	9	5
Water – availability and suitability for use	7	8

2) Perceptions of changes in the environment

	Worse %		Same %		Better %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
The water quality in your local streams, rivers and lakes	31	30	43	44	21	17
The availability of waste recycling services and facilities in your area	5	12	51	43	36	42
The air quality in your local area	5	9	85	75	9	15
The amount of litter on your highways	25	31	42	36	31	28
Overall state of your local environment	12	17	52	53	34	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
Water pollution from industry	88	84	3	3	5	11
Water pollution from farmland	77	81	1	4	19	15
Water pollution from towns and city areas	85	81	2	4	11	12
Loss of natural character of the region's beaches through development	66	70	6	8	24	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	33	42	**4**	14	**52**	40
The state of native bush and wetlands on private	48	49	6	10	40	34

property The spread of cities/towns across farmland	56	61	4	9	37	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
Pollution in the region's rivers comes mainly from farmland	34	29	9	11	55	56
Pollution in the region's rivers and streams comes mainly from industry	39	32	14	11	42	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	46	37	5	8	35	39

5) Personal environmental actions

Actions taken to protect the environment in the last 12 months (Top 5 in Rotorua)

	Rotorua %	Waikato %
Recycle in general	65	64
Planted trees/plants/wetland/gully restoration	**28**	16
Recycled paper	23	19
Recycled plastic	20	20
Recycled glass	16	17

Involvement in public actions/meetings

	Rotorua %	Waikato %
Yes	10	11
No	90	89

Public actions taken (Top 5 in Rotorua n=6)

	Rotorua %	Waikato %
Following council rules/good farm practices	48	8
Joined/belong to/started an action group	41	31
Participated in resource consent process	31	10
Took environmentally friendly action – planted trees, removed pests	28	20
Donate/raise money for groups/donation of land to environment organisation	11	5

Perceived effectiveness of public actions taken n=6

	Rotorua %	Waikato %
Not effective at all	0	23
Fairly effective	58	42
Very effective	42	26
Hard to tell	0	10

Publics' say in management of the environment

	Disagree %		Depends %		Agree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
The public have enough say in the way the environment is managed	42	46	11	8	47	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
There is enough protection given to local natural sites	20	24	3	8	66	56
Urban sprawl and subdivisions threaten the natural environment	28	22	9	13	59	61
Government restrictions on the use of private property are necessary so that the environment	17	15	12	14	69	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	8	6	86	88
Landowners should be allowed to what they like on their own land	51	47	21	25	28	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	11	11	7	8	79	78

7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
A healthy environment is necessary for a healthy economy	8	5	3	4	87	89
It is ok to sacrifice environmental quality for economic growth	83	76	4	10	11	12
Environmental protection and economic development go hand in hand	4	2	3	4	92	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	88	89	2	4	7	5
It is acceptable to let the farming economy decline in order to achieve a better environment	57	53	16	14	26	27
The most important objective of business should be to maximise profit even if that means damaging the environment	83	88	4	3	14	9
Businesses take care to minimise the negative impacts on the environment	18	19	16	13	65	63
Business usually find it is too expensive to be more environmentally friendly	31	23	11	9	57	60
Businesses should be obliged to treat the environment well	0	2	0	1	99	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	6	8	9	9	84	81

The public understands the importance of investing in water quality	27	31	12	11	57	56

8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
6-Item NEP scale	13	12	53	57	35	32
Expanded Ecological Values scale	4	5	70	64	26	32

9) Demographics as per tables

Gender

	Rotorua %	**Waikato %**
Male	47	46
Female	53	54

Age

	Rotorua %	**Waikato %**
18 - 29	19	12
30 - 39	23	17
40 - 49	22	21
50 - 59	20	19
60+	**16**	30

Ethnicity

	Rotorua %	Waikato %
New Zealand European	53	45
New Zealander	36	40
Māori	9	11
Asian/Indian	2	1
Pacific peoples	0	1
Other/refused	0	2

Māori Ancestry

	Rotorua %	Waikato %
I have some Māori ancestry	14	15
I have no Māori ancestry	86	83
Don't know/refused	0	2

Household Income

	Rotorua %	Waikato %
< $30,000	**6**	17
$30,001 - $60,000	**16**	24
$60,001 - $90,000	**36**	25
$90,001 - $150,000	27	20
$150,001+	6	7
Don't know/refused	10	8

Highest Educational Qualification

	Rotorua %	Waikato %
Primary school	3	3
Secondary school qualification	20	22
Secondary school	30	28
Trade certificate	16	11
Tertiary qualification	31	36

Employment Situation

	Rotorua %	Waikato %
Working full-time	56	45
Working part-time	17	19
Retired	**3**	20
Home responsibilities	**14**	6
Student	5	4
Unemployed/beneficiary	5	6
Don't know/refused	0	1

Household Situation

	Rotorua %	Waikato %
Young single or couple/group flatting	8	5
Family mainly pre-school children	13	8
Family mainly school age children	33	26
Family mainly adult children	20	19
Older single/couple no children	27	39
Boarding/refused	0	3

Taupo

This section contains findings for the Territorial Authority of Taupo. Results are based on 81 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.9 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

1) Environmental Issues

Satisfaction with local environment in general

	Taupo %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.61	6.47

Most important environmental issue facing the Waikato Region (Top 5 in Taupo)

	Taupo %	Waikato %
Water – pollution/quality	51	41
Water – availability and suitability for use	8	10
Lake Taupo	**7**	0.5
Don't know	7	11
Pests – In water, weeds and algal	**5**	1

Next most important environmental issue facing the Waikato Region (Top 5 in Taupo n=76)

	Taupo %	Waikato %
Don't know	37	31
Water – pollution/quality	8	12
Air Pollution – general	9	5
Waste – littering	5	7
Waste – rubbish disposal	4	4

Most important environmental issues in the next five years (Top 5 in Taupo)

	Taupo %	**Waikato %**
Water – pollution/quality	39	33
Don’t know	24	20
Water – availability and suitability for use	9	8
Land – erosion/deforestation/preservation of the natural environment	**6**	2
Air Pollution – general	3	4

2) Perceptions of changes in the environment

	Worse %		**Same %**		**Better %**	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
The water quality in your local streams, rivers and lakes	22	30	46	44	**28**	17
The availability of waste recycling services and facilities in your area	17	12	42	43	41	42
The air quality in your local area	8	9	78	75	18	15
The amount of litter on your highways	25	31	38	36	27	28
Overall state of your local environment	19	17	50	53	31	29

3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
Water pollution from industry	**75**	84	3	3	**19**	11
Water pollution from farmland	82	81	1	4	16	15
Water pollution from towns and city areas	86	81	4	4	9	12
Loss of natural character of the region's beaches through development	73	70	6	8	18	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	37	42	18	14	43	40
The state of native bush and wetlands on private property	**62**	49	9	10	**24**	34
The spread of cities/towns across farmland	54	61	8	9	34	28

4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
Pollution in the region's rivers comes mainly from farmland	22	29	**2**	11	**72**	56
Pollution in the region's rivers and streams comes mainly from industry	29	32	11	11	54	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	34	37	4	8	45	39

5) Personal Environmental Actions

Actions taken to protect the environment in the last 12 months (Top 5 in Taupo)

	Taupo %	Waikato %
Recycle in general	60	64
Recycled plastic	21	20

Planted trees/plants/wetland/gully restoration	17	16
Recycled glass	17	17
Recycled paper	16	19

Involvement in public actions/meetings

	Taupo %	**Waikato %**
Yes	13	11
No	87	89

Public actions taken (Top 5 in Taupo n=11)

	Taupo %	**Waikato %**
Attended meeting – on committee	28	20
Attended a meeting or public hearing	14	7
Following council rules/good farm practices	12	8
Joined/belong to/started an action group	12	31
Took part in a protest	12	7
Work/consult to an agency with environmental responsibilities	12	7

Perceived effectiveness of public actions taken n=11

	Taupo %	**Waikato %**
Not effective at all	18	23
Fairly effective	36	42
Very effective	38	26
Hard to tell	8	10

Publics' say in management of the environment

	Disagree %		**Depends %**		**Agree %**	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
The public have enough say in the way the environment is managed	45	46	12	8	40	41

6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
There is enough protection given to local natural sites	26	24	6	8	48	56
Urban sprawl and subdivisions threaten the natural environment	15	22	13	13	68	61
Government restrictions on the use of private property are necessary so that the environment won't be harmed	18	15	14	14	66	69
Council should enforce its rules and regulations to make sure that the environment is well looked after	5	4	6	6	88	88
Landowners should be allowed to what they like on their own land	49	47	24	25	27	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	15	11	11	8	71	78

7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
A healthy environment is necessary for a healthy economy	5	5	1	4	92	89
It is ok to sacrifice environmental quality for economic growth	84	76	9	10	7	12
Environmental protection and economic development go hand in hand	0	2	1	4	96	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	92	89	1	4	1	5
It is acceptable to let the farming economy decline in order to achieve a better environment	52	53	13	14	27	27
The most important objective of business should be	92	88	1	3	7	9

to maximise profit even if that means damaging the environment						
Businesses take care to minimise the negative impacts on the environment	15	19	14	13	65	63
Business usually find it is too expensive to be more environmentally friendly	25	23	7	9	63	60
Businesses should be obliged to treat the environment well	0	2	0	1	100	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	12	8	7	9	82	81
The public understands the importance of investing in water quality	**18**	31	14	11	66	56

8) New Ecological Paradigm measures

	Anti-environmental %		**Mid-environmental %**		**Pro-environmental %**	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
6-Item NEP scale	10	12	50	57	40	32
Expanded Ecological Values scale	6	5	57	64	37	32

9) Demographics as per tables

Gender

	Taupo %	**Waikato %**
Male	54	46
Female	46	54

Age

	Taupo %	Waikato %
18 - 29	**2**	12
30 - 39	16	17
40 - 49	19	21
50 - 59	19	19
60+	**44**	30

Ethnicity

	Taupo %	Waikato %
New Zealand European	52	45
New Zealander	32	40
Māori	12	11
Asian/Indian	2	1
Pacific peoples	0	1
Other/refused	3	2

Māori Ancestry

	Taupo %	Waikato %
I have some Māori ancestry	13	15
I have no Māori ancestry	87	83
Don't know/refused	0	2

Household Income

	Taupo %	Waikato %
< $30,000	16	17
$30,001 - $60,000	26	24
$60,001 - $90,000	25	25
$90,001 - $150,000	17	20
$150,001+	8	7
Don't know/refused	7	8

Highest Educational Qualification

	Taupo %	Waikato %
Primary school	0	3
Secondary school qualification	**31**	22
Secondary school	21	28
Trade certificate	11	11
Tertiary qualification	37	36

Employment Situation

	Taupo %	Waikato %
Working full-time	47	45
Working part-time	22	19
Retired	22	20
Home responsibilities	1	6
Student	0	4
Unemployed/beneficiary	2	6
Don't know/refused	**5**	1

Household Situation

	Taupo %	Waikato %
Young single or couple/group flatting	0	5
Family mainly pre-school children	6	8
Family mainly school age children	23	26
Family mainly adult children	22	19
Older single/couple no children	**47**	39
Boarding/refused	1	4

13 APPENDICIES

13.1 **APPENDIX ONE: QUESTIONNAIRE**

Q.1 Hello. This is (name) speaking on behalf of Waikato Regional Council. I'm doing an important interview about the environment. Would you mind helping me with this? (If necessary: My questions will take between 10-15 minutes. Is now convenient (or when could I call back)?

<u>SCREENERS</u>

Before we start, can I please check whether anyone in your household works for or contracts to Waikato Regional Council?

NO – *CONTINUE*

YES – *Thank you, we really need to talk to people who work outside of the organisation. Have a good night.*

In order to ensure we speak to a cross section of people in your area, we are looking to speak to the youngest people in the household between 18 and 60 years of age. Could I ask if you are the youngest person and in this age group?

If not in age group:

I'm afraid we have already spoken to our allocated quota for your age group so we are unable to interview you today. We would however like to thank you for your willingness to participate, this is very much appreciated. Thank you.

YES – *CONTINUE*

NO – *ASK IF ANOTHER MEMBER OF THE HOUSEHOLD IS AVAILABLE TO SPEAK*

☐ 1 Continue survey
☐ 2 Refused
☐ 3 DNQ
☐ 4 Not in service
☐ 5 Business

Q.2 Can you tell me which District you live in?

(Single response only – if necessary: ask for nearest town and identify District using your map) (READ if necessary)

☐ 01 Thames-Coromandel
☐ 02 Hauraki
☐ 03 Waikato
☐ 04 Hamilton
☐ 05 Matamata-Piako
☐ 06 Waipā
☐ 07 South Waikato
☐ 08 Otorohanga
☐ 09 Waitomo
☐ 10 Rotorua
☐ 11 Taupo

Q.3 Do you live in town or in the country?

Single response

☐ 01 Country
☐02 Town

Q.4 Most of the questions will focus on the entire Waikato region which extends from the Bombay Hills to Ruapehu and includes the Coromandel Peninsula. Some questions, however, will focus on your 'local' area which is the area where you live and the area where you work.

I'm going to read a list of environmental issues. Please say whether you feel each of these has become better, become worse or stayed the same in the last few years?

[INTERVIEWER PROMPT: Would that be much (better/worse) or a little (better/worse)?]
[READ ANSWERS IN RANDOM ORDER]

	Much worse	A little worse	Stayed the same	A little better	Much better	Unsure/don't know
The water quality in your local streams, rivers, and lakes	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
The availability of waste recycling services and facilities in your area	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
The air quality in your local area	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
The amount of litter on our highways	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

Q.5 Thinking now about the overall state of your local environment, do you think this has generally become better, become worse or stayed the same in the last few years?

[INTERVIEWER PROMPT: Would that be much (better/worse) or a little (better/worse)? (One answer only)

☐ 1 Much worse
☐ 2 A little worse
☐ 3 Stayed the same
☐ 4 A little better
☐ 5 Much better
☐ 6 Unsure/ Don't know

Q.6 What do you think is the single most important environmental issue facing the Waikato region today?

One answer only

Q.7 And the next most important environmental issue?

One answer only

Q.8 What do you think will be the single most important environmental issue facing us in five years' time?

One answer only

Q.9 We would like to find out about your levels of concern on some issues in the Waikato region, which can go from Not Concerned at All to Very Concerned. How concerned are you about the following environmental issues in the Waikato region?

[INTERVIEWER PROMPT: Would that be not concerned at all or not very concerned / Would that be slightly concerned or very concerned?]
[READ ANSWERS IN RANDOM ORDER]

	Not concerned at all	Not very concerned	Neither concerned nor unconcerned	Slightly concerned	Very concerned	Unsure/don't know
Water pollution from industry	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
The state of native bush and wetlands on private property	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Water pollution from farmland	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Loss of the natural character of the region's beaches through development	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Water pollution from towns and city areas	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
The spread of cities/towns across farmland	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

Q.10 Do you agree or disagree with each of these statements?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]
[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
Pollution in the region's rivers and streams comes mainly from industry	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
In this region, discharges of treated human sewage are a major cause of pollution in our waterways.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Pollution in the region's rivers and streams comes mainly from farmland	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

Q.11 Do you generally agree or disagree with each of these statements about how people in the Waikato contribute to a healthy environment?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
The public have enough say in the way the environment is managed	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Council should enforce its rules and laws to make sure that the environment is well looked after	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Landowners should be allowed to do what they like on their own land	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
The most important objective of any business should be to maximise profit even if that means damaging the environment	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Businesses take care to minimise negative impacts on the environment	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Businesses usually find it is too expensive to be more environmentally friendly	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Businesses should be obliged to treat the environment well	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Council should tighten rules to manage the construction of homes and buildings in areas at risk from flooding and erosion	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
The public understands the importance of investing in water quality	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6

Q.12 Here are some statements about the relationships between humans and the environment. Even though the statements might sound a bit 'different', these are used worldwide as a measure of environmental concern. For each one please indicate whether you strongly agree, mildly agree, are unsure, mildly disagree or strongly disagree with it?

PROBE <u>EVERY TIME:</u> Is that strongly agree/disagree or just agree/disagree?
[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
The balance of nature is very delicate and easily upset	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Modifying the environment for human use seldom causes serious problems	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Plants and animals exist primarily to be used by humans	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
The Earth is like a spaceship with only limited room and resources	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
There are limits to economic growth even for developed countries like ours	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Humans were meant to rule over the rest of nature	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

Q.13 AND can you please tell me whether you agree or disagree with these statements? These statements might also sound a bit 'different', please answer them as best as possible.

PROBE <u>EVERY TIME</u>: Is that strongly agree/disagree or just agree/disagree
[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
Present generations of humans have NO moral duties and obligations to future human generations	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
The so-called 'ecological crisis' facing humankind has been greatly exaggerated	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
We must take stronger measures to conserve our nation's resources	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Humans have moral duties and obligations to other animal species	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
Environmental regulations have placed unfair burdens on industry.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Natural resources should be used primarily to provide for basic needs rather than material wealth	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Humans have the right to alter nature to satisfy wants and desires.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Nature is valuable for its own sake	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Humans live on a planet with limited room and resources	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

Q.14 Now thinking about your own personal actions regarding the environment, what actions have you taken in the past 12 months to protect the environment?

PROBE "Any others?"

Q.15 In the last year or so, have you been involved in any kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment?

☐1 Yes
☐2 No

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 20]

Q.16 What did you do? Example 1:

Q.17 What did you do? Example 2:

Q.18 What did you do? Example 3:

Q.19 And generally, how effective do you feel this/these actions were/was?

	Not effective at all	Fairly effective	Very effective	Don't know/ hard to tell
[ANSWER TO Q. 16]	▯ 1	▯ 2	▯ 3	▯ 4
[ANSWER TO Q. 17]	▯ 1	▯ 2	▯ 3	▯ 4
[ANSWER TO Q. 18]	▯ 1	▯ 2	▯ 3	▯ 4

Q.20 Now I am going to read out some statements about the Waikato environment? Could you please tell me if you agree or disagree with each?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]
[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
There is enough protection given to local significant natural sites (If needed: examples might be Cathedral Cove in Coromandel, or Waitomo Caves.)	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways.	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
Urban sprawl and subdivisions threaten the natural environment	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
It is acceptable to let the Waikato farming community to decline in order to achieve a better environment.	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6

Q.21 Do you generally agree or disagree with each of these statements about the Waikato environment?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]
[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
Government restrictions on the use of private property are necessary so that the environment will not be harmed	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
A healthy environment is necessary for a healthy economy	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6
It is okay to sacrifice environmental quality for economic growth	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
Environmental protection	▯ 1	▯ 2	▯ 3	▯ 4	▯ 5	▯ 6

and economic development can go hand in hand						

Q.22 Overall, taking everything into account, I would like you to think about how satisfied you are with your local environment in general. Please use a scale from 1 to 10, where a score of 1 means you find your local environment completely unsatisfactory, and a score of 10 means it is perfect in every way.

- 01 1- Completely unsatisfactory
- 02 2
- 03 3
- 04 4
- 05 5
- 06 6
- 07 7
- 08 8
- 09 9
- 10 10- Perfect in every way
- 11 Don't Know

Q.23 We're almost at the end now. I just need to ask some questions about you, so we can be sure we've talked to a wide cross-section of people. This all remains completely confidential. Could you please tell me which of the following age groups you fit into?

- 01 18-19
- 02 20-29
- 03 30-39
- 04 40-49
- 05 50-59
- 06 60-64
- 07 65+
- 08 Refused (do not read out)

Q.24 What is your highest educational qualification?

- 1 Primary school
- 2 Secondary school qualification
- 3 Secondary school
- 4 Trade certificate
- 5 Tertiary qualification

Q.25 And which of the following groups best matches your total household income before tax?

- 1 \$0 - \$30,000
- 2 \$30,001 - \$60,000
- 3 \$60,001 - \$90,000
- 4 \$90,001 - \$150,000
- 5 \$150,001 - \$200,000
- 6 \$200,001 to \$300,001
- 7 \$300,001 +
- 8 Refused (Don't read out)
- 9 Don't Know (Don't read out)

Q.26 Which of the following best describes your household situation?

- ▯ 01 Young, single, living alone
- ▯ 02 Group flatting together
- ▯ 03 Young couple, no children
- ▯ 04 Family, mainly preschool children
- ▯ 05 Family, mainly school aged children
- ▯ 06 Family, adult children
- ▯ 07 Older couple/ single person
- ▯08 Middle aged single/ couple
- ▯ 09 Boarding or similar
- ▯ 10 Refused (Do not read out)

Q.27 What is your employment situation?

- ▯ 1 Working full time
- ▯ 2 Working part time
- ▯ 3 Retired
- ▯ 4 Home responsibilities
- ▯ 5 Student
- ▯ 6 Unemployed/ beneficiary
- ▯ 7 Refused/ don't know

[IF THE ANSWER IS 3-7, THEN SKIP TO QUESTION 29]

Q.28 If working full time or part time, what is your occupation?

(Record, probing until clear) (If farmer, type of farmer (e.g. dairy))

Q.29 To which ethnic groups do you belong?

- ▯ 1 European
- ▯ 2 Māori
- ▯ 3 Pacific Island
- ▯4 Asian
- ▯ 5 Other (specify)
- ▯6 New Zealander
- ▯ 7 Don't know
- ▯ 8 Refused

[IF THE ANSWER IS NOT 5, THEN SKIP TO QUESTION 31]

Q.30 Other, specify

[IF THE ANSWER TO QUESTION 29 IS 2, THEN SKIP TO QUESTION 32]

Q.31 Which of these statements best describes you?

- ▯ 1 I have some Māori ancestry OR
- ▯ 2 I have no Māori ancestry
- ▯ 3 Refused (do not read out)

Q.32 May I also ask your first name? This is so we can enter your name into the prize draw to win $200 worth of grocery vouchers which will be drawn at the end of March'

Q.33 Thank you very much for your time. In case you missed it, my name is xxx from Versus Research. If you have any queries regarding this interview, you are welcome to contact us on our free phone number, which is 0800 837787. Thanks again for your help. Good night.

RECORD GENDER

- 1 Male
- 2 Female

13.2 **APPENDIX TWO: DEFINITION OF RESPONDENT CLASSIFICATION**

- Professional/manager: all respondents who indicate they are in a managerial or professional role, e.g., architect, accountant, manager, lawyer
- Clerical: all respondents who indicate they are in a role that requires administration data processing or support, e.g., administrator, clerical, personal assistant, office worker
- Sales: all respondents who indicate that they are in a role that involves selling, tele-sales, retail, e.g., real estate, sales manager, sales assistant, merchandiser
- Technical: all respondents who indicate that they are in a role that involves technical skills, e.g., science technician, agricultural engineer
- Self-employed: all respondents who indicate that they are owner/operators (excluding farmers) or self-employed, e.g., shop owner, self employed, dairy owner
- Skilled: all respondents who indicate that they are in a role that requires a high degree of skill or education, e.g., chef, florist, librarian
- Semi-skilled: all respondents who indicate that they are in a role that requires some degree of knowledge to complete the job, e.g., leading hand at a factory
- Unskilled: all respondents who indicate that they are in a role that requires little prior training, e.g., kitchen hand, factory worker.