

# Your environment – what matters?

Tō taiao – he aha ngā  
tino take?

**Waikato**



REGIONAL COUNCIL  
*Te Kaunihera ā Rohe o Waikato*

## Waikato Regional Council Technical Report TR# 2019/09

Approved for release by: Ruth Buckingham  
Date: September 2019

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ISSN 2230-4355 (Print)  
ISSN 2230-4363 (Online)

Prepared by:  
Versus Research

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

May 2019

Document #: 14317447

Peer reviewed by:

Jacqueline Henry

Date September 2019

Approved for release by:

Ruth Buckingham

Date September 2019

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**YOUR ENVIRONMENT-WHAT MATTERS?**

**A SURVEY OF RESIDENTS OF THE  
WAIKATO REGION**

**PREPARED FOR:  
WAIKATO REGIONAL COUNCIL**

**PREPARED BY:  
VERSUS RESEARCH**

**MAY 2019**

# SUMMARY OF FINDINGS

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This summary contains the findings of n=1,250 surveys conducted with residents of the Waikato region as part of Waikato Regional Council's (Council) Your Environment-What Matters? survey.

This piece of research is conducted every three years and tracks residents' perceptions about their local environment, areas of concern, and actions that have been taken to support environmental wellbeing. The 2019 questionnaire was designed in conjunction with Council staff. There were a number of new measures included this year and the content was reviewed to ensure it remains relevant to current environmental issues. The 2019 report compares data to previous measures where appropriate.

The time taken for participants to respond to the survey was, on average, 20 minutes. Interviewing was conducted between March and April 2019. The work was completed via a mixed method approach to data collection to ensure a range of residents were canvassed throughout the engagement process. Broad quotas were placed on key demographic groups and territorial authority (TA); weighting was also applied to ensure the final dataset was representative of the Waikato region's population.

A summary of the main findings from the 2019 survey is outlined below. Full results including demographic and geographic breakdowns are included in the body of the report. Comparisons to previous years are also included.

## ENVIRONMENTAL AWARENESS

Overall, 72% of residents are satisfied with their local environment, those with the highest satisfaction are farmers, those without Māori ancestry, and residents over the age of 60 years. However, just under half of all residents feel that the state of their local environment has declined over the past few years and 47% feel that water pollution is the most pressing environmental issue facing the Waikato region today. This is followed by human impact/changes (16%) and rubbish and recycling (15%).

When residents are asked about the issue they feel is most important in the longer term (next five years) residents prioritise human impact/changes (39%) over water pollution (25%) and rubbish and recycling (14%). This finding is consistent across all demographic and geographic groups and the importance of human impact/changes, in particular climate change, has grown consistently since 2013.

Just over half of residents (54%) rate their environmental knowledge as good or very good and only 9% rate their knowledge as poor or very poor. Those who feel they have the highest level of knowledge are males (59%), rural residents (63%), and residents from Thames-Coromandel (61%). In saying this, residents largely rely on visual cues when assessing water quality; freshwater bodies are judged by the clarity of water (39%), abundance of life and biodiversity (35%), and the lack of toxins (16%). Coastal waters are judged on similar attributes, including the abundance of marine life (39%), clarity of water (19%), lack of rubbish (13%), and lack of pollution (11%).

## ENVIRONMENTAL CHANGES

Residents were asked whether they felt that certain parts of their environment had improved, declined, or remained the same over the past few years. Areas which residents report as having improved or remained the same are the number of New Zealand native plants (34% better over the past few years) and the number of New Zealand native birds (31% better). Residents were also asked whether they thought that the number of native fish had improved in the past few years, however 38% of residents are unsure how to answer this. In comparison, residents report waste and recycling services (30%) worse after the past few years, water quality of streams, rivers, and lakes (49%), water quality in local coastal waters (38%), and air pollution (23%) as declining over time.

# SUMMARY OF FINDINGS

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## ENVIRONMENTAL CONCERNS

Residents were asked how concerned they were about different environmental issues facing the region. All areas are rated with a level of concern of 70% or greater. All of the measures that have been tracked previously have resulted in increased levels of concern this year after years of trending downwards.

The areas which reached the highest levels of concern (85% or more) were water pollution from industry (90%), water pollution from towns and cities (89%), pest species damaging and reducing native birds (87%), the loss of bush and wetlands (86%), and pollution from farmland (85%).

Areas which receive lower levels of concern (between 70% and 85%) are pest species damaging and reducing New Zealand native plants (83%), pest species damaging and reducing New Zealand native fish (80%), the loss of quality food producing soils (78%), the health of soils (77%), the effects of climate change (77%), the loss of the region's coastlines natural character (76%), the effects of coastal erosion (74%), air pollution (73%), and the spread of cities and towns across farmland (70%).

It is interesting to note that residents under the age of 35 years consistently show lower levels of concern with the environmental issues, with lower scores seen amongst this demographic across many of the measures taken. Similarly, female residents show higher levels of concern across a greater number of measures than male residents.

## ENVIRONMENTAL KNOWLEDGE

Residents were asked questions about their level of knowledge and understanding on a range of environmental issues including sources of pollution and the drivers of climate change. Residents show the highest level of agreement with the pollution statements 'pollution in rivers and streams comes mainly from industry' (41% agree) and 'pollution in rivers and streams comes mainly from farmland' (47% agree). Residents are less likely to agree that air pollution comes mainly from home fires (15% agree) and are divided on the statement 'discharges of human sewage are a major cause of pollution in our waterways' (30% agree, 27% disagree, 20% were unsure).

Responses to these four measures are relatively consistent across geographic areas however, when looking at demographic differences, rural residents tend to have lower levels of agreement with most statements. All four of the aforementioned measures have been tracked over time. The 2019 results all display decreasing levels of both agreement and disagreement, with residents instead opting to state that 'it depends'.

Statements that related to climate change show slight differences in agreement levels. Sixty five per cent of residents agree that the biggest driver of climate change is human activity, while only 33% of residents agree that the biggest driver of climate change is farming activities. Although there are no significant geographic differences between the responses for these two statements, older residents tend to show lower levels of agreement with these statements. In comparison, residents under the age of 35 tend to show higher levels of agreement with both statements.

## ENVIRONMENTAL REGULATION

Residents' attitudes towards various environmental regulations and controls were also measured. Just over three quarters of residents (76%) agree that environmental protection and economic development can go hand in hand, while 86% of residents agree that a healthy environment is necessary for a healthy economy. Both of these measures have shown relatively sustained and high levels of agreement over time with limited demographic and geographic differences.

## SUMMARY OF FINDINGS

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Results show relatively strong support for environmental regulations with 81% of residents agreeing that Waikato Regional Council should enforce its rules to make sure that the environment is well looked after. Furthermore, 56% of residents agree that government restrictions on the use of private property are necessary so that the environment will not be harmed. Only 11% of residents agree that landowners should be allowed to do what they like on their own land, while 5% agree it is acceptable to farm agricultural land at maximum productivity.

Businesses' relationship with environmental protection was also measured. Overall, 92% of residents agree that businesses should be obliged to treat the environment well. Seventy six per cent of residents agree that water quality in streams and rivers should be protected, even if that means businesses have to bear the expense of environmental standards. However, only 29% of residents agree that businesses take care to minimise impacts on the environment and 56% think that businesses find it too hard to be environmentally friendly.

This year has seen a sharp decline in the number of residents who state that businesses take care to minimise negative impacts and an increase in the number of people who state that 'it depends' or who disagree with this statement. However, agreement that businesses find it too expensive to be environmentally friendly has remained consistent over monitoring.

The role of Council was also examined amongst these questions. Only 36% of residents agree that Waikato Regional Council is visible in responding to environmental concerns while 65% agree Waikato Regional Council should be doing more to protect New Zealand native birds and plants from introduced pests. Thirty two per cent of residents agree that there is enough done to protect natural sites.

The relationship between the environment and residents' roles in protection was also included. Just under half of residents (48%) agree that the public understands the importance of investing in water quality, however only 21% of residents agree that the public have enough say in the way the environment is managed. Residents under the age of 35 show lower levels of disagreement with both of these statements, while farmers tend to show higher levels of agreement.

## PUBLIC AND PERSONAL ENVIRONMENTAL ACTIONS

This section of the report looks to address the public and personal actions that residents have taken which may benefit the environment.

The main personal actions that residents have undertaken in the past 12 months to help the environment relate to recycling (39%), planting trees/ plants (18%), composting kitchen waste (11%), using car less (11%), and refusing supermarket bags (11%). This year sees a decrease in the number of residents who talk about recycling in general but there are now new mentions of refusing plastic bags (11%), recycling plastic (7%), and reducing packaging (5%).

Thirty per cent of residents have undertaken a public action to help protect the environment, this was more common amongst farmers (45%) and residents aged 35-59 years (35%). The most common actions taken were signing a petition (44%), taking a specific environmental action (e.g., planting trees) (29%), or attending a meeting (15%). New mentions this year include reading or seeking information about the environment (11%) and participating in a resource consent process (5%).

A specific question was also included about actions that residents have taken to reduce their greenhouse gas emissions in the last 12 months. The primary action that residents mention was selecting more eco-friendly travel methods (39%). This was followed by changing heating methods (14%) and planting trees (7%). Urban

## SUMMARY OF FINDINGS

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residents (41%), residents aged 20-34 years (47%), and residents living in Hamilton (57%) are the most likely to have used more eco-friendly modes of transport.

Notably, around one third of residents (34%) indicate that they have done nothing to reduce their greenhouse gas emissions and 4% of residents state that they do not believe in climate change.

The 2019 survey also included two statements which look at household actions to minimise waste. Overall, 71% of residents indicate that their household does everything they can to reduce their waste. Residents over 60 years (88%) and residents without Māori ancestry (73%) are much more likely to agree with this statement, as are residents in Thames-Coromandel (85%), Hauraki (81%), Otorohangā (87%), and Taupō (87%). Residents in Hamilton are much less likely to agree with this statement (65%).

Fifty per cent of residents indicate that they would like to reduce their household's waste but are unsure how to. Female residents (55%) and residents aged 20-34 years (62%) are more likely to agree with this statement; Waikato district residents also show a higher level of agreement with this statement (61%).

Questions were also included about the responsibility for waste reduction. High levels of agreement were seen with the statements 'individuals have a responsibility for waste reduction in their district' (91% agreement), 'businesses have a responsibility for waste reduction in their district' (91% agreement), and 'Waikato Regional Council has a responsibility for waste reduction in the region' (86%). There is limited variation in these responses across both geographic and demographic variables.

Forty seven per cent of residents feel that there are sufficient opportunities for the community to be involved in activities to protect the environment. Residents over the age of 60 years (55%), farmers (70%), rural residents (53%), and residents from Taupō District (58%) are more likely to think that there are enough opportunities available. Younger residents (18%) and urban residents (44%) are less likely to agree with this.

Residents suggest that the community could be more involved in protecting the environment if there was an increase in awareness and/or education (27%), a greater number of community events with an environmental focus (18%), specific activities which focussed on cleaning up the environment (15%), or more tree planting days (10%).

## NEW ECOLOGICAL PARADIGM

As with previous monitoring, the 2019 report included questions relating to the New Ecological Paradigm (NEP) scale. This scale is used to categorise residents based on their responses to different statements about humans' relationship with the environment. This year the NEP analysis used a 6-item model of assessment. The results show that 40% of residents are classified as pro-ecological, 47% of residents are classified as mid-ecological, and 13% of residents are classified as anti-ecological. While the proportion of anti-ecological residents has remained relatively stable year on year, the 2019 results show a decrease in the number of residents who are categorised as mid-ecological and an increase in the number of residents who are categorised as pro-ecological.

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# PROJECT OVERVIEW

# BACKGROUND AND METHOD

Waikato Regional Council (Council) recognises that sustainable resource management requires an understanding of the region’s residents’ perceptions of the environment in which they live in. To assist in developing this understanding, Council has undertaken surveys which track residents’ awareness, attitudes, and actions towards the environment. The overall aim of this project is to compare and contrast changes in public perception of the environment over time, specifically the changes in attitudes and priorities that residents hold about environmental issues in the Waikato region.

The information from this survey will be used to:

- anticipate public response to environmental policies and programmes;
- track trends associated with public views, attitudes, and priorities around environmental issues, and awareness of impacts and effects of people on the natural environment;
- gather public opinion on environmental issues that contribute to policy development;
- evaluate current policies and programmes and gather public opinion on issues that contribute to policy development;
- help Council to gain a better understanding of the views of residents regarding the environment and;
- provide supporting information for Territorial Authorities (TAs) and other agencies to assist in decision making and policy development.

## METHOD

Previous years have seen data collection primarily completed using Computer-Aided Telephone Interviewing (CATI) and supplemented with face to face intercept interviewing to ensure a representative sample was collected across the region. However, the significant decrease in landline ownership over the past three years has made collecting a robust sample using CATI difficult.

As such, the 2019 survey method changed to a mixed method approach to data collection. The collection methods were designed to ensure that a wide cross section of residents were reached within this project. A total n=1,250 surveys were completed across all sources. Sample sources for data collection comprised of the following methods:

- Electoral roll: this was the primary sample source for this project, with n=14,000 invitations sent to Waikato Region residents. Each invite included a link to the survey for residents to complete the survey online. Any residents unable to complete the survey online were able to request a paper copy be sent to them.
- Online collection: Versus Research collected additional surveys online through paid social media advertisements and also through a third party panel provider.
- Intercept interviewing was undertaken, and hard copy surveys were distributed across the region and were placed in retail outlets and supermarkets.
- Telephone interviewing: A small telephone component was included to ensure there were a sufficient number of responses achieved in some of the smaller rural areas.

The following is a breakdown of the final number of surveys from each sample source:

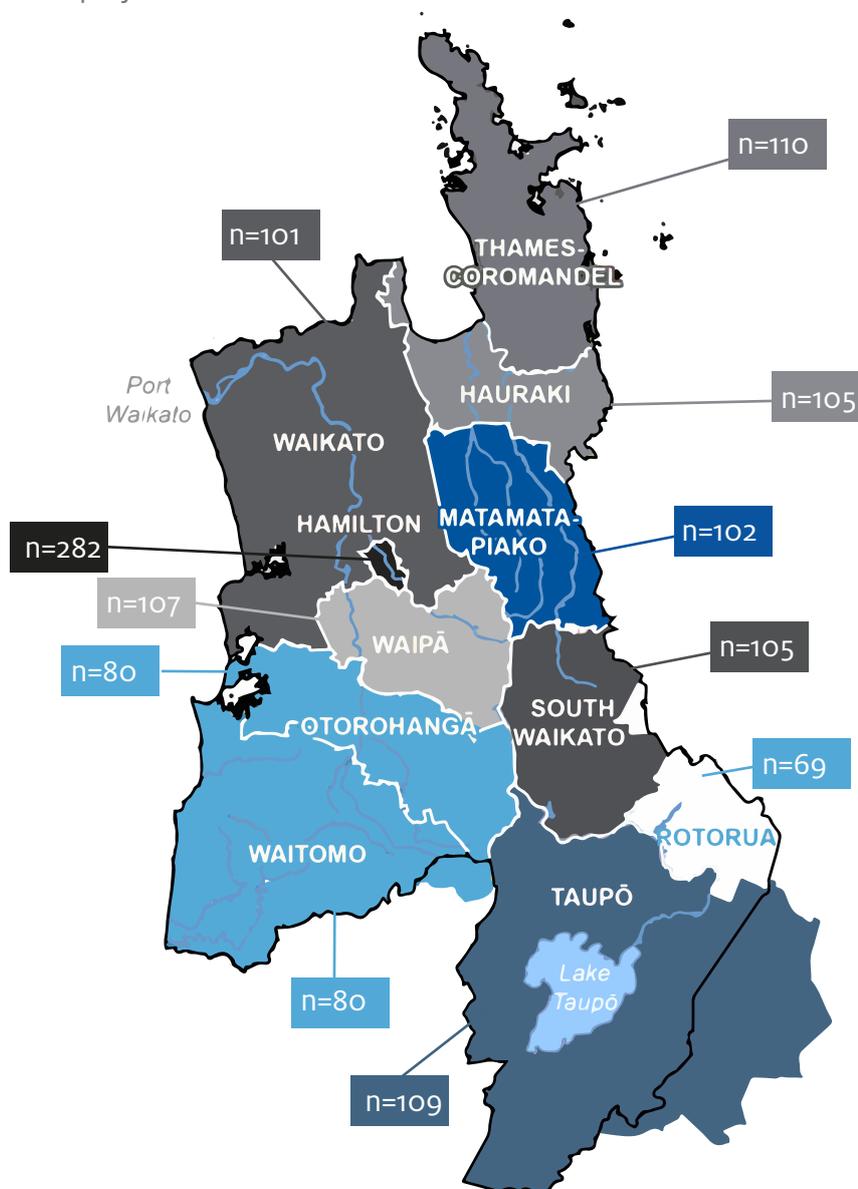
Data collection type	Number of completed surveys	% of final sample composition
Electoral roll	959	77%
Online	217	17%
Intercept	48	4%
Telephone	26	2%

# BACKGROUND AND METHOD

The questionnaire was designed in conjunction with Council and was, on average, 20 minutes in duration. A copy of the questionnaire is included in Appendix 1 of this report. Interviewing for this project was completed between April and May 2019. A participation incentive of four \$250 prezy cards was offered to all participants.

## SAMPLE

A total sample size of  $n=1,250$  is reported within this document, yielding a margin of error of  $\pm 2.8\%$  at the 95% confidence interval. To ensure a sufficient sample from each TA was achieved, and results across the TAs were comparable, a set number of surveys was collected from each district therefore meaning the final sample is not proportionate to the Waikato region as a whole. The map below shows the final sample achieved for this project.



## WEIGHTS

Age and gender weightings have been applied to the final data set for this project. Weighting ensures that specific demographic groups are neither under- nor over-represented in the final data set and that each group is represented as it would be in the population. The proportions used for the gender and age weights are taken from the 2013 Census (Statistics New Zealand). The final weights applied to the sample are outlined in Appendix 2.

# SAMPLE PEOPLE AND POPULATION COMPARISON

The below shows the unweighted sample achieved (on the left), compared to the population of the Waikato Region based on the 2013 census.

## 2019 SURVEY SAMPLE

## 2013 CENSUS: WAIKATO REGION

### GENDER



57%



42%



51%



49%

### EMPLOYMENT STATUS



38%



16%

Other

46%



47%



15%

Other

38%

### AGE

<20	20-34	35-59	60+
2%	16%	39%	44%

<20	20-34	35-59	60+
4%	25%	44%	28%

### MĀORI ANCESTRY

Māori ancestry

18%

Non-Māori ancestry\*

71%



Māori ancestry

19%

Non-Māori ancestry

81%

### RURAL AND URBAN



Rural  
30%



Urban  
70%

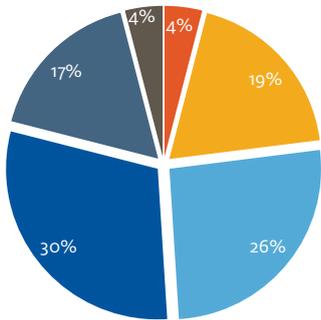


Rural and urban population figures are not available at a Census level.

\*Excludes those who preferred not to answer.

# HOW THE DATA IS PRESENTED

## 2019 RESULTS



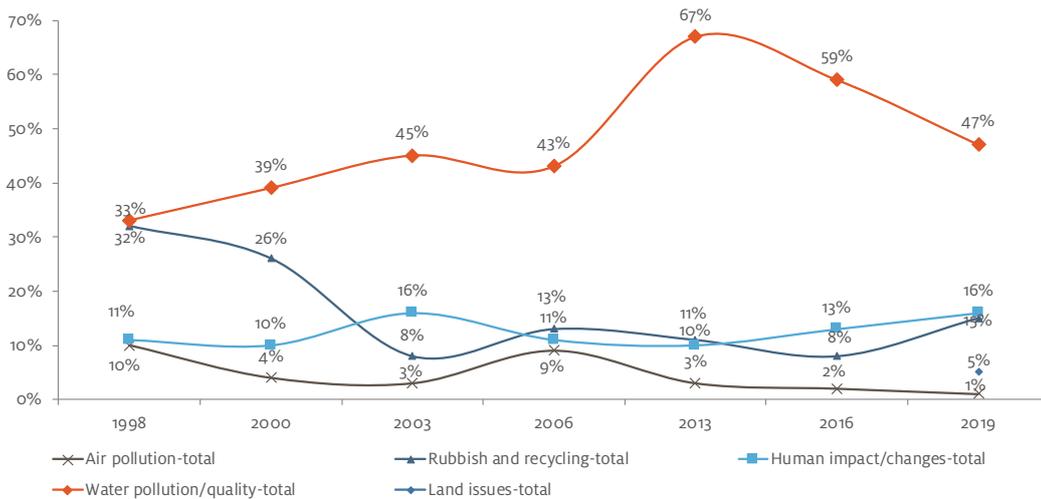
- Much better
- A little worse
- A little better
- Much worse
- Stayed the same
- Unsure/don't know

Pie charts show the total results for all residents for 2019. The text next to the chart explains the question asked, and the results. The exact question asked is included at the bottom of the page.

Open ended questions were recorded verbatim, post-coded and grouped by theme. The results show total results from all residents from 2019.

## 2019 RESULTS

<b>Water pollution/quality-total</b>	<b>47%</b>
Pollution/quality	38%
Levels in rivers and lakes	5%
Availability and suitability	2%
<b>Human impact/changes-total</b>	<b>16%</b>
Climate change	5%
Pollution	3%
Urban sprawl	2%
<b>Rubbish and recycling-total</b>	<b>15%</b>
Waste (general)	4%
Plastic waste	3%
Recycling	3%
<b>Land issues-total</b>	<b>5%</b>
Biodiversity and chemicals	3%
Preservation of native environment	1%
Deforestation	1%
<b>Air pollution-total</b>	<b>1%</b>
General	0.5%
Vehicles	0.5%



The line chart shows comparisons to previous years results from all residents (where applicable). The text below the chart highlights any year on year changes.

## KEY OF ICONS USED

	Female Residents		Farming Residents		Rural Residents		Māori ancestry (Residents with Māori ancestry)
	Male Residents		Non-Farming Residents		Urban Residents		Non-Māori ancestry (Residents without Māori ancestry)

# ENVIRONMENTAL AWARENESS



## SECTION SUMMARY

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This section provides an overview of the issues residents consider important in relation to the Waikato region's environment. It looks at residents' overall satisfaction with the local environment and then reviews the key environmental issues facing the Waikato region currently and in the future. New questions this year look at residents' perceptions of what factors indicate good water quality in freshwater bodies and also coastal streams. This section also includes residents' self-reported level of environmental knowledge.

### QUESTIONS

Specific questions asked within this section are listed below. Those marked with an \* are new in 2019.

- Overall, taking everything into account, how satisfied are you with your local environment in general?
- \*Please rate your knowledge about environmental issues.
- What do you think is the SINGLE most important environmental issue facing the Waikato region today?
- What do you think will be the SINGLE most important environmental issue facing us in five years time?
- 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?
- \*What would indicate good water quality in freshwater bodies such as streams, rivers, or lakes?
- \*What would indicate good water quality in coastal areas such as estuaries, harbours, or oceans?

### SUMMARY OF FINDINGS

A summary of the findings for this section is provided below. This includes a mix of scale and open text responses. Scale responses show the 'total positive' (e.g., satisfied and very satisfied, better and much better), the 'neither positive nor negative', and 'total negative' (e.g., dissatisfied and very dissatisfied, worse and much worse) results.

#### SATISFACTION WITH THE LOCAL ENVIRONMENT IN GENERAL



<b>Total satisfied</b>	<b>72%</b>	72% of residents are satisfied with their local environment.
<b>Total not satisfied</b>	<b>25%</b>	

#### \*OVERALL KNOWLEDGE ABOUT ENVIRONMENTAL ISSUES



<b>Total good</b>	<b>54%</b>	54% of residents rate their environmental knowledge as good.
<b>Neither/nor</b>	<b>36%</b>	
<b>Total poor</b>	<b>9%</b>	

#### SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION TODAY



<b>Water pollution</b>	<b>47%</b>	47% of residents think that water pollution is the most important environmental issue facing the Waikato region today.
<b>Human impact/changes</b>	<b>16%</b>	
<b>Rubbish and recycling</b>	<b>15%</b>	
<b>Land issues</b>	<b>5%</b>	
<b>Air pollution</b>	<b>1%</b>	

## SECTION SUMMARY

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### SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION IN FIVE YEARS' TIME



Human impact/changes	<b>39%</b>
Water pollution	<b>25%</b>
Rubbish and recycling	<b>14%</b>
Land issues	<b>4%</b>
Air pollution	<b>2%</b>

39% of residents think that human impact/changes will be the most important environmental issue facing the Waikato region in five years' time.

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### OVERALL STATE OF THE LOCAL ENVIRONMENT



Total better	<b>23%</b>
Stayed the same	<b>26%</b>
Total worse	<b>47%</b>

47% of residents think that the state of their local environment has declined in the past few years.

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### \*INDICATORS OF GOOD WATER QUALITY IN FRESHWATER BODIES



Clarity of water	<b>39%</b>
Abundance of life/biodiversity	<b>35%</b>
Lack of toxins	<b>16%</b>

The primary indicator for good water quality in freshwater areas is the clarity of water (39%).

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### \*INDICATORS OF GOOD WATER QUALITY IN COASTAL AREAS



Abundance of marine life	<b>39%</b>
Clarity of water	<b>19%</b>
Lack of rubbish	<b>13%</b>

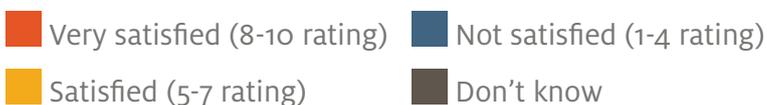
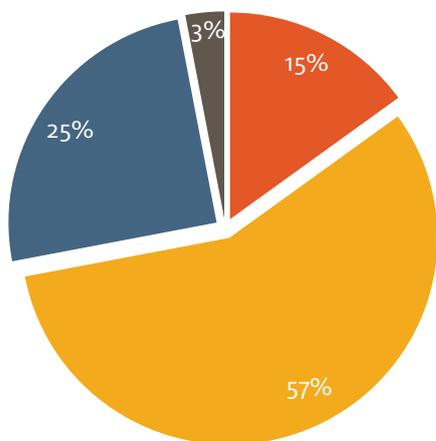
The primary indicator for good water quality in coastal areas is the abundance of marine life (39%).

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# OVERALL, HOW SATISFIED ARE YOU WITH YOUR LOCAL ENVIRONMENT IN GENERAL?



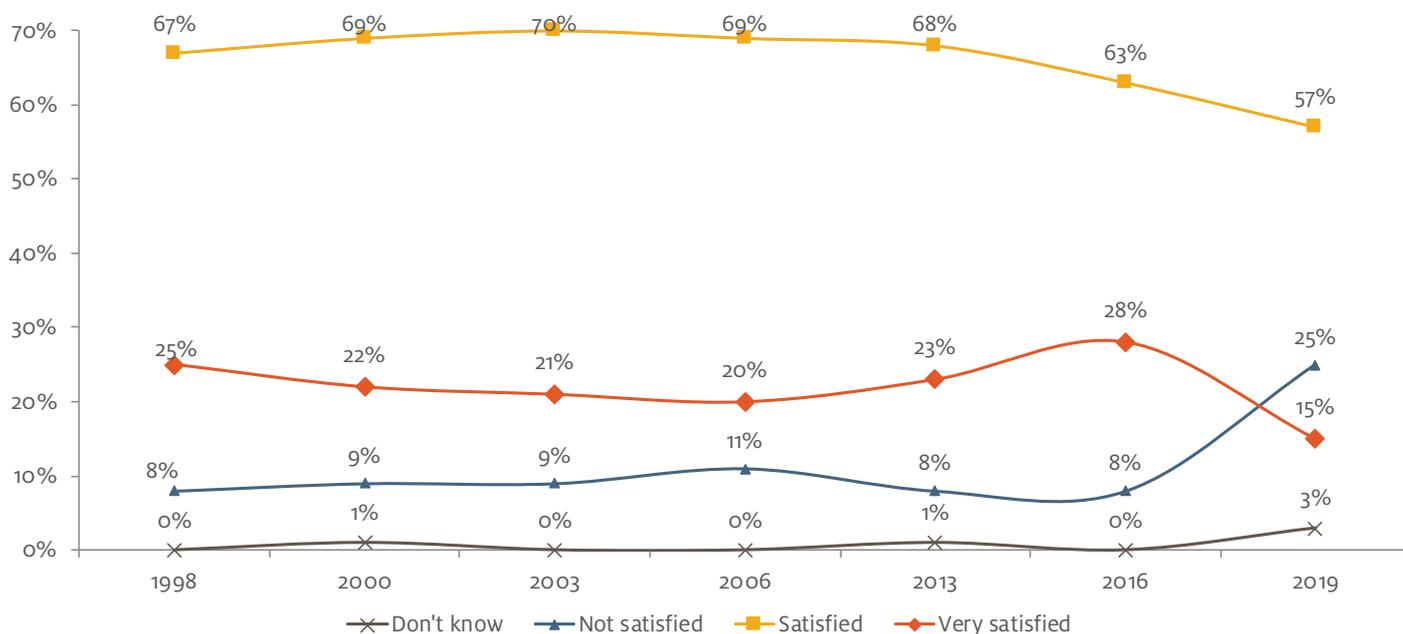
## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked to take everything into account and report how satisfied they are with their local environment in general. Residents used a 10-point scale, where 1 means they find their local environment completely unsatisfactory and a score of 10 means their local environment is completely satisfactory.

Overall, the majority of residents (72%) are satisfied (57%) or very satisfied (15%) with their local environment in general. A further 25% of residents are not satisfied with their local environment.



## COMPARISON WITH PREVIOUS YEARS

Residents' satisfaction with their local environment has declined over time and this year has seen a 6% decrease in satisfied ratings and a 13% decrease in very satisfied ratings. There has been a corresponding increase of 17% in dissatisfaction.

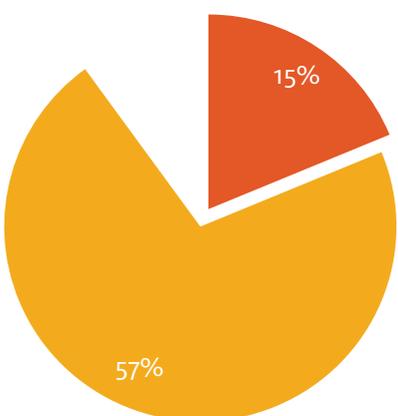
# OVERALL, HOW SATISFIED ARE YOU WITH YOUR LOCAL ENVIRONMENT IN GENERAL?



## INTERPRETING THESE RESULTS

Residents were asked to take everything into account and report how satisfied they are with their local environment in general.

The 'total satisfied' score for this measure is 72% (57% satisfied and 15% very satisfied).



■ Satisfied ■ Very satisfied

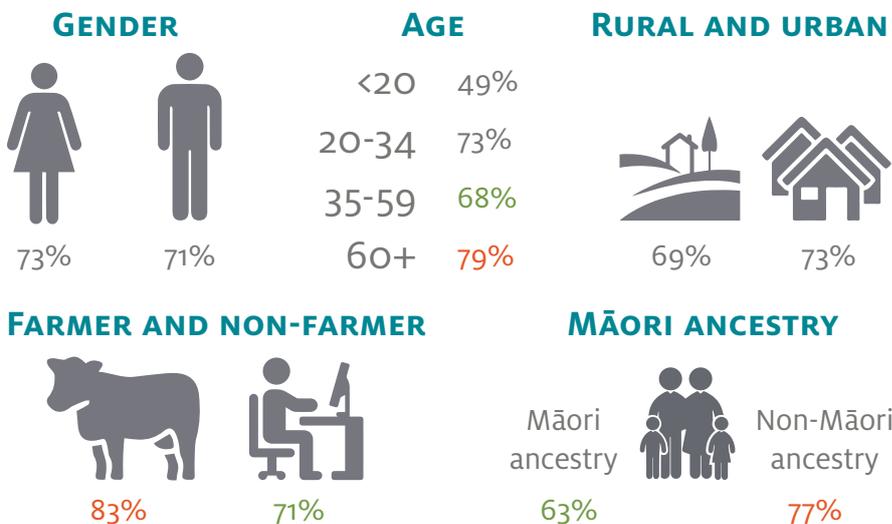
The result shown below each icon indicates the 'total satisfied' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 72%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 72%.

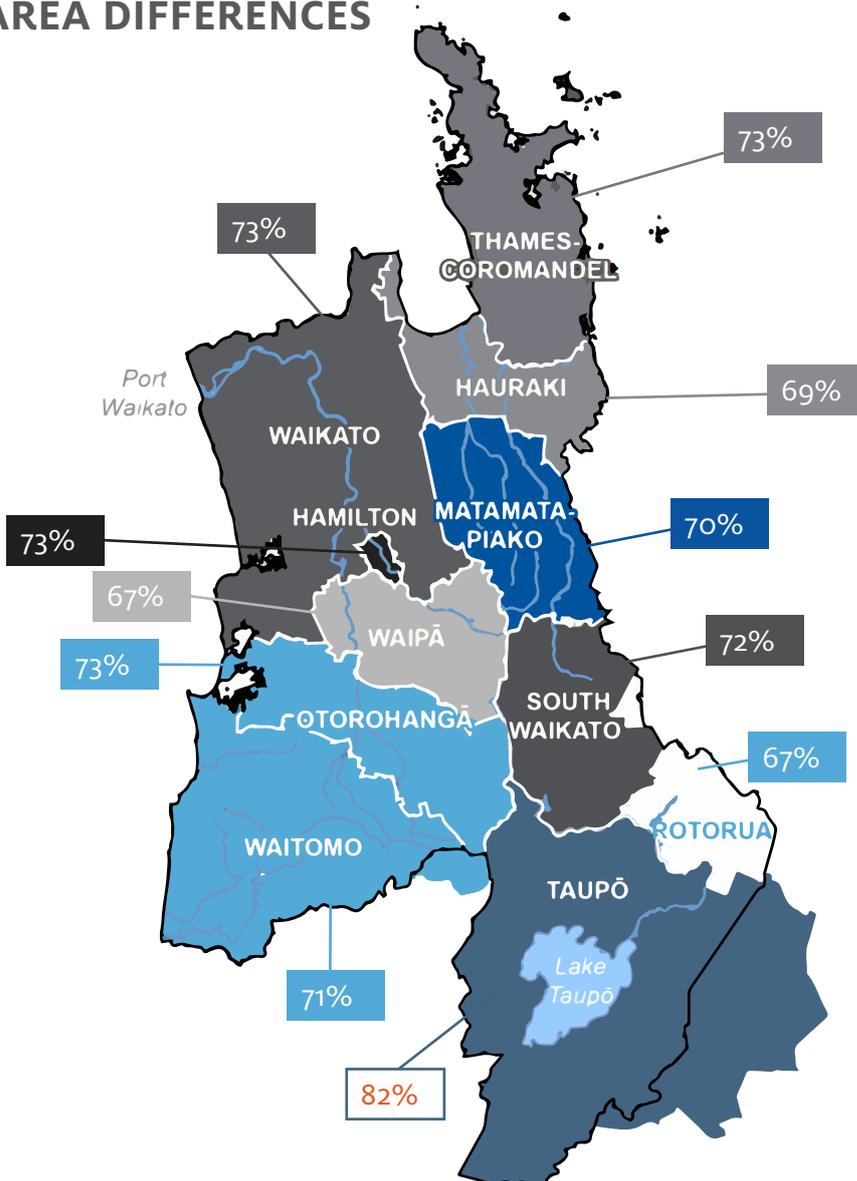
➤ The highest significant score for this measure is 83%, collected from farmers.

➤ The lowest significant score for this measure is 63%, collected from residents with Māori ancestry.

## DEMOGRAPHIC DIFFERENCES



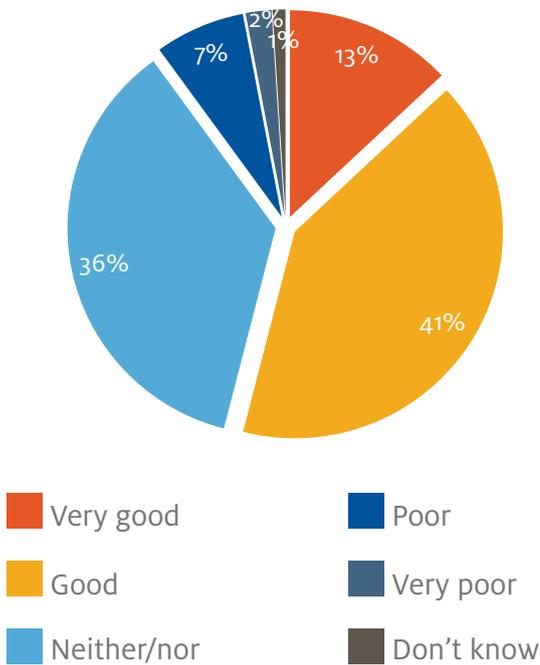
## AREA DIFFERENCES



# RATE YOUR KNOWLEDGE ABOUT ENVIRONMENT ISSUES



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked to rate their knowledge about environmental issues on a scale from very poor to very good.

Overall, 54% of residents rate their knowledge about environmental issues as good (41%) or very good (13%). Thirty six per cent rate their knowledge as neither good nor poor while 9% rate their knowledge as poor (7%) or very poor (2%).

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

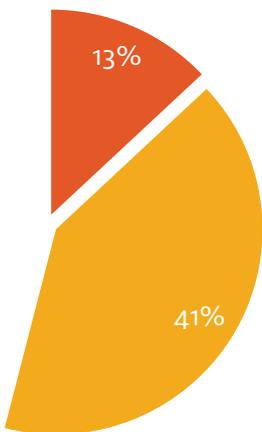
# RATE YOUR KNOWLEDGE ABOUT ENVIRONMENT ISSUES



## INTERPRETING THESE RESULTS

Residents were asked to rate their knowledge about environmental issues on a scale from very poor to very good.

The 'total good' score for this measure is 54% (41% good and 13% very good).



Very good Good

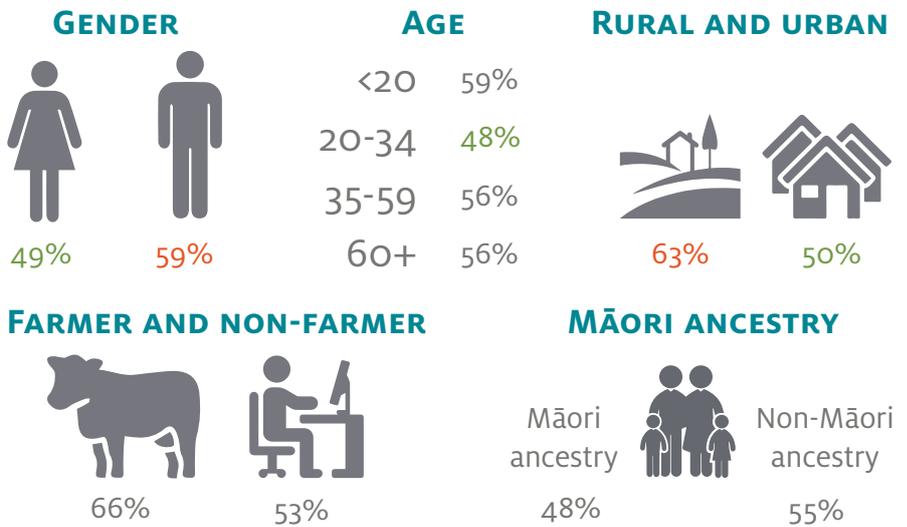
The result shown below each icon indicates the 'total good' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 54%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 54%.

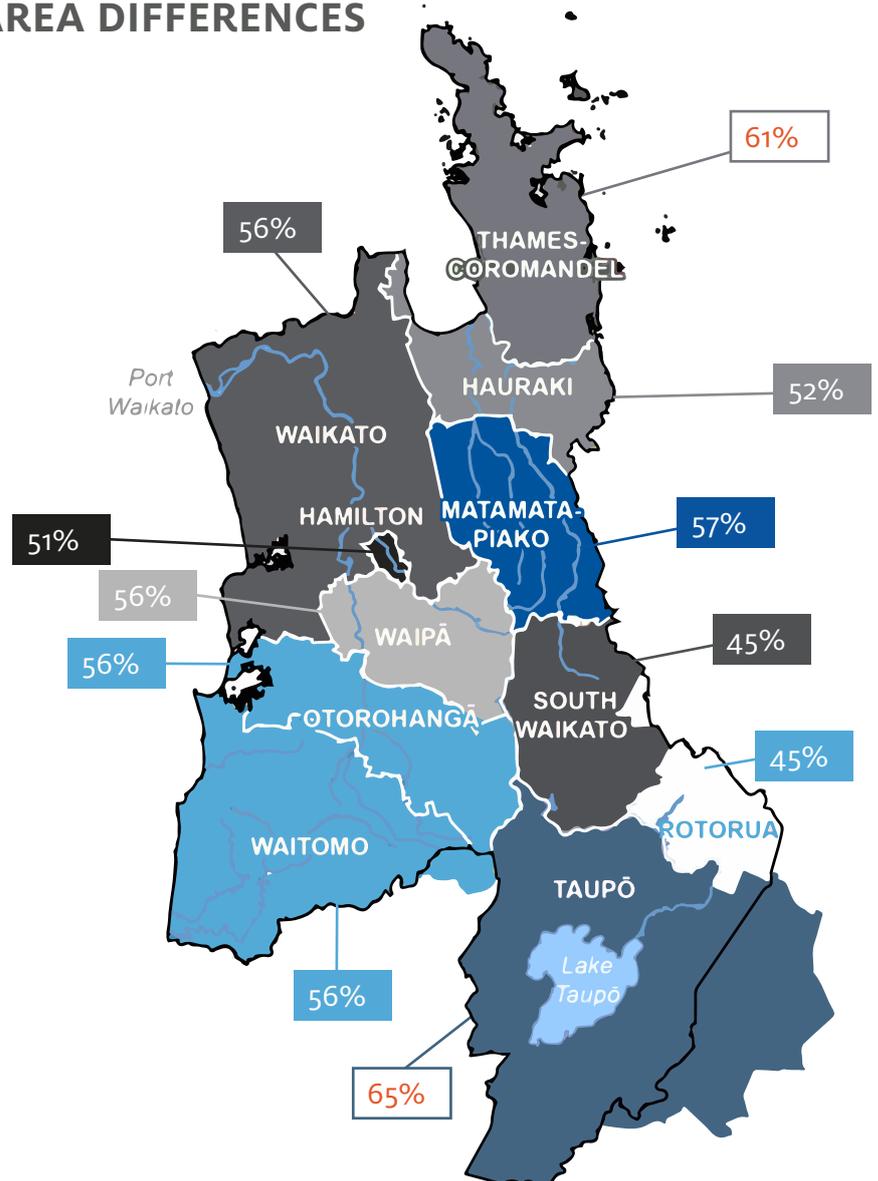
➤ The highest significant score for this measure is 65%, collected from Taupō residents.

➤ The lowest significant score for this measure is 48%, collected from residents aged 20-34 years.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION TODAY



## 2019 RESULTS

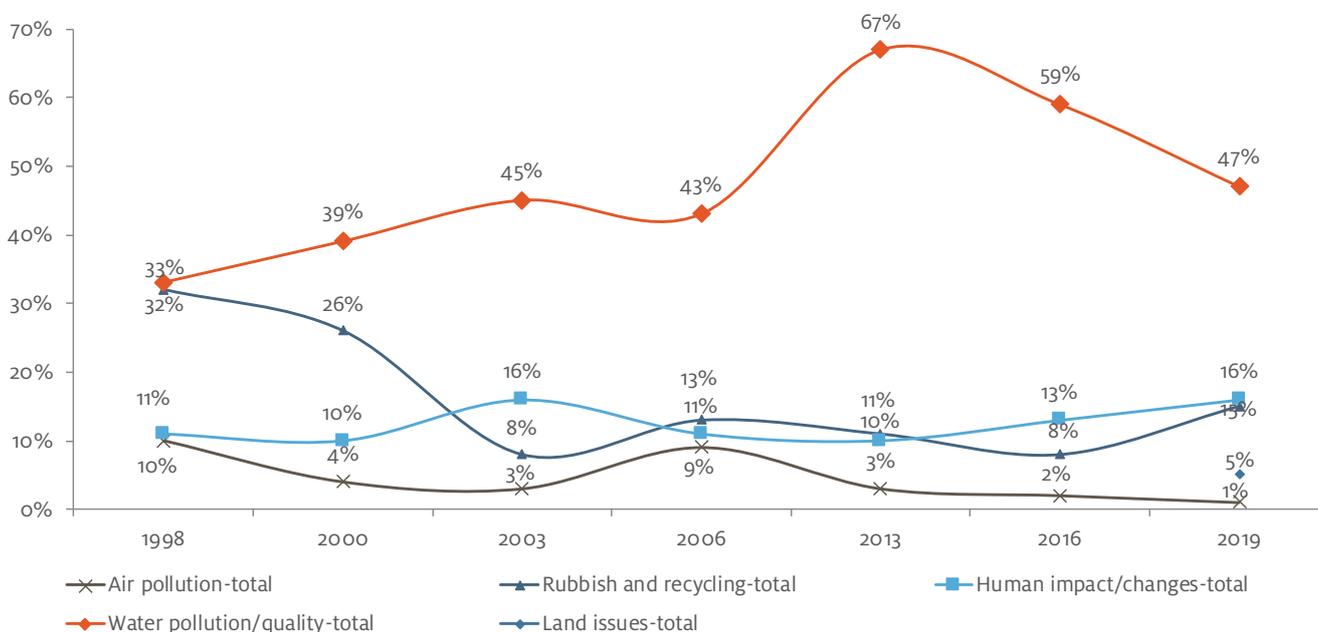
<b>Water pollution/quality-total</b>	<b>47%</b>
Pollution/quality	38%
Levels in rivers and lakes	5%
Availability and suitability	2%
<b>Human impact/changes-total</b>	<b>16%</b>
Climate change	5%
Population	3%
Urban sprawl	2%
<b>Rubbish and recycling-total</b>	<b>15%</b>
Waste (general)	4%
Plastic waste	3%
Recycling	3%
<b>Land issues-total</b>	<b>5%</b>
Biodiversity and chemicals	3%
Preservation of native environment	1%
Deforestation	1%
<b>Air pollution-total</b>	<b>1%</b>
General	0.5%
Vehicles	0.5%

## SUMMARY OF RESULTS

Residents were asked what they think is the single most important environmental issue facing the Waikato region today. Please note that only the top three responses for each category are listed.

Residents identify water pollution/quality (47%) as the most important issue facing the Waikato region today. This is followed by human impact/changes that affect the environment (16%), rubbish and recycling (15%), and issues associated with the land (5%). Air pollution was the least mentioned issue (1%).

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results for the most important environmental issue facing the Waikato region today show a continued decline for the mention of water pollution. However, the number of residents who mention a social issue as the biggest issue has increased this year and the number of residents who mention rubbish and recycling as an issue has nearly doubled from 2016. Land issues are a new issue to emerge this year and have registered 5% of the comments.

*What do you think is the SINGLE most important environmental issue facing the Waikato region today?*

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION TODAY



## 2019 RESULTS

Residents were asked what they think is the single most important environmental issue currently facing the Waikato region. The results shown below each heading indicate the total category responses for that TA. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### THAMES-COROMANDEL DISTRICT

Water pollution/quality	25%
Human impact/changes	21%
Rubbish and recycling	16%
Land issues	5%
Air pollution	0%

*"Maintaining clean and high-quality water, both for the environment and for domestic use."*

### HAURAKI DISTRICT

Water pollution/quality	52%
Human impact/changes	11%
Rubbish and recycling	5%
Land issues	9%
Air pollution	0%

### WAIKATO DISTRICT

Water pollution/quality	39%
Human impact/changes	27%
Rubbish and recycling	17%
Land issues	9%
Air pollution	1%

### MATAMATA-PIAKO DISTRICT

Water pollution/quality	44%
Human impact/changes	9%
Rubbish and recycling	23%
Land issues	2%
Air pollution	0%

### HAMILTON CITY

Water pollution/quality	50%
Human impact/changes	16%
Rubbish and recycling	12%
Land issues	2%
Air pollution	2%

### WAIPĀ DISTRICT

Water pollution/quality	43%
Human impact/changes	20%
Rubbish and recycling	20%
Land issues	4%
Air pollution	0%

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION TODAY



## 2019 RESULTS

Residents were asked what they think is the single most important environmental issue currently facing the Waikato region. The results shown below each heading indicate the total category responses for that TA.

Green font indicates a score is significantly lower than the total result.

### OTOROHANGĀ DISTRICT

Water pollution/quality	54%
Human impact/changes	19%
Rubbish and recycling	15%
Land issues	5%
Air pollution	0%

*"The likely impact of climate change on the environment, particularly for coastal regions, e.g., erosion, high tide events, flooding, and for the water supply (domestic and industrial) in the whole region."*

### SOUTH WAIKATO DISTRICT

Water pollution/quality	46%
Human impact/changes	13%
Rubbish and recycling	23%
Land issues	5%
Air pollution	1%

### WAITOMO DISTRICT

Water pollution/quality	50%
Human impact/changes	14%
Rubbish and recycling	16%
Land issues	1%
Air pollution	0%

### TAUPŌ DISTRICT

Water pollution/quality	55%
Human impact/changes	9%
Rubbish and recycling	12%
Land issues	12%
Air pollution	0%

### ROTORUA DISTRICT

Water pollution/quality	50%
Human impact/changes	12%
Rubbish and recycling	15%
Land issues	8%
Air pollution	0%

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION TODAY



## 2019 RESULTS

Residents were asked what they think is the single most important environmental issue facing the Waikato region currently. The results shown below each heading indicate the total category responses for that demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

Water pollution/quality	45%
Human impact/changes	14%
Rubbish and recycling	20%
Land issues	4%
Air pollution	1%

### MALE

Water pollution/quality	49%
Human impact/changes	17%
Rubbish and recycling	10%
Land issues	6%
Air pollution	0%

### AGE <20

Water pollution/quality	36%
Human impact/changes	13%
Rubbish and recycling	31%
Land issues	0%
Air pollution	0%

### AGE 20-34

Water pollution/quality	46%
Human impact/changes	13%
Rubbish and recycling	18%
Land issues	5%
Air pollution	0%

### AGE 35-59

Water pollution/quality	48%
Human impact/changes	15%
Rubbish and recycling	14%
Land issues	6%
Air pollution	1%

### AGE 60+

Water pollution/quality	46%
Human impact/changes	19%
Rubbish and recycling	13%
Land issues	4%
Air pollution	0%

*"The most pressing problem in my view, is the amount of plastic that is being used and dumped into landfill. Waipā is doing a great job of collecting many hard plastic types, but what are they doing with it? The amount of soft plastics being dumped in landfill is unbelievable. I work in retail and products for sale are often wrapped in three plastic bags all of which are dumped. There seems to be little/no recycling of soft plastics in my work environment which is extremely disturbing. Household soft plastics are also going into landfill. For a brief time, we were able to deposit our soft plastics in bins at the supermarket for recycling into outdoor furniture. This has abruptly stopped, and all the plastic (once again) goes in our precious earth! Someone should be providing funding for a local recycling plant. This would provide work and clean up the plastic. Companies should be made responsible (taxed) for the plastic they are importing and disposing of, including The Warehouse (a huge plastic dumper). They did recycle hard plastic, all are now dumped, and minimal soft plastics are recycled."*

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION TODAY



## 2019 RESULTS

Residents were asked what they think is the single most important environmental issue facing the Waikato region currently. The results shown below each heading indicate the total category responses for that demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### RURAL

Water pollution/quality	43%
Human impact/changes	19%
Rubbish and recycling	12%
Land issues	9%
Air pollution	0%

*"Urban sprawl taking up good productive land; we need fresh veggies, fruit etc."*

### URBAN

Water pollution/quality	48%
Human impact/changes	14%
Rubbish and recycling	16%
Land issues	3%
Air pollution	1%

### FARMER

Water pollution/quality	42%
Human impact/changes	19%
Rubbish and recycling	10%
Land issues	3%
Air pollution	0%

### NON-FARMER

Water pollution/quality	47%
Human impact/changes	15%
Rubbish and recycling	15%
Land issues	5%
Air pollution	1%

### MĀORI ANCESTRY

Water pollution/quality	51%
Human impact/changes	12%
Rubbish and recycling	14%
Land issues	5%
Air pollution	1%

### NON MĀORI ANCESTRY

Water pollution/quality	47%
Human impact/changes	17%
Rubbish and recycling	16%
Land issues	5%
Air pollution	1%

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING US IN FIVE YEARS TIME?



## 2019 RESULTS

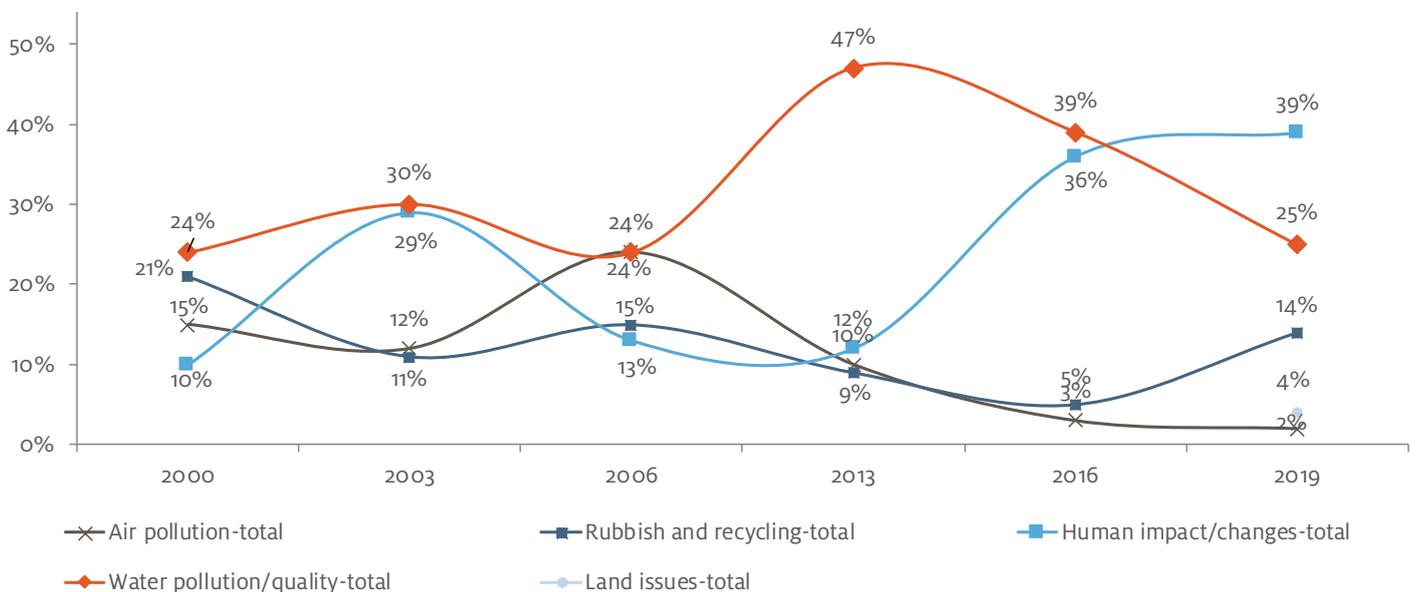
<b>Human impact/changes-total</b>	<b>39%</b>
Climate change	25%
Population increase	4%
Urban sprawl	3%
<b>Water pollution/quality-total</b>	<b>25%</b>
Pollution/quality	21%
Availability and suitability	4%
Effluent and run off	1%
<b>Rubbish and recycling-total</b>	<b>14%</b>
Waste (general)	5%
Plastic waste	4%
Rubbish disposal	3%
<b>Land issues-total</b>	<b>4%</b>
Preservation of native environment	2%
Use	1%
Deforestation	1%
<b>Air pollution-total</b>	<b>2%</b>
General	2%
Vehicles	1%

## SUMMARY OF RESULTS

Residents were asked what they think will be the single most important environmental issue facing the Waikato region in five years time. Please note that only the top three responses for each category are listed.

Residents identify human impact/changes (39%) as the most important issues the Waikato region will face in five years time. This is followed by water pollution (25%), rubbish and recycling (14%), and issues associated with the land (4%). Air pollution is the least mentioned issue (2%).

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The 2019 results show a continued increase in the number of residents who think that human impact/changes will be the main environmental issue facing the Waikato region in five years time. This is at 39% and is the highest reading since monitoring started. There has been a decline in the number of people who mention water pollution as the issue the Waikato region will face in the future; this has returned to the same level as 2006. In comparison, the number of residents who think that rubbish and recycling will be the biggest environmental issue in five years time has increased to 14%.

What do you think will be the SINGLE most important environmental issue facing us in five years time?

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING US IN FIVE YEARS TIME?



## 2019 RESULTS

Residents were asked what they think will be the single most important environmental issue facing the Waikato region in five years time. The results shown below each heading indicate the total category responses for that TA. **Green** font indicates a score is significantly lower than the total result.

### THAMES-COROMANDEL DISTRICT

Human impact/changes	40%
Water pollution/quality	26%
Rubbish and recycling	17%
Land issues	2%
Air pollution	0%

*"Pollution from humans. While the supermarkets are getting on board with the no plastic bag thing, there needs to be a better ways to package and sell food stuffs without so much waste afterwards. Public transport needs to be more affordable to lessen personal car use, thus reducing vehicle emissions."*

### HAURAKI DISTRICT

Human impact/changes	37%
Water pollution/quality	23%
Rubbish and recycling	9%
Land issues	5%
Air pollution	3%

### WAIKATO DISTRICT

Human impact/changes	44%
Water pollution/quality	16%
Rubbish and recycling	14%
Land issues	7%
Air pollution	4%

### MATAMATA-PIAKO DISTRICT

Human impact/changes	41%
Water pollution/quality	21%
Rubbish and recycling	19%
Land issues	5%
Air pollution	2%

### HAMILTON CITY

Human impact/changes	44%
Water pollution/quality	19%
Rubbish and recycling	16%
Land issues	4%
Air pollution	2%

### WAI PĀ DISTRICT

Human impact/changes	40%
Water pollution/quality	27%
Rubbish and recycling	12%
Land issues	0%
Air pollution	2%

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING US IN FIVE YEARS TIME?



## 2019 RESULTS

Residents were asked what they think will be the single most important environmental issue facing the Waikato region in five years time. The results shown below each heading indicate the total category responses for that TA. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### OTOROHANGĀ DISTRICT

Human impact/changes	30%
Water pollution/quality	<b>39%</b>
Rubbish and recycling	9%
Land issues	3%
Air pollution	4%

*"The health of our land, rivers, and marine environment; water quality especially. We need to keep our water here not send it for no cost overseas. Get rid of the poisoning of both the land and the sea!"*

### SOUTH WAIKATO DISTRICT

Human impact/changes	31%
Water pollution/quality	23%
Rubbish and recycling	12%
Land issues	<b>0%</b>
Air pollution	2%

### WAITOMO DISTRICT

Human impact/changes	31%
Water pollution/quality	33%
Rubbish and recycling	10%
Land issues	3%
Air pollution	4%

### TAUPŌ DISTRICT

Human impact/changes	35%
Water pollution/quality	31%
Rubbish and recycling	17%
Land issues	8%
Air pollution	1%

### ROTORUA DISTRICT

Human impact/changes	43%
Water pollution/quality	28%
Rubbish and recycling	<b>7%</b>
Land issues	2%
Air pollution	1%

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING US IN FIVE YEARS TIME?



## 2019 RESULTS

Residents were asked what they think will be the single most important environmental issue facing the Waikato region in five years time. The results shown below each heading indicate the total category responses for that demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

Human impact/changes	41%
Water pollution/quality	23%
Rubbish and recycling	<b>17%</b>
Land issues	4%
Air pollution	2%

*"The increase in population will cause increased demand on resources and consequently, increase pollution."*

### MALE

Human impact/changes	37%
Water pollution/quality	26%
Rubbish and recycling	<b>12%</b>
Land issues	4%
Air pollution	3%

### AGE <20

Human impact/changes	47%
Water pollution/quality	22%
Rubbish and recycling	11%
Land issues	13%
Air pollution	9%

### AGE 20-34

Human impact/changes	44%
Water pollution/quality	<b>19%</b>
Rubbish and recycling	16%
Land issues	3%
Air pollution	2%

### AGE 35-59

Human impact/changes	37%
Water pollution/quality	27%
Rubbish and recycling	14%
Land issues	5%
Air pollution	2%

### AGE 60+

Human impact/changes	36%
Water pollution/quality	26%
Rubbish and recycling	13%
Land issues	3%
Air pollution	3%

# SINGLE MOST IMPORTANT ENVIRONMENTAL ISSUE FACING US IN FIVE YEARS TIME?



## 2019 RESULTS

Residents were asked what they think will be the single most important environmental issue facing the Waikato region in five years time. The results shown below each heading indicate the total category responses for that demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### RURAL

Human impact/changes	41%
Water pollution/quality	21%
Rubbish and recycling	12%
Land issues	4%
Air pollution	3%

*"Maintaining a balance between productivity, use of the land, and resources that will negate the further impact of climate change."*

### URBAN

Human impact/changes	39%
Water pollution/quality	25%
Rubbish and recycling	15%
Land issues	4%
Air pollution	2%

### FARMER

Human impact/changes	32%
Water pollution/quality	24%
Rubbish and recycling	13%
Land issues	5%
Air pollution	0%

### NON-FARMER

Human impact/changes	40%
Water pollution/quality	25%
Rubbish and recycling	14%
Land issues	4%
Air pollution	3%

### MĀORI ANCESTRY

Human impact/changes	34%
Water pollution/quality	30%
Rubbish and recycling	13%
Land issues	4%
Air pollution	3%

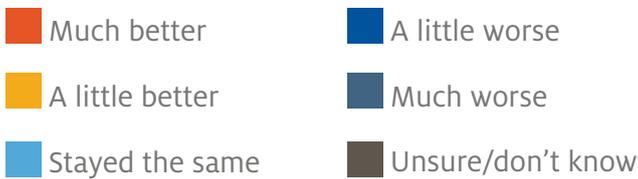
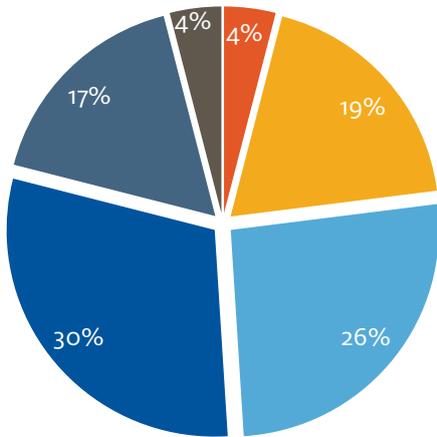
### NON MĀORI ANCESTRY

Human impact/changes	42%
Water pollution/quality	23%
Rubbish and recycling	15%
Land issues	4%
Air pollution	2%

# OVERALL STATE OF YOUR LOCAL ENVIRONMENT IN THE LAST FEW YEARS



## 2019 RESULTS

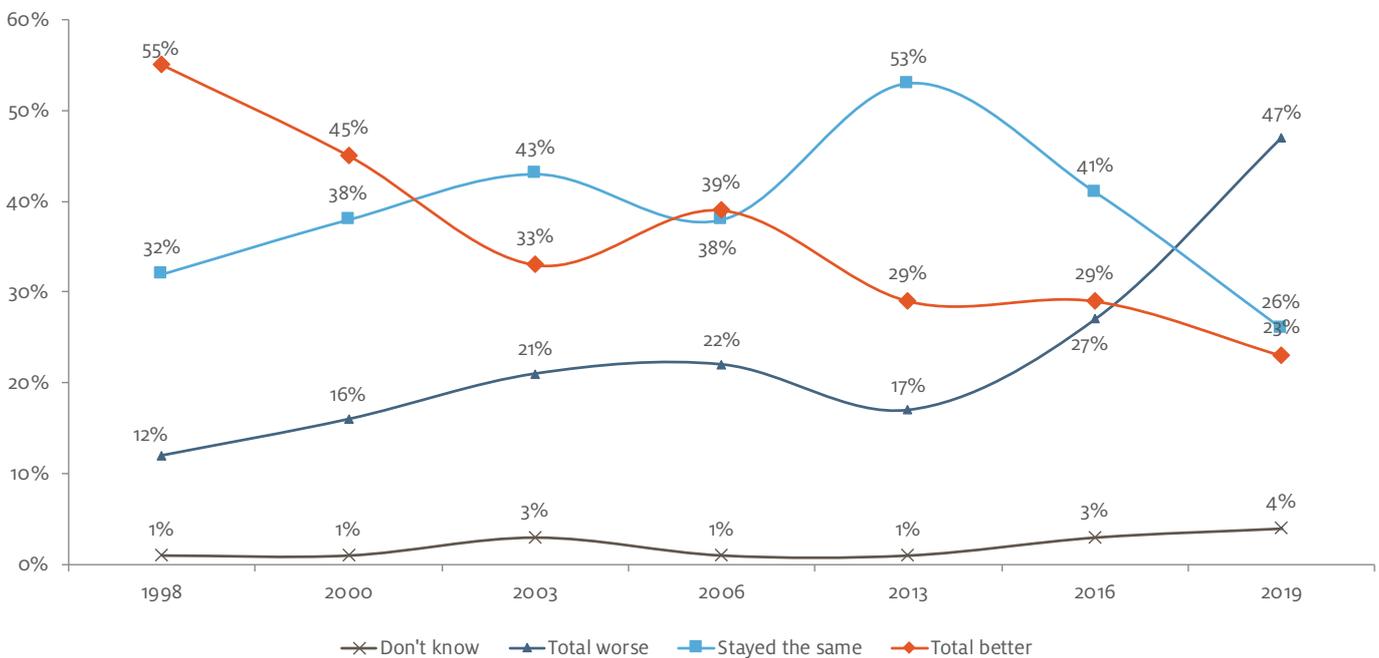


## SUMMARY OF RESULTS

Residents 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.

Overall, 23% of residents think the overall state of the local environment has become a little better (19%) or much better (4%) over the past few years. A further 26% of residents think the environment has stayed the same over the past few years. Forty seven per cent of residents indicate they think the overall state of the environment has become a little worse (30%) or much worse (17%) over the past few years.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Following on from the trend between 2013 and 2016, there has been an increase in the number of residents who think that their local environment has worsened 22 and a decrease in the number of residents who think it has stayed the same or improved.

*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?*

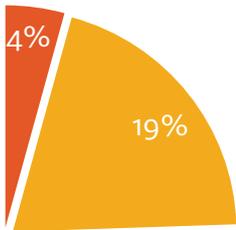
# OVERALL STATE OF YOUR LOCAL ENVIRONMENT IN THE LAST FEW YEARS



## INTERPRETING THESE RESULTS

Residents 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.

The 'total better' score for this measure is 23% (19% a little better and 4% much better).



■ Much better ■ Better

The result shown below each icon indicates the 'total better' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 23%. **Green** font indicates a score is significantly lower than the total result, i.e., much lower than 23%.

➤ The highest significant score for this measure is 38%, collected from farmers.

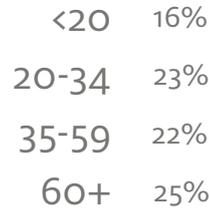
➤ The lowest significant score for this measure is 13%, collected from Hauraki residents.

## DEMOGRAPHIC DIFFERENCES

### GENDER



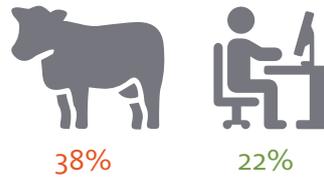
### AGE



### RURAL AND URBAN



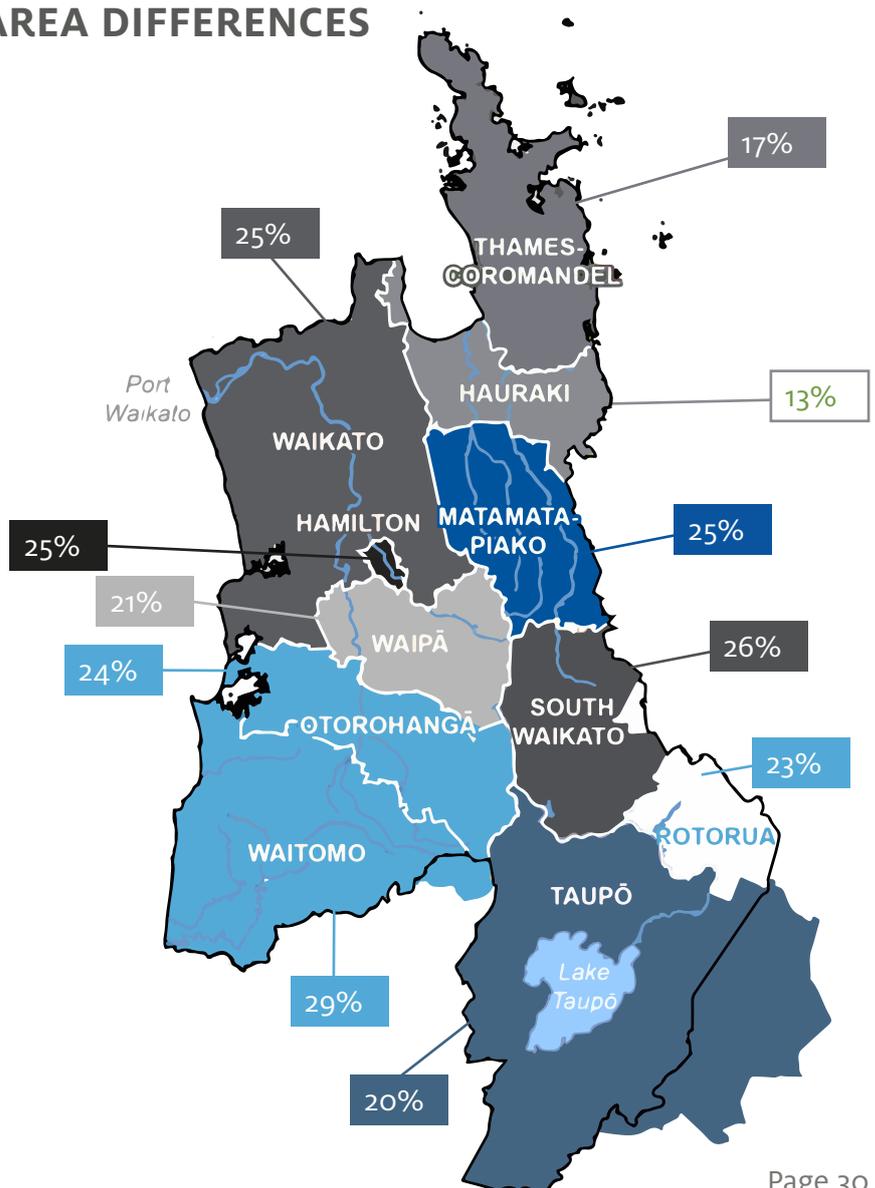
### FARMER AND NON-FARMER



### MĀORI ANCESTRY



## AREA DIFFERENCES



# WATER QUALITY IN FRESHWATER BODIES SUCH AS STREAMS, RIVERS, OR LAKES



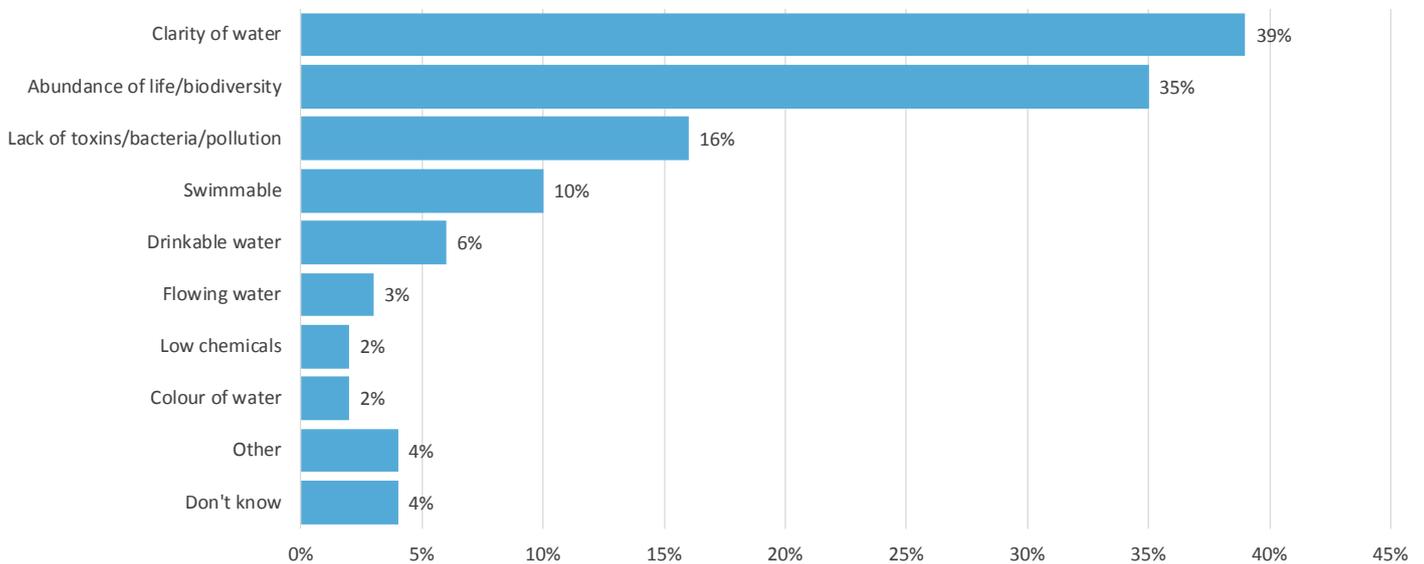
## SUMMARY OF RESULTS

Residents were asked what they thought indicated good water quality in freshwater bodies such as streams, rivers, or lakes.

Residents identify clarity of water (39%) and abundance of life/biodiversity (35%) as the main indicators of good water quality. This is followed by a lack of toxins, bacteria, and pollution (16%). Being swimmable (10%), drinkable (6%), and flowing (3%) are also considered indicators of good water quality.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

## 2019 RESULTS



# WATER QUALITY IN FRESHWATER BODIES SUCH AS STREAMS, RIVERS, OR LAKES



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in freshwater bodies such as streams, rivers, or lakes. The results below show the top three results for each TA. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### THAMES-COROMANDEL DISTRICT

Clarity of water	40%
Abundance of life/biodiversity	38%
Lack of toxins	7%
Swimmable	7%

*"Clarity, fish life and associated ecosystems, lack of weed and didymo etc., no smell or discolouration, the ability to swim and do recreational activities safely, riparian planting, and no stock or run-off."*

### HAURAKI DISTRICT

Clarity of water	40%
Abundance of life/biodiversity	38%
Lack of toxins	17%

### WAIKATO DISTRICT

Abundance of life/biodiversity	47%
Clarity of water	41%
Lack of toxins	17%

### MATAMATA-PIAKO DISTRICT

Abundance of life/biodiversity	41%
Clarity of water	35%
Lack of toxins	25%

### HAMILTON CITY

Clarity of water	39%
Abundance of life/biodiversity	33%
Swimmable	16%

### WAI PĀ DISTRICT

Abundance of life/biodiversity	36%
Clarity of water	35%
Lack of toxins	18%

# WATER QUALITY IN FRESHWATER BODIES SUCH AS STREAMS, RIVERS, OR LAKES



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in freshwater bodies such as streams, rivers, or lakes. The results below show the top three results for each TA.

### OTOROHANGĀ DISTRICT

Clarity of water	38%
Abundance of life/biodiversity	33%
Lack of toxins	12%

*"Flowing water with some degree of visibility, healthy native fish, bird, plant, and insect populations, and an acceptable level of contaminants/bacteria."*

### SOUTH WAIKATO DISTRICT

Clarity of water	38%
Abundance of life/biodiversity	29%
Lack of toxins	19%

### WAITOMO DISTRICT

Clarity of water	46%
Abundance of life/biodiversity	34%
Lack of toxins	12%

### TAUPŌ DISTRICT

Clarity of water	43%
Abundance of life/biodiversity	32%
Lack of toxins	23%

### ROTORUA DISTRICT

Clarity of water	37%
Abundance of life/biodiversity	30%
Swimmable	17%

# WATER QUALITY IN FRESHWATER BODIES SUCH AS STREAMS, RIVERS, OR LAKES



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in freshwater bodies such as streams, rivers, or lakes. The results below show the top three results for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

Clarity of water	<b>45%</b>
Abundance of life/biodiversity	35%
Lack of toxins	<b>19%</b>

### MALE

Abundance of life/biodiversity	35%
Clarity of water	<b>32%</b>
Lack of toxins	<b>14%</b>

### AGE <20

Clarity of water	51%
Lack of toxins	27%
Abundance of life/biodiversity	20%

### AGE 20-34

Clarity of water	42%
Abundance of life/biodiversity	31%
Lack of toxins	19%

### AGE 35-59

Abundance of life/biodiversity	<b>41%</b>
Clarity of water	38%
Lack of toxins	16%

### AGE 60+

Clarity of water	36%
Abundance of life/biodiversity	32%
Lack of toxins	14%

*"We talk about swimmable rivers - I believe all rivers and lakes should be swimmable, and also able to support natural wildlife to thrive. I would like to see intensive farming curbed and reduced so that water quality improvements can be seen. That would mean reduced coliform counts in streams, and more fish evident."*

# WATER QUALITY IN FRESHWATER BODIES SUCH AS STREAMS, RIVERS, OR LAKES



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in freshwater bodies such as streams, rivers, or lakes. The results below show the top three results for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### RURAL

Abundance of life/biodiversity	<b>40%</b>
Clarity of water	37%
Lack of toxins	15%

*"It being safe to drink or swim in would be a good start. Supporting a healthy and diverse ecosystem also seems important."*

### URBAN

Clarity of water	40%
Abundance of life/biodiversity	<b>33%</b>
Lack of toxins	17%

### FARMER

Abundance of life/biodiversity	<b>52%</b>
Clarity of water	<b>25%</b>
Swimmable	13%

### NON-FARMER

Clarity of water	<b>40%</b>
Abundance of life/biodiversity	35%
Lack of toxins	<b>17%</b>

### MĀORI ANCESTRY

Clarity of water	38%
Abundance of life/biodiversity	32%
Lack of toxins	17%

### NON MĀORI ANCESTRY

Clarity of water	40%
Abundance of life/biodiversity	36%
Lack of toxins	17%

# WATER QUALITY IN COASTAL AREAS SUCH AS ESTUARIES, HARBOURS, OR OCEANS



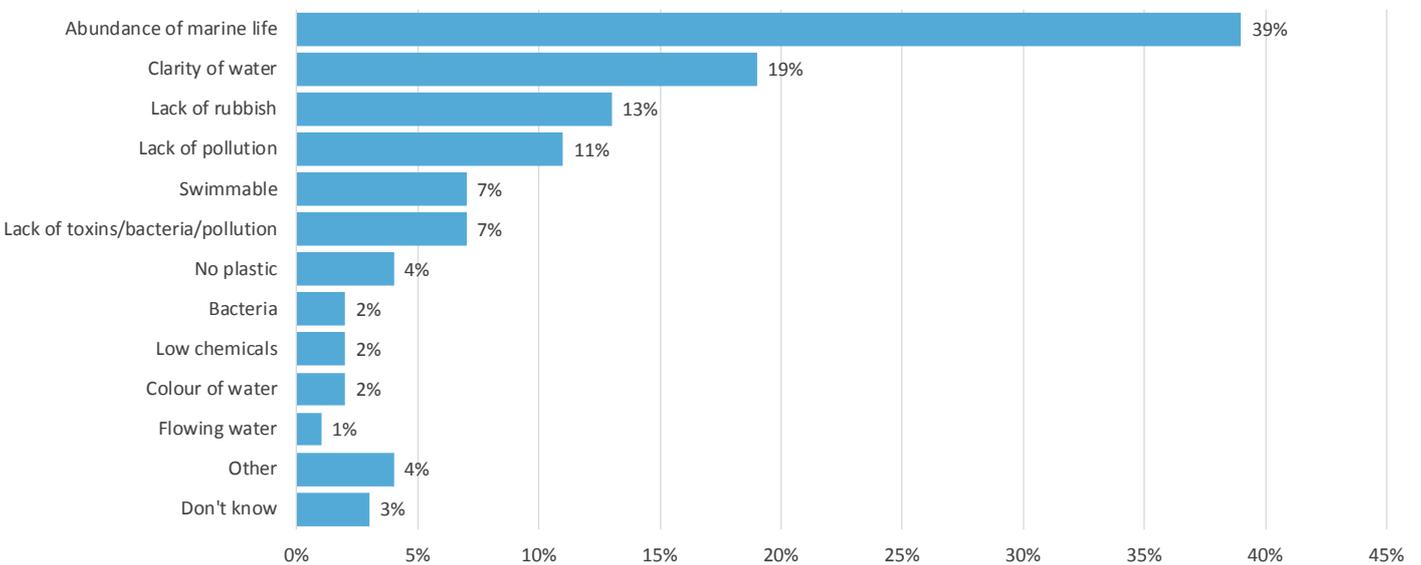
## SUMMARY OF RESULTS

Residents were asked what they thought indicated good water quality in coastal areas such as estuaries, harbours, or oceans.

Residents identify an abundance of life (39%) as the main indicator of good water quality in coastal areas. This is followed by the clarity of the water (19%), a lack of rubbish (13%), and a lack of pollution (11%). At a lower level, residents think that good water quality is also indicated by being swimmable (7%), a lack of toxins (7%), and a lack of plastic in the water (4%).

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

## 2019 RESULTS



# WATER QUALITY IN COASTAL AREAS SUCH AS ESTUARIES, HARBOURS, OR OCEANS



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in coastal areas such as estuaries, harbours, or oceans. The results below show the top three results for each district. There were no noted significant differences in the top three responses across the districts.

### THAMES-COROMANDEL DISTRICT

Abundance of marine life	31%
Clarity of water	22%
Lack of pollution	9%

*"Once again, marine life is critical. Critters in rock pools, birds on the beach, fish and other life under the water. No sewage, plastic, or general rubbish."*

### HAURAKI DISTRICT

Abundance of marine life	35%
Clarity of water	19%
Lack of rubbish	15%

### WAIKATO DISTRICT

Abundance of marine life	47%
Clarity of water	21%
Lack of pollution	13%

### MATAMATA-PIAKO DISTRICT

Abundance of marine life	36%
Clarity of water	19%
Lack of rubbish	19%

### HAMILTON CITY

Abundance of marine life	39%
Clarity of water	18%
Lack of rubbish	15%

### WAI PĀ DISTRICT

Abundance of marine life	38%
Clarity of water	19%
Lack of pollution	14%

# WATER QUALITY IN COASTAL AREAS SUCH AS ESTUARIES, HARBOURS, OR OCEANS



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in coastal areas such as estuaries, harbours, or oceans. The results below show the top three results for each district. There were no noted significant differences in the top three responses across the districts.

### OTOROHANGĀ DISTRICT

Abundance of marine life	36%
Clarity of water	26%
Lack of pollution	10%

*"No algal blooms or pollution, no oil spills, no plastic waste. Nobody is getting sick from swimming/surfing etc."*

### SOUTH WAIKATO DISTRICT

Abundance of marine life	35%
Clarity of water	18%
Lack of rubbish	14%

### WAITOMO DISTRICT

Abundance of marine life	48%
Clarity of water	19%
Lack of rubbish	11%

### TAUPŌ DISTRICT

Abundance of marine life	46%
Clarity of water	13%
Lack of rubbish	12%

### ROTORUA DISTRICT

Abundance of marine life	39%
Clarity of water	17%
Lack of rubbish	17%

# WATER QUALITY IN COASTAL AREAS SUCH AS ESTUARIES, HARBOURS, OR OCEANS



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in coastal areas such as estuaries, harbours, or oceans. The results below show the top three results for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

Abundance of marine life	39%
Clarity of water	19%
Lack of rubbish	19%

*"Clean beaches, abundant fish/shellfish, and healthy life forms."*

### MALE

Abundance of marine life	39%
Clarity of water	18%
Lack of pollution	8%

### AGE <20

Abundance of marine life	29%
Lack of rubbish	31%
Clarity of water	16%

### AGE 20-34

Abundance of marine life	34%
Lack of rubbish	20%
Clarity of water	16%

### AGE 35-59

Abundance of marine life	44%
Clarity of water	20%
Lack of rubbish	11%

### AGE 60+

Abundance of marine life	36%
Clarity of water	20%
Lack of pollution	13%

# WATER QUALITY IN COASTAL AREAS SUCH AS ESTUARIES, HARBOURS, OR OCEANS



## 2019 RESULTS

Residents were asked what they thought indicated good water quality in coastal areas such as estuaries, harbours, or oceans. The results below show the top three results for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### RURAL

Abundance of marine life	40%
Clarity of water	19%
Lack of pollution	12%

*"Being able to swim in it without any risk to our health. Being able to eat kai moana without any concern."*

### URBAN

Abundance of marine life	39%
Clarity of water	19%
Lack of rubbish	14%

### FARMER

Abundance of marine life	49%
Clarity of water	15%
Swimmable	12%

### NON-FARMER

Abundance of marine life	39%
Clarity of water	19%
Lack of rubbish	14%

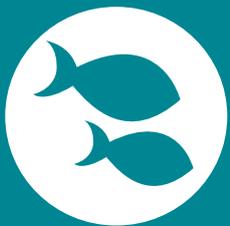
### MĀORI ANCESTRY

Abundance of marine life	38%
Lack of rubbish	14%
Clarity of water	13%

### NON MĀORI ANCESTRY

Abundance of marine life	39%
Clarity of water	21%
Lack of rubbish	13%

# ENVIRONMENTAL CHANGES



## SECTION SUMMARY

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This section considers residents' perceptions of changes of a range of environmental issues over the last few years. Residents 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.

### QUESTIONS

Specific questions asked within this section are listed below. Those marked with an \* are new in 2019.

- The water quality in your local streams, rivers, and lakes;
- The availability of waste recycling services and facilities in your area;
- The air pollution in your local area (REWORDED *The air quality in your local area*);
- \*The number of New Zealand native birds in your local area;
- \*The number of New Zealand native fish in your local area;
- \*The number of New Zealand native plants in your local area;
- The water quality in local coastal waters.

### SUMMARY OF FINDINGS

A summary of the findings is given below. The results show the 'total better' (better and much better), 'stayed the same', and 'total worse' (worse and much worse) results. The findings are ordered from the element that residents feel has had the greatest improvement to the element that residents feel has had the least improvement.

#### \*NEW ZEALAND NATIVE PLANTS



<b>Total better</b>	<b>34%</b>
<b>Stayed the same</b>	<b>36%</b>
<b>Total worse</b>	<b>17%</b>

36% of residents think that the number of native plants in their local area has stayed the same in the past few years.

#### \*NEW ZEALAND NATIVE BIRDS



<b>Total better</b>	<b>31%</b>
<b>Stayed the same</b>	<b>33%</b>
<b>Total worse</b>	<b>26%</b>

33% of residents think that the number of native birds in their area has stayed the same in the past few years.

#### WASTE AND RECYCLING SERVICES/FACILITIES



<b>Total better</b>	<b>25%</b>
<b>Stayed the same</b>	<b>42%</b>
<b>Total worse</b>	<b>30%</b>

42% of residents think that the availability of waste recycling services and facilities in their area has stayed the same in the past few years.

# SECTION SUMMARY

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## WATER QUALITY OF STREAMS, RIVERS, AND LAKES



Total better	17%
Stayed the same	27%
Total worse	49%

49% of residents think that water quality in their local streams, rivers, and lakes has worsened in the past few years.

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## AIR POLLUTION



Total better	13%
Stayed the same	57%
Total worse	23%

57% of residents think that the air pollution in their local area has stayed the same in the past few years.

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## WATER QUALITY IN LOCAL COASTAL WATERS



Total better	9%
Stayed the same	30%
Total worse	38%

38% of residents think that the water quality of their local coastal waters has worsened in the past few years.

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## \*NEW ZEALAND NATIVE FISH



Total better	7%
Stayed the same	25%
Total worse	29%

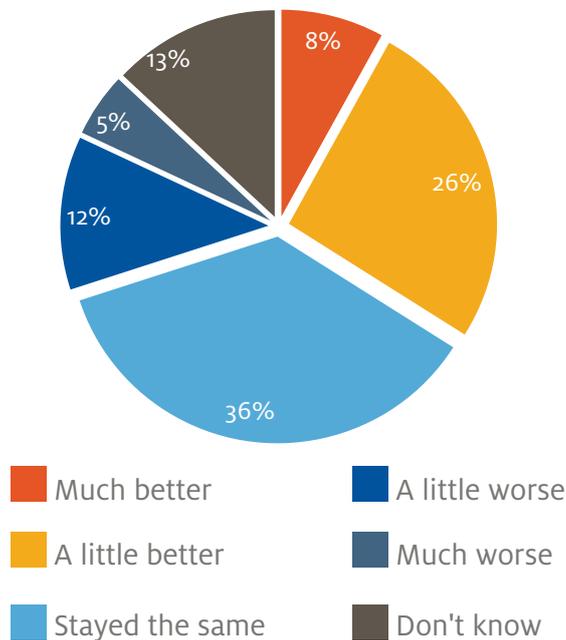
29% of residents think that the number of native fish in their area has declined in the past few years.

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# NUMBER OF NEW ZEALAND NATIVE PLANTS IN YOUR LOCAL AREA



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they think the number of New Zealand native plants in their local area has become better, worse, or stayed the same in the past few years.

Overall, 34% of residents think the number of native plants in their local area has become a little better (26%) or much better (8%) over the past few years. Thirty six per cent of residents think the number of native plants in their area has remained the same, while 17% think it has become a little worse (12%) or much worse (5%). Thirteen per cent of residents were unsure.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

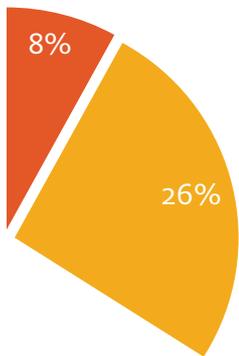
# NUMBER OF NEW ZEALAND NATIVE PLANTS IN YOUR LOCAL AREA



## INTERPRETING THESE RESULTS

Residents were asked whether they think the number of native plants in their local area has become better, worse, or stayed the same in the past few years.

The 'total better' score for this measure is 34% (26% a little better and 8% much better).



■ Much better ■ A little better

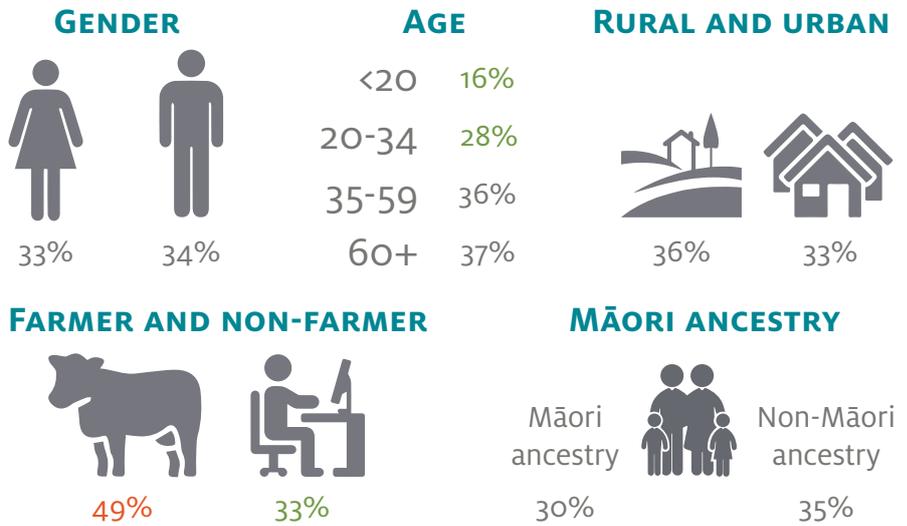
The result shown below each icon indicates the 'total better' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 34%. **Green** font indicates a score is significantly lower than the total result, i.e., much lower than 34%.

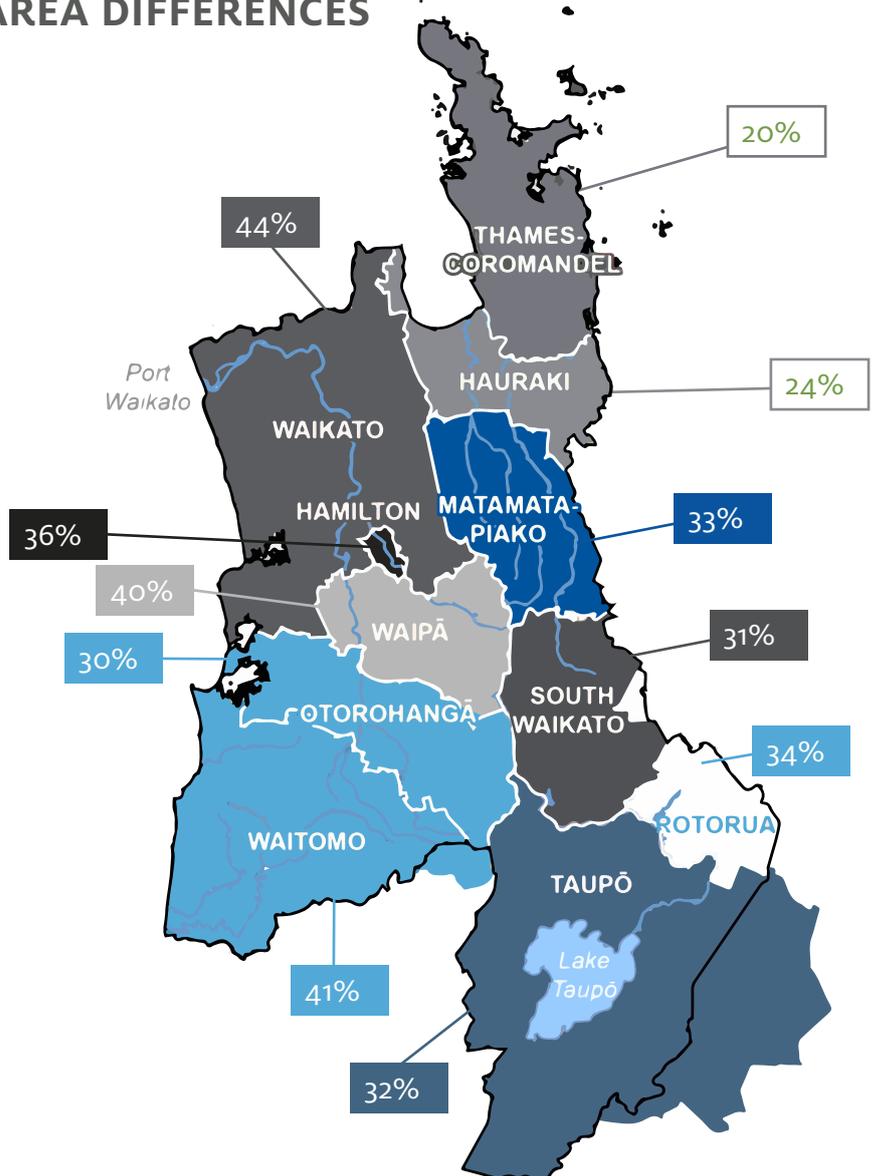
➤ The highest significant score for this measure is 49%, collected from farmers.

➤ The lowest significant score for this measure is 16%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES



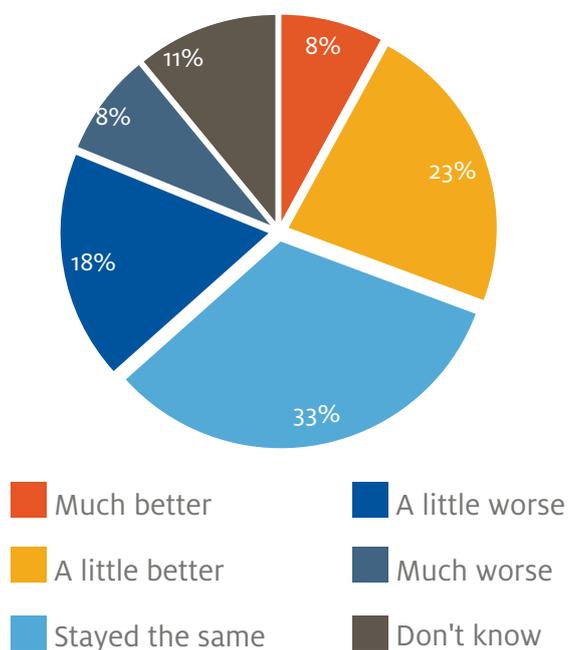
## AREA DIFFERENCES



# NUMBER OF NEW ZEALAND NATIVE BIRDS IN YOUR LOCAL AREA



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they think the number of New Zealand native birds in their local area had become better, worse or stayed the same in the last few years.

Overall, 31% of residents think the number of native birds in their local area has become a little better (23%) or much better (8%) over the past few years. Thirty three per cent of residents think the number of native birds in their area has remained the same, while 26% think it has become a little worse (18%) or much worse (8%). Eleven per cent of residents were unsure.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

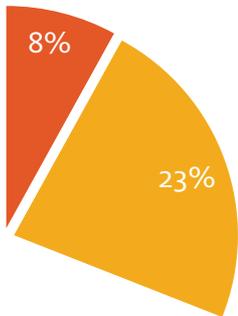
# NUMBER OF NEW ZEALAND NATIVE BIRDS IN YOUR LOCAL AREA



## INTERPRETING THESE RESULTS

Residents were asked whether they think the number of native birds in their local area has become better, worse, or stayed the same in the past few years.

The 'total better' score for this measure is 31% (23% a little better and 8% much better).



■ Much better ■ A little better

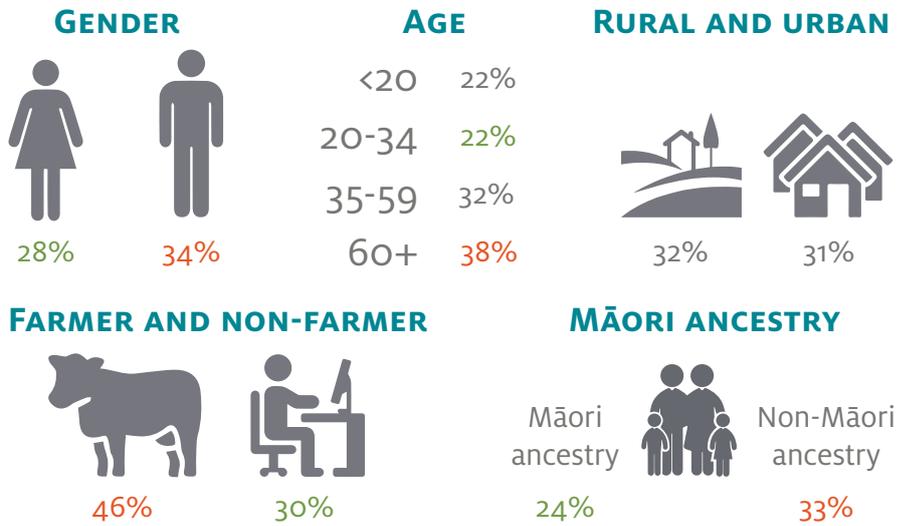
The result shown below each icon indicates the total better score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 31%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 31%.

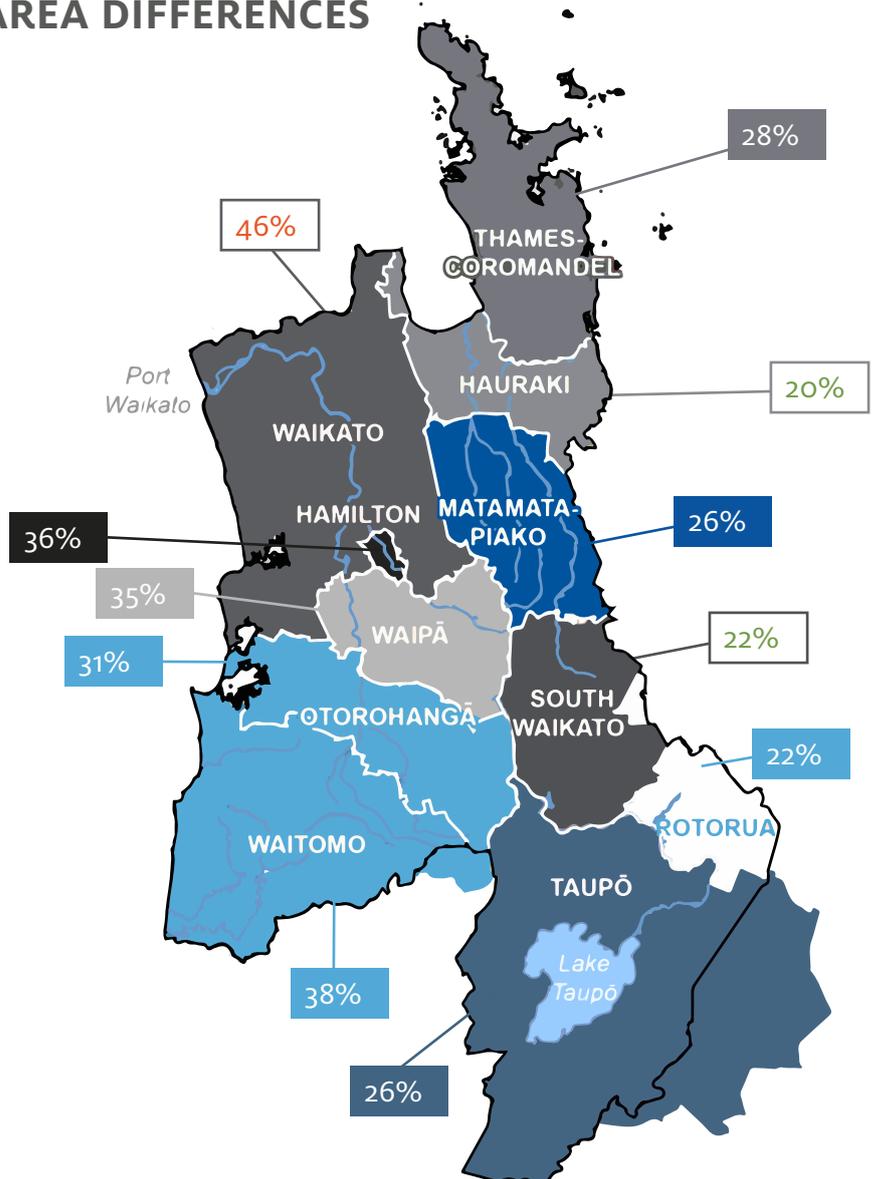
➤ The highest significant score for this measure is 46%, collected from Waikato residents and/or farmers.

➤ The lowest significant score for this measure is 20%, collected from Hauraki residents.

## DEMOGRAPHIC DIFFERENCES



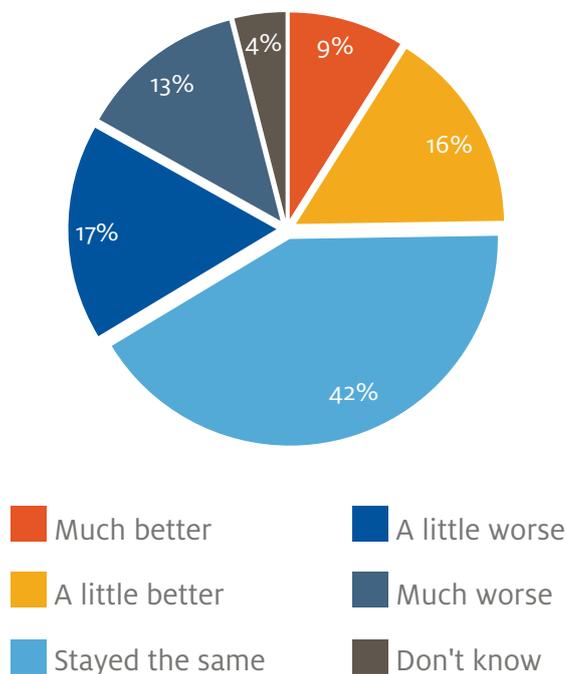
## AREA DIFFERENCES



# AVAILABILITY OF WASTE RECYCLING SERVICES AND FACILITIES IN YOUR AREA



## 2019 RESULTS

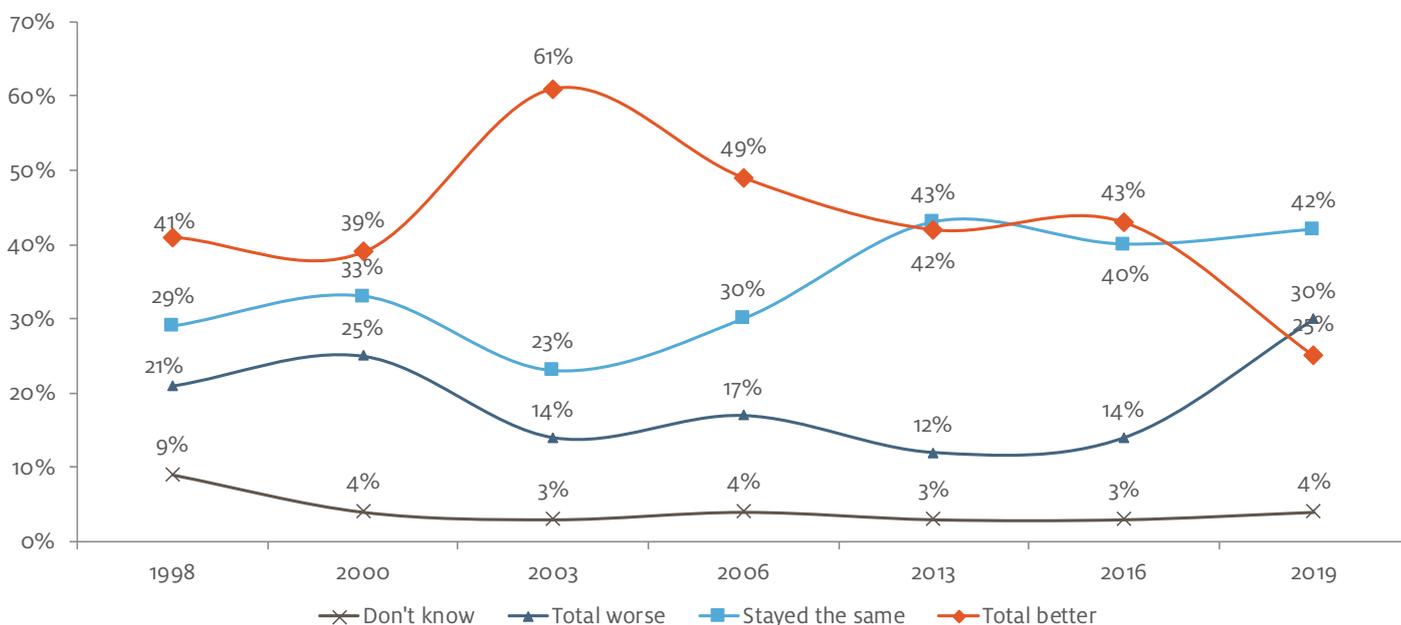


## SUMMARY OF RESULTS

Residents 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 past few years.

This year, 25% of residents think the availability of waste recycling services and facilities has become a little better (16%) or much better (9%) over the past few years. A further 42% of residents think the availability of these services and facilities has stayed the same over the past few years, while 30% think the availability of these services and facilities has become a little worse (17%) or much worse (13%) over the past few years.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The 2019 results show a decrease in the number of residents who think that the recycling services in their area have improved (25%); this corresponds with an increase in the number of residents who think these services have worsened.

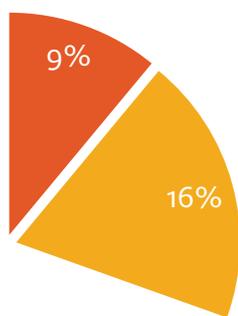
# AVAILABILITY OF WASTE RECYCLING SERVICES AND FACILITIES IN YOUR AREA



## INTERPRETING THESE RESULTS

Residents were asked whether 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.

The 'total better' score for this measure is 25% (16% a little better and 9% much better).



■ Much better ■ A little better

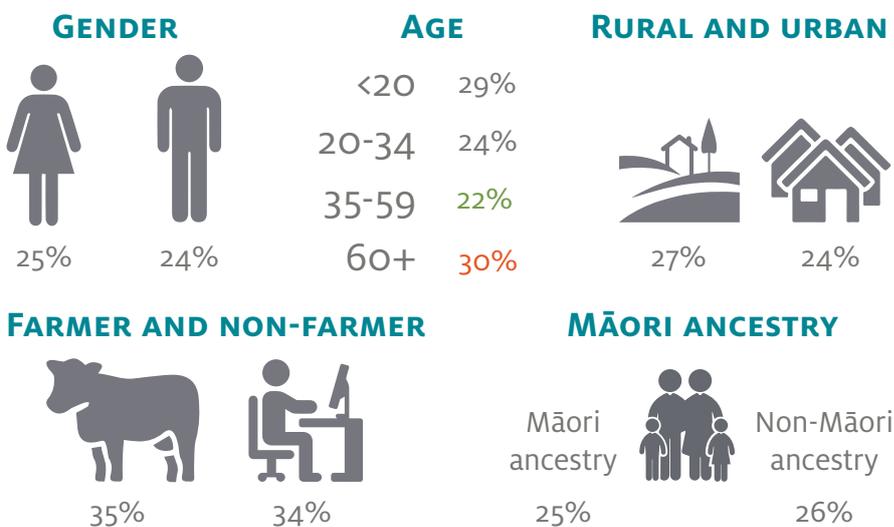
The result shown below each icon indicates the 'total better' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 25%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 25%.

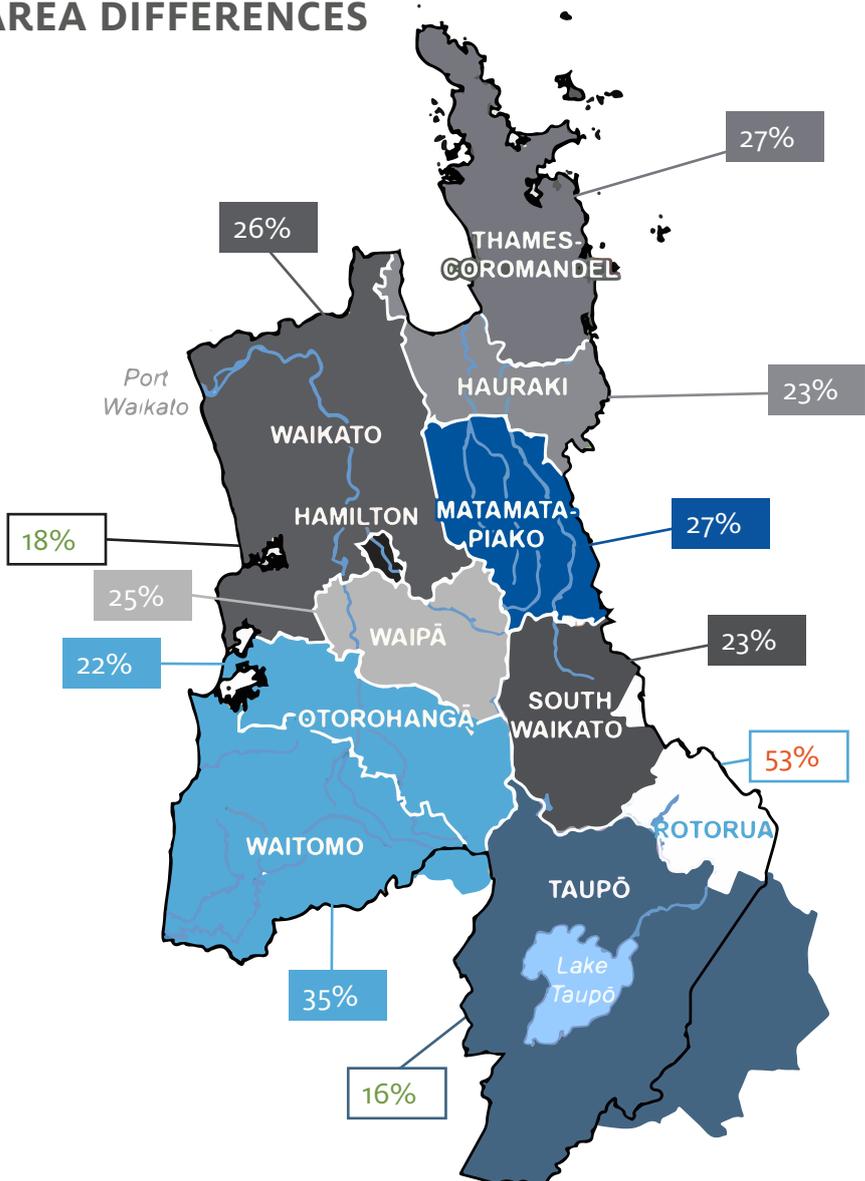
➤ The highest significant score for this measure is 53%, collected from Rotorua residents.

➤ The lowest significant score for this measure is 16%, collected from Taupō residents.

## DEMOGRAPHIC DIFFERENCES



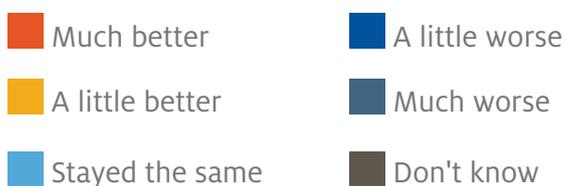
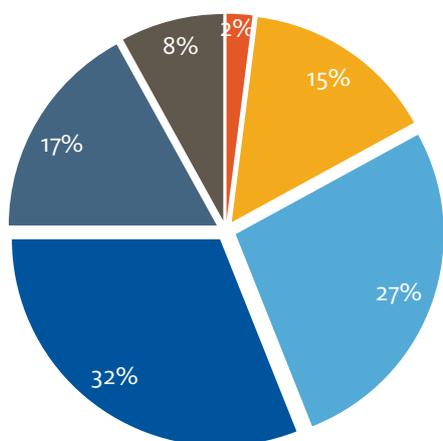
## AREA DIFFERENCES



# WATER QUALITY IN YOUR LOCAL STREAMS, RIVERS, AND LAKES



## 2019 RESULTS

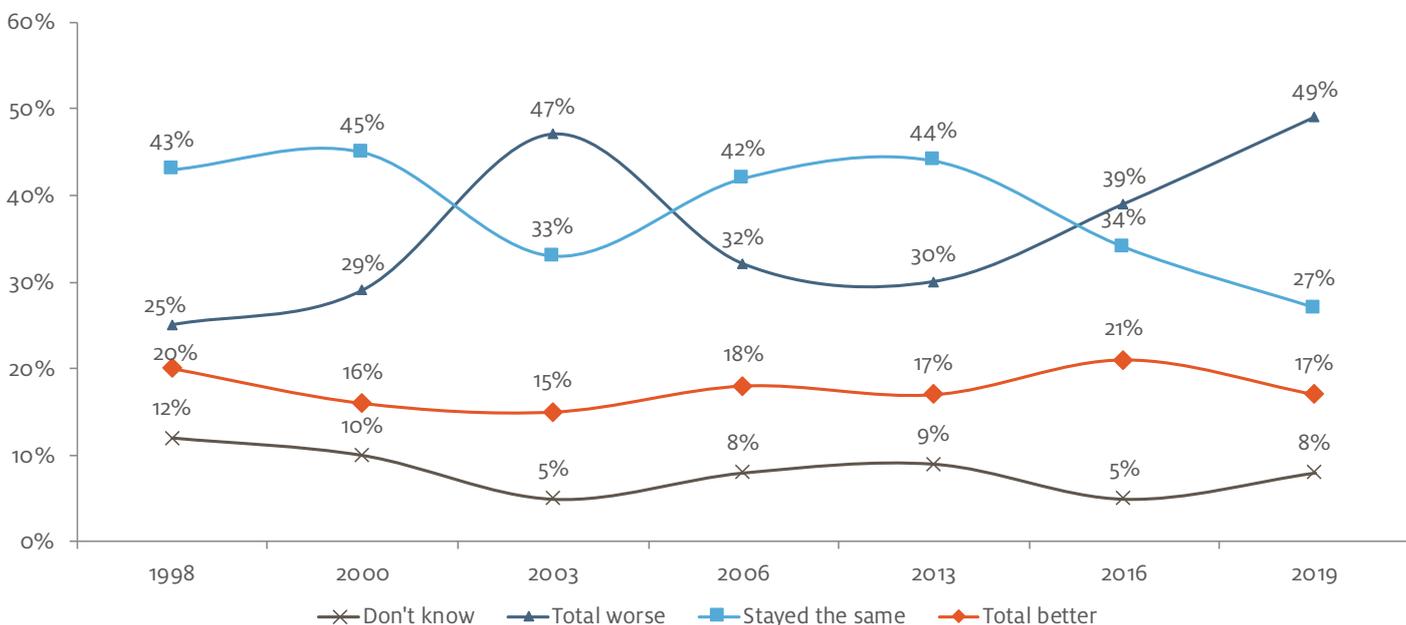


## SUMMARY OF RESULTS

Residents 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 past few years.

Seventeen per cent of residents think the water quality in their local streams, rivers, and lakes has become a little better (15%) or much better (2%) over the past few years. Twenty seven per cent of residents think the water quality has remained the same, and 49% think the water quality has become a little worse (32%) or much worse (17%) over the past few years.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

This year has seen a large increase in the number of residents who think that the water quality in their local streams, rivers, and lakes has worsened. This is a continuation of the trend seen between 2013 and 2016. Similarly, there has been a decrease in the number of residents who feel that the water quality has stayed the same. The number that feel the water quality has improved has returned to levels seen in 2016.

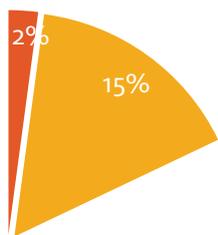
# WATER QUALITY IN YOUR LOCAL STREAMS, RIVERS, AND LAKES



## INTERPRETING THESE RESULTS

Residents 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.

The 'total better' score for this measure is 17% (15% a little better and 2% much better).



■ Much better ■ A little better

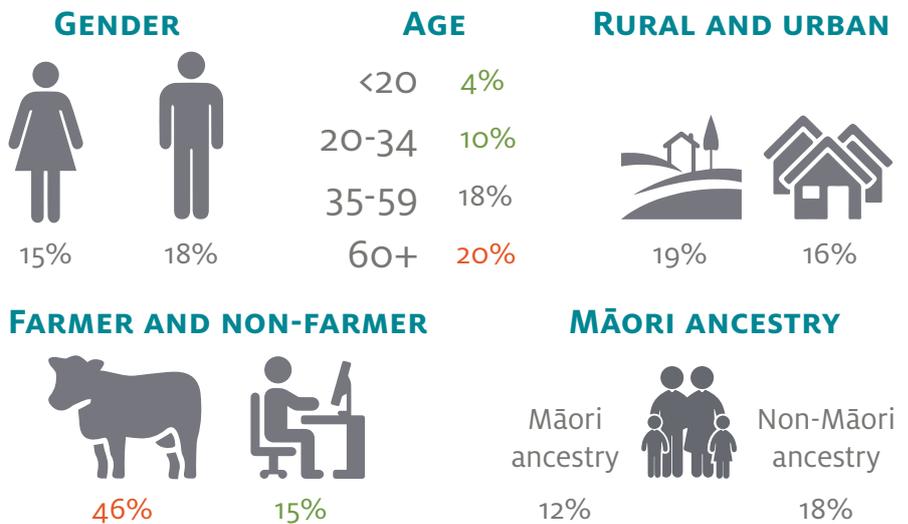
The result shown below each icon indicates the 'total better' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 17%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 17%.

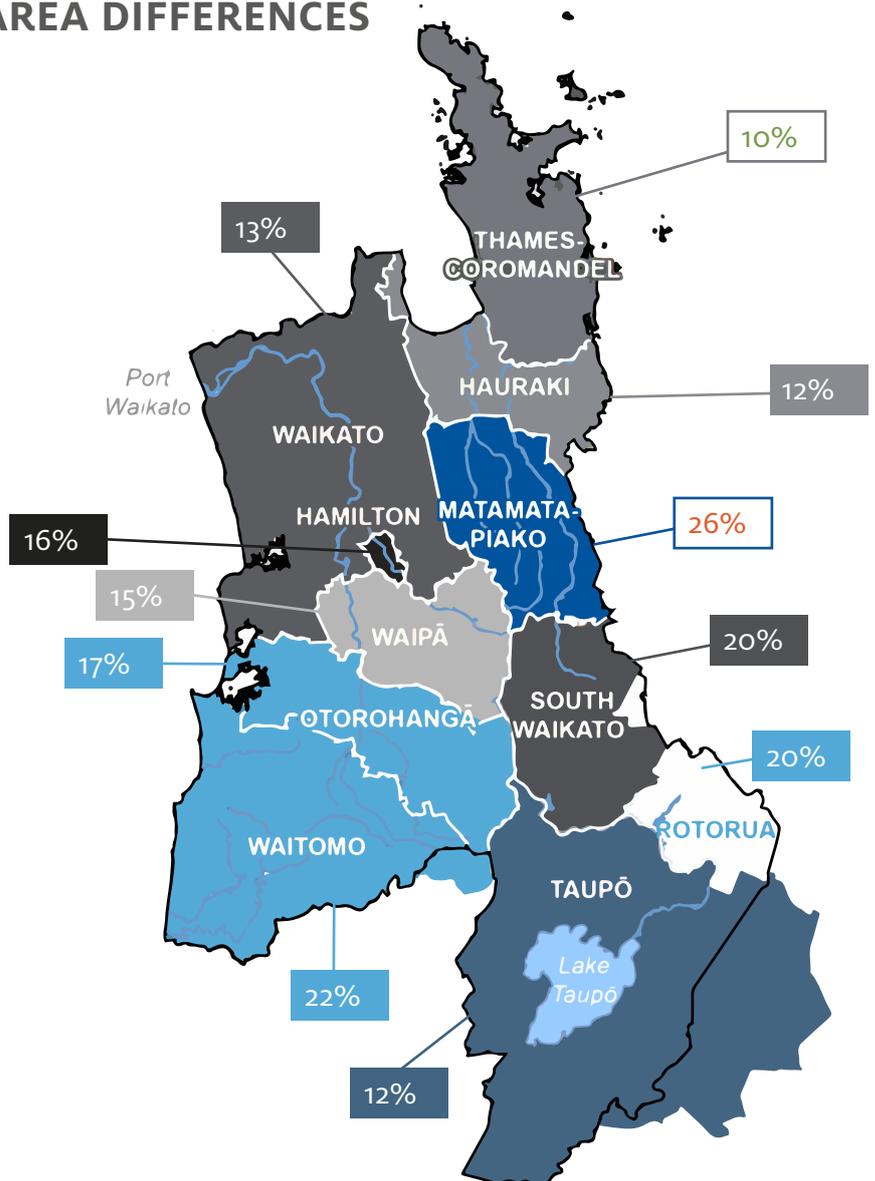
➤ The highest significant score for this measure is 46%, collected from farmers.

➤ The lowest significant score for this measure is 4%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES

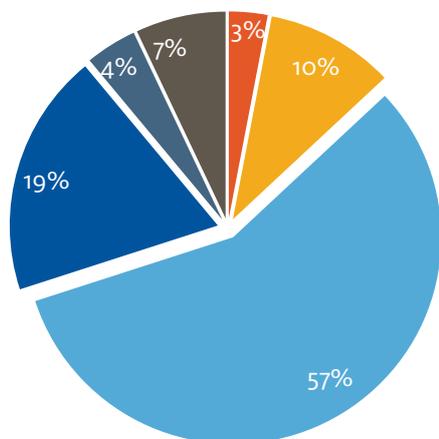


## AREA DIFFERENCES





## 2019 RESULTS



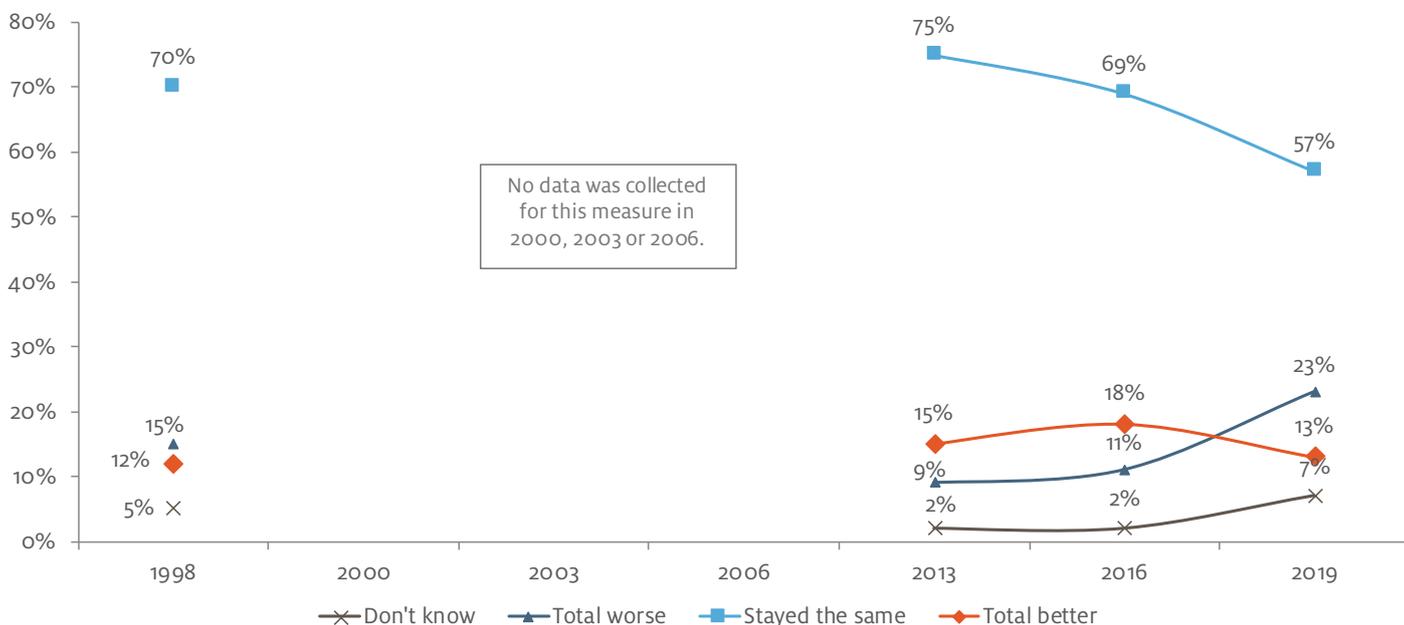
## SUMMARY OF RESULTS

Residents were asked whether they think the air pollution in their local area has generally become better, worse, or stayed the same in the past few years.

Overall, 13% of residents think the air quality in their local area has become a little better (10%) or much better (3%) over the past few years. The majority of residents (57%) think the air quality in their local area has remained the same over the past few years, while 23% think it has become a little worse (19%) or much worse (4%) over the past few years.

This question was reworded in 2019\* and comparisons to previous years should be made with caution.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The results for this measure have shown a steady decline in the number of residents who think that the air quality in their local area has remained the same; this result is now at 57% which is a 12% decrease from three years ago. This year, there has been a 12% increase in the number of residents who think that the air quality has worsened.

\*Previous wording: ...The air quality in your local area?

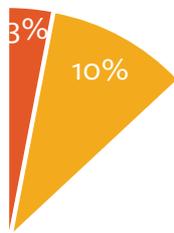
The following is a list of environmental topics of interest.... The air pollution in your local area?



## INTERPRETING THESE RESULTS

Residents were asked whether they think the air quality in their local area has generally become better, worse, or stayed the same in the past few years.

The 'total better' score for this measure is 13% (10% a little better and 3% much better).



■ Much better ■ A little better

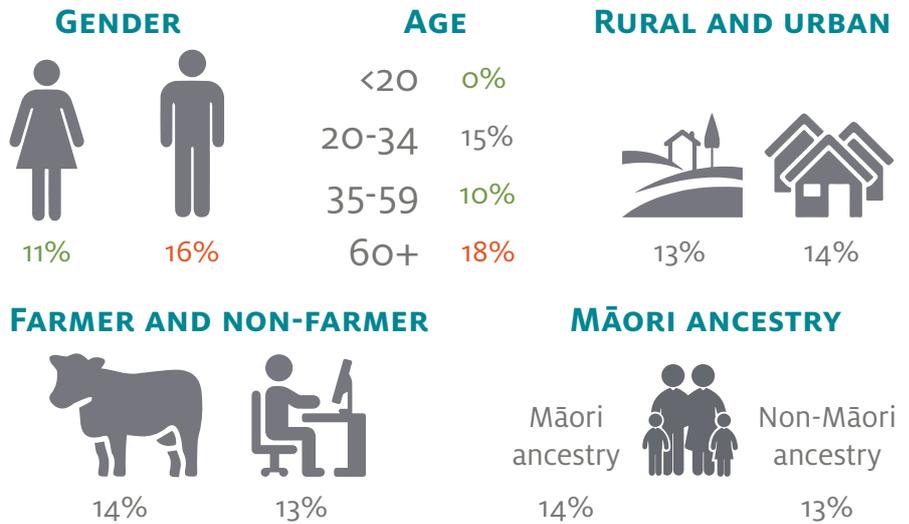
The result shown below each icon indicates the 'total better' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 13%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 13%.

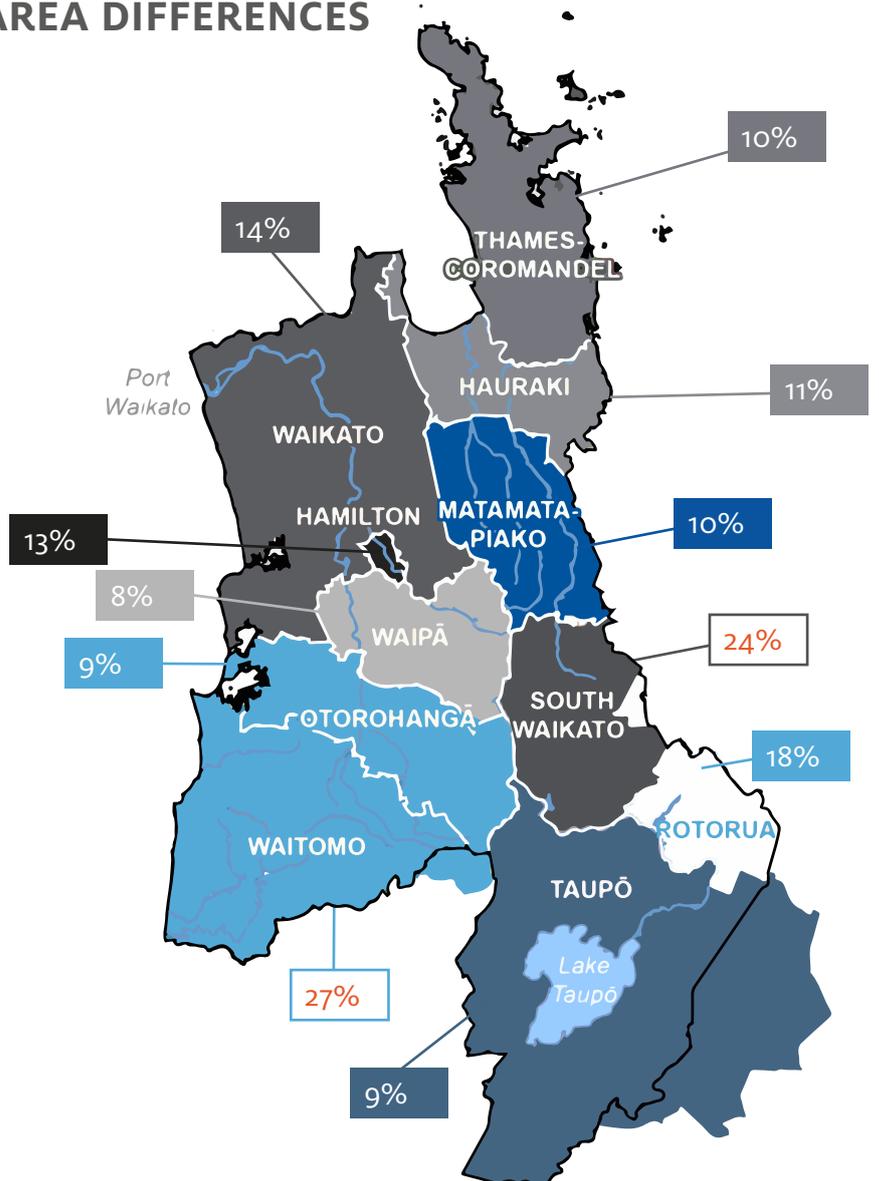
➤ The highest significant score for this measure is 27%, collected from Waitomo residents.

➤ The lowest significant score for this measure is 0%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES

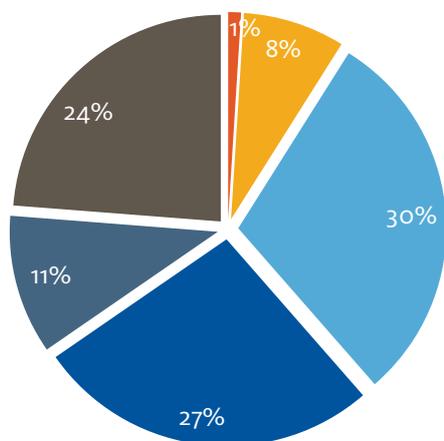


## AREA DIFFERENCES





## 2019 RESULTS

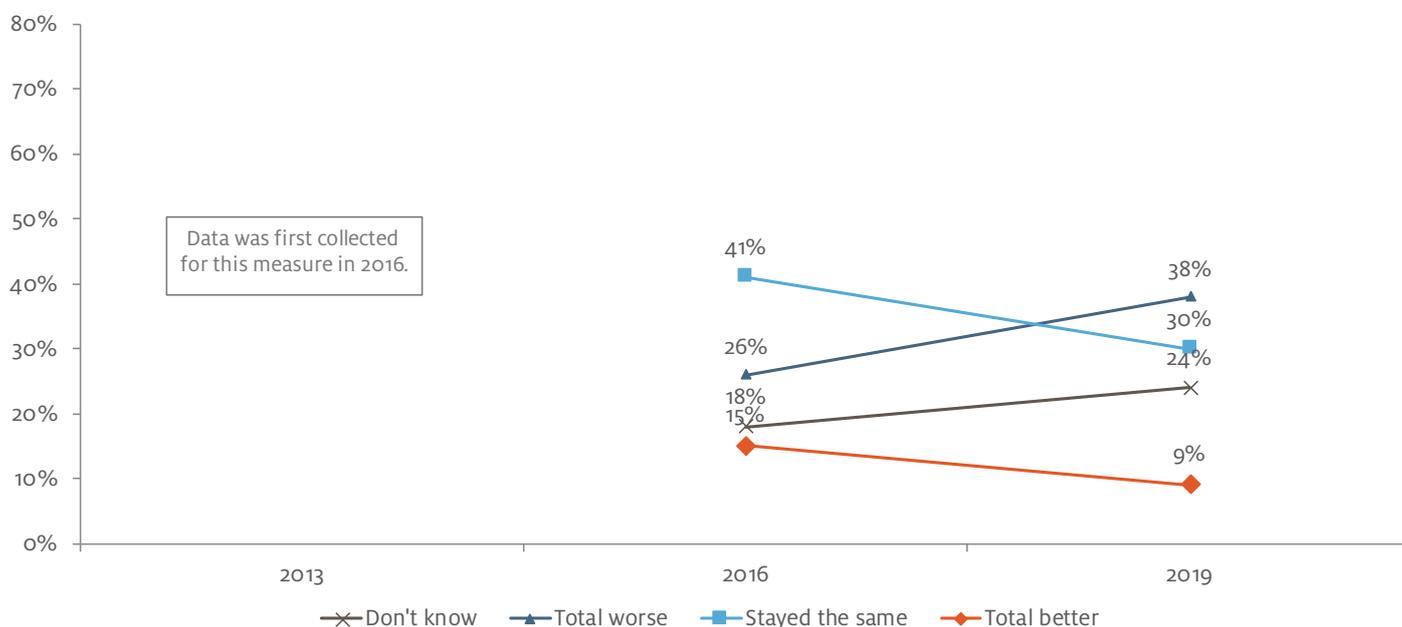


## SUMMARY OF RESULTS

Residents were asked whether they think the water quality in local coastal waters has become better, worse or stayed the same in the past few years.

Nine per cent of residents think the water quality in local coastal waters has become a little better (8%) or much better (1%) over the past few years. A further 30% think the water quality has remained the same over the past few years. Thirty eight per cent of residents think the water quality has become a little worse (27%) or much worse (11%) over the past few years. Twenty four per cent of residents are unsure how to rate this.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

This measure was first recorded in 2016 and the 2019 results show a few changes. In particular, there has been an increase in the number of residents who think that the water quality of coastal waters has worsened and a corresponding decrease in the number of residents who think the water quality has stayed the same or improved.



## INTERPRETING THESE RESULTS

Residents were asked whether they think the water quality in local coastal waters has become better, worse or stayed the same in the past few years.

The 'total better' score for this measure is 9% (8% a little better and 1% much better).



■ Much better ■ A little better

The result shown below each icon indicates the 'total better' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 9%. **Green** font indicates a score is significantly lower than the total result, i.e., much lower than 9%.

➤ There were no significantly higher differences noted.

➤ The lowest significant score for this measure is 0%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES

### GENDER



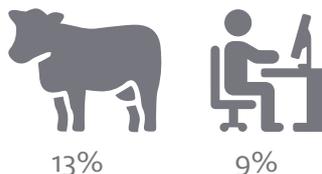
### AGE



### RURAL AND URBAN



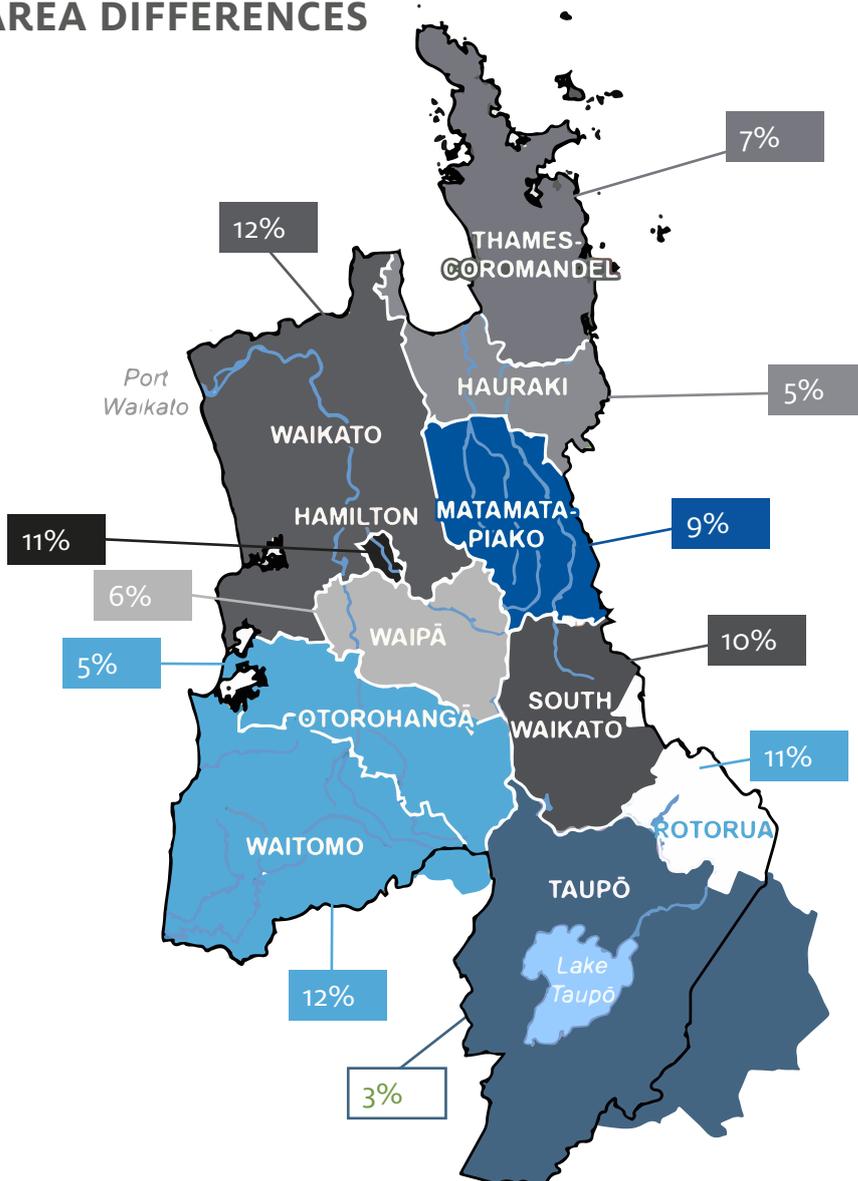
### FARMER AND NON-FARMER



### MĀORI ANCESTRY



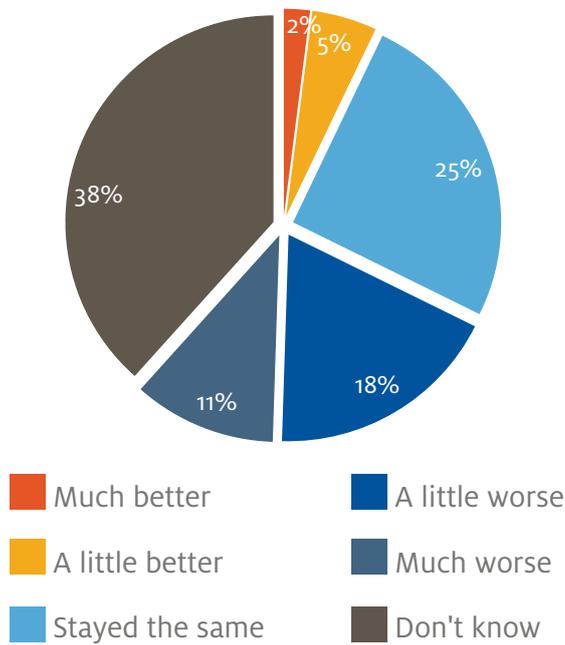
## AREA DIFFERENCES



# NUMBER OF NEW ZEALAND NATIVE FISH IN YOUR LOCAL AREA



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they think the number of New Zealand native fish in their local area has become better, worse, or stayed the same in the past few years.

Seven per cent of residents think the number of native fish in their local area has become a little better (5%) or much better (2%). Twenty five per cent of residents think the number of native fish in their area has remained the same, while 29% think it has become a little worse (18%) or much worse (11%). Thirty eight per cent of residents were unsure.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

# NUMBER OF NEW ZEALAND NATIVE FISH IN YOUR LOCAL AREA



## INTERPRETING THESE RESULTS

Residents were asked whether they think the number of native fish in their local area has become better, worse or stayed the same in the past few years.

The 'total better' score for this measure is 7% (5% a little better and 2% much better).



■ Much better ■ A little better

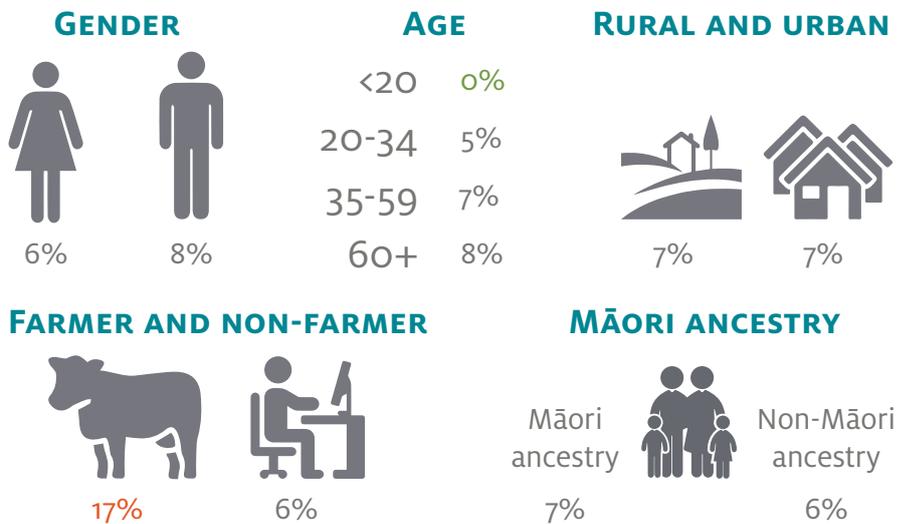
The result shown below each icon indicates the 'total better' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 7%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 7%.

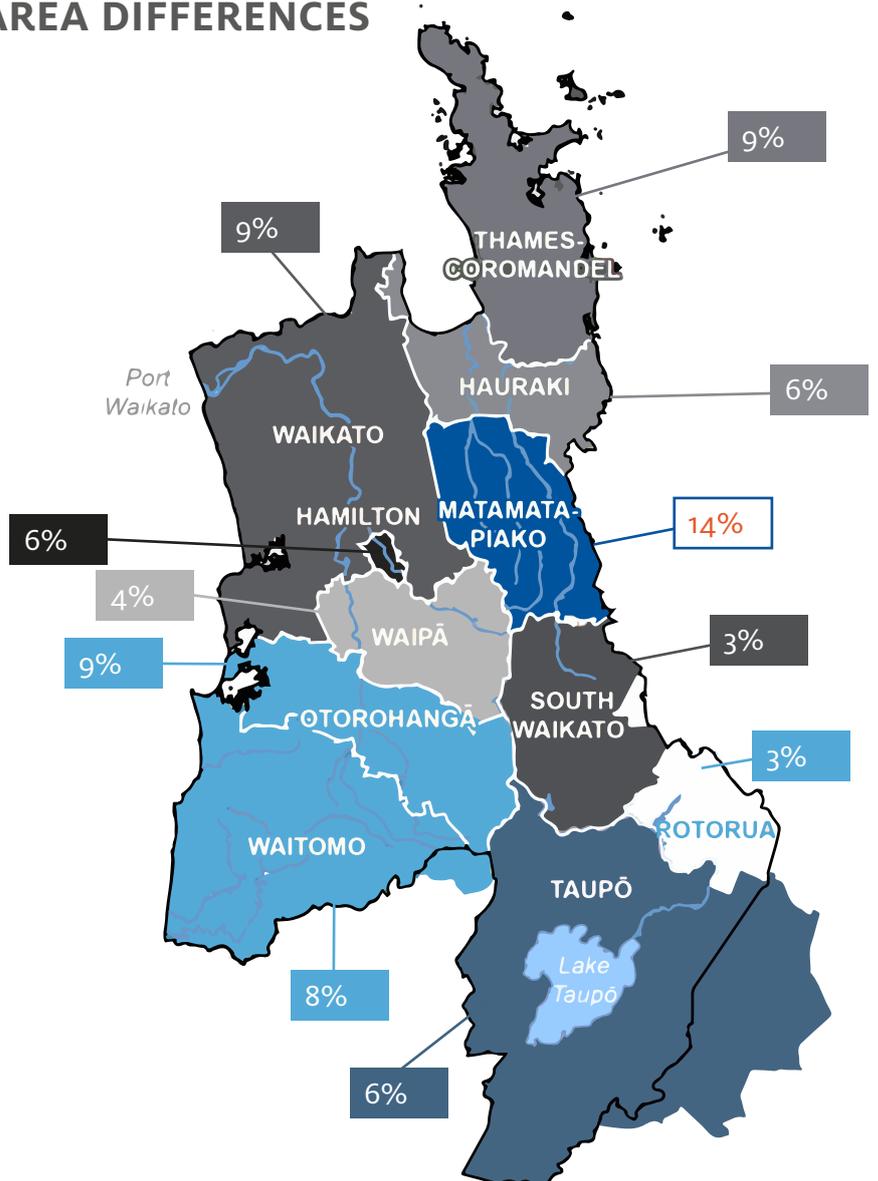
➤ The highest significant score for this measure is 17%, collected from farmers.

➤ The lowest significant score for this measure is 0%, collected from residents aged under 20 years.

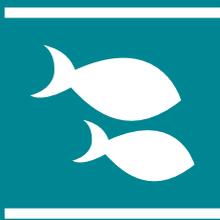
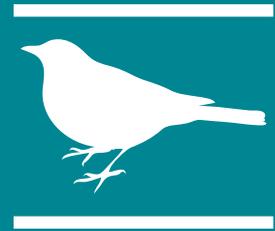
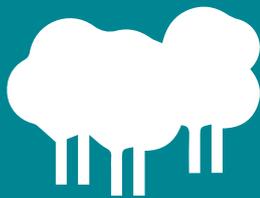
## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# ENVIRONMENTAL CONCERNS



## SECTION SUMMARY

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This section examines residents' levels of concern in relation to a range of environmental issues currently affecting the region. Residents 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.

### QUESTIONS

Specific questions asked within this section are listed below. Those marked with an \* are new in 2019.

- Water pollution from industry;
- Water pollution from farmland;
- Loss of the natural character of the region's coastlines through development (reworded from *The loss of natural character of the region's beaches through development*);
- Water pollution from towns and city areas;
- The loss of NZ native bush and wetlands (reworded from: *The state of native bush and wetlands on private property*);
- The spread of cities/towns across farmland (reworded from: *The loss of productive farmland through the spread of cities/towns and rural residential development*);
- \*Pest species damaging and reducing New Zealand native birds;
- \*Pest species damaging and reducing New Zealand native fish;
- \*Pest species damaging and reducing New Zealand native plants;
- \*The effects of coastal erosion;
- The effects of climate change;
- \*Air pollution;
- \*The loss of quality food producing soils to subdivision and development;
- \*The health of soils.

### SUMMARY OF FINDINGS

A summary of the findings for this section is provided below. These results show the 'total concerned' (concerned and slightly concerned), 'neither concerned nor unconcerned', and the 'total unconcerned' (not very concerned and not concerned at all) results. The findings are ordered from the element that residents have the greatest concern with to the element that residents have the lowest concern with.

#### WATER POLLUTION FROM INDUSTRY



<b>Total concerned</b>	<b>90%</b>
<b>Neither/nor</b>	<b>5%</b>
<b>Total unconcerned</b>	<b>3%</b>

The majority of residents (90%) are concerned with the water pollution from industry.

---

#### WATER POLLUTION FROM TOWNS AND CITIES



<b>Total concerned</b>	<b>89%</b>
<b>Neither/nor</b>	<b>6%</b>
<b>Total unconcerned</b>	<b>3%</b>

Most residents (89%) are concerned with water pollution from towns and city areas.

## SECTION SUMMARY

---

### \*PEST SPECIES AND NATIVE BIRDS



Total concerned	<b>87%</b>
Neither/nor	<b>6%</b>
Total unconcerned	<b>5%</b>

87% of residents are concerned about the pest species damaging and reducing New Zealand native birds.

---

### THE LOSS OF BUSH AND WETLANDS



Total concerned	<b>86%</b>
Neither/nor	<b>7%</b>
Total unconcerned	<b>5%</b>

86% of residents are concerned about the loss of New Zealand native bush and wetlands.

---

### WATER POLLUTION FROM FARMLAND



Total concerned	<b>85%</b>
Neither/nor	<b>7%</b>
Total unconcerned	<b>7%</b>

85% of residents are concerned about the pollution caused by farmland.

---

### \*PEST SPECIES AND NATIVE PLANTS



Total concerned	<b>83%</b>
Neither/nor	<b>10%</b>
Total unconcerned	<b>6%</b>

83% of residents are concerned about pest species damaging and reducing New Zealand native plants.

---

### \*PEST SPECIES AND NATIVE FISH



Total concerned	<b>80%</b>
Neither/nor	<b>9%</b>
Total unconcerned	<b>5%</b>

80% of residents are concerned about pest species damaging and reducing New Zealand native fish.

---

### \*THE LOSS OF QUALITY FOOD PRODUCING SOILS



Total concerned	<b>78%</b>
Neither/nor	<b>12%</b>
Total unconcerned	<b>7%</b>

78% of residents are concerned about the loss of quality food producing soils to subdivision and development.

---

### \*THE HEALTH OF SOILS



Total concerned	<b>77%</b>
Neither/nor	<b>13%</b>
Total unconcerned	<b>7%</b>

77% of residents are concerned about the health of soils.

---

# SECTION SUMMARY

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## THE EFFECTS OF CLIMATE CHANGE



Total concerned	<b>77%</b>
Neither/nor	<b>11%</b>
Total unconcerned	<b>10%</b>

Over three quarters of residents (77%) are concerned about the effects of climate change.

---

## LOSS OF THE REGION'S COASTLINES NATURAL CHARACTER



Total concerned	<b>76%</b>
Neither/nor	<b>12%</b>
Total unconcerned	<b>9%</b>

Just over three quarters (76%) of residents are concerned about the loss of natural character from the region's coastlines through development.

---

## \*THE EFFECTS OF COASTAL EROSION



Total concerned	<b>74%</b>
Neither/nor	<b>14%</b>
Total unconcerned	<b>8%</b>

Nearly three quarters of residents (74%) are concerned about the effects of coastal erosion.

---

## \*AIR POLLUTION



Total concerned	<b>73%</b>
Neither/nor	<b>17%</b>
Total unconcerned	<b>9%</b>

73% of residents are concerned about air pollution.

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## THE SPREAD OF CITIES/TOWNS ACROSS FARMLAND



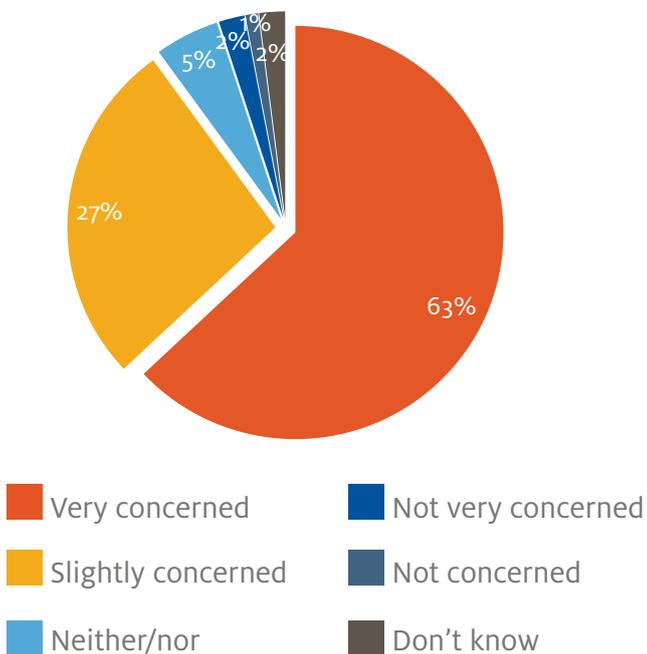
Total concerned	<b>70%</b>
Neither/nor	<b>17%</b>
Total unconcerned	<b>10%</b>

A total of 70% of residents are concerned about the spread of cities or towns across farmland.

---



## 2019 RESULTS

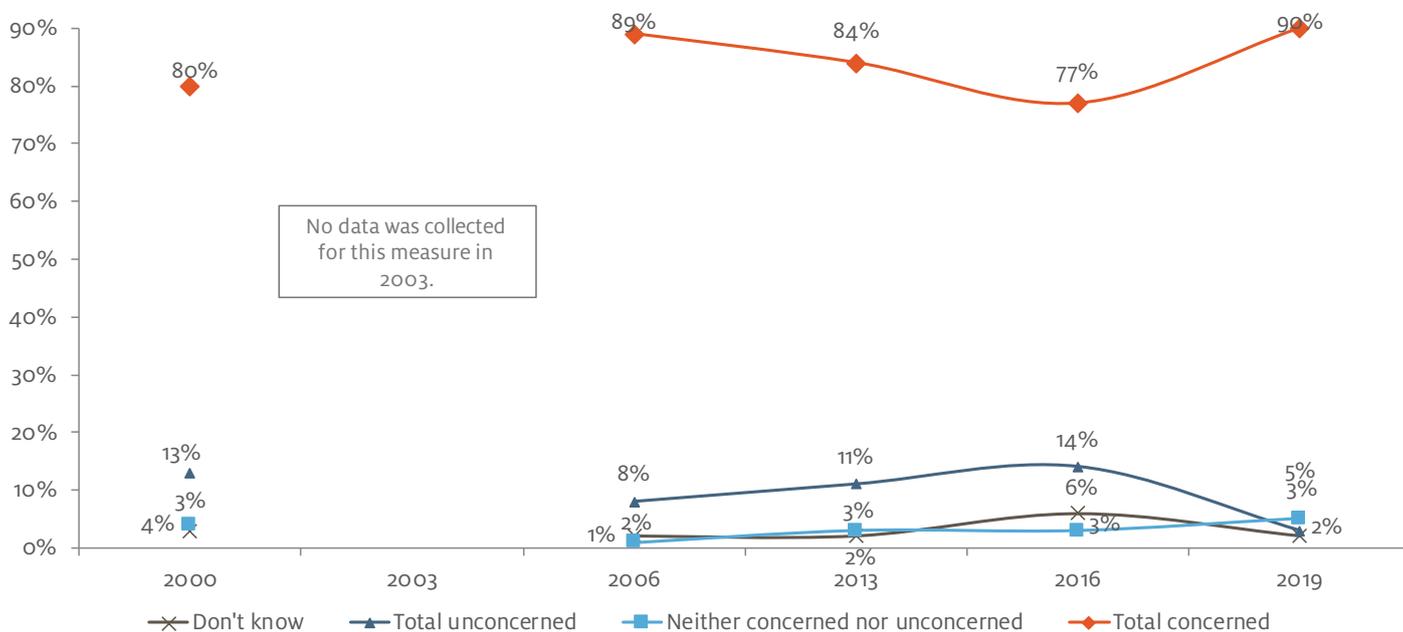


## SUMMARY OF RESULTS

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

The majority of residents (90%) indicate they are slightly concerned (27%) or very concerned (63%) with water pollution from industry in the Waikato region. A further 5% of residents are neither concerned nor unconcerned, and 3% of residents are not very concerned (2%) or not concerned (1%) with water pollution from industry in the Waikato region.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

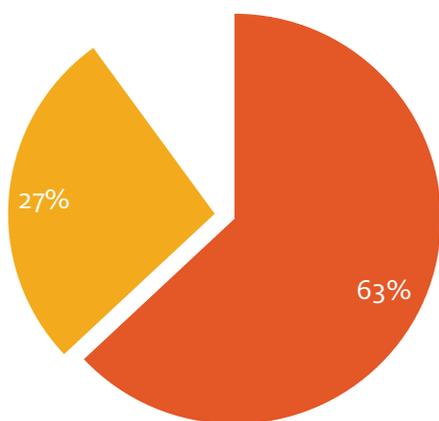
The 2019 results show an increase in the number of residents who are concerned with the water pollution from industry. This measure has trended downwards over the past few years, however this is now at a similar level to that which was recorded in 2006.



## INTERPRETING THESE RESULTS

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

The 'total concerned' score for this measure is 90% (27% slightly concerned and 63% very concerned).



- Very concerned
- Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 90%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 90%.

➤ There were no significantly higher differences noted.

➤ The lowest significant score for this measure is 85%, collected from residents aged 20-34 years.

## DEMOGRAPHIC DIFFERENCES

### GENDER



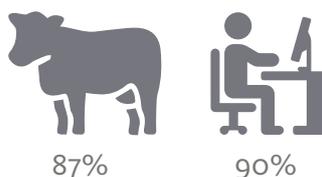
### AGE



### RURAL AND URBAN



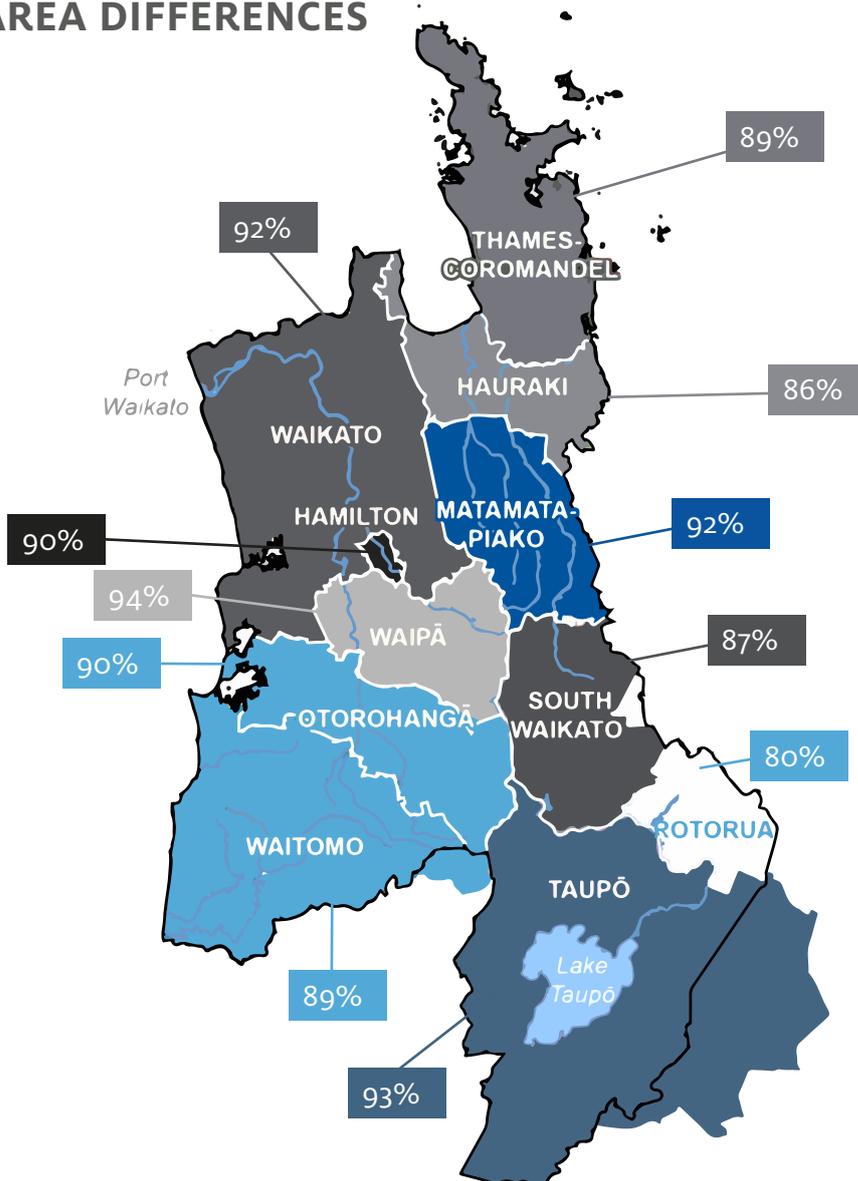
### FARMER AND NON-FARMER



### MĀORI ANCESTRY

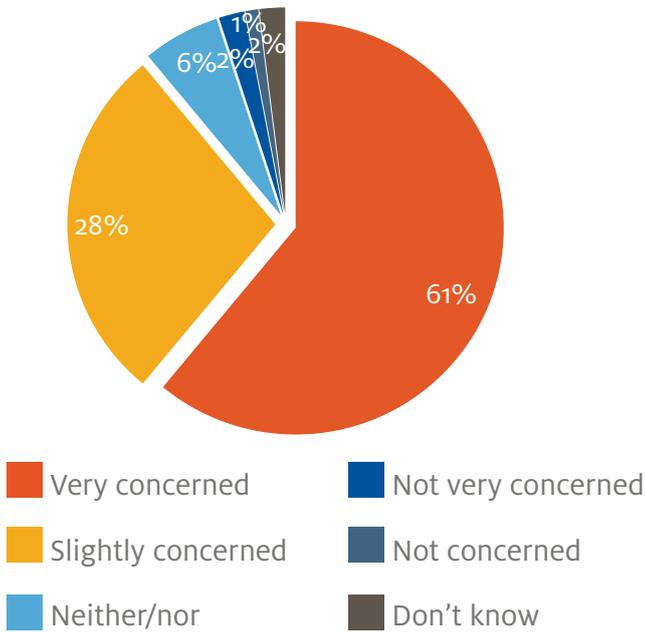


## AREA DIFFERENCES





## 2019 RESULTS

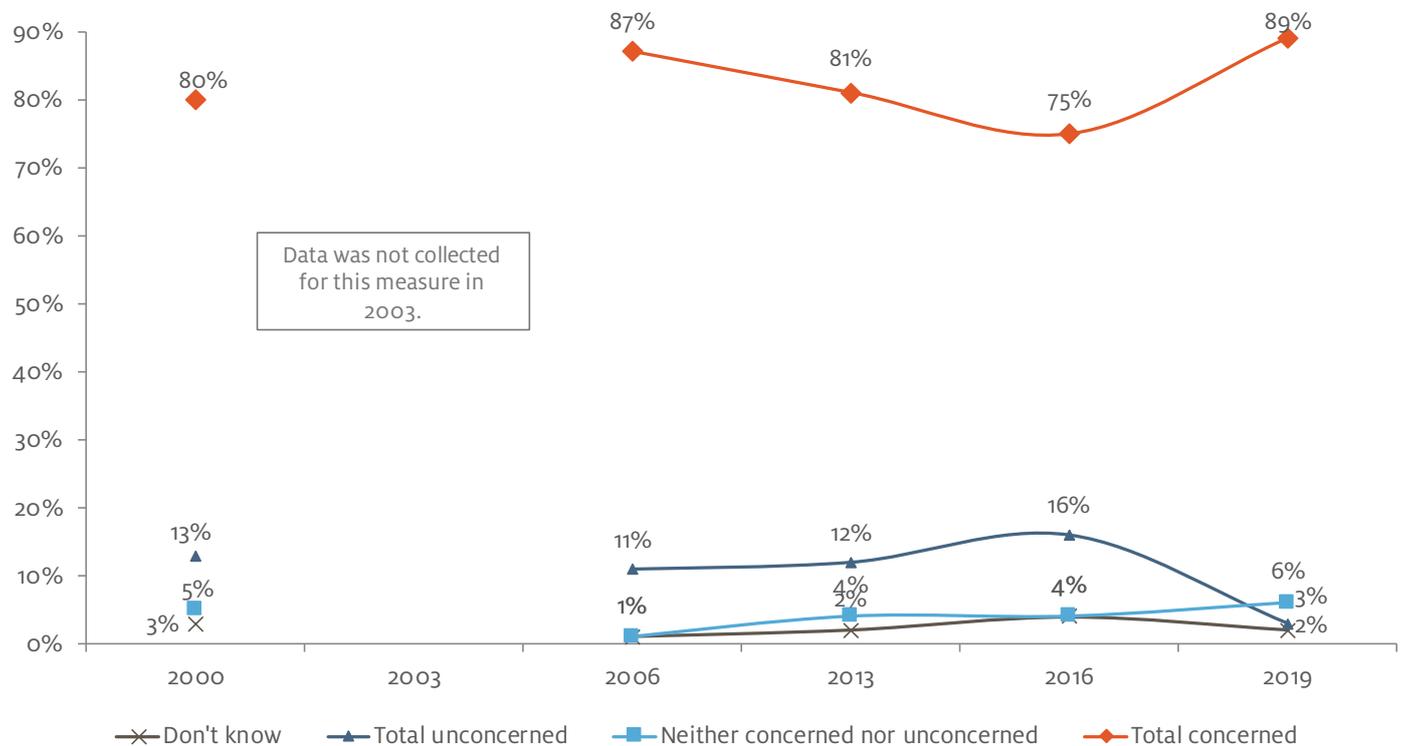


## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding water pollution from towns and city areas.

The majority of residents (89%) are slightly concerned (28%) or very concerned (61%) with water pollution from towns and city areas. Three per cent of residents are not very concerned (2%) or not concerned (1%) at all about water pollution from towns and city areas. Six per cent of residents are neither concerned nor unconcerned about water pollution from towns and city areas.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

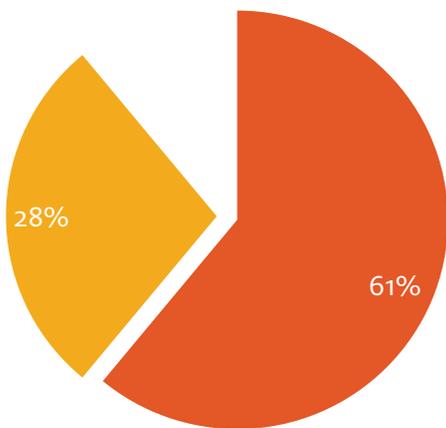
The number of residents who were concerned with the water pollution from towns and city areas had steadily decreased since 2006, however this year's result shows a marked increase from the 2016 result. This is now at the highest level since recording started. Similarly the number of people who are unconcerned is at the lowest level it has been since recording started.



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding water pollution from towns and city areas.

The 'total concerned' score for this measure is 89% (28% slightly concerned and 61% very concerned).



■ Very concerned  
■ Slightly concerned

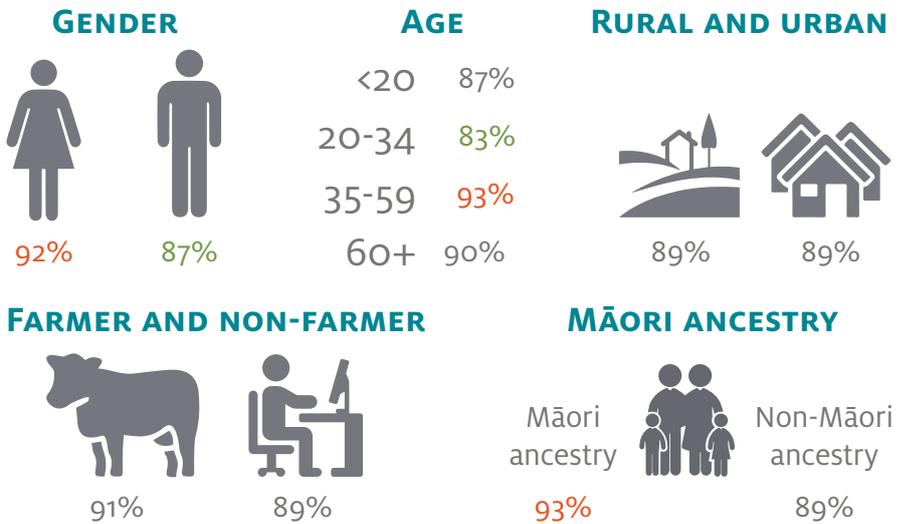
The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 89%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 89%.

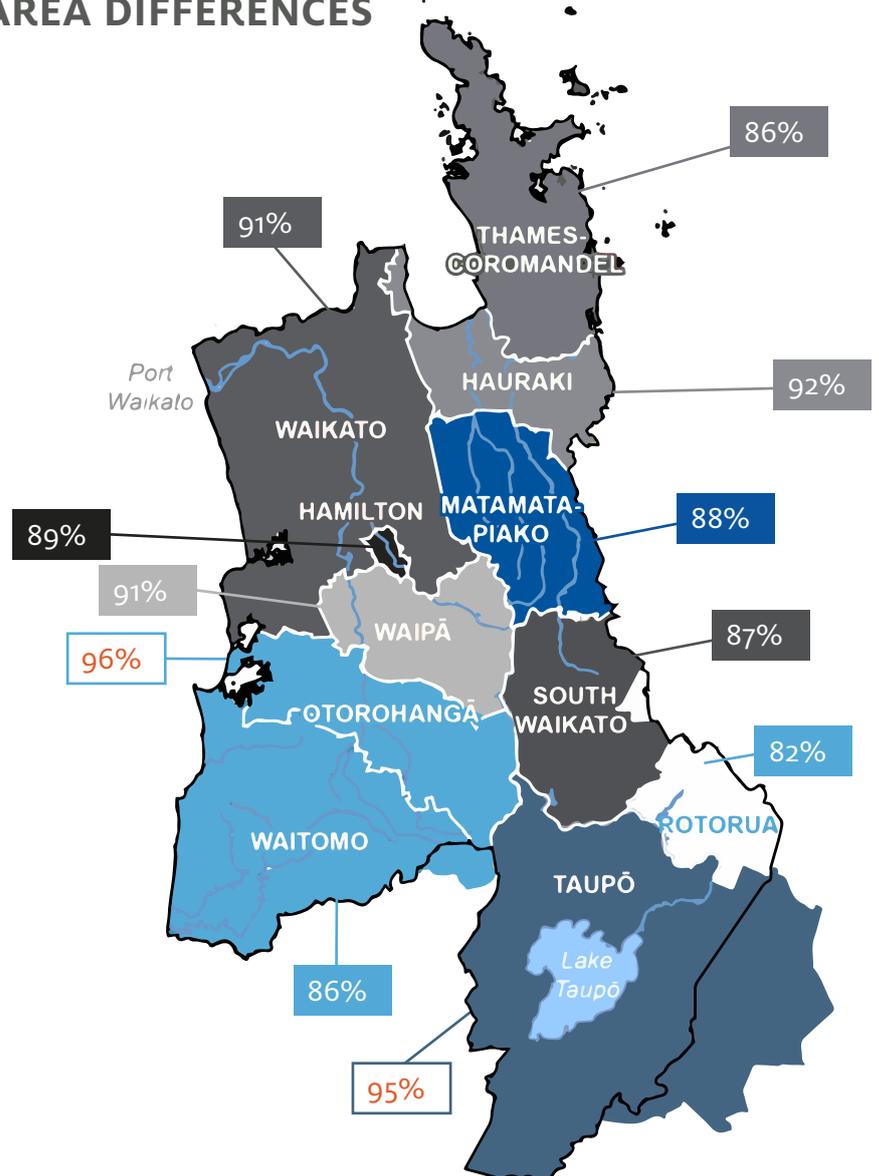
➤ The highest significant score for this measure is 96%, collected from Otorohangā residents.

➤ The lowest significant score for this measure is 83%, collected from residents aged 20-34 years.

## DEMOGRAPHIC DIFFERENCES



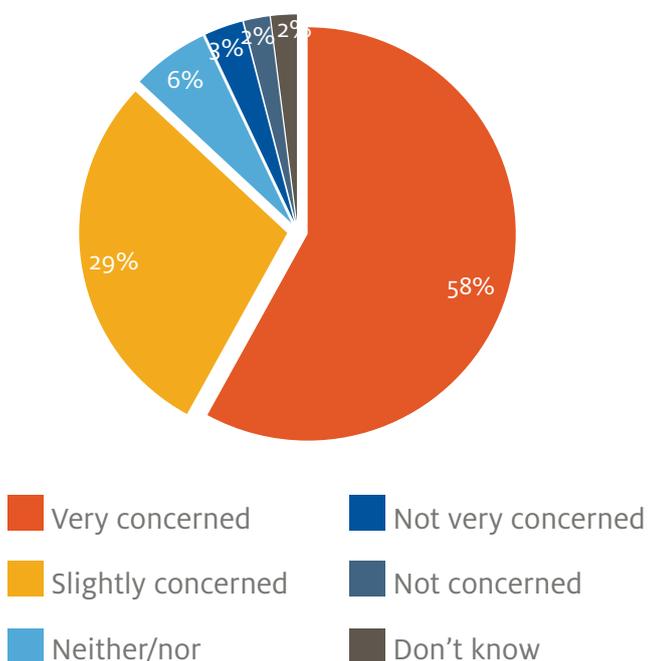
## AREA DIFFERENCES



# PEST SPECIES DAMAGING AND REDUCING NEW ZEALAND NATIVE BIRDS



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding pest species damaging and reducing the number of New Zealand native birds.

Eighty seven per cent of residents are slightly concerned (29%) or very concerned (58%) with pest species damaging and reducing New Zealand native birds. Five per cent are not very concerned (3%) or not concerned (2%) at all with this. A further 6% of residents are neither concerned nor unconcerned.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

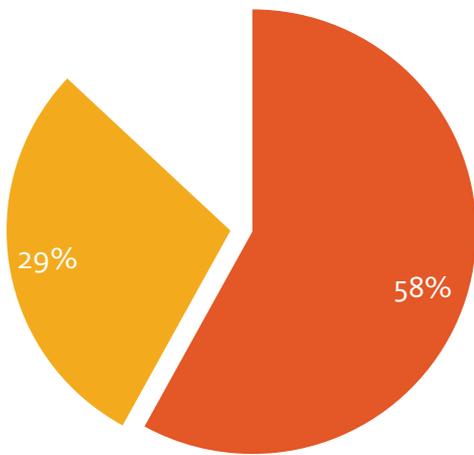
# PEST SPECIES DAMAGING AND REDUCING NEW ZEALAND NATIVE BIRDS



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding pest species damaging and reducing New Zealand native birds.

The 'total concerned' score for this measure is 87% (29% slightly concerned and 58% very concerned).



Very concerned  
Slightly concerned

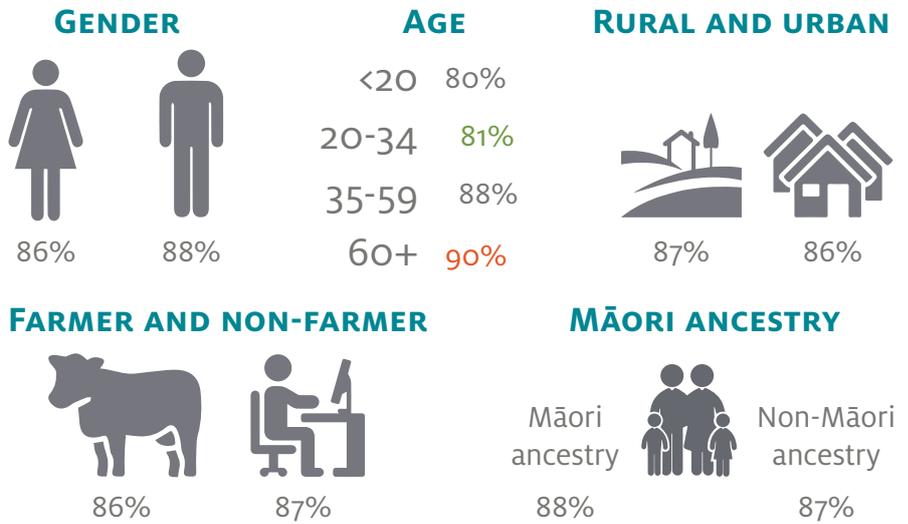
The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

Orange font indicates a score is significantly higher than the total result, i.e., much higher than 87%. Green font indicates a score is significantly lower than the total result, i.e., much lower than 87%.

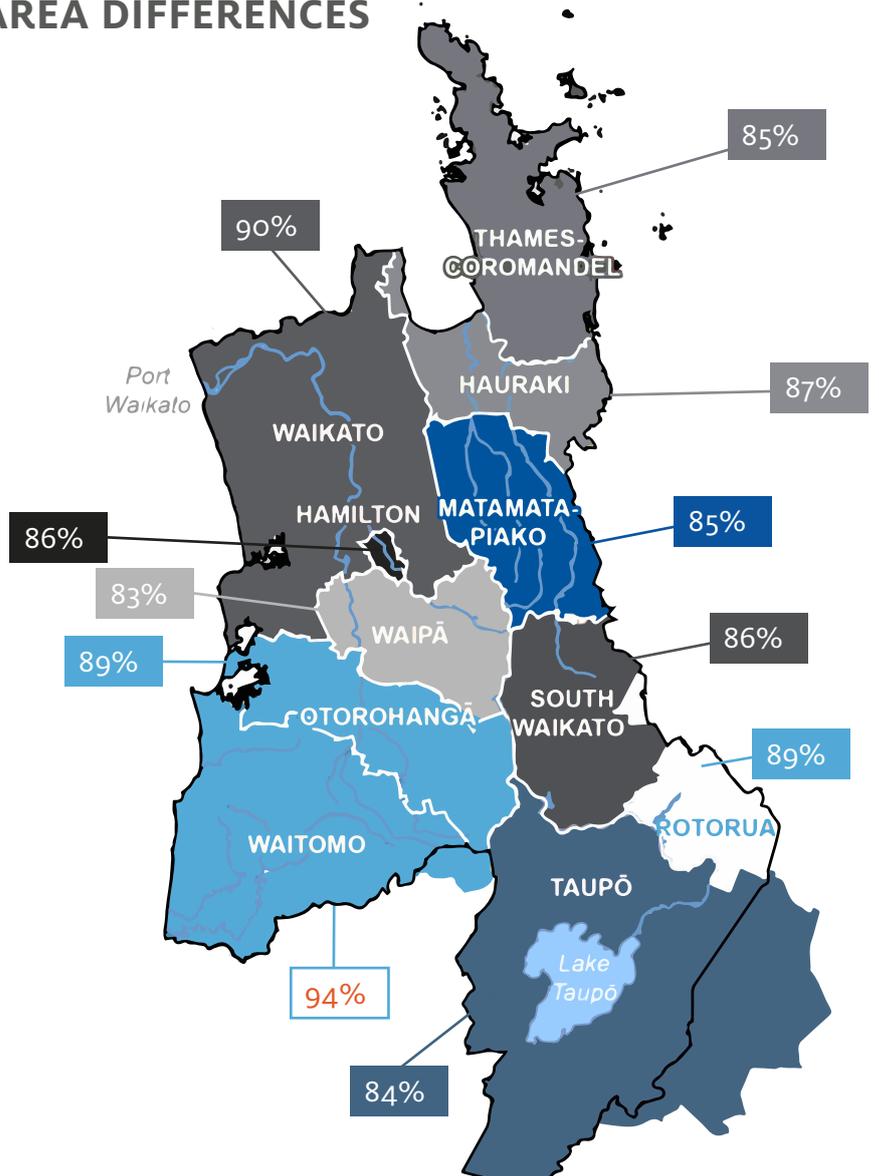
➤ The highest significant score for this measure is 94%, collected from Waitomo residents.

➤ The lowest significant score for this measure is 81%, collected from residents aged 20-34 years.

## DEMOGRAPHIC DIFFERENCES

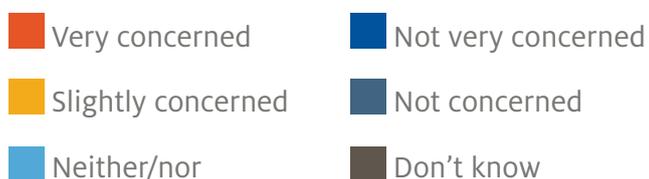
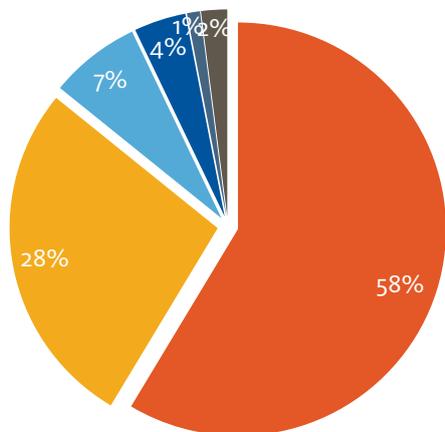


## AREA DIFFERENCES





## 2019 RESULTS



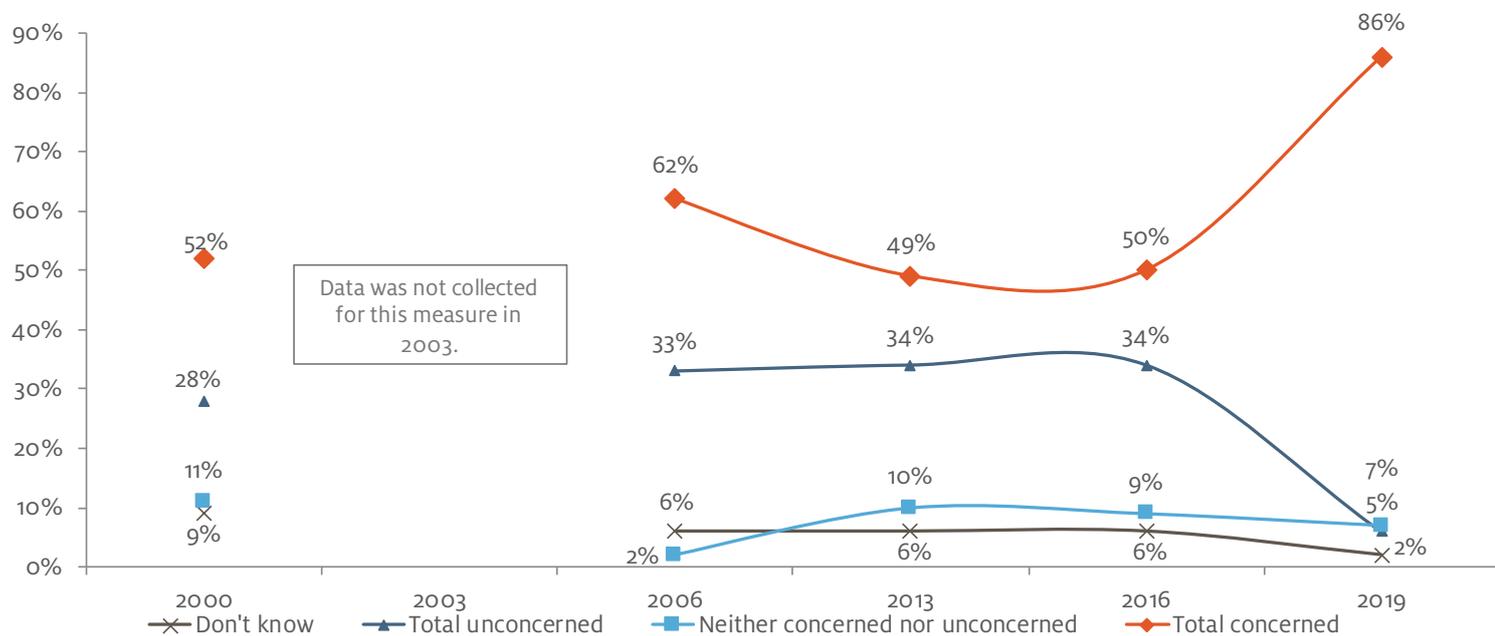
## SUMMARY OF RESULTS

Residents were asked their level of concern regarding the loss of New Zealand native bush and wetlands.

Eighty six per cent of residents are slightly concerned (28%) or very concerned (58%) about the loss of native bush and wetlands. Five per cent of residents are not very concerned (4%) or not concerned (1%) at all with this. A further 7% of residents are neither concerned nor unconcerned.

This question was reworded in 2019\* and comparisons to previous years should be made with caution.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The number of residents who are concerned about the loss of native bush and wetland has increased substantially this year, while the number of residents who are unconcerned has decreased. However, please note that the wording for this question changed significantly this year which does change the tone of the measure.

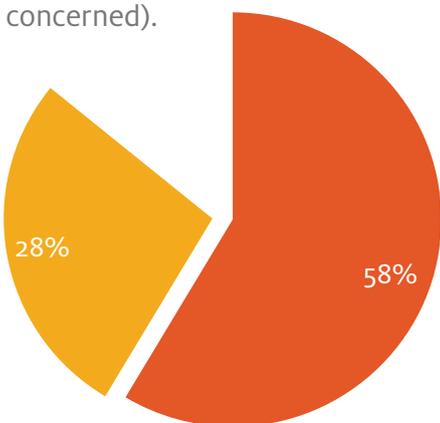
\*Previous wording:...The state of native bush and wetlands on private property? We would like to find out about your levels of concern on some issues..... The loss of New Zealand native bush and wetlands



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding the loss of New Zealand native bush and wetlands.

The 'total concerned' score for this measure is 86% (28% slightly concerned and 58% very concerned).



■ Very concerned  
■ Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

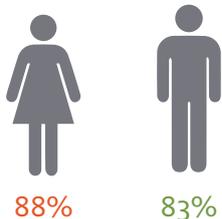
Orange font indicates a score is significantly higher than the total result, i.e., much higher than 86%. Green font indicates a score is significantly lower than the total result, i.e., much lower than 86%.

➤ The highest significant score for this measure is 88%, collected from females and/or residents aged 35-59 years.

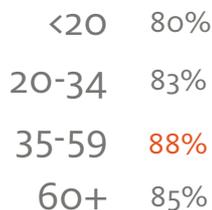
➤ The lowest significant score for this measure is 83%, collected from males.

## DEMOGRAPHIC DIFFERENCES

### GENDER



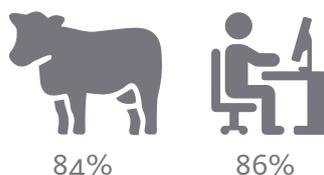
### AGE



### RURAL AND URBAN



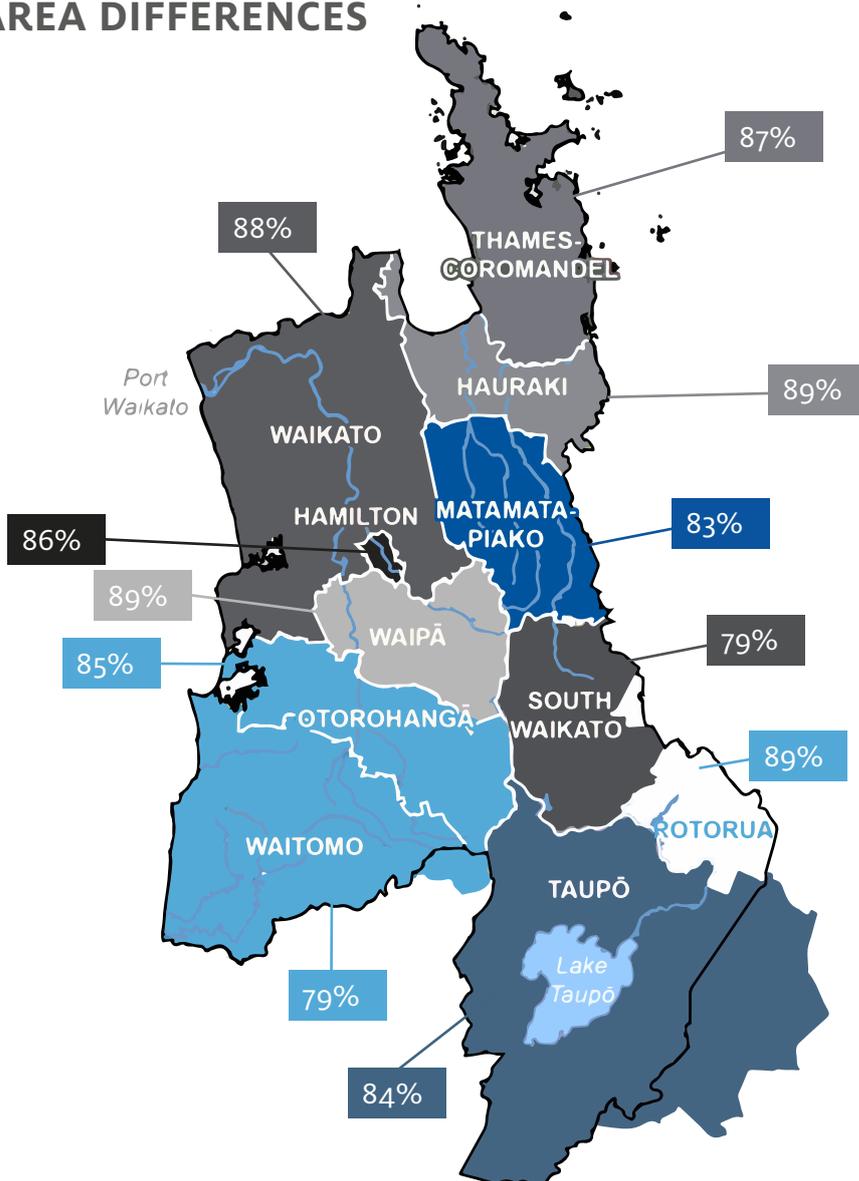
### FARMER AND NON-FARMER



### MĀORI ANCESTRY

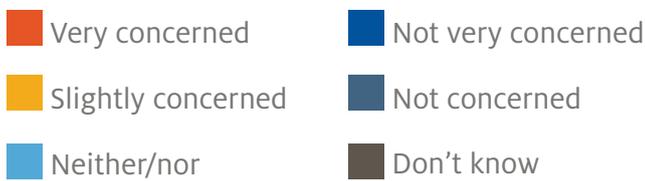
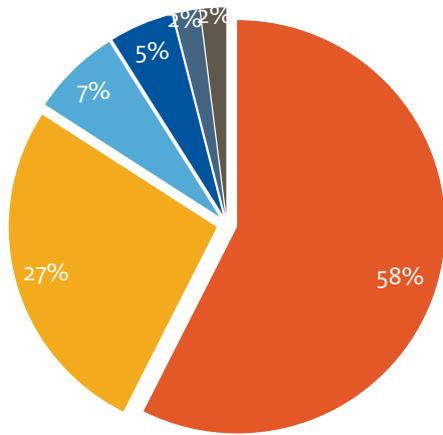


## AREA DIFFERENCES





## 2019 RESULTS

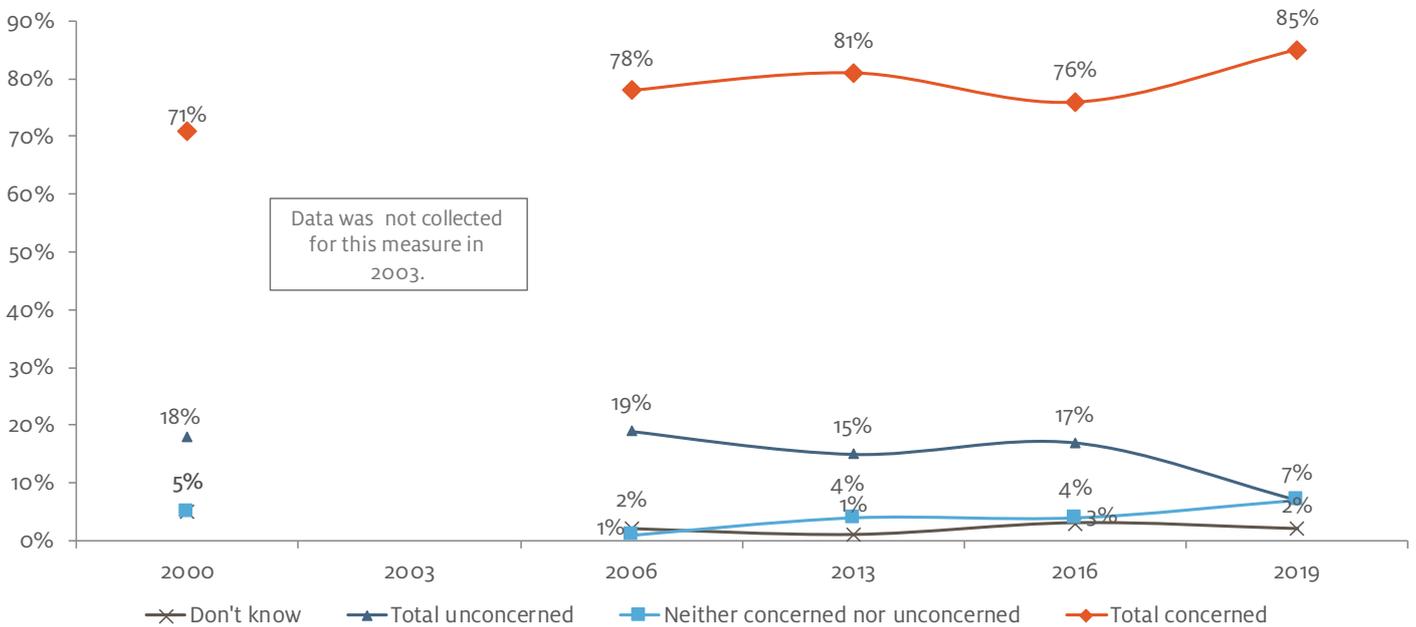


## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding water pollution from farmland.

Eighty five per cent of residents are slightly concerned (27%) or very concerned (58%) with water pollution from farmland. A further 7% are not very concerned (5%) or not concerned at all (2%) with water pollution from farmland, while 7% are neither concerned nor unconcerned.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

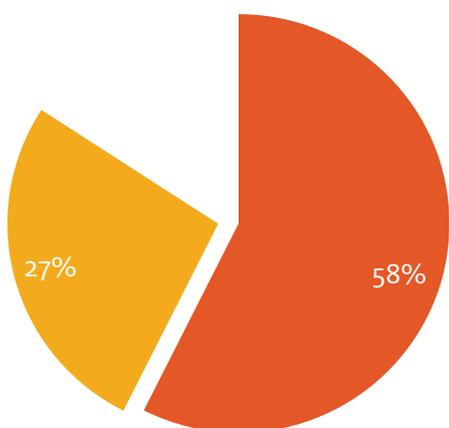
The number of residents who are unconcerned with the water pollution from farmland has decreased steadily since 2006 and this measure is now at its lowest recorded level (7%). Correspondingly, the number of people who are concerned with water pollution from farmland has increased and this is now at its highest recorded level since 2000.



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding water pollution from farmland.

The 'total concerned' score for this measure is 85% (27% slightly concerned and 58% very concerned).



■ Very concerned  
■ Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

Orange font indicates a score is significantly higher than the total result, i.e., much higher than 85%. Green font indicates a score is significantly lower than the total result, i.e., much lower than 85%.

➤ The highest significant score for this measure is 88%, collected from Hamilton residents and/or residents aged 35-59 years.

➤ The lowest significant score for this measure is 73%, collected from Rotorua residents.

## DEMOGRAPHIC DIFFERENCES

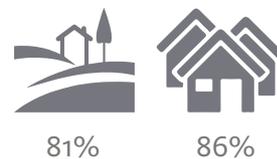
### GENDER



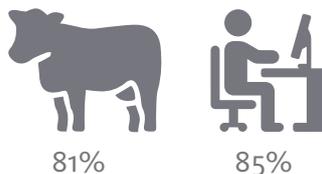
### AGE



### RURAL AND URBAN



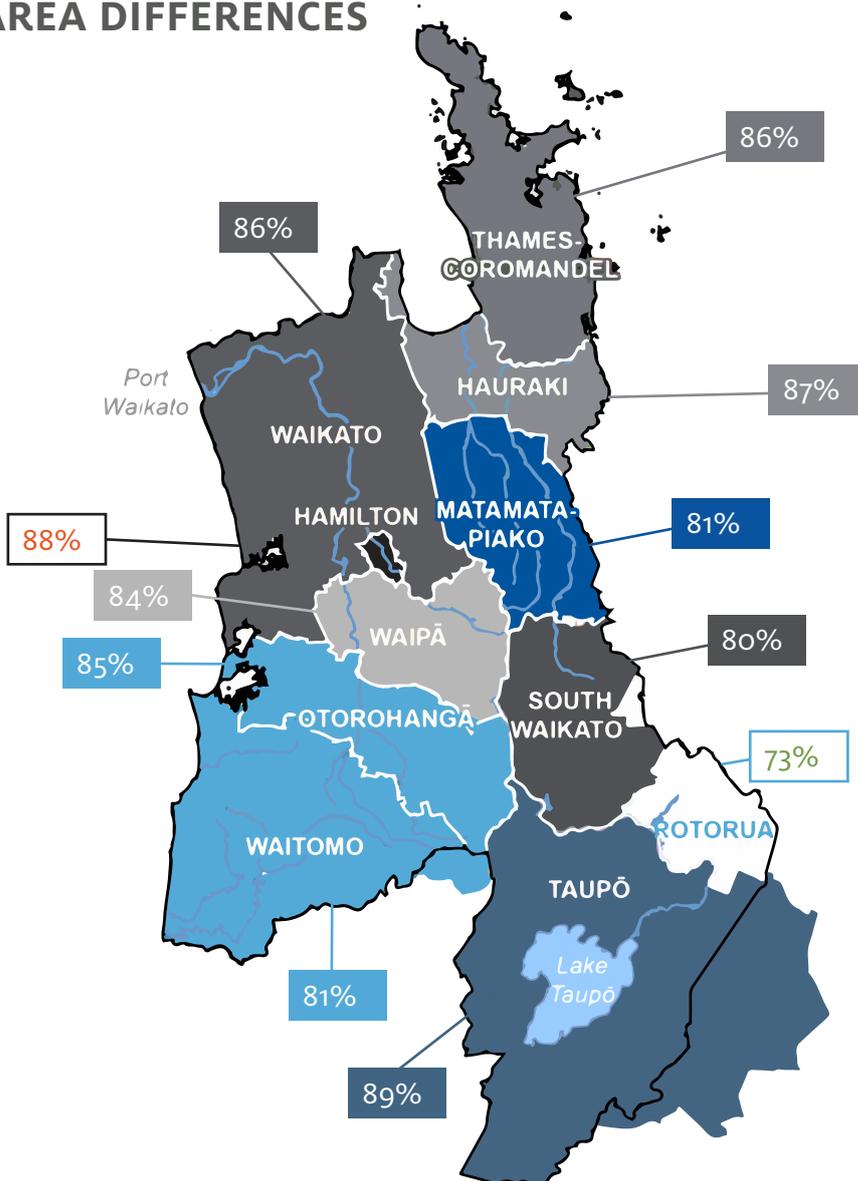
### FARMER AND NON-FARMER



### MĀORI ANCESTRY



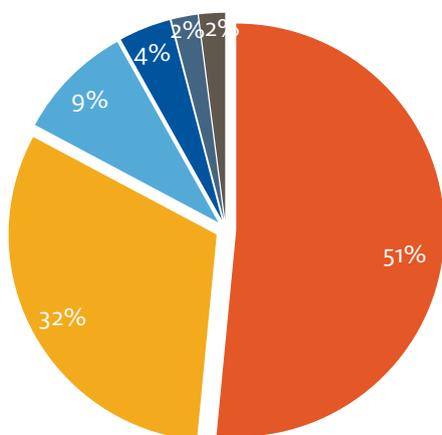
## AREA DIFFERENCES



# PEST SPECIES DAMAGING AND REDUCING NEW ZEALAND NATIVE PLANTS



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding pest species damaging and reducing New Zealand native plants.

Eighty three per cent of residents are slightly concerned (32%) or very concerned (51%) with pest species damaging and reducing New Zealand native plants. Six per cent are not very concerned (4%) or not concerned (2%) at all with this. A further 9% of residents are neither concerned nor unconcerned.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

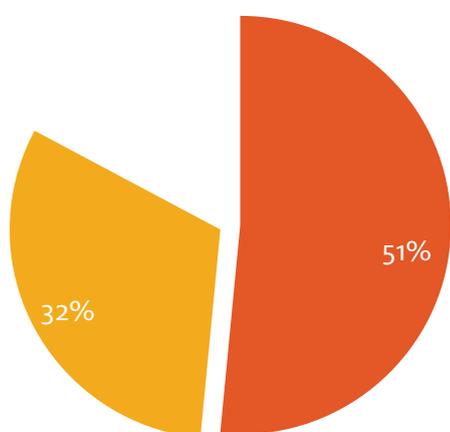
# PEST SPECIES DAMAGING AND REDUCING NEW ZEALAND NATIVE PLANTS



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding pest species damaging and reducing New Zealand native plants.

The 'total concerned' score for this measure is 83% (32% slightly concerned and 51% very concerned).



- Very concerned
- Slightly concerned

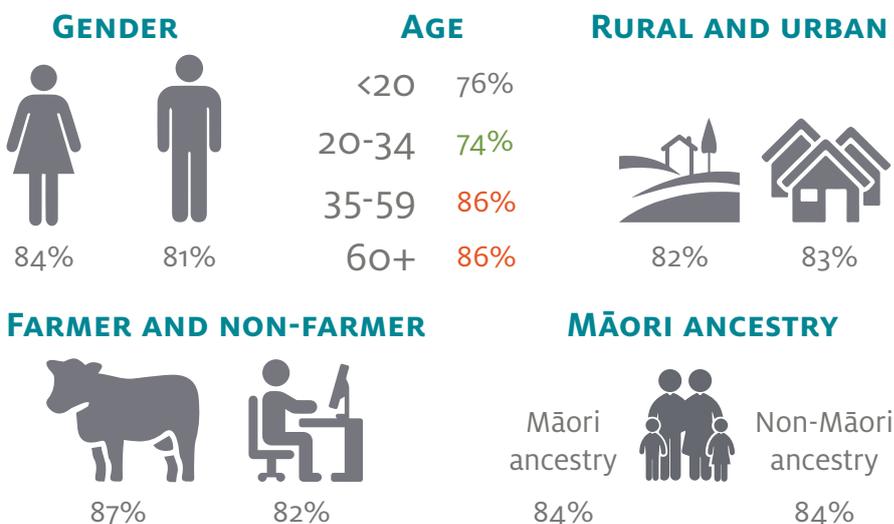
The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 83%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 83%.

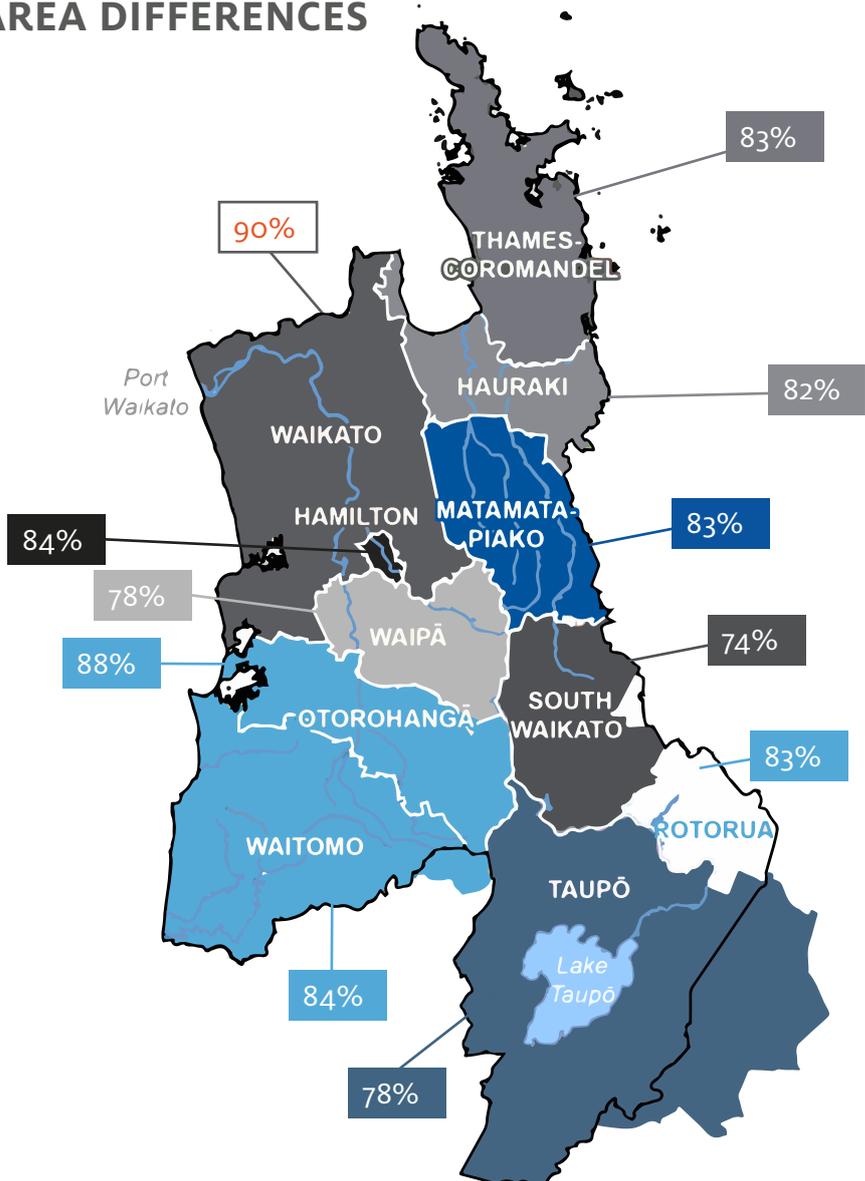
➤ The highest significant score for this measure is 90%, collected from Waikato residents.

➤ The lowest significant score for this measure is 74%, collected from residents aged 20-34 years.

## DEMOGRAPHIC DIFFERENCES



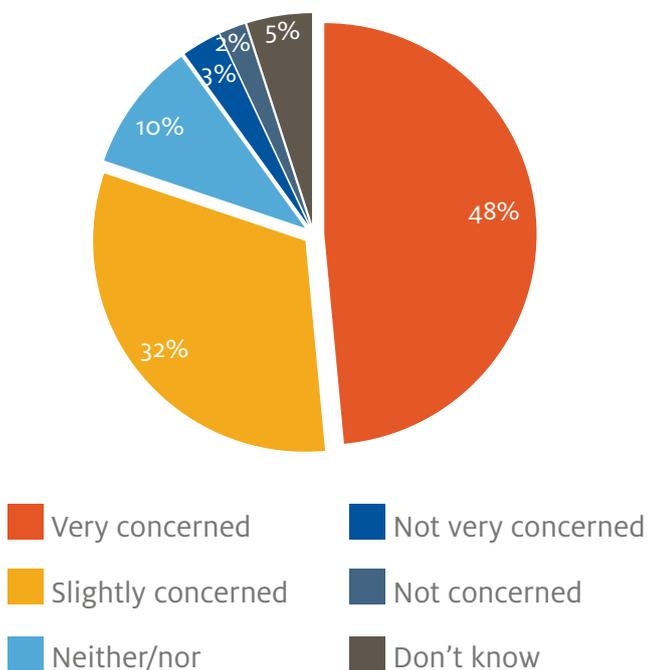
## AREA DIFFERENCES



# PEST SPECIES DAMAGING AND REDUCING NEW ZEALAND NATIVE FISH



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding pest species damaging and reducing New Zealand native fish.

Eighty per cent of residents are slightly concerned (32%) or very concerned (48%) with pest species damaging and reducing New Zealand native fish. Five per cent are not very concerned (3%) or not concerned (2%) at all with this. Ten per cent of residents are neither concerned nor unconcerned, while 5% of residents were unsure how to rate this measure.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

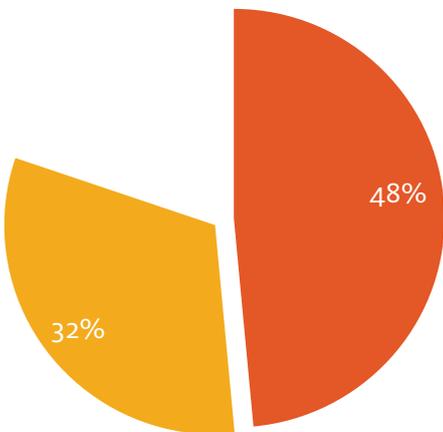
# PEST SPECIES DAMAGING AND REDUCING NEW ZEALAND NATIVE FISH



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding pest species damaging and reducing New Zealand native fish.

The 'total concerned' score for this measure is 80% (32% slightly concerned and 48% very concerned).



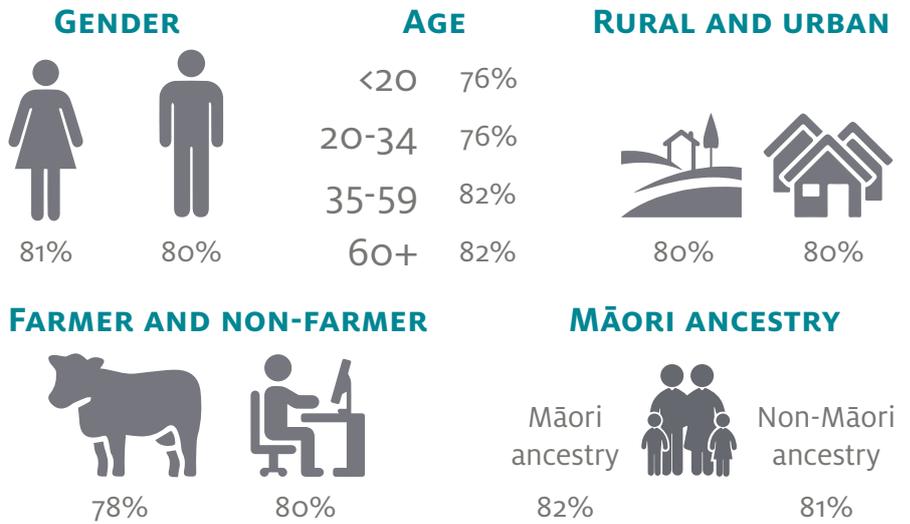
- Very concerned
- Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

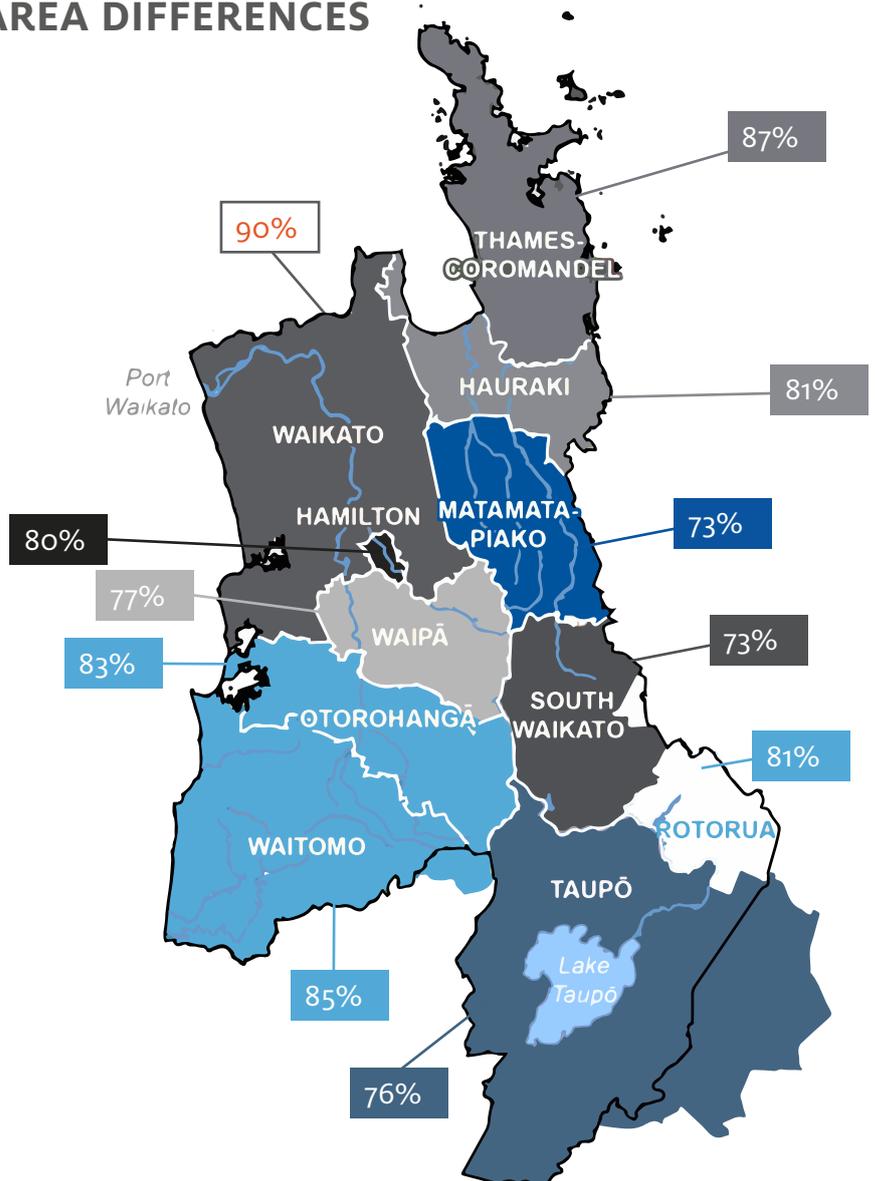
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 80%. **Green** font indicates a score is significantly lower than the total result, i.e., much lower than 80%.

- The highest significant score for this measure is 90%, collected from Waikato residents.
- There were no significantly lower differences noted.

## DEMOGRAPHIC DIFFERENCES



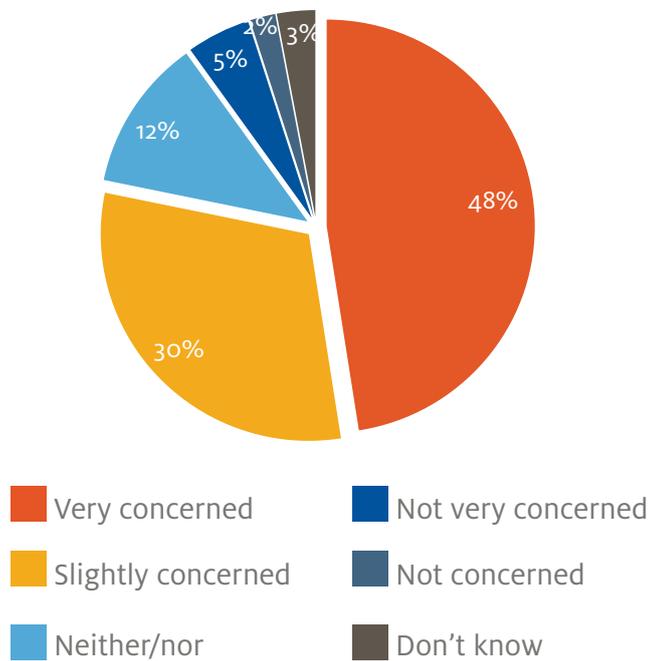
## AREA DIFFERENCES



# THE LOSS OF QUALITY FOOD PRODUCING SOILS TO SUBDIVISION AND DEVELOPMENT



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding the loss of quality food producing soils to subdivision and development.

Seventy eight per cent of residents are slightly concerned (30%) or very concerned (48%) with the loss of quality food producing soils to subdivision and development. Twelve per cent of residents are neither concerned nor unconcerned and 7% of residents indicate they are not very concerned (5%) or not concerned (2%) at all with loss of quality food producing soils to subdivision and development.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

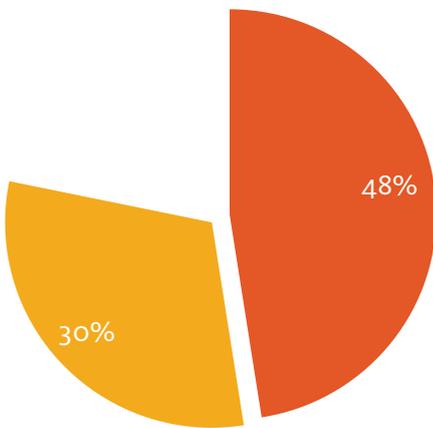
# THE LOSS OF QUALITY FOOD PRODUCING SOILS TO SUBDIVISION AND DEVELOPMENT



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding the loss of quality food producing soils to subdivision and development.

The 'total concerned' score for this measure is 78% (30% slightly concerned and 48% very concerned).



- Very concerned
- Slightly concerned

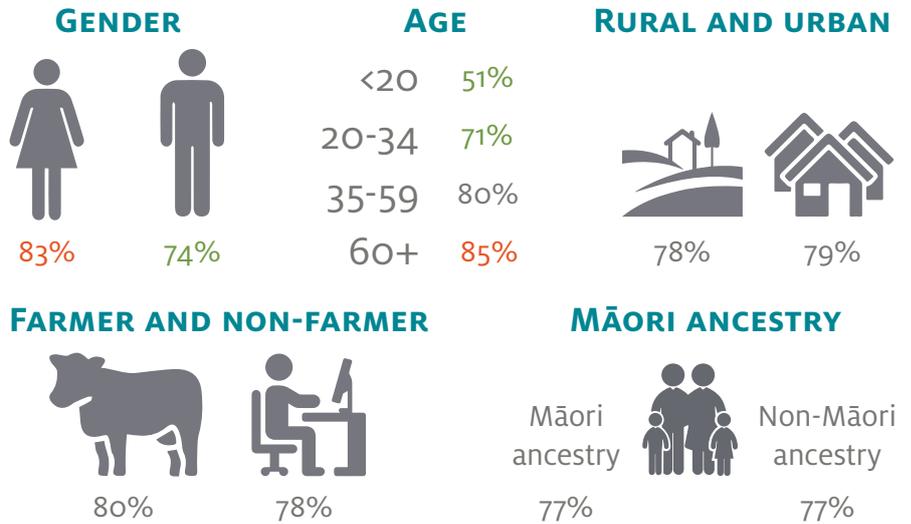
The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 78%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 78%.

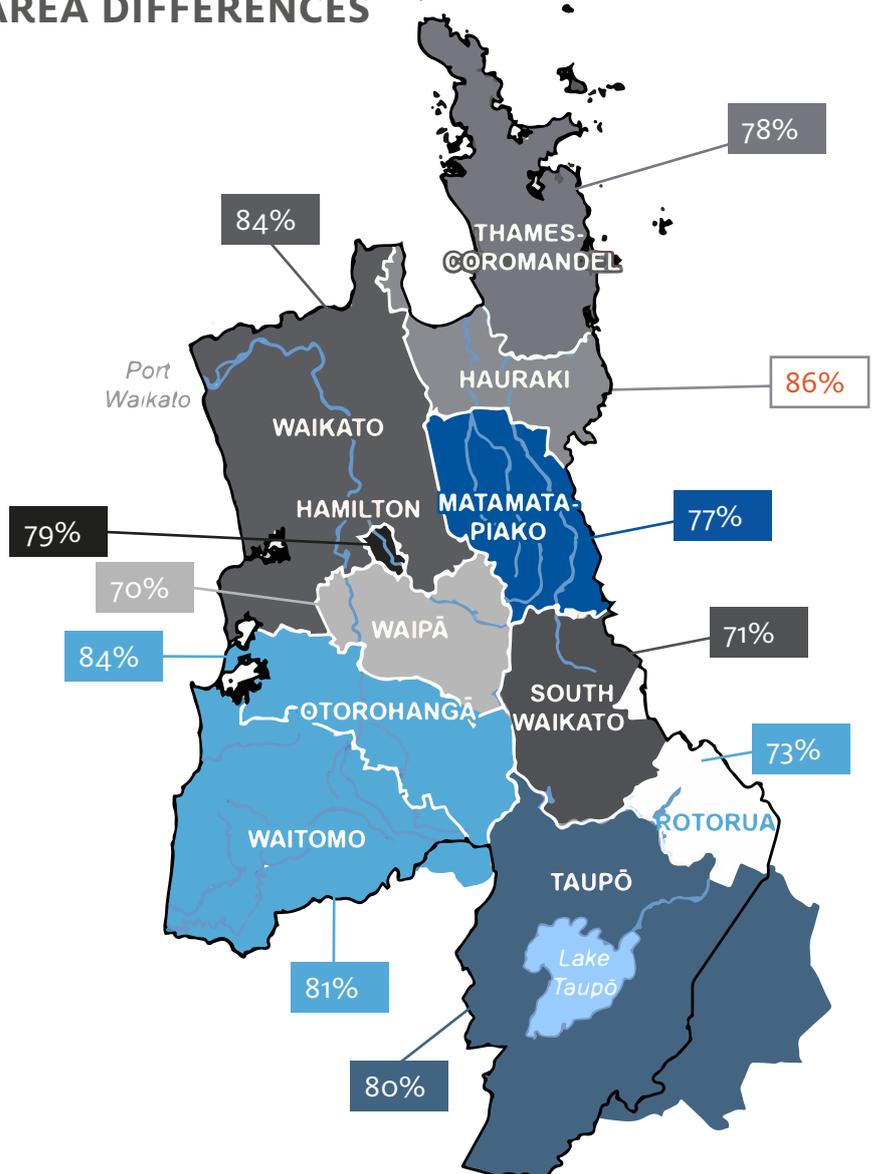
**➤** The highest significant score for this measure is 86%, collected from Hauraki residents.

**➤** The lowest significant score for this measure is 51%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES

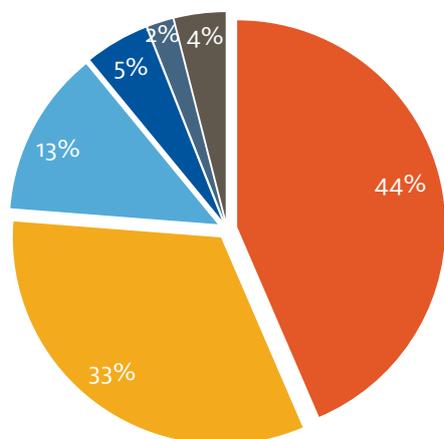


## AREA DIFFERENCES





## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding the health of soils.

Seventy seven per cent of residents are slightly concerned (33%) or very concerned (44%) with the health of soils. Thirteen per cent of residents are neither concerned nor unconcerned with 7% indicating they are not very concerned (5%) or not concerned (2%) at all with the health of soils. Only 4% of residents are unsure how to rate this measure.

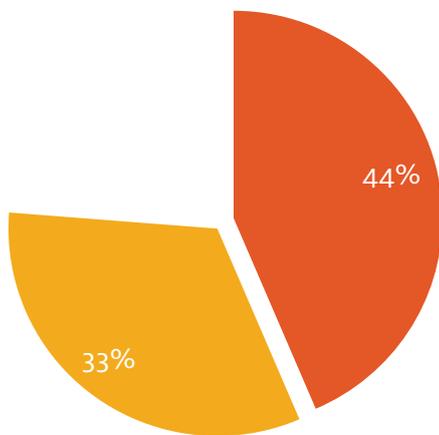
This question was included for the first time in 2019, therefore there are no comparisons to previous years.



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding the health of soils.

The 'total concerned' score for this measure is 77% (33% slightly concerned and 44% very concerned).



■ Very concerned  
■ Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

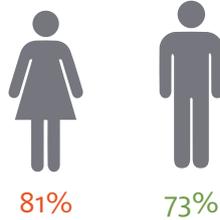
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 77%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 77%.

➤ The highest significant score for this measure is 86%, collected from Waikato residents.

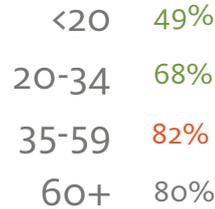
➤ The lowest significant score for this measure is 49%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES

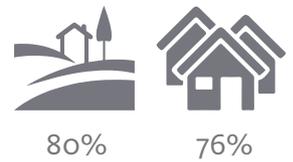
### GENDER



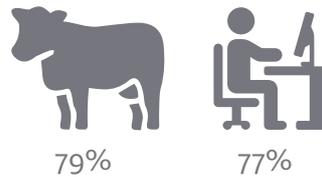
### AGE



### RURAL AND URBAN



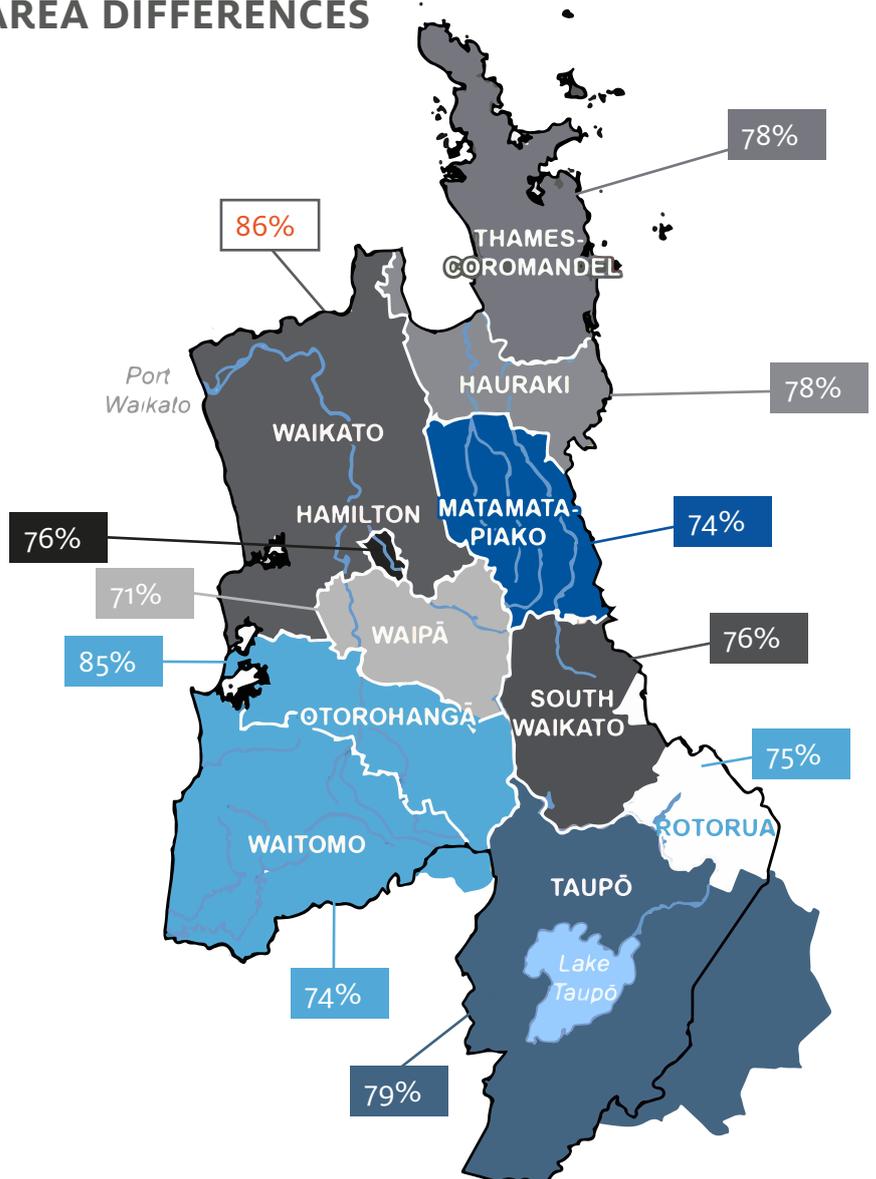
### FARMER AND NON-FARMER



### MĀORI ANCESTRY

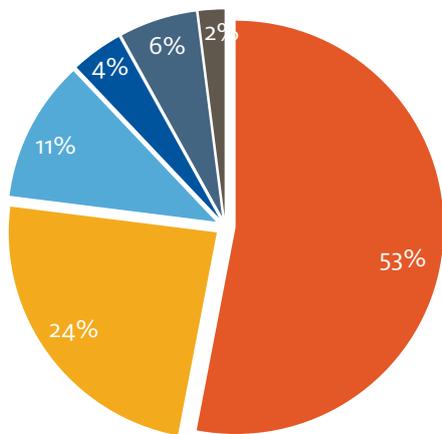


## AREA DIFFERENCES





## 2019 RESULTS

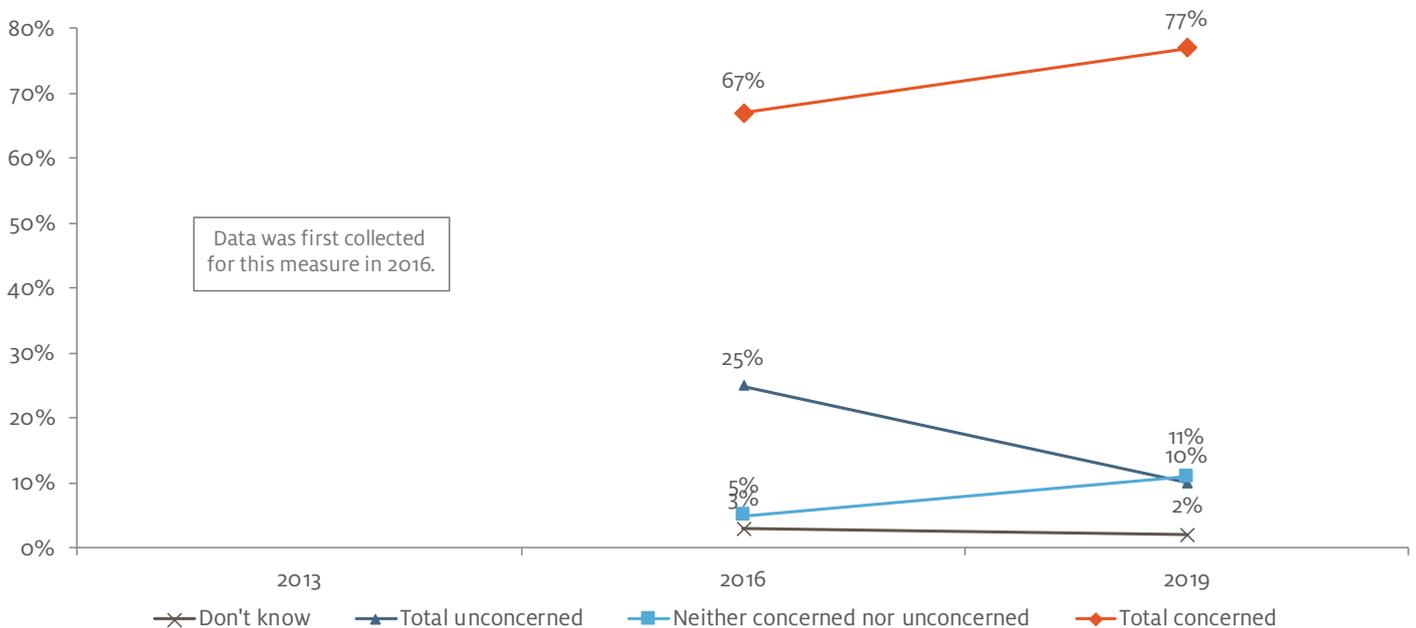


## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding the effects of climate change.

Seventy seven per cent of residents are slightly concerned (24%) or very concerned (53%) with the effects of climate change. Eleven per cent of residents are neither concerned nor unconcerned. Ten per cent of residents indicate they are not very concerned (4%) or not concerned (6%) at all with the effects of climate change.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

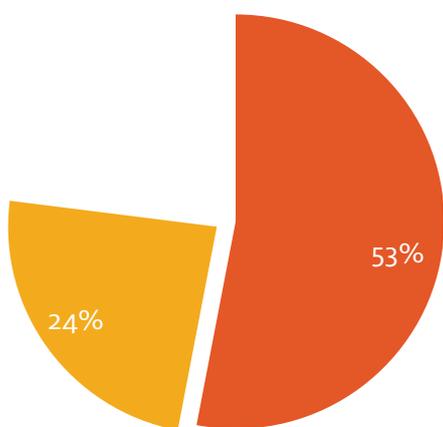
This measure was first recorded in 2016 and the 2019 results indicate that there has been an increase in the number of residents who are concerned with the effects of climate change and a decrease in the number of residents who are unconcerned with the effects of climate change.



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding the effects of climate change.

The 'total concerned' score for this measure is 77% (24% slightly concerned and 53% very concerned).



■ Very concerned  
■ Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 77%.

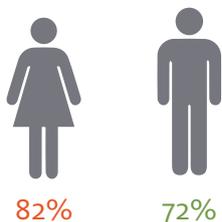
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 77%.

➤ The highest significant score for this measure is 82%, collected from females.

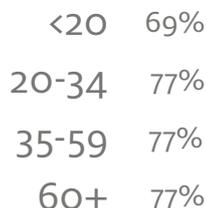
➤ The lowest significant score for this measure is 72%, collected from males.

## DEMOGRAPHIC DIFFERENCES

### GENDER



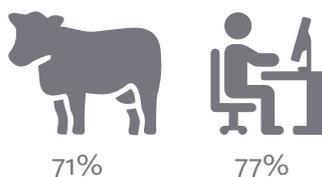
### AGE



### RURAL AND URBAN



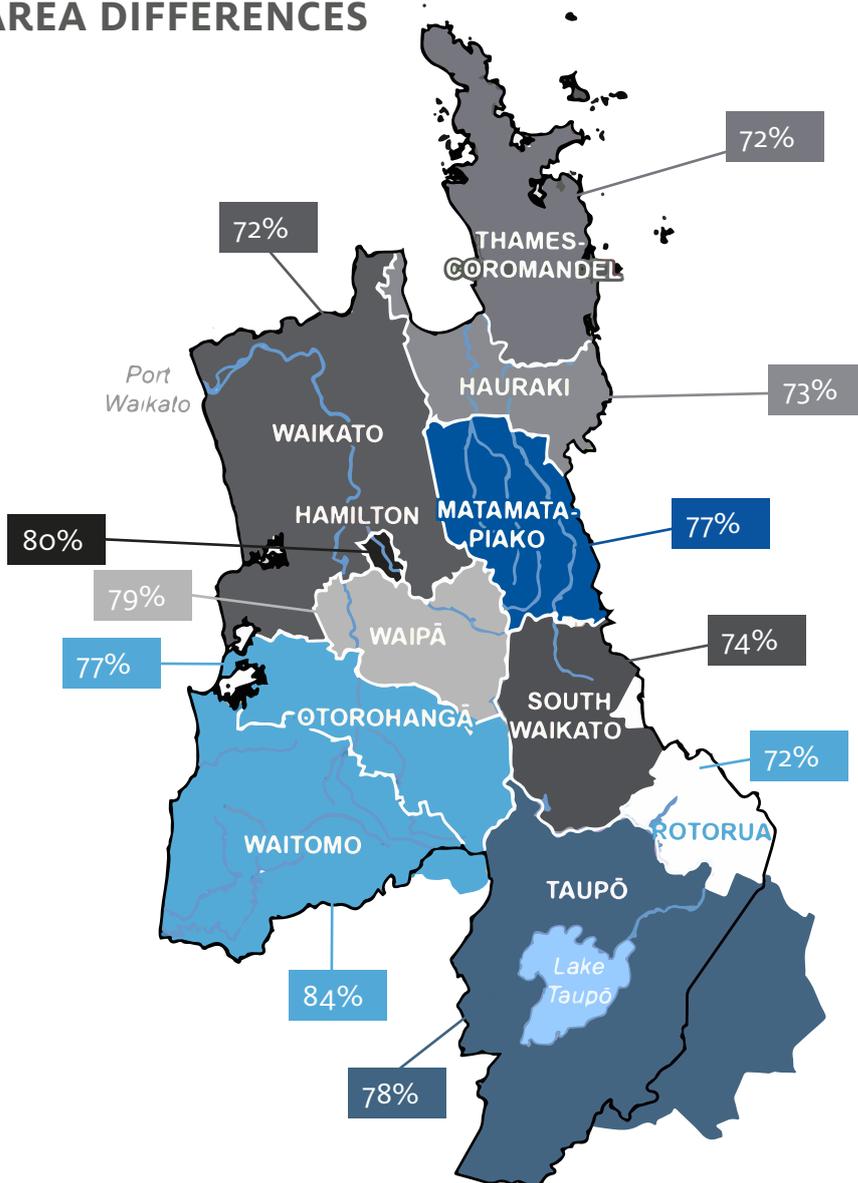
### FARMER AND NON-FARMER



### MĀORI ANCESTRY



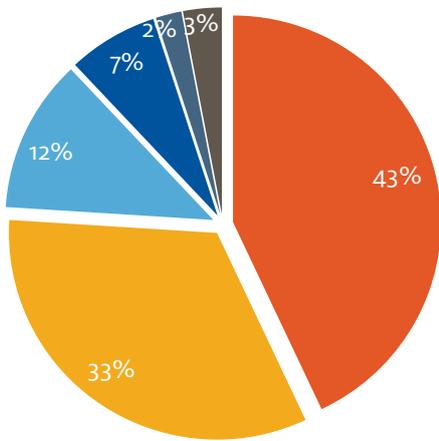
## AREA DIFFERENCES



# LOSS OF NATURAL CHARACTER THROUGH DEVELOPMENT



## 2019 RESULTS



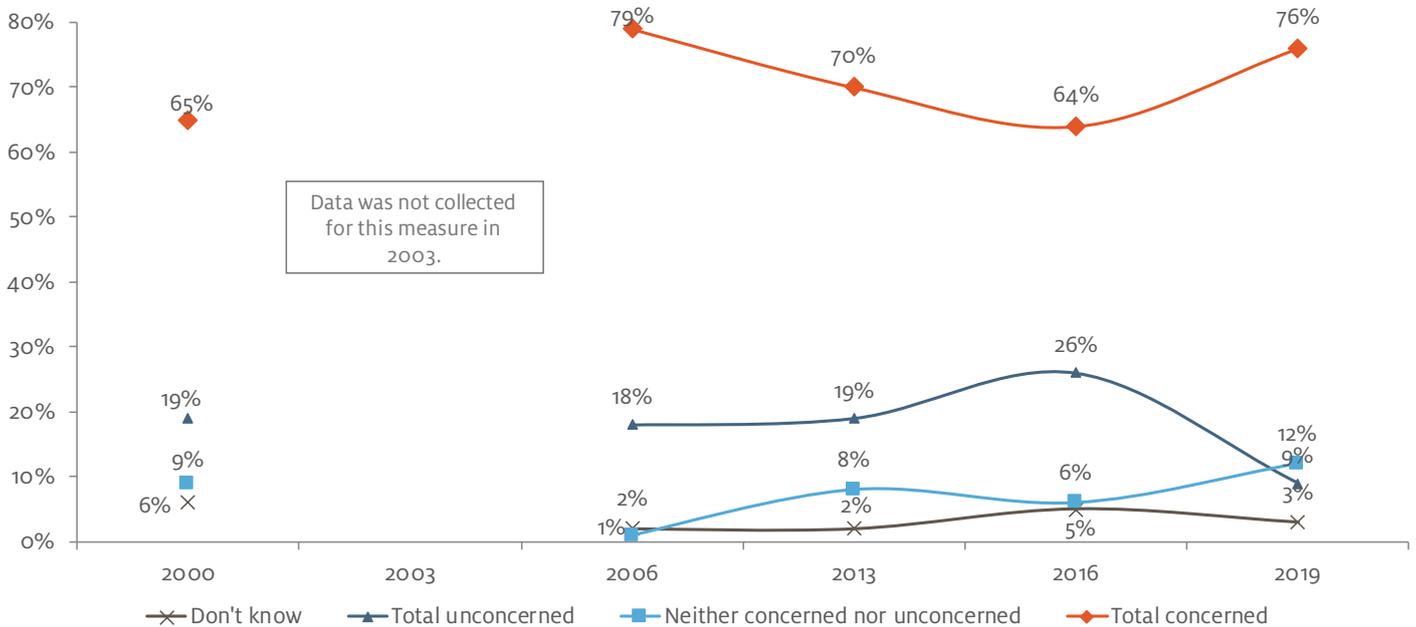
## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding the loss of the natural character of the region's coastlines through development.

Overall, 76% of residents are slightly concerned (33%) or very concerned (43%) with the loss of character through development. A further 9% of residents are not very concerned (7%) or not concerned (2%) at all. Twelve per cent of residents are neither concerned nor unconcerned with the loss of natural character through development.

This question was reworded in 2019\* and comparisons to previous years should be made with caution.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Residents' concern with the loss of character through development was declining until 2016 however this year there has been an increase in the number of residents who are concerned with the loss of natural character through development and a decrease in the number of residents who are unconcerned.

\*Previous wording: ...The loss of natural character of the region's beaches through development? We would like to find out about your levels of concern on some issues..... Loss of the natural character of the region's coastlines through development

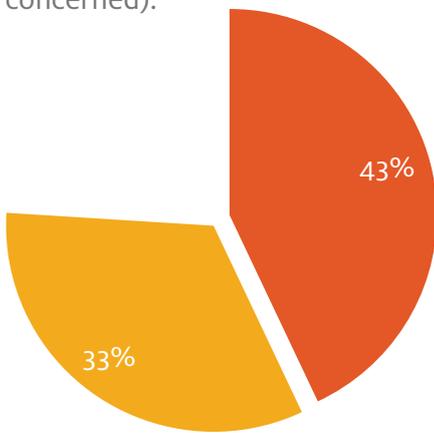
# LOSS OF NATURAL CHARACTER THROUGH DEVELOPMENT



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding the loss of the natural character of the region's coastlines through development.

The 'total concerned' score for this measure is 76% (33% slightly concerned and 43% very concerned).



- Very concerned
- Slightly concerned

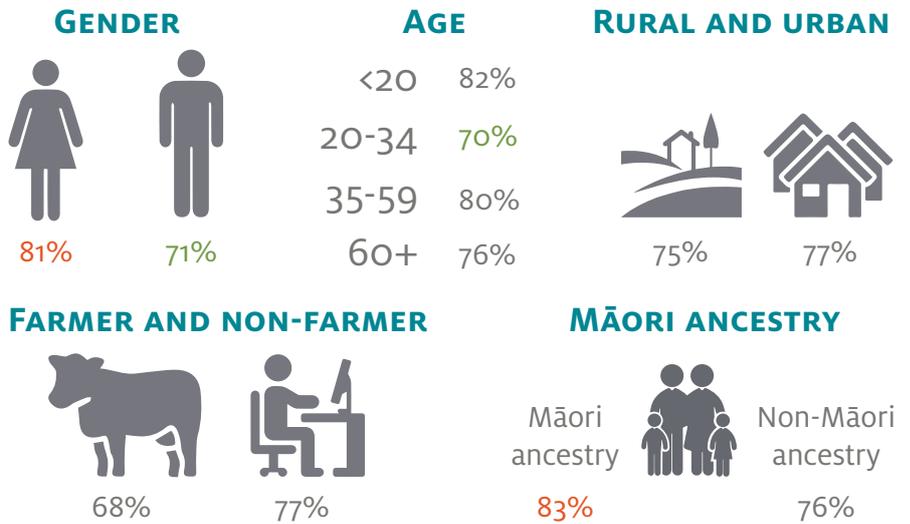
The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 76%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 76%.

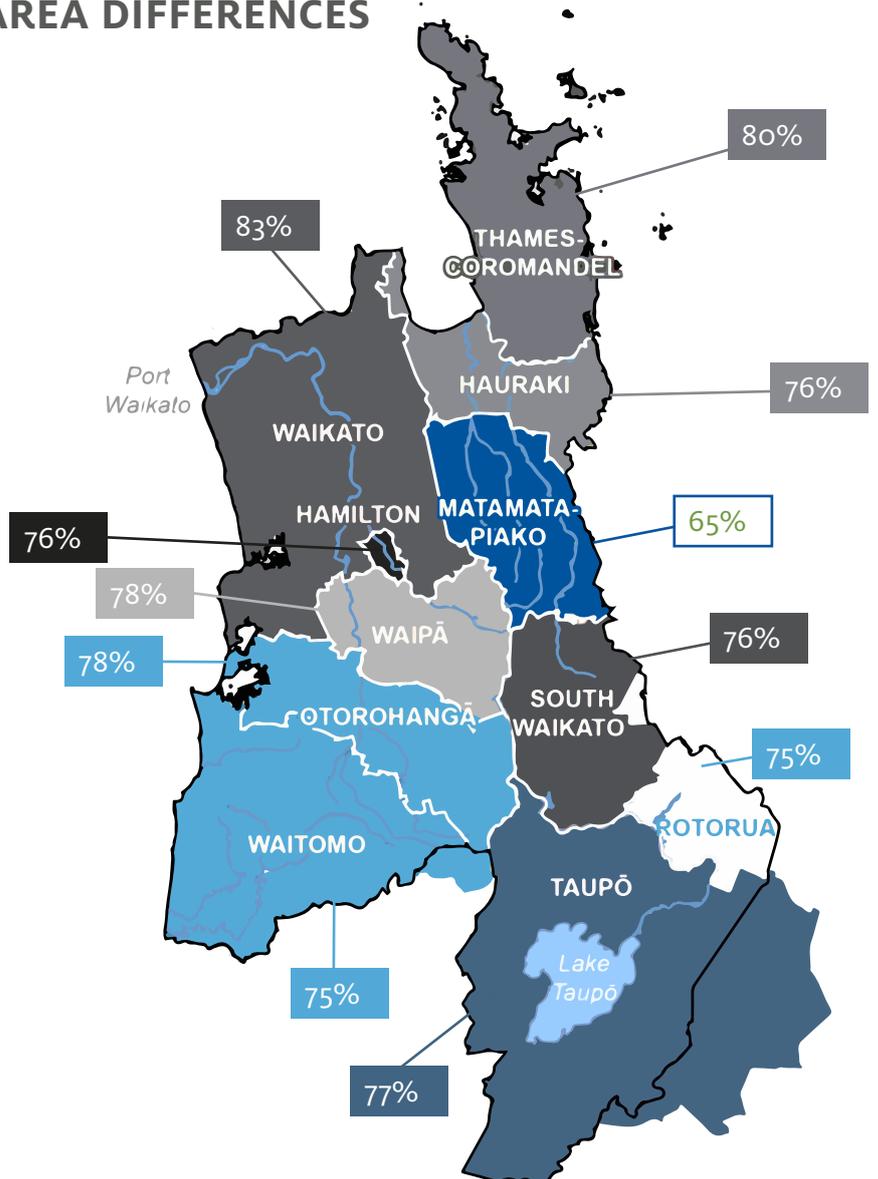
➤ The highest significant score for this measure is 83%, collected from residents with Māori ancestry.

➤ The lowest significant score for this measure is 65%, collected from Matamata-Piako residents.

## DEMOGRAPHIC DIFFERENCES

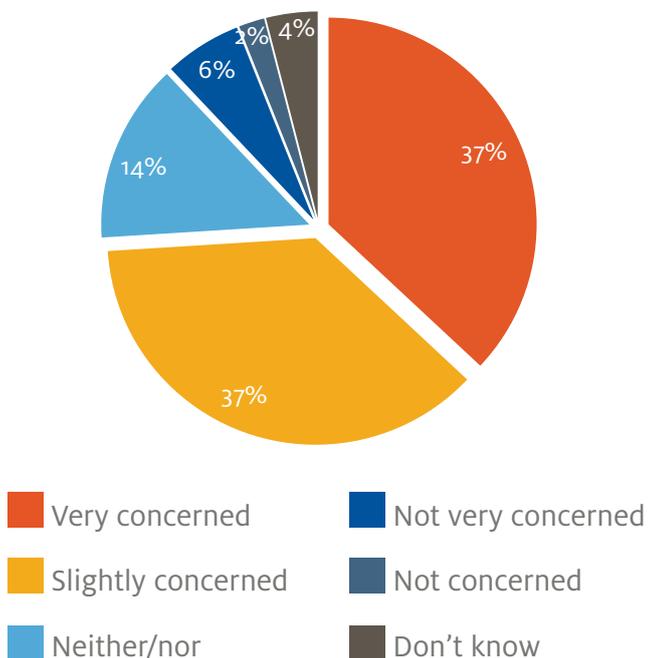


## AREA DIFFERENCES





## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding the effects of coastal erosion.

Seventy four per cent of residents are slightly concerned (37%) or very concerned (37%) with the effects of coastal erosion. Eight per cent of residents are not very concerned (6%) or not concerned (2%) at all with this. A further 14% of residents are neither concerned nor unconcerned, while 4% are unsure of their level of concern regarding this.

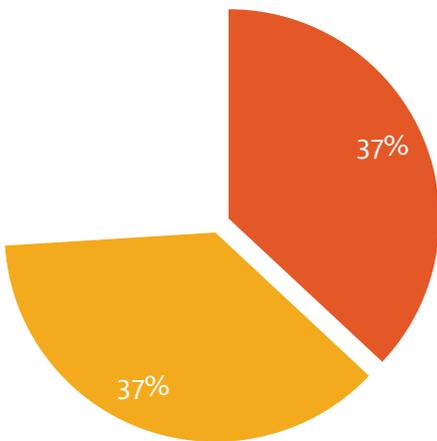
This question was included for the first time in 2019, therefore there are no comparisons to previous years.



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding the effects of coastal erosion.

The 'total concerned' score for this measure is 74% (37% slightly concerned and 37% very concerned).



■ Very concerned  
■ Slightly concerned

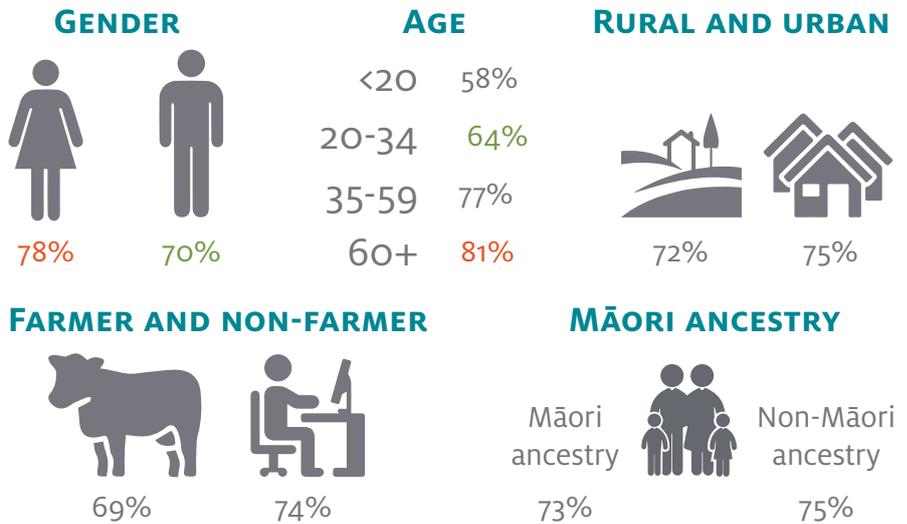
The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 74%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 74%.

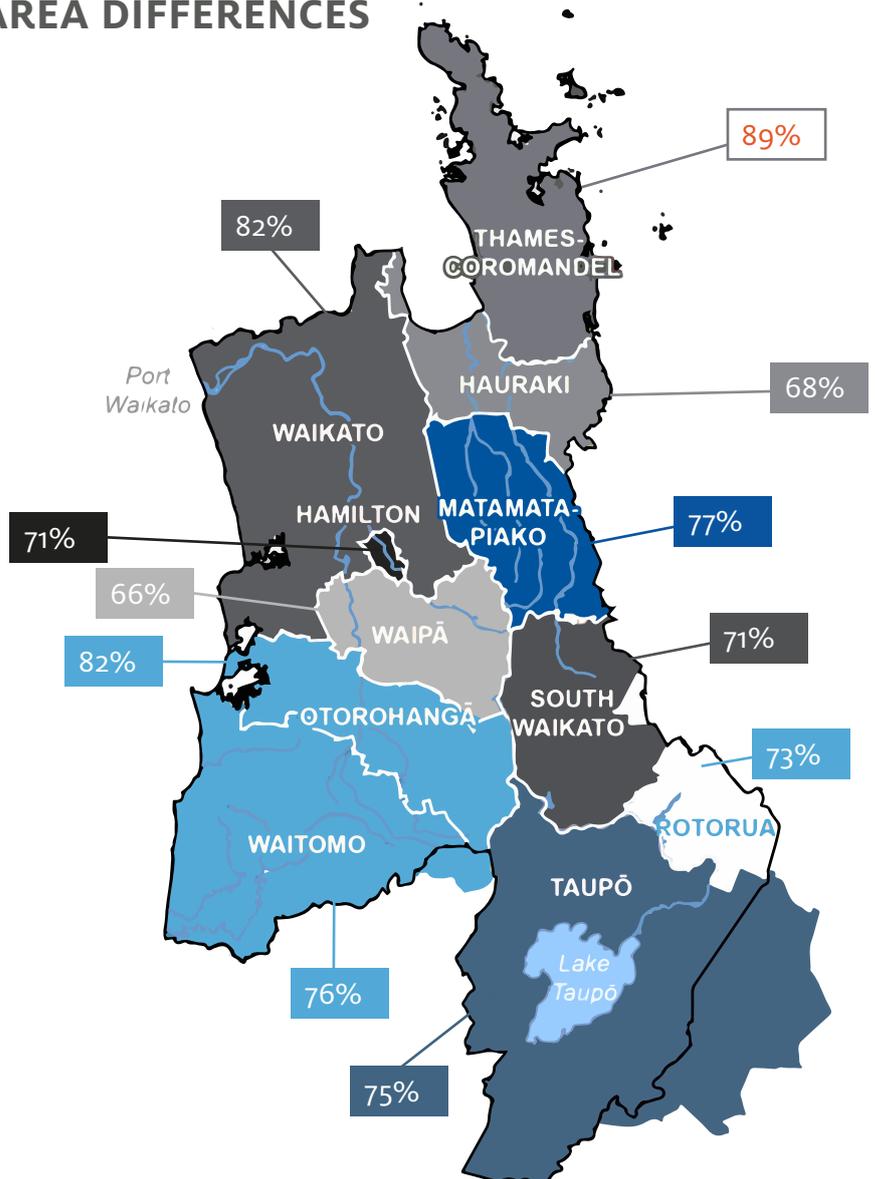
➤ The highest significant score for this measure is 89%, collected from Thames-Coromandel residents.

➤ The lowest significant score for this measure is 64%, collected from residents 20-34 years.

## DEMOGRAPHIC DIFFERENCES

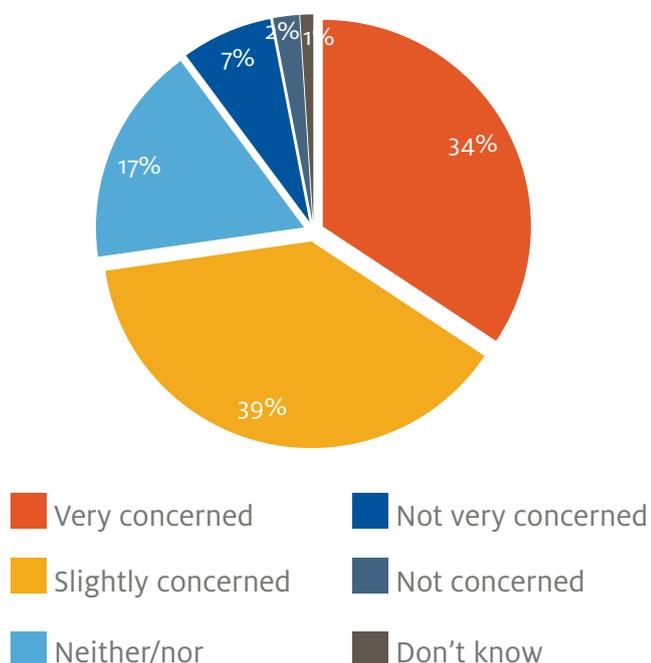


## AREA DIFFERENCES





## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding air pollution.

Seventy three per cent of residents are slightly concerned (39%) or very concerned (34%) with air pollution. Seventeen per cent of residents are neither concerned nor unconcerned while 9% of residents are not very concerned (7%) or not concerned (2%) at all with air pollution.

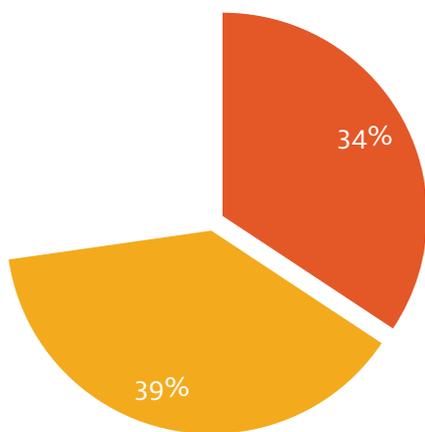
This question was included for the first time in 2019, therefore there are no comparisons to previous years.



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding air pollution.

The 'total concerned' score for this measure is 73% (39% slightly concerned and 34% very concerned).



■ Very concerned  
■ Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 73%.

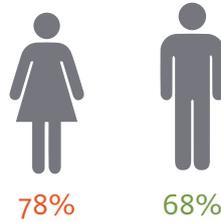
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 73%.

➤ The highest significant score for this measure is 79%, collected from residents with Māori ancestry.

➤ The lowest significant score for this measure is 56%, collected from Thames-Coromandel residents.

## DEMOGRAPHIC DIFFERENCES

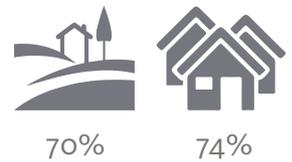
### GENDER



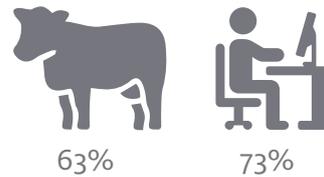
### AGE



### RURAL AND URBAN



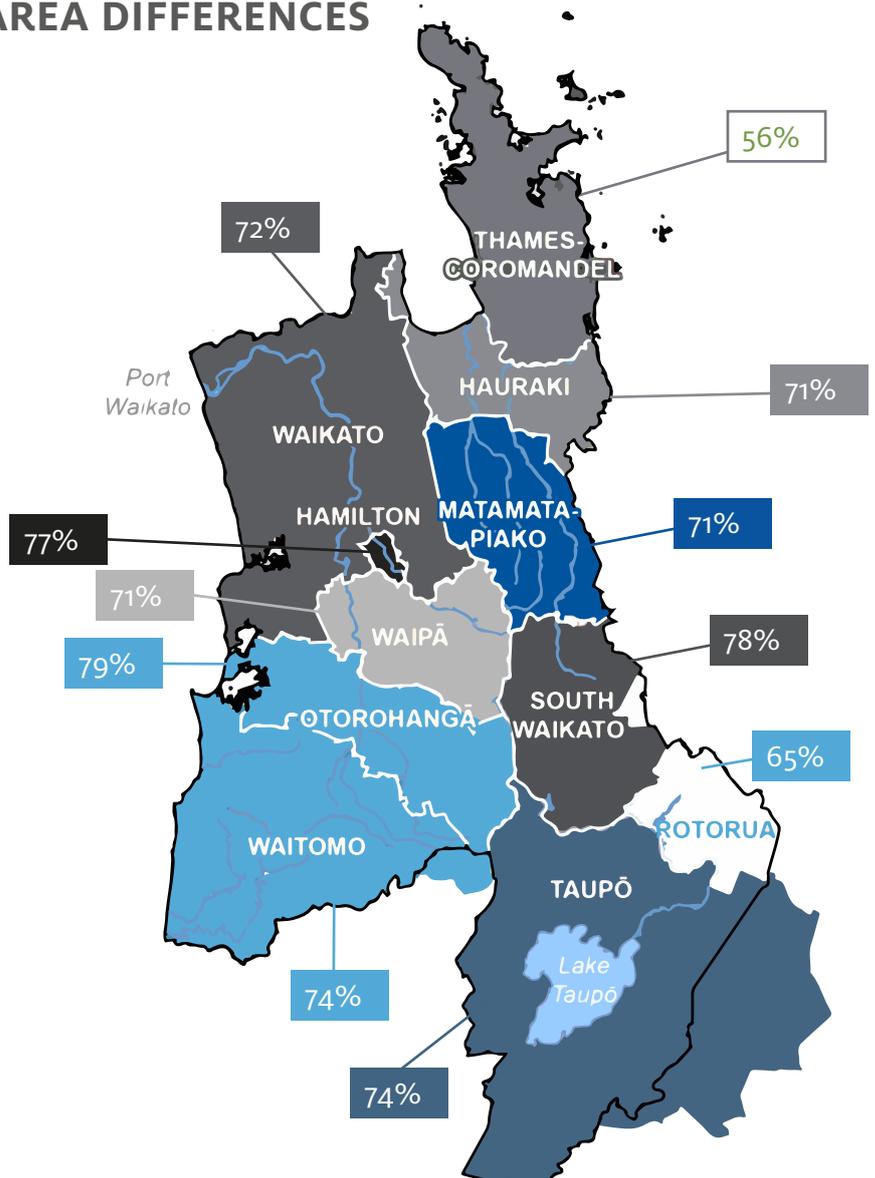
### FARMER AND NON-FARMER



### MĀORI ANCESTRY

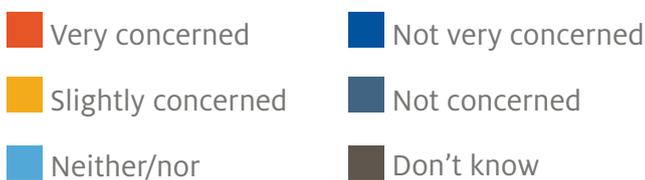
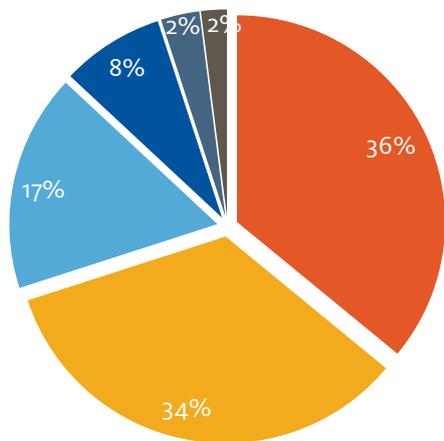


## AREA DIFFERENCES





## 2019 RESULTS



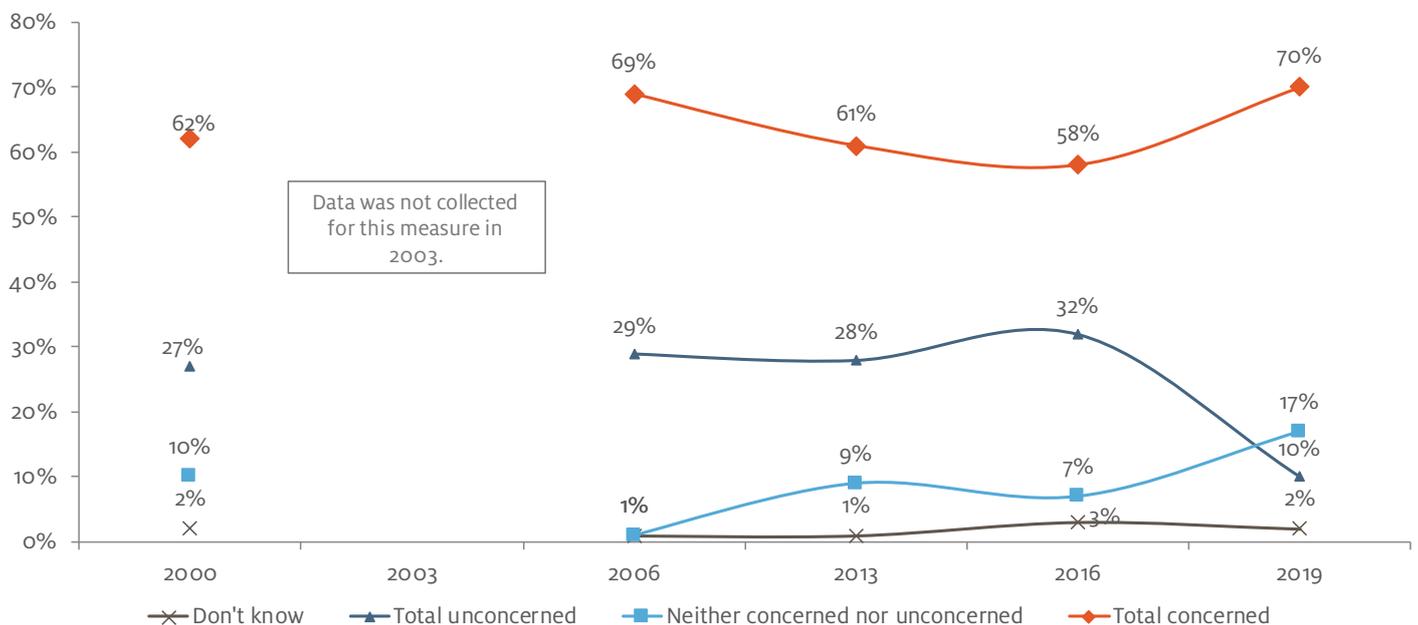
## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding the spread of cities/towns across farmland.

Seventy per cent of residents are slightly concerned (34%) or very concerned (36%) with the spread of cities/towns across farmland. Ten per cent of residents are not very concerned (8%) or not concerned (2%) at all with this. A further 17% of residents are neither concerned nor unconcerned.

This question was reworded in 2019\* and comparisons to previous years should be made with caution.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Residents' concern with the loss of character through development was declining until 2016 however this year there has been an increase in the number of residents who are concerned with the loss of natural character through development and a decrease in the number of residents who are unconcerned.

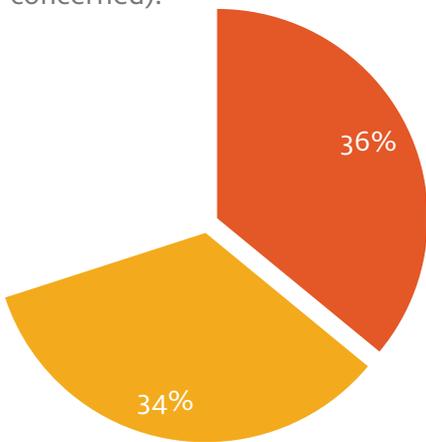
\*Previous wording:...The loss of productive farmland through the spread of cities/towns and rural residential development? We would like to find out about your levels of concern on some issues..... The spread of cities/towns across farmland



## INTERPRETING THESE RESULTS

Residents were about asked their level of concern regarding the spread of cities/towns across farmland.

The 'total concerned' score for this measure is 70% (34% slightly concerned and 36% very concerned).



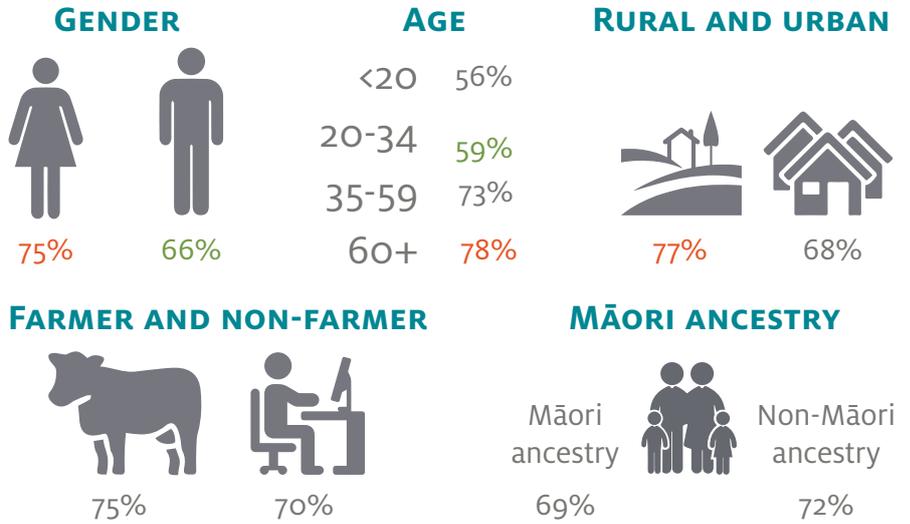
- Very concerned
- Slightly concerned

The result shown below each icon indicates the 'total concerned' score for this measure for that group of people.

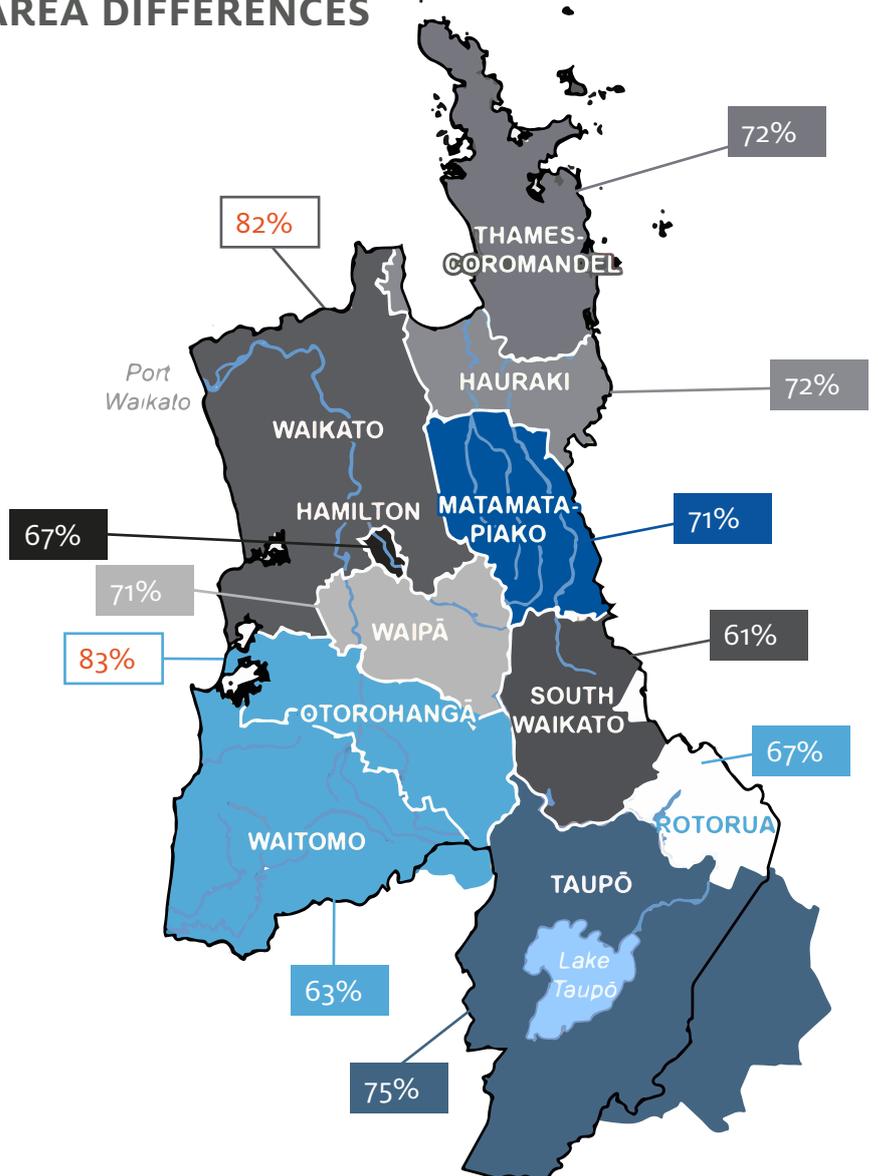
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 70%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 70%.

- The highest significant score for this measure is 83%, collected from Otorohangā residents.
- The lowest significant score for this measure is 59%, collected from residents aged 20-34 years.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# ENVIRONMENTAL KNOWLEDGE



# SECTION SUMMARY

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This section examines residents' knowledge and understanding of a range of environmental issues currently affecting the region. Residents 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.

## QUESTIONS

Specific questions asked within this section are listed below. Those marked with an \* are new in 2019.

- Pollution in the region's rivers and streams comes mainly from industry;
- In this region, discharges of treated human sewage are a major cause of pollution in our waterways;
- Air pollution comes mainly from home fires;
- The biggest driver of climate change is the increase of greenhouse gases from human activities;
- \*The biggest driver of climate change is the increase of greenhouse gases from farming activities;
- Pollution in the region's rivers and streams comes mainly from farmland.

## SUMMARY OF FINDINGS

A summary of the findings for this section is provided below. These show the 'total agreement' (agree and strongly agree), 'depends', and the 'total disagreement' (disagree and strongly disagree) results. The findings are ordered as the element that residents have the greatest agreement with to the element that residents have the lowest agreement with.

### CLIMATE CHANGE AND HUMAN ACTIVITIES



<b>Total agree</b>	<b>65%</b>
<b>Depends</b>	<b>15%</b>
<b>Total disagree</b>	<b>15%</b>

65% of residents agree that the biggest driver of climate change is the increase of greenhouse gases from human activities.

---

### POLLUTION IN RIVERS AND STREAMS FROM FARMLAND



<b>Total agree</b>	<b>47%</b>
<b>Depends</b>	<b>26%</b>
<b>Total disagree</b>	<b>21%</b>

Just under half of residents (47%) agree that pollution in the region's rivers and streams comes mainly from farmland.

---

### POLLUTION IN REGION'S RIVERS AND STREAMS FROM INDUSTRY



<b>Total agree</b>	<b>41%</b>
<b>Depends</b>	<b>34%</b>
<b>Total disagree</b>	<b>19%</b>

41% of residents agree that pollution in the rivers and streams comes mainly from industry.

---

### \*CLIMATE CHANGE AND FARMING ACTIVITIES



<b>Total agree</b>	<b>33%</b>
<b>Depends</b>	<b>24%</b>
<b>Total disagree</b>	<b>38%</b>

Just over one third of residents (38%) disagree that the biggest driver of climate change is the increase of greenhouse gases from farming activities.

# SECTION SUMMARY

---

## WATER POLLUTION FROM TREATED HUMAN SEWAGE



<b>Total agree</b>	<b>30%</b>
<b>Depends</b>	<b>23%</b>
<b>Total disagree</b>	<b>27%</b>

Just under one third of residents (30%) agree that discharges of treated human sewage are a major cause of waterway pollution.

---

## AIR POLLUTION FROM HOME FIRES



<b>Total agree</b>	<b>15%</b>
<b>Depends</b>	<b>23%</b>
<b>Total disagree</b>	<b>56%</b>

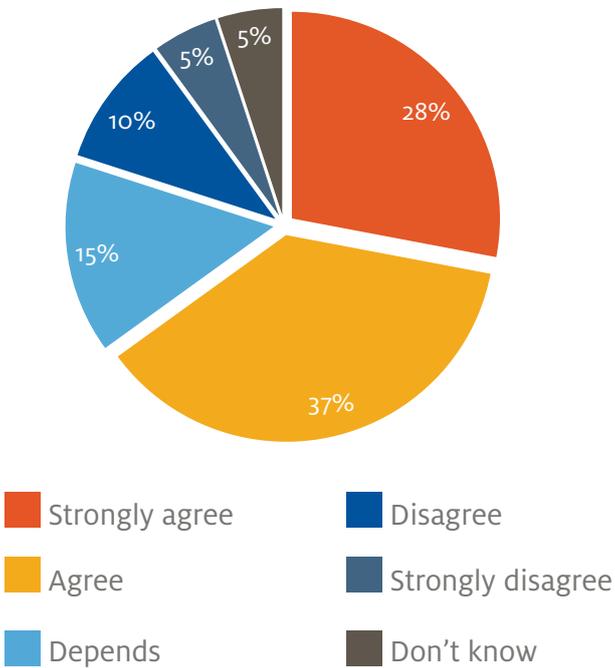
Over half of residents (56%) disagree that air pollution comes mainly from home fires.

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# GREENHOUSE GASES BIGGEST DRIVER OF CLIMATE CHANGE-HUMAN ACTIVITY



## 2019 RESULTS

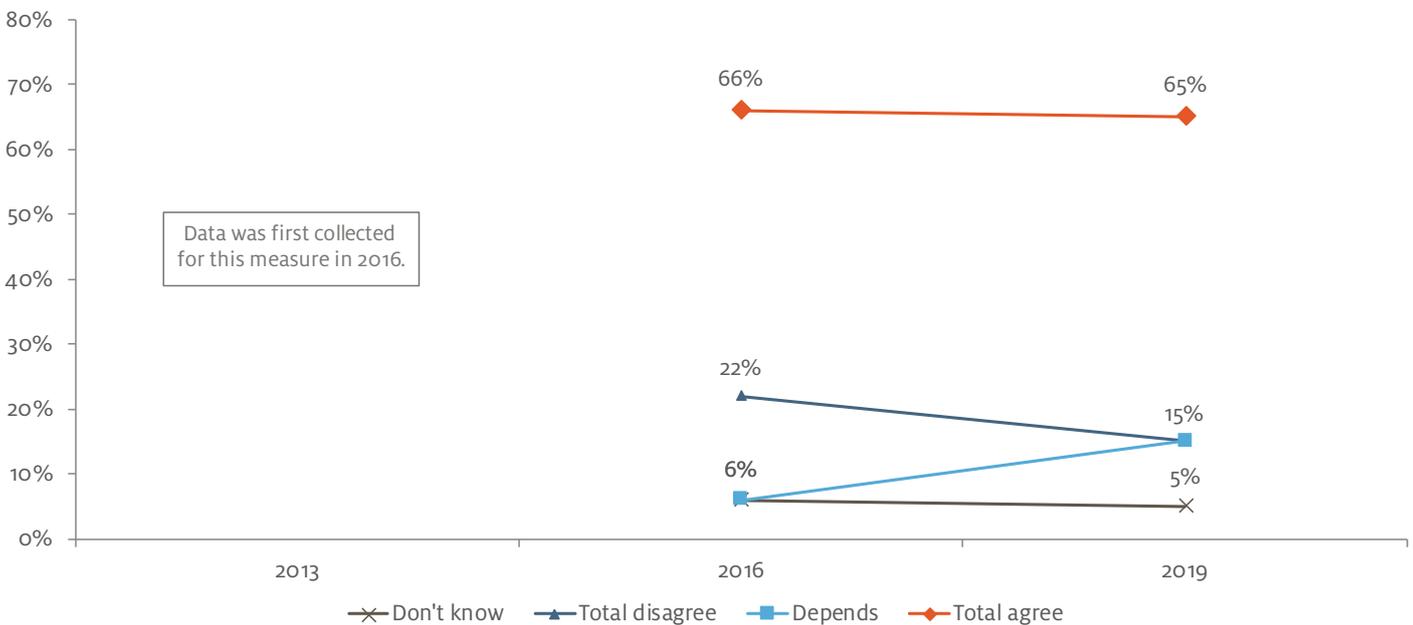


## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that the biggest driver of climate change is the increase in greenhouse gases from human activities.

Sixty five per cent of residents agree (37%) or strongly agree (28%) that the biggest driver of climate change is the increase of greenhouse gases from human activities. A further 15% of residents state that it 'depends', while 15% of residents disagree (10%) or strongly disagree (5%) with this and 5% are unsure how to rate this.

## 2016-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Residents' agreement with the statement that the biggest driver of climate change is the increase of greenhouse gases from human activities was first asked in 2016. At a total level, agreement has remained static in 2019, however fewer residents agree with this statement and a larger number of residents state that it 'depends'.

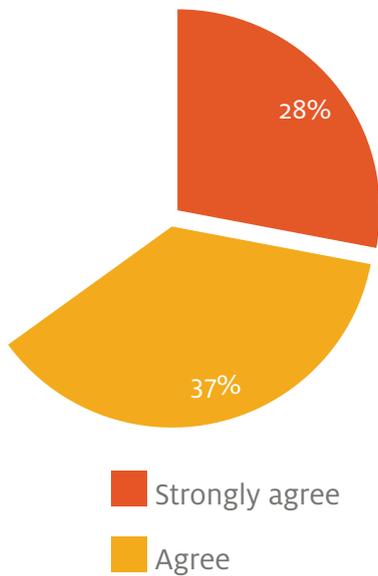
# GREENHOUSE GASES BIGGEST DRIVER OF CLIMATE CHANGE-HUMAN ACTIVITY



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that the biggest driver of climate change is the increase in greenhouse gases from human activities.

The 'total agree' score for this measure is 65% (37% agree and 28% strongly agree).

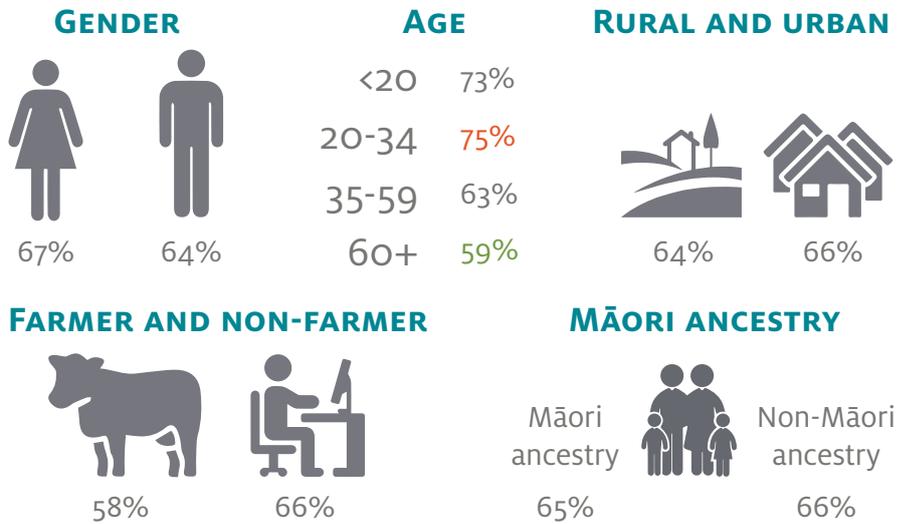


The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

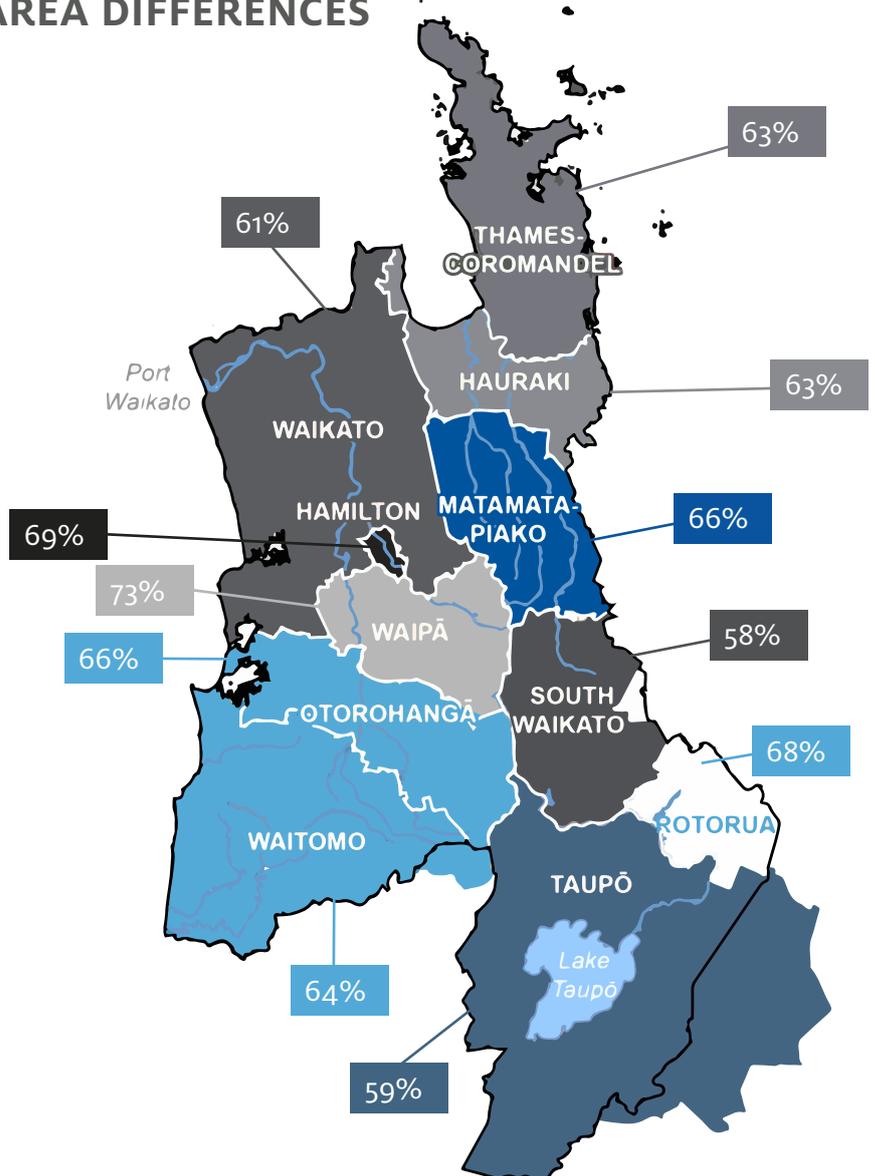
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 65%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 65%.

- The highest significant score for this measure is 75%, collected from residents aged 20-34 years.
- The lowest significant score for this measure is 59%, collected from residents aged over 60 years.

## DEMOGRAPHIC DIFFERENCES



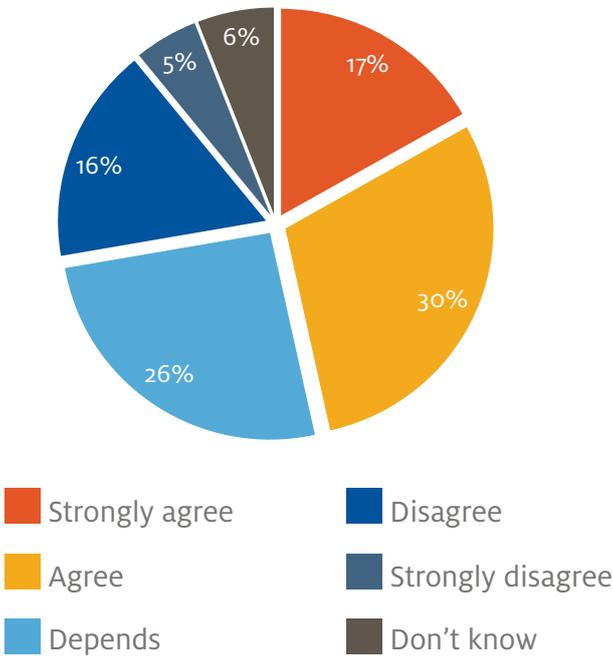
## AREA DIFFERENCES



# POLLUTION IN RIVERS AND STREAMS MAINLY FROM FARMLAND



## 2019 RESULTS

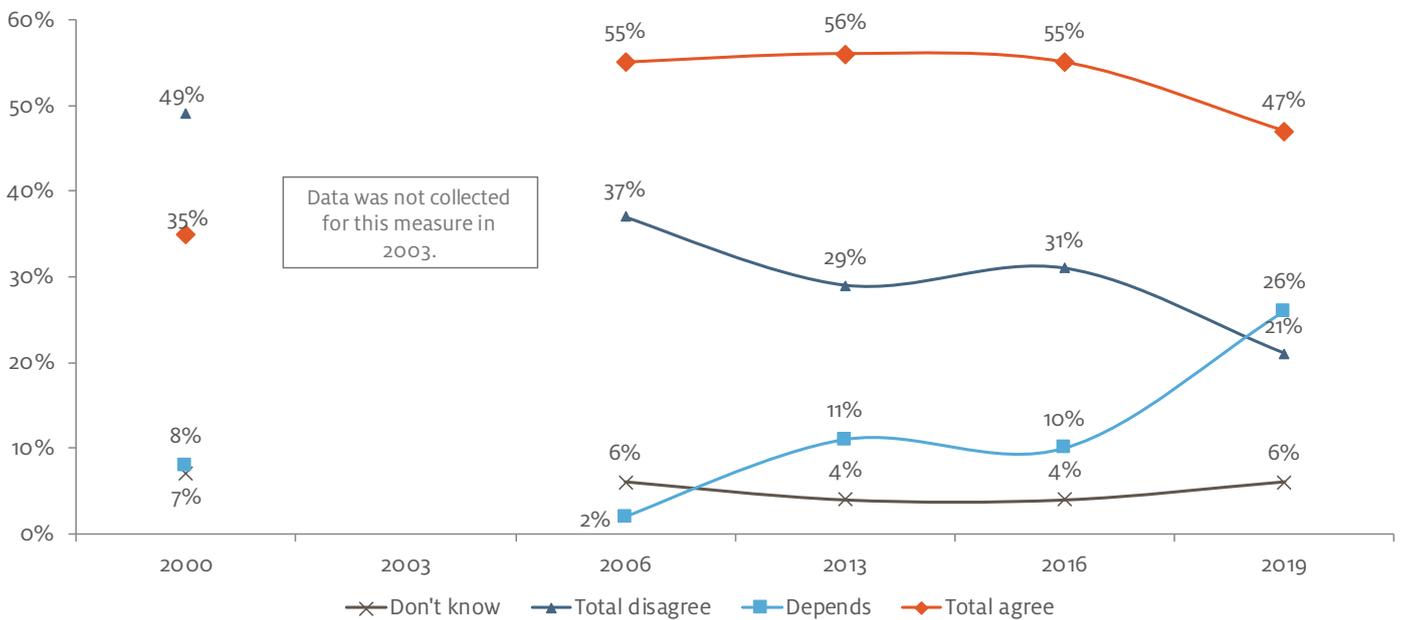


## SUMMARY OF RESULTS

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

Forty seven per cent of residents agree (30%) or strongly agree (17%) that pollution in the region's rivers and streams comes mainly from farmland. A further 21% of residents disagree (16%) or strongly disagree (5%) with this. Twenty six per cent of residents state that it 'depends', and 6% of residents are unsure how to answer this.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The 2019 results show a continuation of the trends in responding in previous years with a decline in the number of residents who disagree that pollution in the region's rivers and streams comes mainly from farmland and an increase in the number of residents who agree with this statement. The number of residents who state that this 'depends' has increased since 2016 and is now at the highest level since recording started.

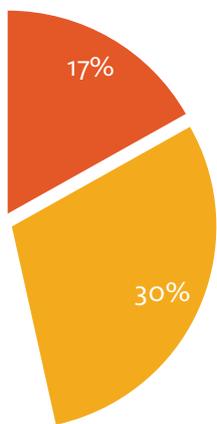
# POLLUTION IN RIVERS AND STREAMS MAINLY FROM FARMLAND



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 47% (30% agree and 17% strongly agree).



Strongly agree  
Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

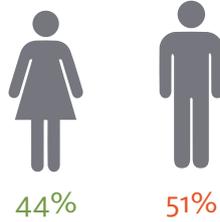
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 47%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 47%.

**➤** The highest significant score for this measure is 51%, collected from males.

**➤** The lowest significant score for this measure is 13%, collected from farmers.

## DEMOGRAPHIC DIFFERENCES

### GENDER



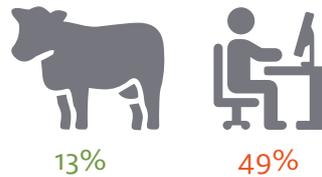
### AGE



### RURAL AND URBAN



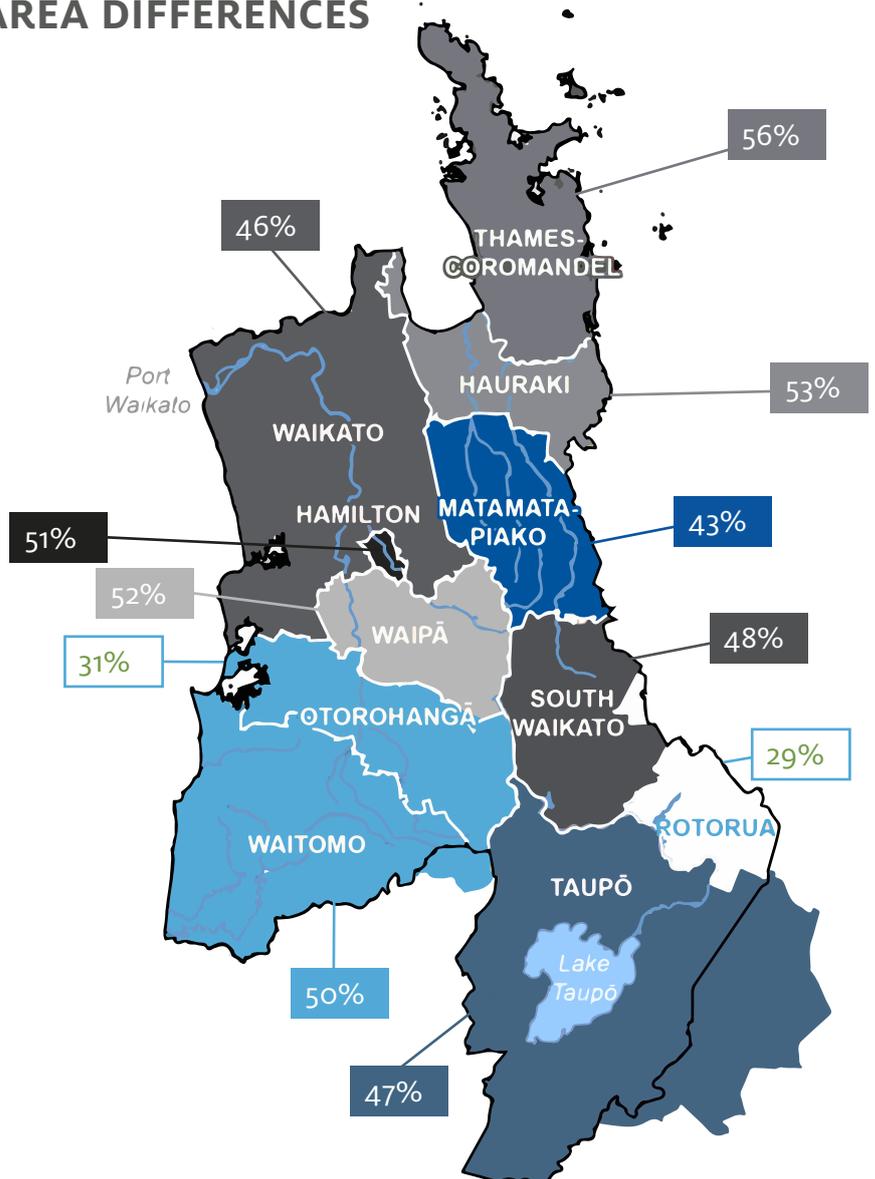
### FARMER AND NON-FARMER



### MĀORI ANCESTRY



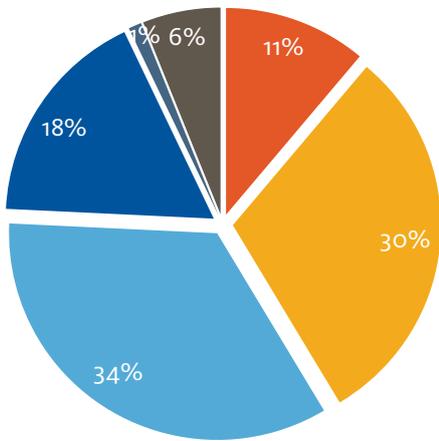
## AREA DIFFERENCES



# POLLUTION IN RIVERS AND STREAMS MAINLY FROM INDUSTRY



## 2019 RESULTS

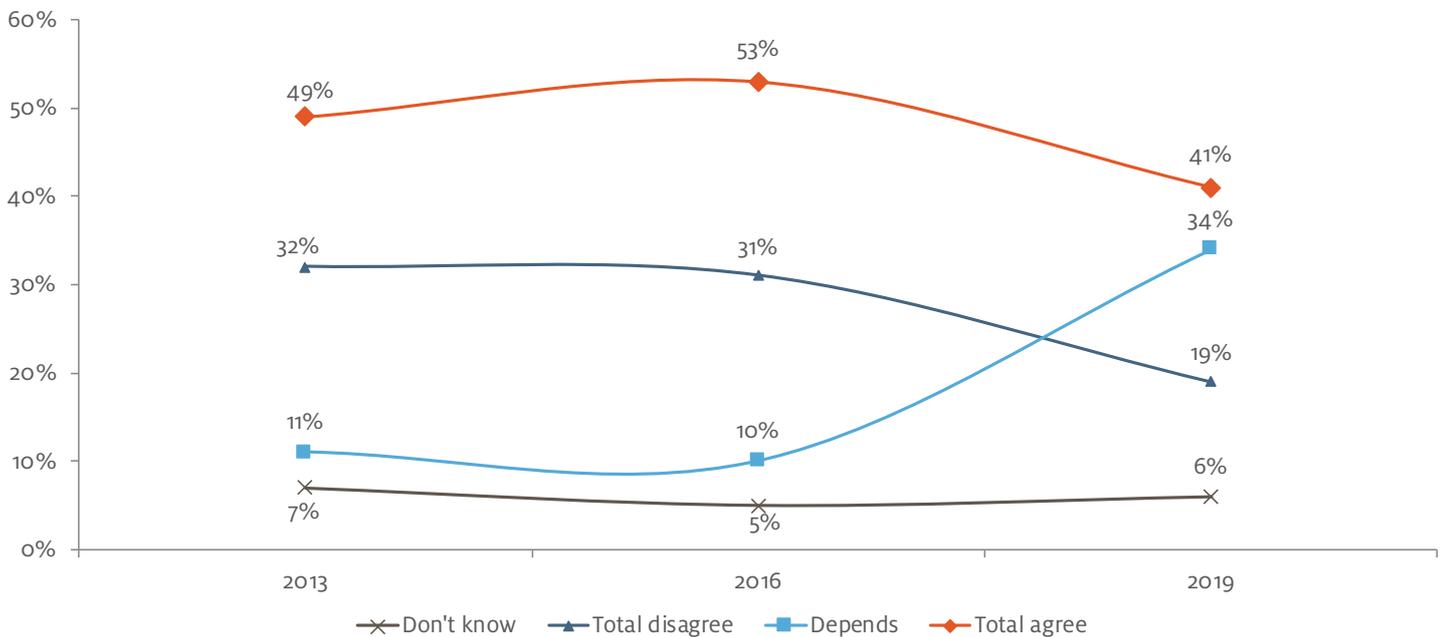


## SUMMARY OF RESULTS

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

Forty one per cent of residents agree (30%) or strongly agree (11%) that pollution in the region's rivers and streams comes mainly from industry. A further third (34%) of residents think that this 'depends'. Nineteen per cent of residents disagree (18%) or strongly disagree (1%) with this. Six per cent of residents are unsure how to answer this.

## 2013-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The 2019 results indicate that there has been a decrease in the number of residents who think that pollution in the region's rivers and streams comes mainly from industry and an increase in the number of people who stated that it 'depends'. There has also been a corresponding decrease in the number of residents who indicate that they disagree that pollution in the region's rivers and streams comes mainly from industry.

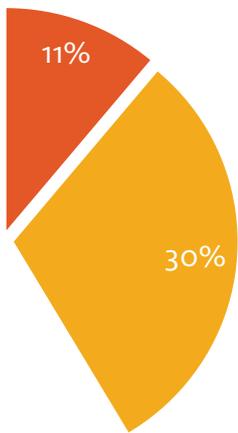
# POLLUTION IN RIVERS AND STREAMS MAINLY FROM INDUSTRY



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 41% (30% agree and 11% strongly agree).

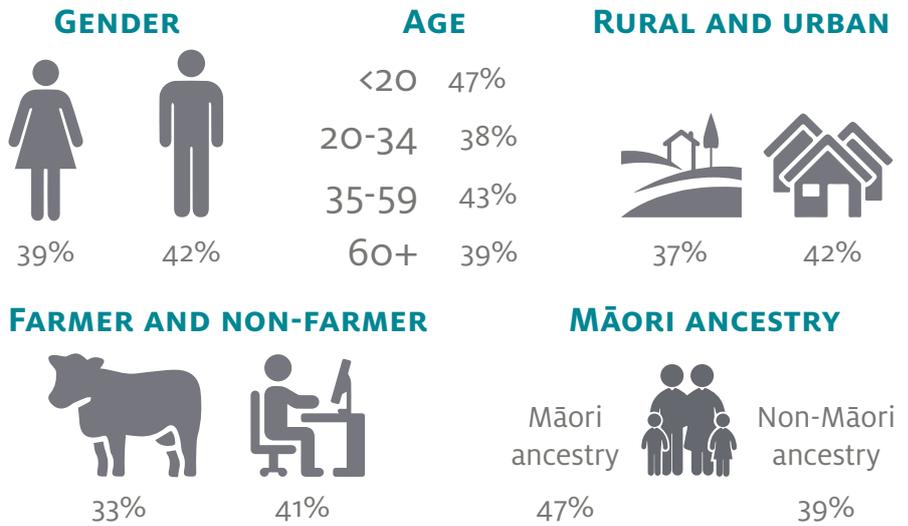


■ Strongly agree  
■ Agree

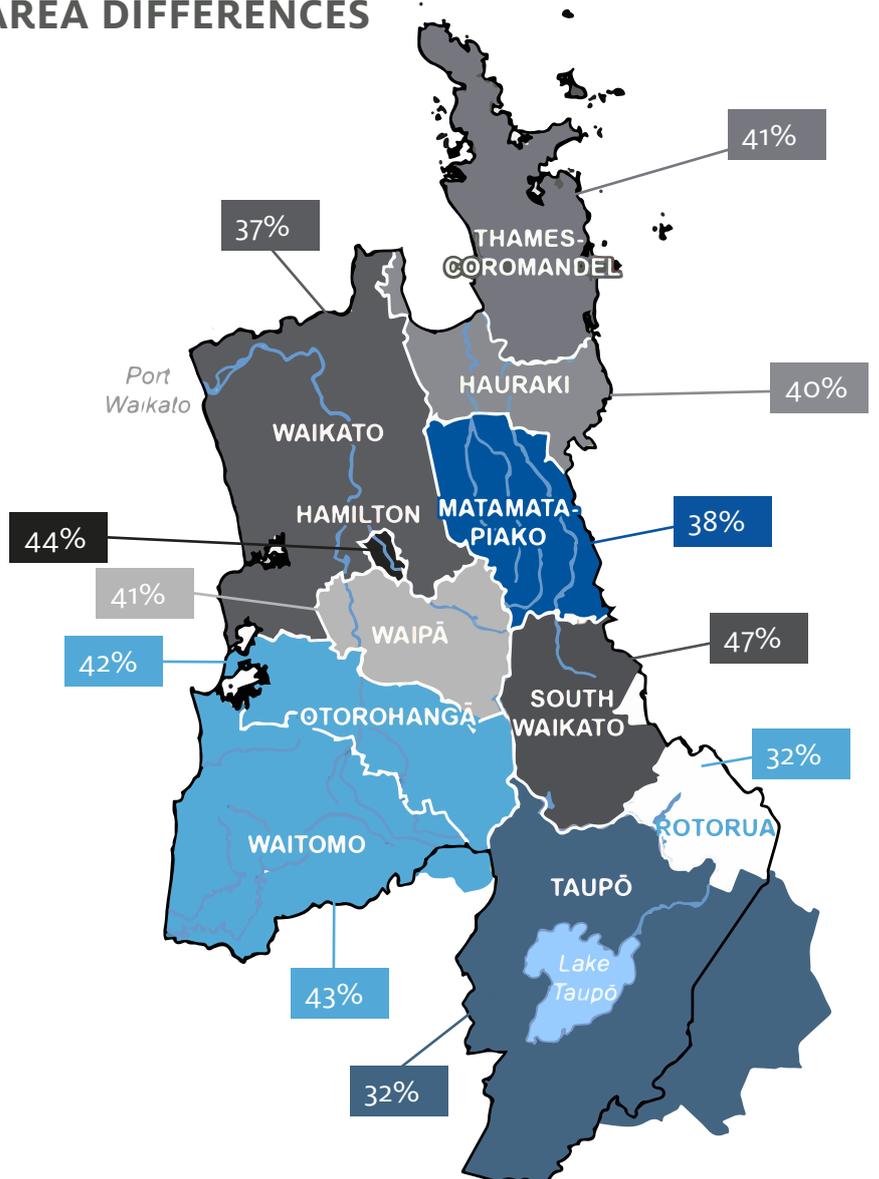
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

There are no significant differences recorded for this question.

## DEMOGRAPHIC DIFFERENCES



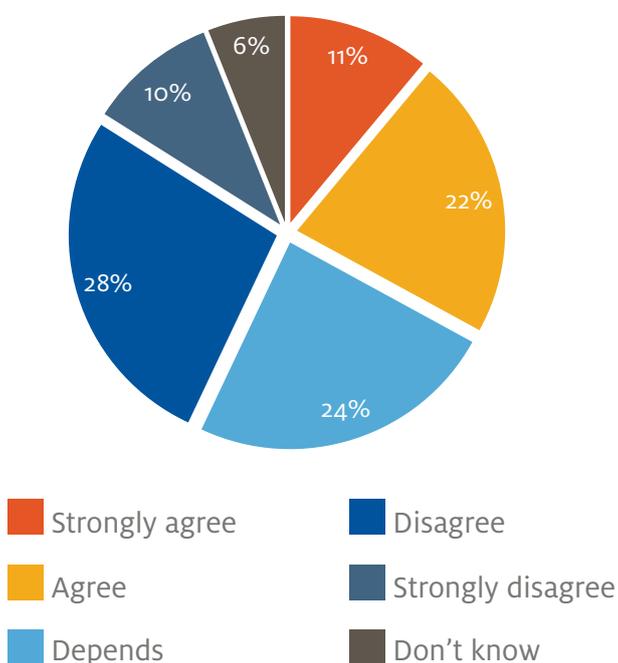
## AREA DIFFERENCES



# GREENHOUSE GASES BIGGEST DRIVER OF CLIMATE CHANGE-FARMING



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that the biggest driver of climate change is the increase in greenhouse gases from farming activities.

Thirty three per cent of residents agree (22%) or strongly agree (11%) that the biggest driver of climate change is the increase of greenhouse gases from farming activities. Around one quarter (24%) of residents state it 'depends', while 38% of residents disagree (28%) or strongly disagree (10%) with this and 6% are unsure how to rate this.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

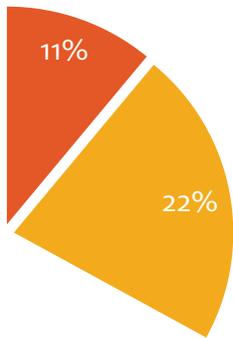
# GREENHOUSE GASES BIGGEST DRIVER OF CLIMATE CHANGE-FARMING



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that the biggest driver of climate change is the increase in greenhouse gases from farming activities.

The 'total agree' score for this measure is 33% (22% agree and 11% strongly agree).



Strongly agree  
Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

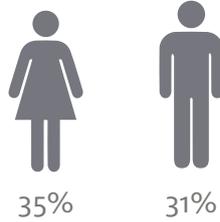
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 33%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 33%.

➤ The highest significant score for this measure is 41%, collected from residents aged 20-34 years.

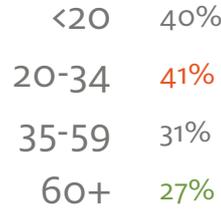
◀ The lowest significant score for this measure is 4%, collected from farmers.

## DEMOGRAPHIC DIFFERENCES

### GENDER



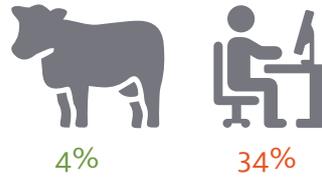
### AGE



### RURAL AND URBAN



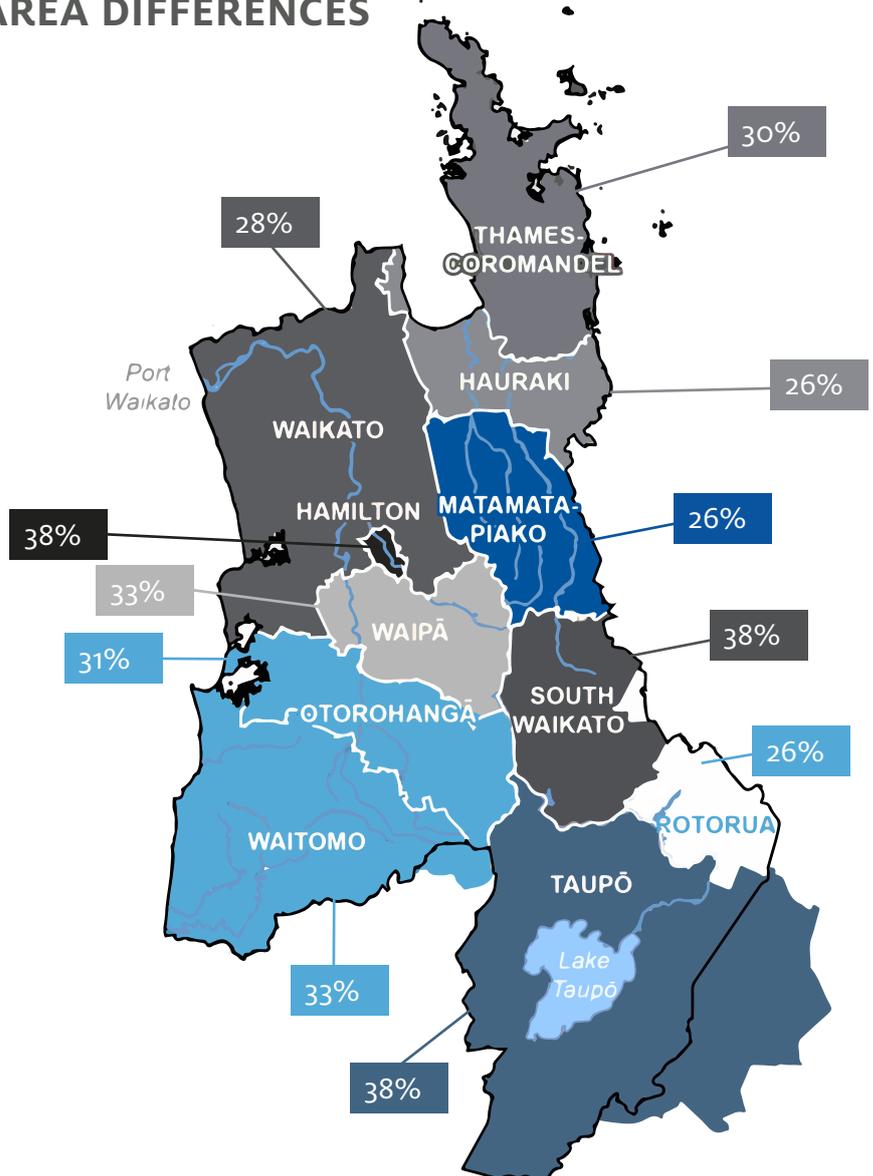
### FARMER AND NON-FARMER



### MĀORI ANCESTRY

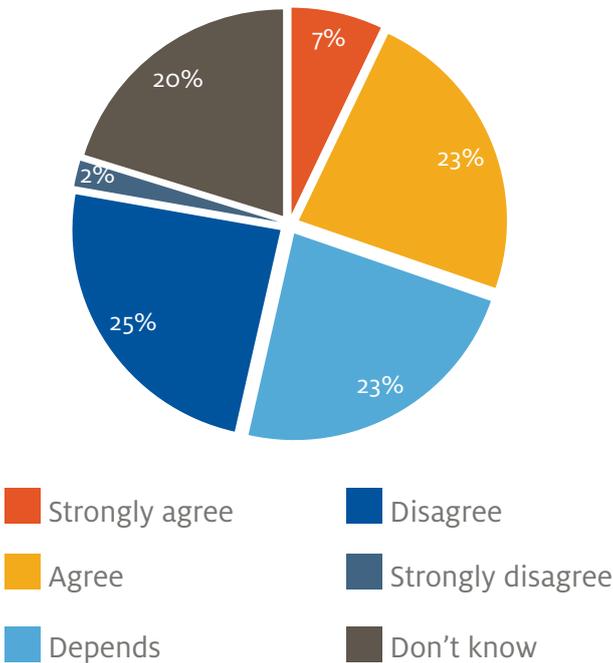


## AREA DIFFERENCES





## 2019 RESULTS

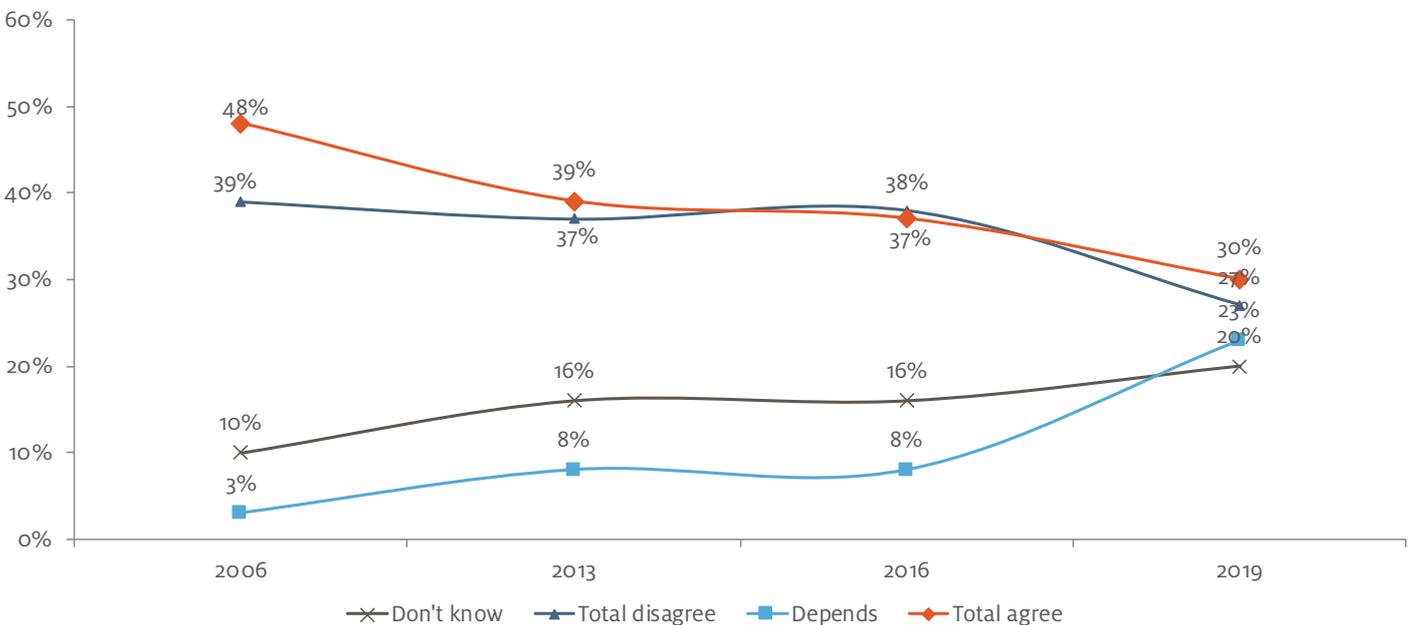


## SUMMARY OF RESULTS

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

Thirty per cent of residents agree (23%) or strongly agree (7%) that discharges of treated human sewage are a major cause of pollution in the waterways. Twenty three per cent think it 'depends', while 27% disagree (25%) or strongly disagree (2%) with this. Notably, 20% of residents are unsure how to rate this.

## 2006-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

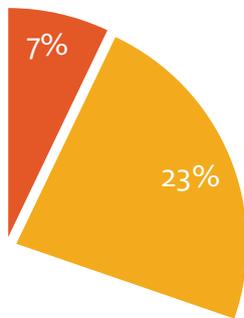
There has been a continued decline in the number of residents who agree that discharges of treated human sewage are a major cause of pollution in the region's waterways. There has also been a decline in the number of residents who disagreed with this statement and an increase in the number of residents who state that it 'depends'.



## INTERPRETING THESE RESULTS

Residents 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".

The 'total agree' score for this measure is 30% (23% agree and 7% strongly agree).



Strongly agree  
Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

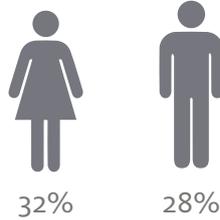
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 30%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 30%.

➤ The highest significant score for this measure is 40%, collected from residents with Māori ancestry.

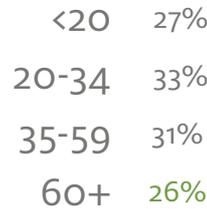
➤ The lowest significant score for this measure is 26%, collected from residents without Māori ancestry and/or residents aged over 60 years.

## DEMOGRAPHIC DIFFERENCES

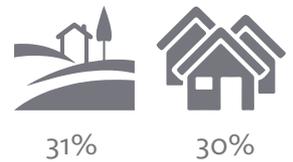
### GENDER



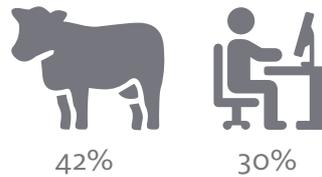
### AGE



### RURAL AND URBAN



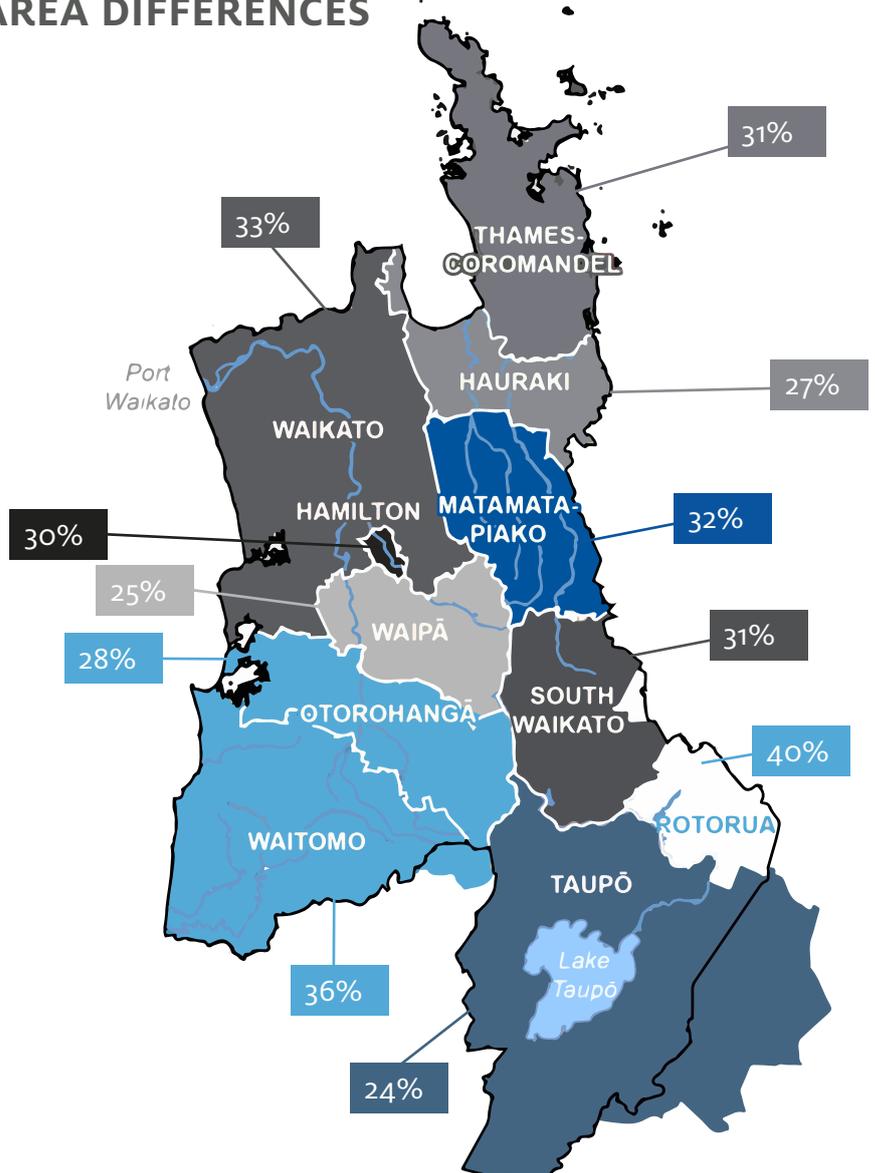
### FARMER AND NON-FARMER



### MĀORI ANCESTRY

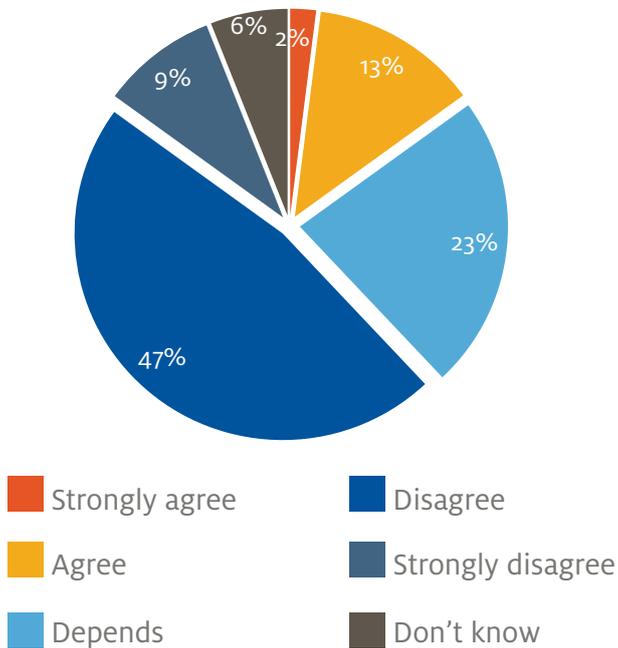


## AREA DIFFERENCES





## 2019 RESULTS

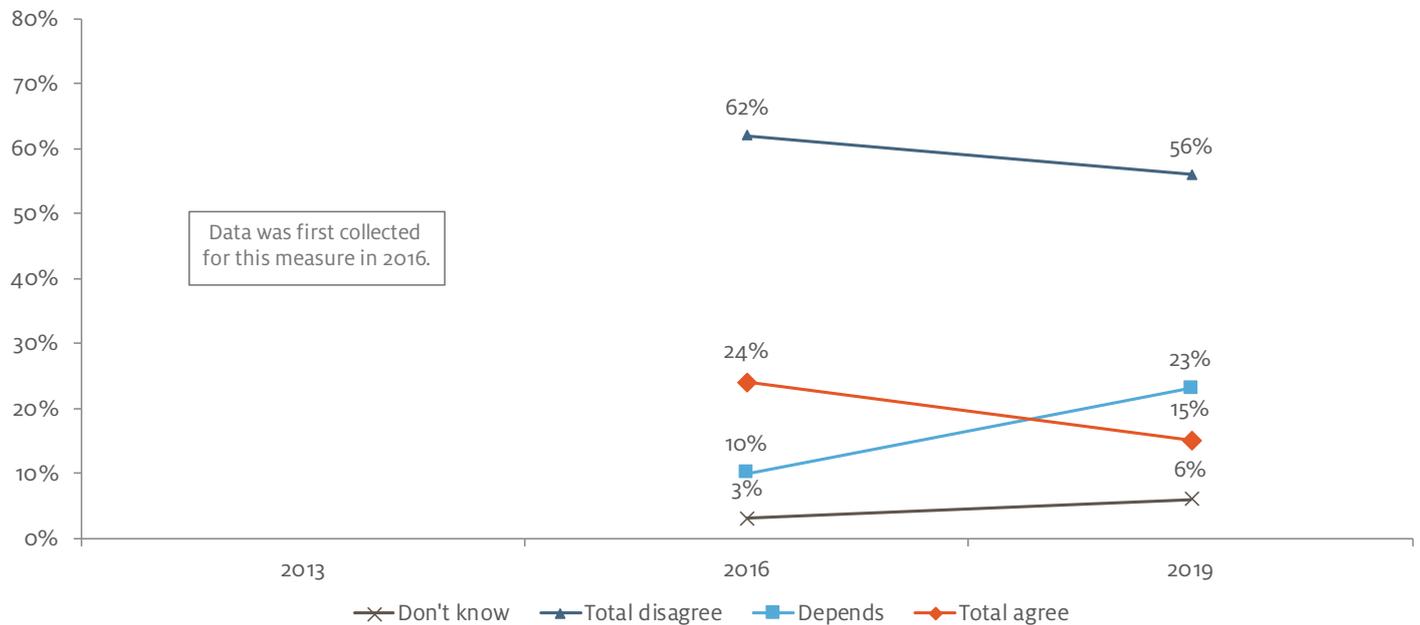


## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that air pollution comes mainly from home fires.

Fifteen per cent of residents agree (13%) or strongly agree (2%) that air pollution comes mainly from home fires. Fifty six per cent of residents disagree (47%) or strongly disagree (9%) that air pollution comes mainly from home fires. A further 23% of residents state that it 'depends' and 6% of residents are unsure how to answer.

## 2016-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

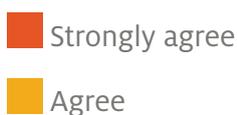
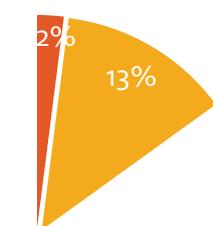
This measure was first asked in 2016 and the 2019 results indicate that fewer people agree and/or disagree with this statement, instead preferring to indicate that this 'depends'.



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that air pollution comes mainly from home fires.

The 'total agree' score for this measure is 15% (13% agree and 2% strongly agree).



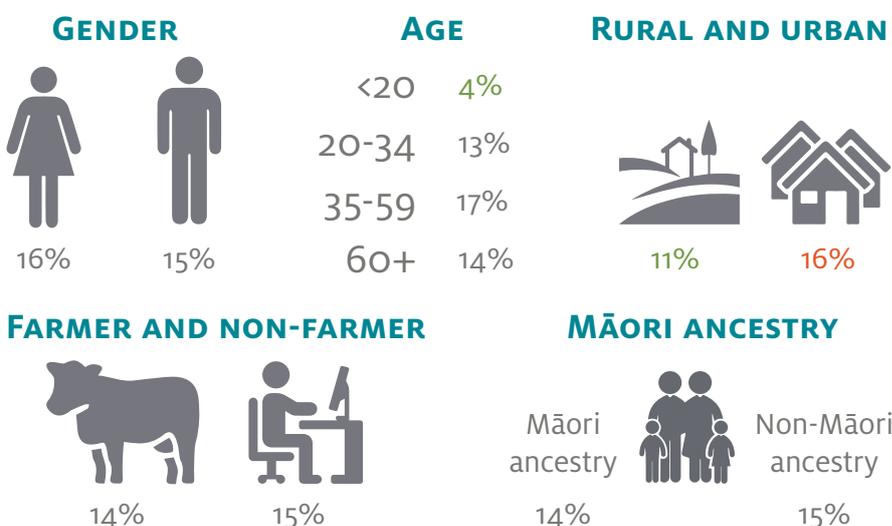
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 15%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 15%.

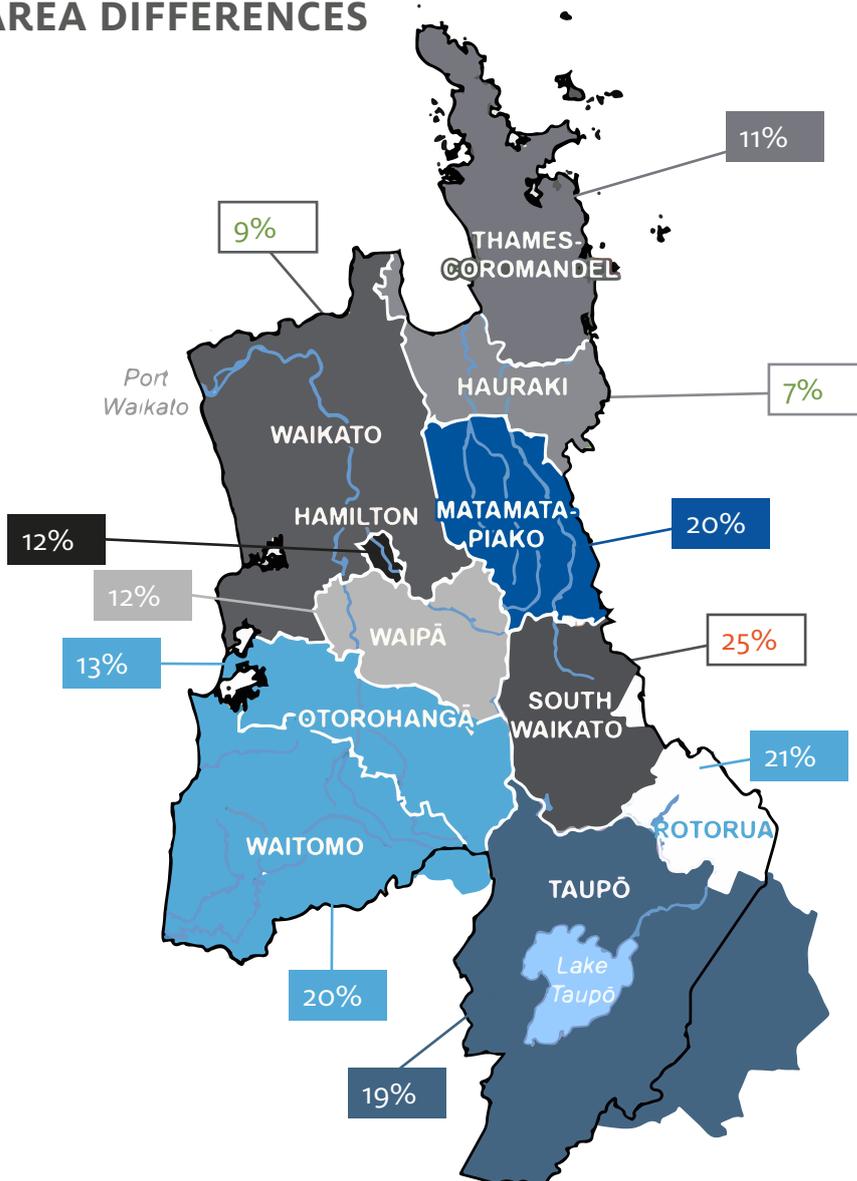
**➤** The highest significant score for this measure is 25%, collected from South Waikato residents.

**➤** The lowest significant score for this measure is 4%, collected from residents under 20 years.

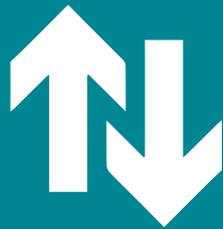
## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# ENVIRONMENTAL REGULATION



## SECTION SUMMARY

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This section examines residents' attitudes towards various environmental regulations and controls. Residents 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.

### QUESTIONS

Specific questions asked within this section are listed below. Those marked with an \* are new in 2019

- The public have enough say in the way the environment is managed;
- Waikato Regional Council should enforce its rules to make sure that the environment is well looked after
- Landowners should be allowed to do what they like on their own land;
- \*Waikato Regional Council should be doing more to protect NZ native birds and plants from introduced pests;
- Government restrictions on the use of private property are necessary so that the environment will not be harmed;
- \*Waikato Regional Council is visible in responding to environmental concerns;
- There is enough protection given to local significant natural sites;
- A healthy environment is necessary for a healthy economy;
- Environmental protection and economic development can go hand in hand;
- Businesses take care to minimise negative impacts on the environment;
- Businesses usually find it is too expensive to be more environmentally friendly;
- Businesses should be obliged to treat the environment well;
- The public understands the importance of investing in water quality;
- Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways;
- Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards.

### SUMMARY OF FINDINGS

A summary of the findings for this section is provided below. These show the 'total agreement' (agree and strongly agree), 'depends', and the 'total disagreement' (disagree and strongly disagree) results. The findings are ordered as the element that residents have the greatest agreement with to the element that residents have the lowest agreement with.

#### BUSINESSES' OBLIGATIONS TO THE ENVIRONMENT



<b>Total agree</b>	<b>92%</b>
<b>Depends</b>	<b>5%</b>
<b>Total disagree</b>	<b>2%</b>

The majority of residents (92%) agree that businesses should be obliged to treat the environment well.

---

#### HEALTHY ENVIRONMENT, HEALTHY ECONOMY



<b>Total agree</b>	<b>86%</b>
<b>Depends</b>	<b>8%</b>
<b>Total disagree</b>	<b>5%</b>

The majority of residents (86%) agree that a healthy environment is necessary for a healthy economy.

# SECTION SUMMARY

---

## COUNCIL ENFORCEMENT OF RULES



Total agree	81%
Depends	14%
Total disagree	3%

The majority of residents (81%) agree that the Council should enforce its rules to make sure that the environment is well looked after.

---

## ENVIRONMENTAL PROTECTION, ECONOMIC DEVELOPMENT



Total agree	76%
Depends	16%
Total disagree	5%

Just over three quarters of residents (76%) agree that environmental protection and economic development can go hand in hand.

---

## PROTECTION OF WATER QUALITY BY BUSINESSES



Total agree	75%
Depends	17%
Total disagree	5%

Around three quarters of residents (75%) agree that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of environmental standards.

---

## \*COUNCIL PROTECTION OF NEW ZEALAND NATIVE BIRDS AND PLANTS



Total agree	65%
Depends	20%
Total disagree	7%

65% of residents agree that Council should be doing more to protect New Zealand native birds and plants from introduced pests.

---

## GOVERNMENT RESTRICTIONS ON THE USE OF PRIVATE PROPERTY



Total agree	56%
Depends	29%
Total disagree	10%

Over half of residents (56%) agree that government restrictions on the use of private property are necessary so that the environment will not be harmed.

---

## BUSINESSES FIND IT EXPENSIVE TO BE ENVIRONMENTALLY FRIENDLY



Total agree	56%
Depends	22%
Total disagree	14%

Over half of residents (56%) agree that businesses usually find it too expensive to be environmentally friendly.

---

## THE PUBLIC UNDERSTANDS THE IMPORTANCE OF INVESTING IN WATER QUALITY



Total agree	48%
Depends	20%
Total disagree	25%

Just under half of residents (48%) agree that the public understands the importance of investing in water quality.

---

## SECTION SUMMARY

---

### \*COUNCIL IS VISIBLE



Total agree	36%
Depends	25%
Total disagree	23%

Just over one third of residents (36%) agree that Council is visible in responding to environmental concerns.

---

### ENOUGH PROTECTION FOR LOCAL SIGNIFICANT NATURAL SITES



Total agree	32%
Depends	23%
Total disagree	30%

Just under one third of residents (32%) feel that there is enough protection given to local significant natural sites.

---

### BUSINESSES TAKE CARE TO MINIMISE NEGATIVE IMPACTS



Total agree	27%
Depends	32%
Total disagree	34%

Just over one third of residents (34%) disagree that businesses take care to minimise negative impacts on the environment.

---

### THE PUBLIC HAVE ENOUGH SAY



Total agree	21%
Depends	26%
Total disagree	44%

44% of residents disagree that the public have enough say in the way the environment is managed.

---

### LANDOWNERS SHOULD BE ALLOWED TO DO WHAT THEY LIKE



Total agree	11%
Depends	45%
Total disagree	43%

45% of residents state that it 'depends' if landowners should be allowed to do what they like on their own land.

---

### FARMING AGRICULTURAL LAND AT MAXIMUM PRODUCTIVITY IS ACCEPTABLE



Total agree	5%
Depends	10%
Total disagree	81%

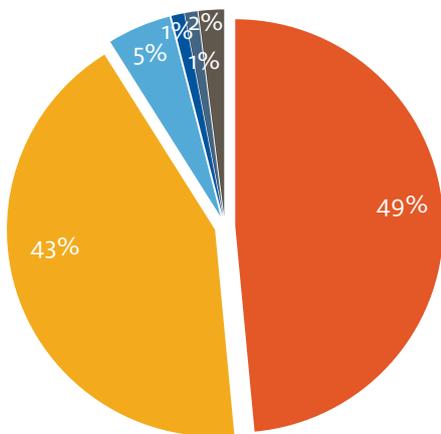
The majority of residents (81%) disagree that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways.

---

# BUSINESSES SHOULD BE OBLIGED TO TREAT THE ENVIRONMENT WELL



## 2019 RESULTS

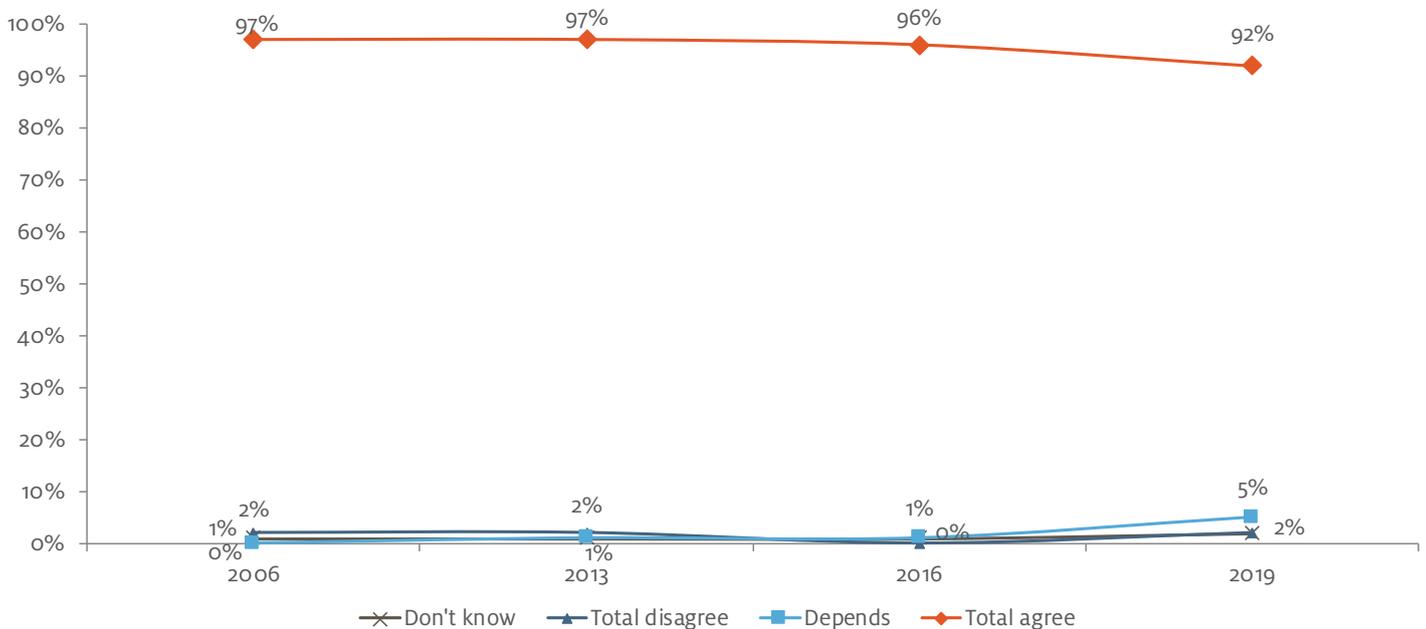


## SUMMARY OF RESULTS

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

The majority of residents (92%) agree (43%) or strongly agree (49%) that businesses should be obliged to treat the environment well. Five per cent of residents state that it 'depends', while only 2% disagree (1%) or strongly disagree (1%).

## 2006-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The results for this measure are similar to those seen in previous years with consistently high levels of agreement and relatively low levels of disagreement.

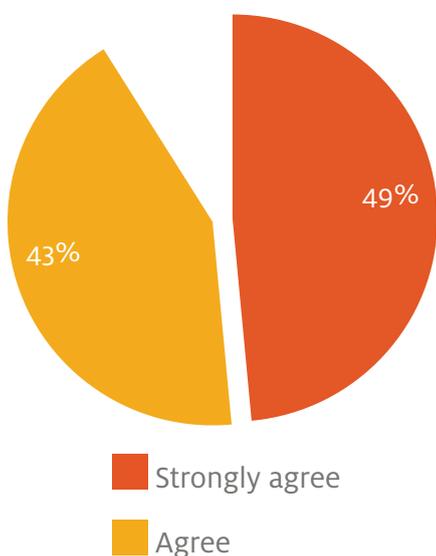
# BUSINESSES SHOULD BE OBLIGED TO TREAT THE ENVIRONMENT WELL



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 92% (43% agree and 49% strongly agree).



The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

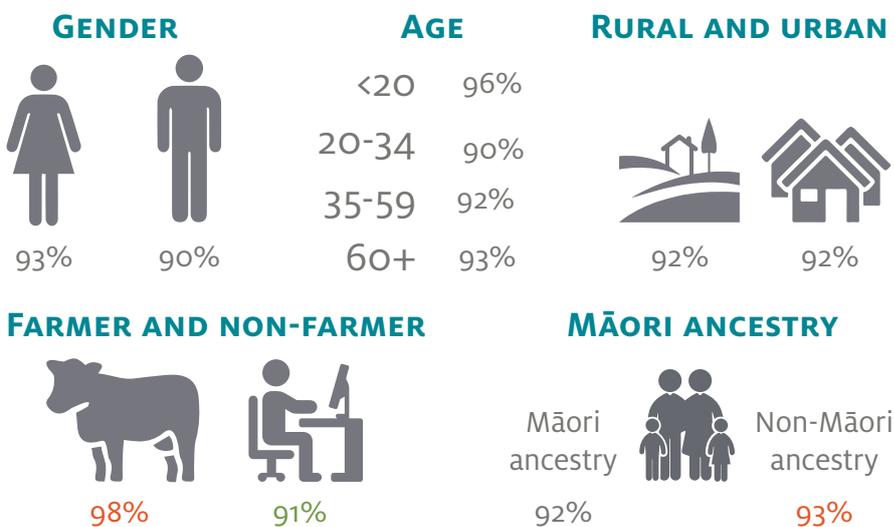
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 92%.

**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 92%.

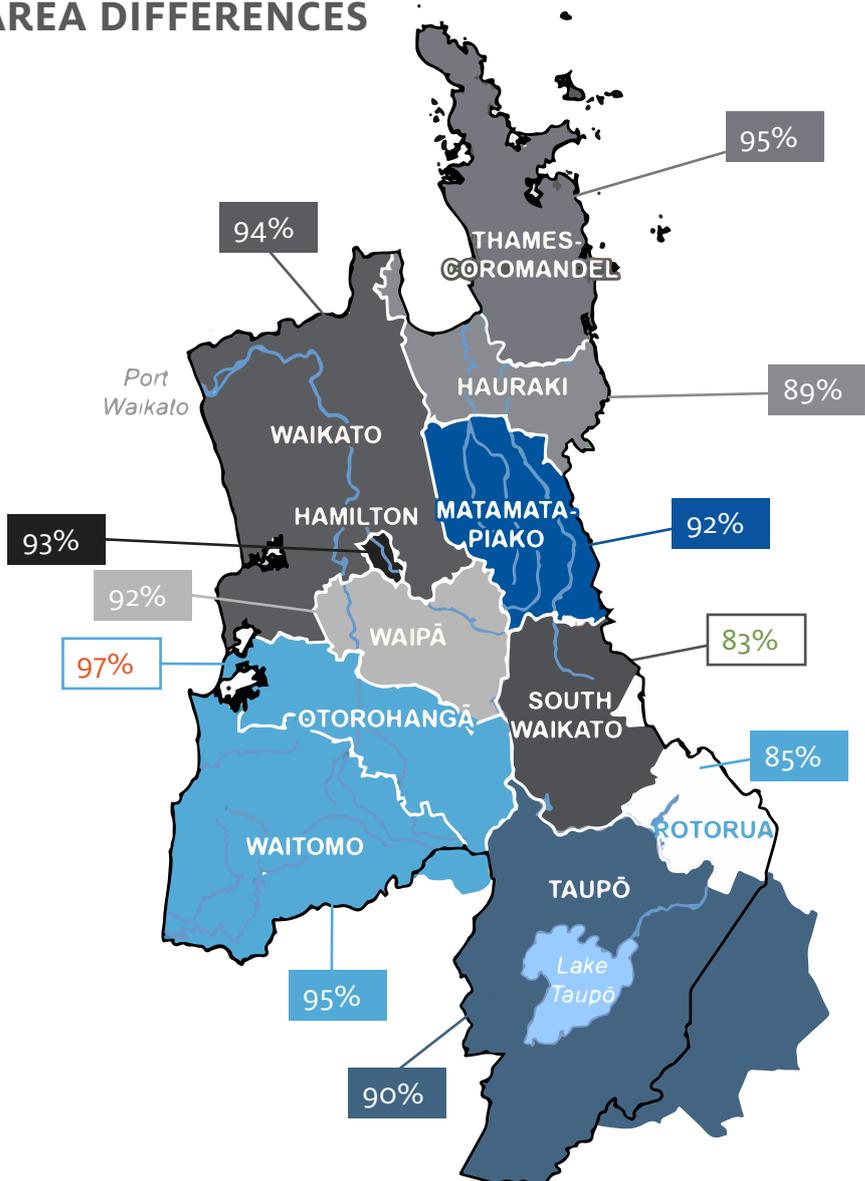
➤ The highest significant score for this measure is 98%, collected from farmers.

➤ The lowest significant score for this measure is 83%, collected from South Waikato residents.

## DEMOGRAPHIC DIFFERENCES



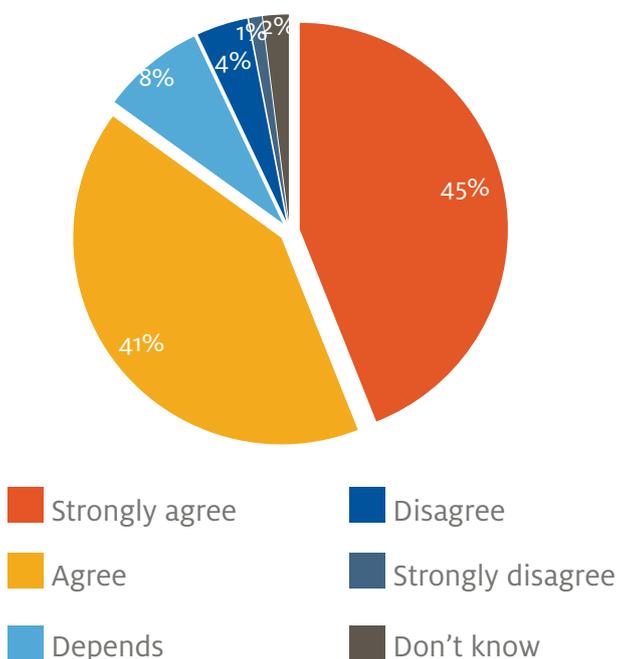
## AREA DIFFERENCES



# A HEALTHY ENVIRONMENT IS NECESSARY FOR A HEALTHY ECONOMY



## 2019 RESULTS

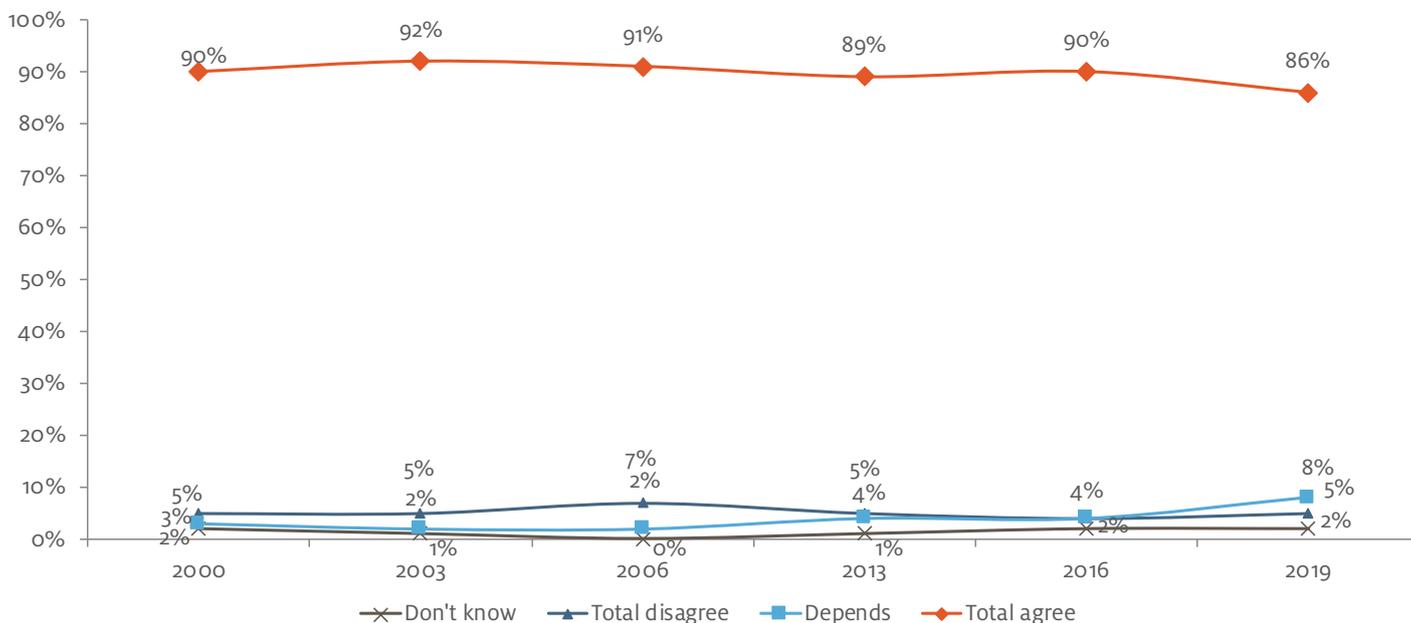


## SUMMARY OF RESULTS

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

The majority (86%) of residents agree (41%) or strongly agree (45%) that a healthy environment is necessary for a healthy economy. Eight per cent of residents state that it 'depends', and 5% disagree (4%) or strongly disagree (1%) that a healthy environment is necessary for a healthy economy.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The levels of agreement and disagreement that a healthy environment is necessary for a healthy economy have remained relatively stable since monitoring of this measure began in 2000.

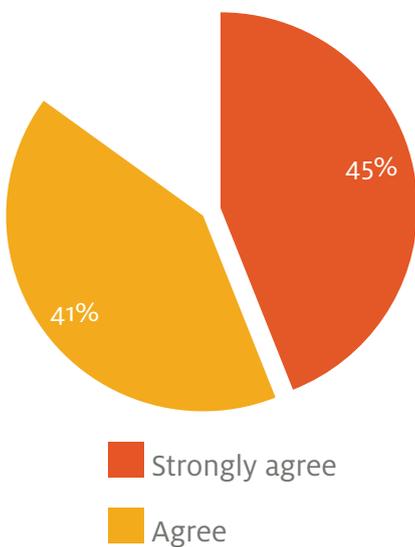
# A HEALTHY ENVIRONMENT IS NECESSARY FOR A HEALTHY ECONOMY



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 86% (41% agree and 45% strongly agree).



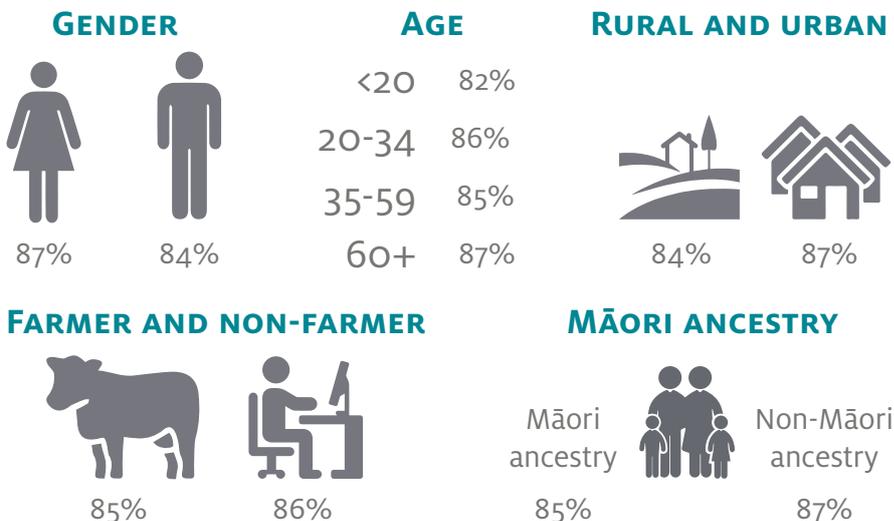
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 86%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 86%.

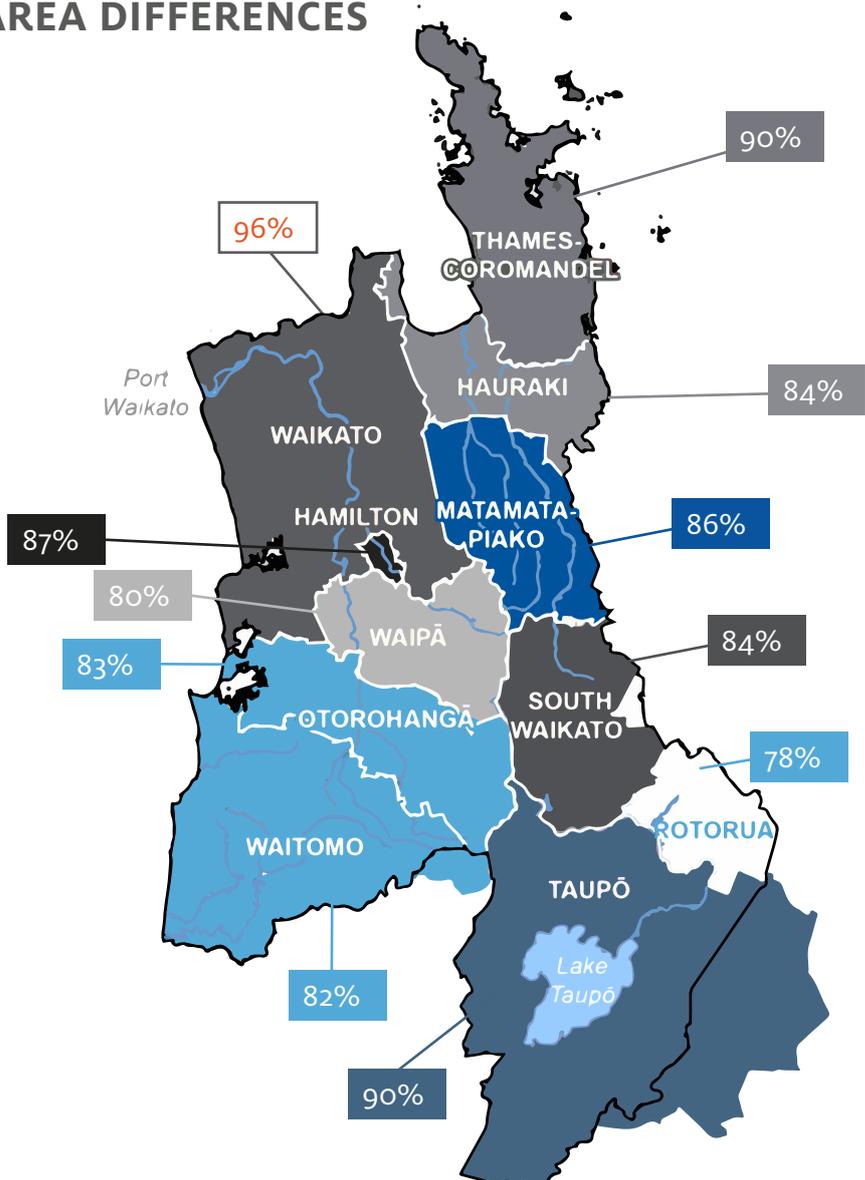
 The highest significant score for this measure is 96%, collected from Waikato residents.

 There were no significantly lower differences noted.

## DEMOGRAPHIC DIFFERENCES



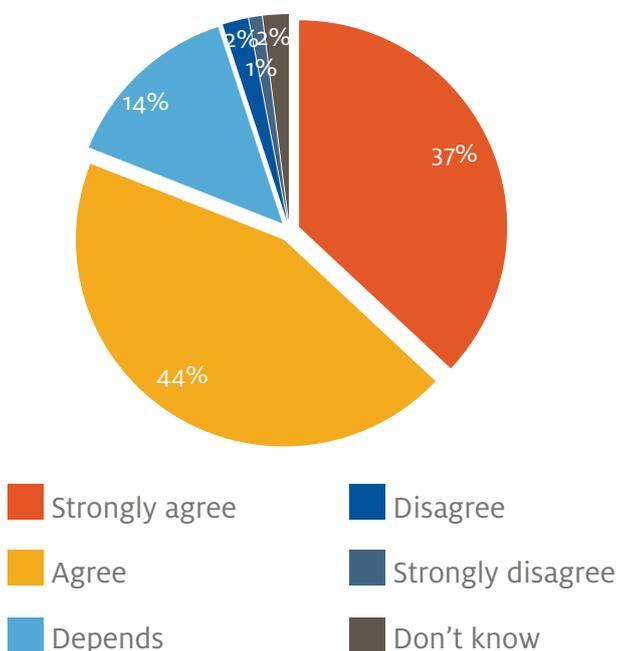
## AREA DIFFERENCES



# COUNCIL SHOULD ENFORCE ITS RULES TO MAKE SURE THAT THE ENVIRONMENT IS WELL LOOKED AFTER



## 2019 RESULTS

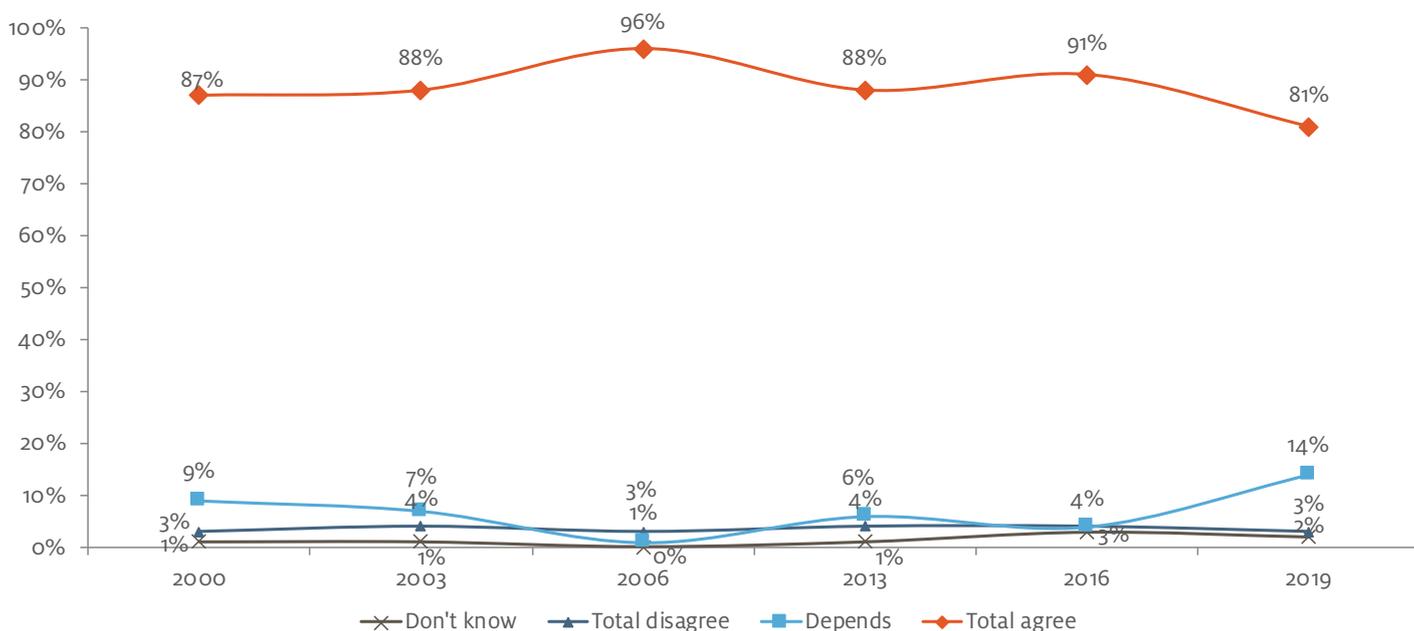


## SUMMARY OF RESULTS

Residents 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.

The majority of residents (81%) agree (44%) or strongly agree (37%) that Council should enforce its rules and laws to make sure that the environment is well looked after. Three per cent of residents disagree (2%) or strongly disagree (2%) with this, while 14% state that it 'depends'.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The 2019 results have seen a decrease in the number of residents who agree that Council should enforce its rules and laws to make sure that the environment is well looked after and an increase in the number of residents who state that it 'depends'. The number of residents who disagree with this statement has remained the same throughout monitoring.

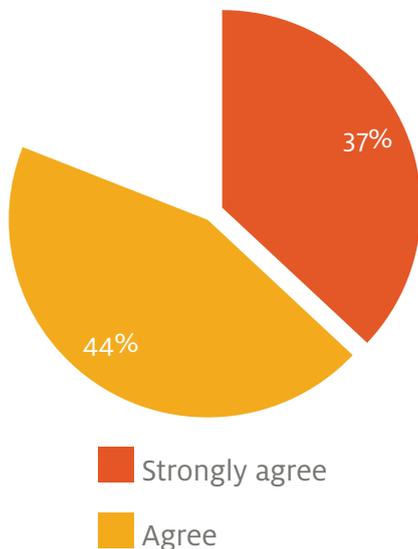
# COUNCIL SHOULD ENFORCE ITS RULES TO MAKE SURE THAT THE ENVIRONMENT IS WELL LOOKED AFTER



## INTERPRETING THESE RESULTS

Residents 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.

The 'total agree' score for this measure is 81% (44% agree and 37% strongly agree).



The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

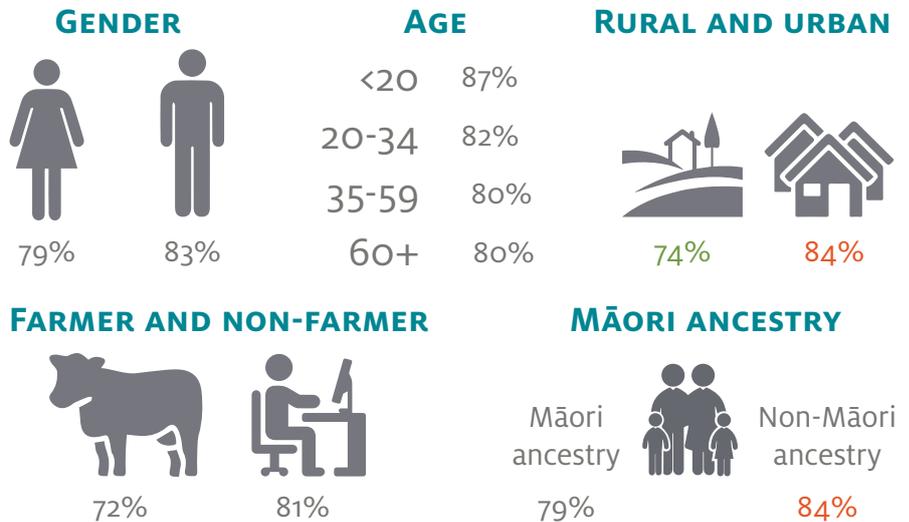
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 81%.

**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 81%.

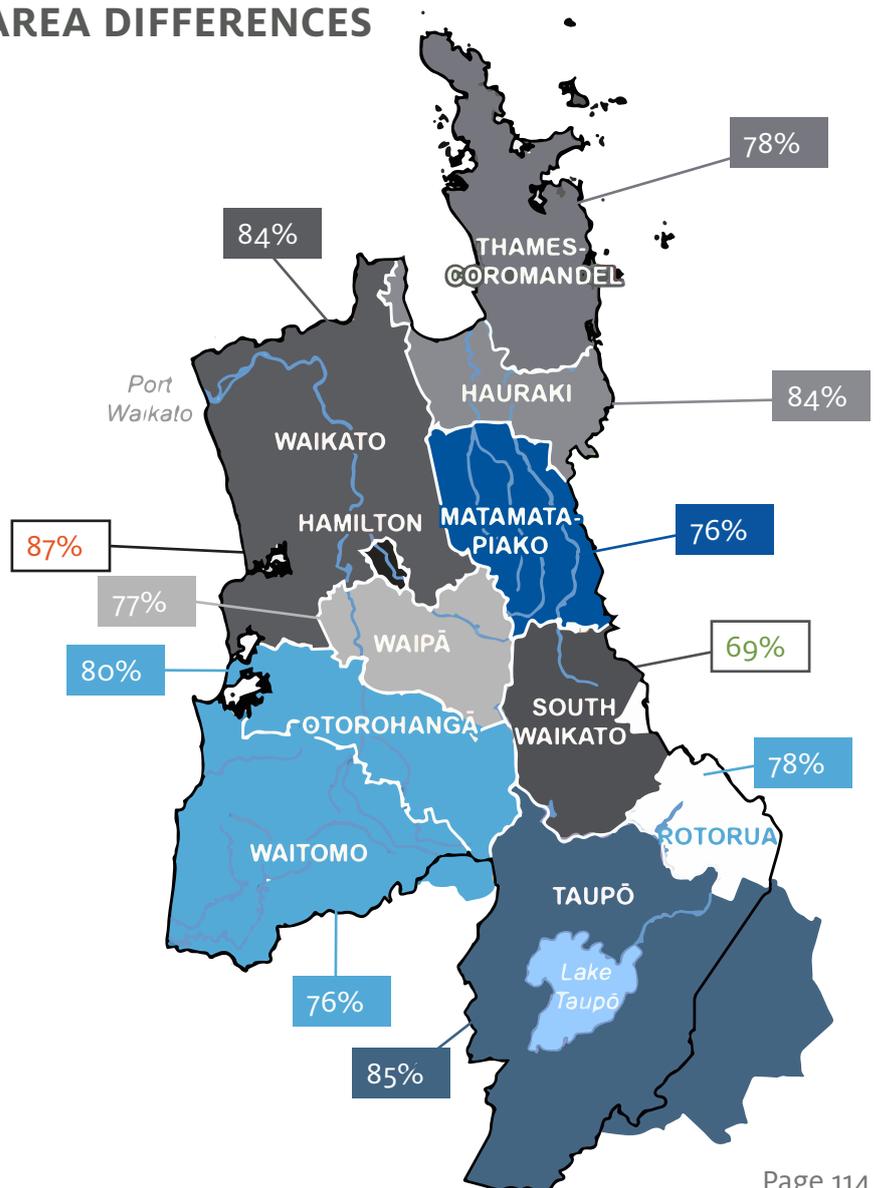
**➤** The highest significant score for this measure is 87%, collected from Hamilton residents.

**➤** The lowest significant score for this measure is 69%, collected from South Waikato residents.

## DEMOGRAPHIC DIFFERENCES



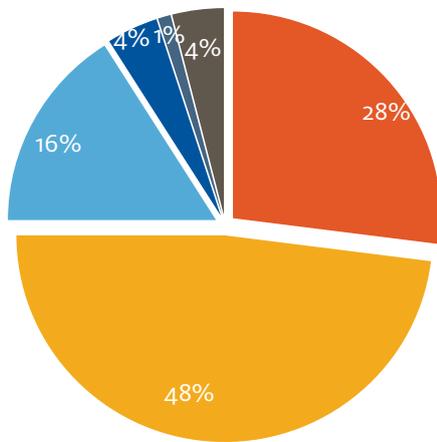
## AREA DIFFERENCES



# ENVIRONMENTAL PROTECTION AND ECONOMIC DEVELOPMENT CAN GO HAND IN HAND



## 2019 RESULTS

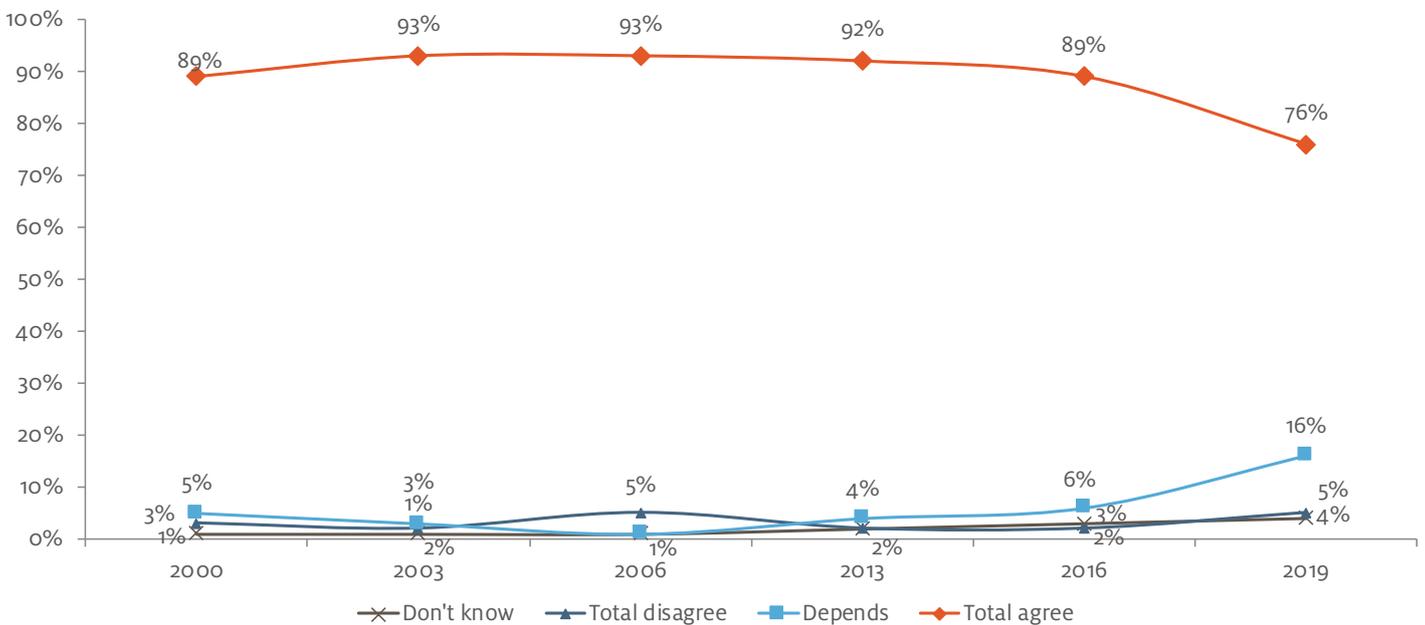


## SUMMARY OF RESULTS

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

Seventy six per cent of residents agree (48%) or strongly agree (28%) that environmental protection and economic development can go hand in hand. A further 16% of residents state it 'depends', while 5% disagree (4%) or strongly disagree (1%) and 4% are unsure how to rate this.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The number of residents who agree with the statement that environmental protection and economic development can go hand in hand has declined 13% in 2019 and there has been a corresponding increase in the number of residents who state that it 'depends'. The levels of disagreement with this statement have remained static since monitoring began.

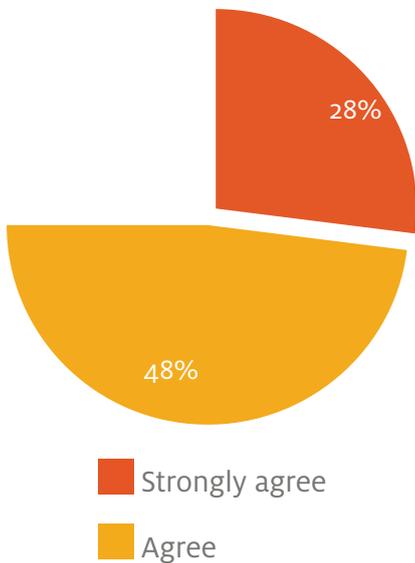
# ENVIRONMENTAL PROTECTION AND ECONOMIC DEVELOPMENT CAN GO HAND IN HAND



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 76% (48% agree and 28% strongly agree).



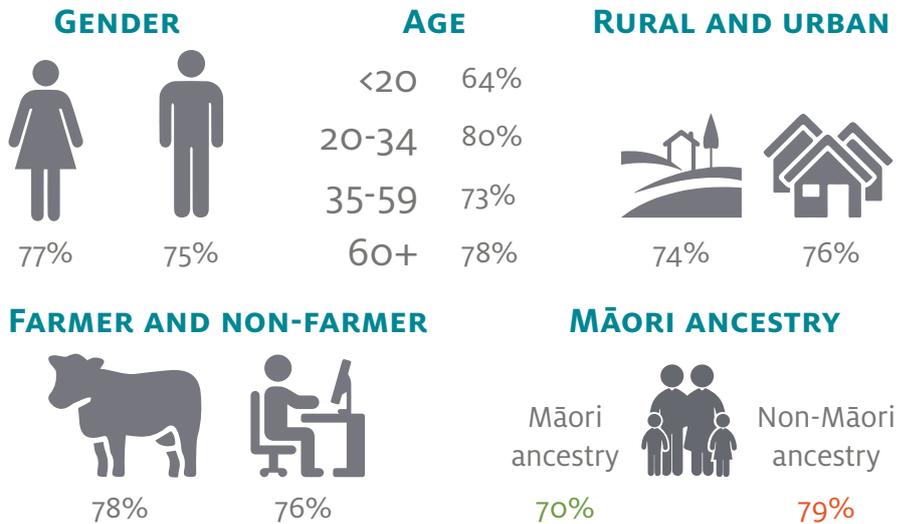
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 76%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 76%.

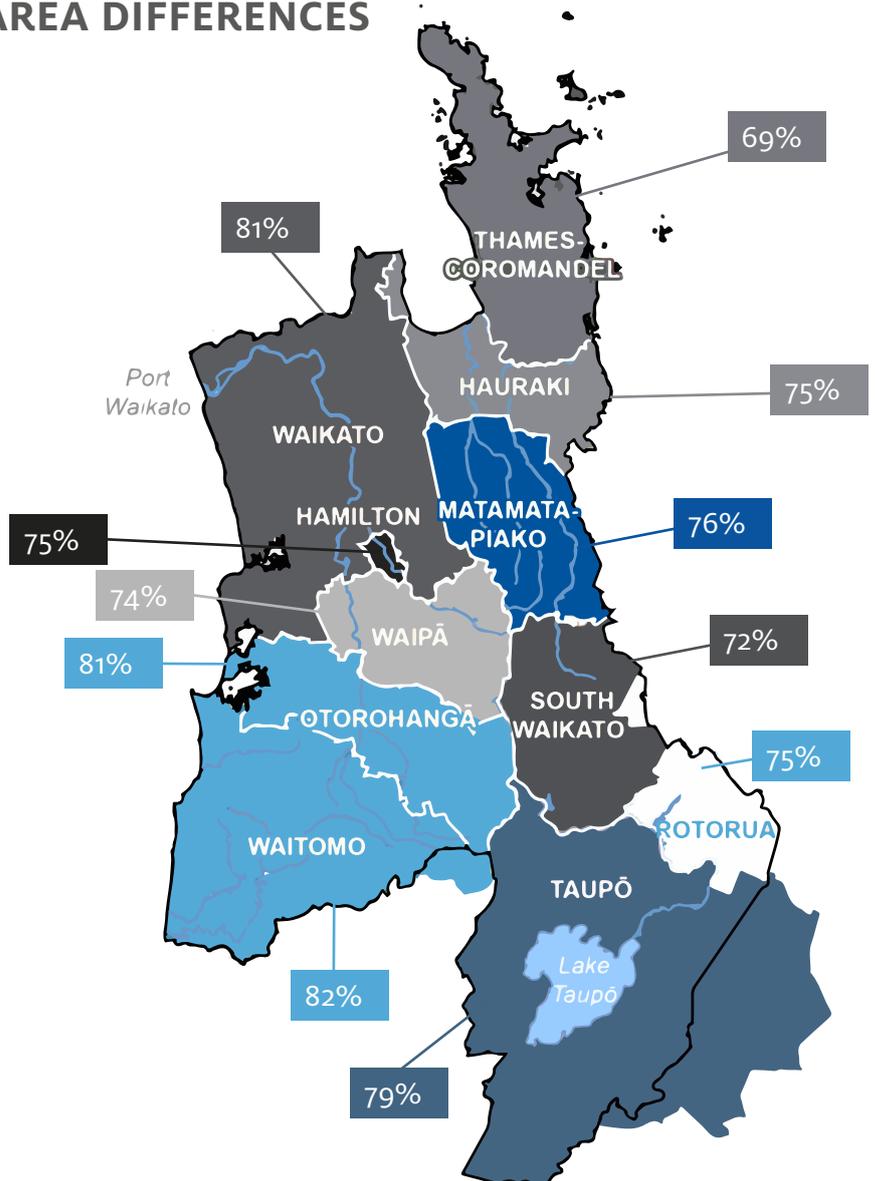
**➤** The highest significant score for this measure is 79%, collected from residents without Māori ancestry.

**➤** The lowest significant score for this measure is 70%, collected from residents with Māori ancestry.

## DEMOGRAPHIC DIFFERENCES



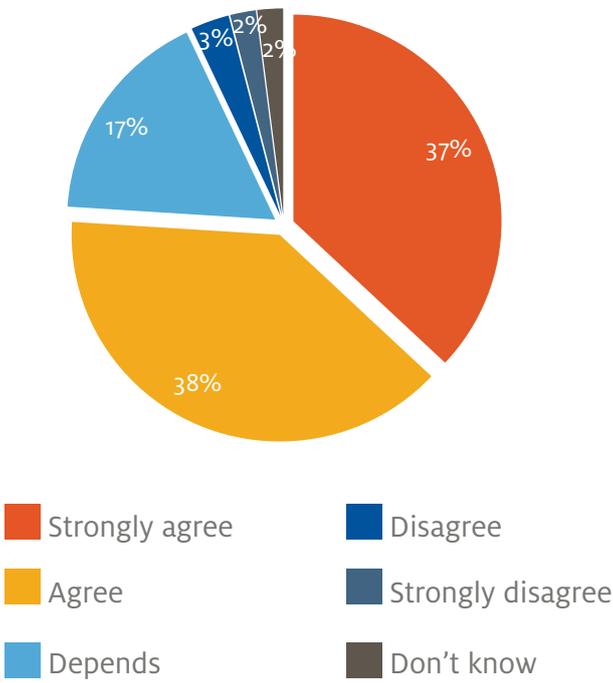
## AREA DIFFERENCES



# WATER QUALITY IN STREAMS AND RIVERS SHOULD BE PROTECTED EVEN IF BUSINESSES BEAR THE EXPENSE



## 2019 RESULTS

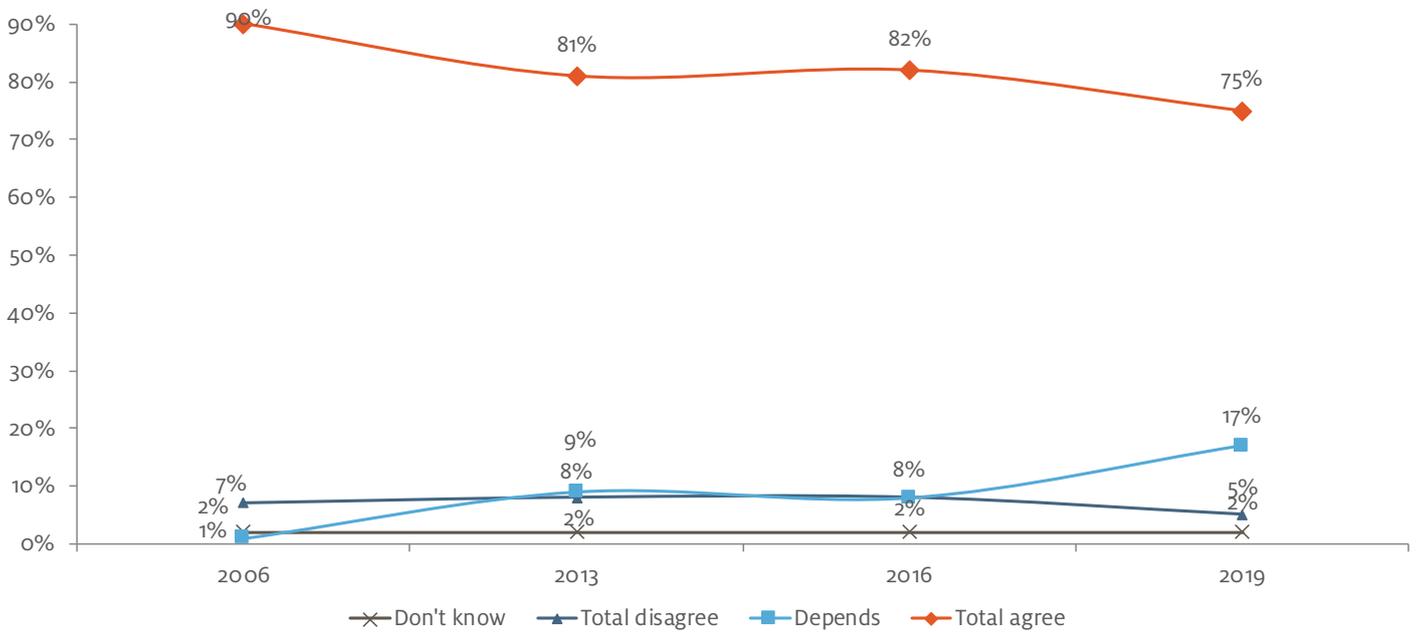


## SUMMARY OF RESULTS

Residents 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.

Seventy five cent of residents agree (38%) or strongly agree (37%) that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards. A further 17% of residents state it 'depends', and 5% disagree (3%) or strongly disagree (2%) with this.

## 2006-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

This year has seen a decline in the number of residents who 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. While levels of disagreement have remained stable over time, there has been an increase in the number of residents who state their answer 'depends'.

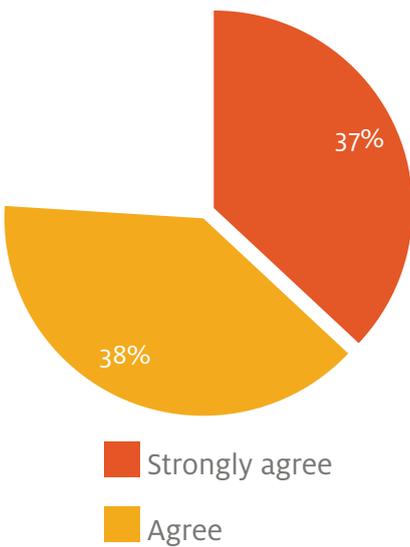
# WATER QUALITY IN STREAMS AND RIVERS SHOULD BE PROTECTED EVEN IF BUSINESSES BEAR THE EXPENSE



## INTERPRETING THESE RESULTS

Residents 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.

The 'total agree' score for this measure is 75% (38% agree and 37% strongly agree).

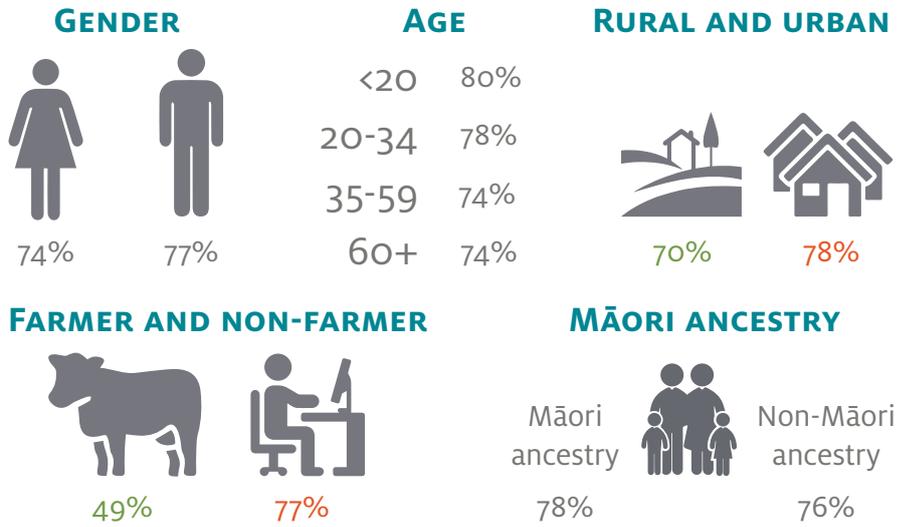


The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

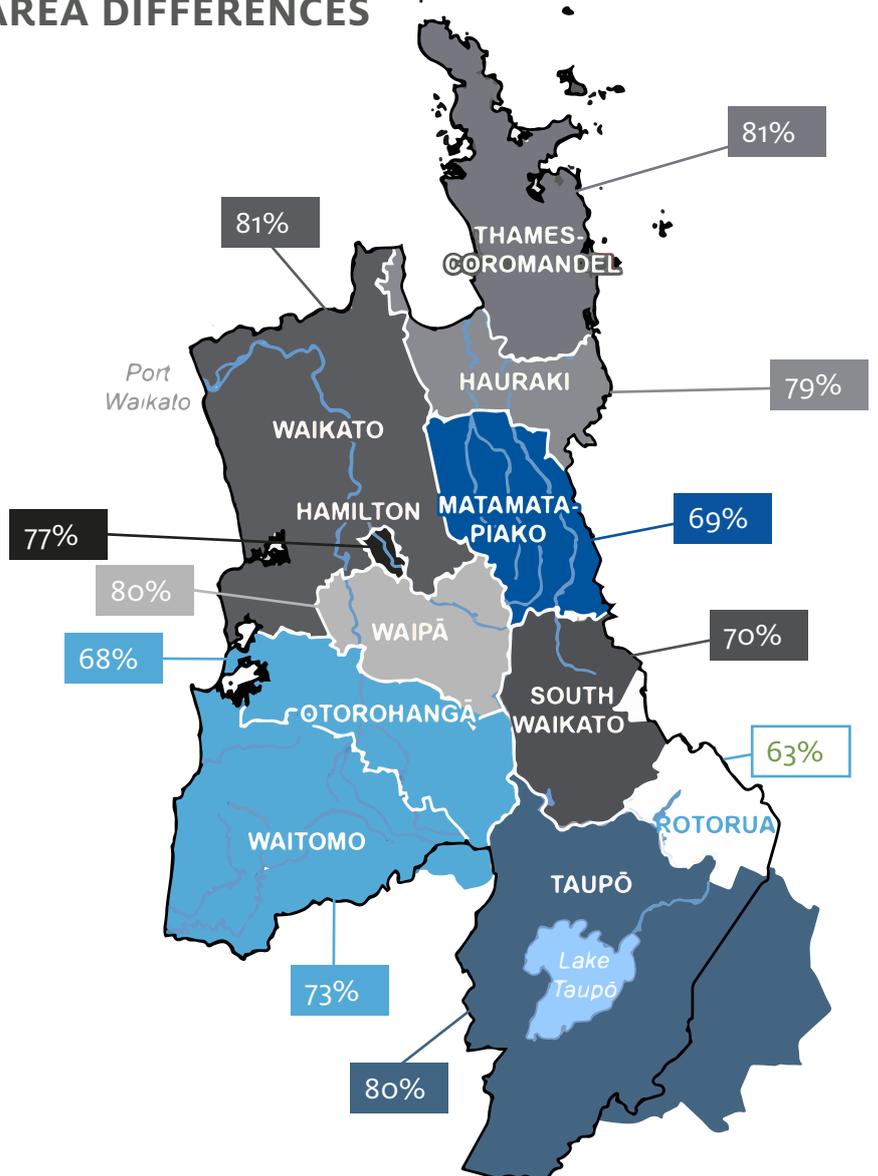
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 75%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 75%.

- The highest significant score for this measure is 78%, collected from urban residents.
- The lowest significant score for this measure is 49%, collected from farmers.

## DEMOGRAPHIC DIFFERENCES



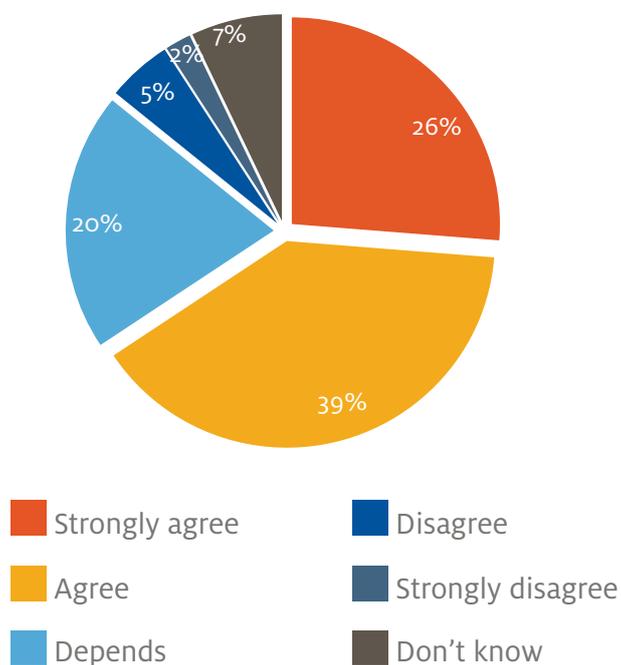
## AREA DIFFERENCES



# PROTECT NATIVE BIRDS AND PLANTS FROM INTRODUCED PESTS



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that Council should be doing more to protect New Zealand native birds and plants from introduced pests.

Sixty five per cent of residents agree (39%) or strongly agree (26%) that Council should be doing more to protect New Zealand native birds and plants from introduced pests. A further 20% of residents state that it 'depends', while 7% of residents disagree (5%) or strongly disagree (2%) with this statement. Seven per cent of residents were unsure how to rate this statement.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

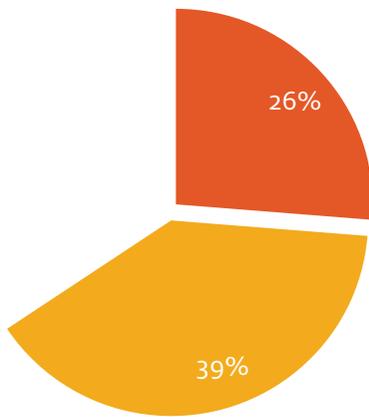
# PROTECT NATIVE BIRDS AND PLANTS FROM INTRODUCED PESTS



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that Council should be doing more to protect New Zealand native birds and plants from introduced pests.

The 'total agree' score for this measure is 65% (39% agree and 26% strongly agree).



■ Strongly agree  
■ Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

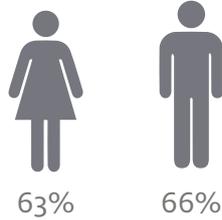
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 65%. **Green** font indicates a score is significantly lower than the total result, i.e., much lower than 65%.

➤ There were no significantly higher differences noted.

➤ The lowest significant score for this measure is 49%, collected from farmers.

## DEMOGRAPHIC DIFFERENCES

### GENDER



### AGE



### RURAL AND URBAN



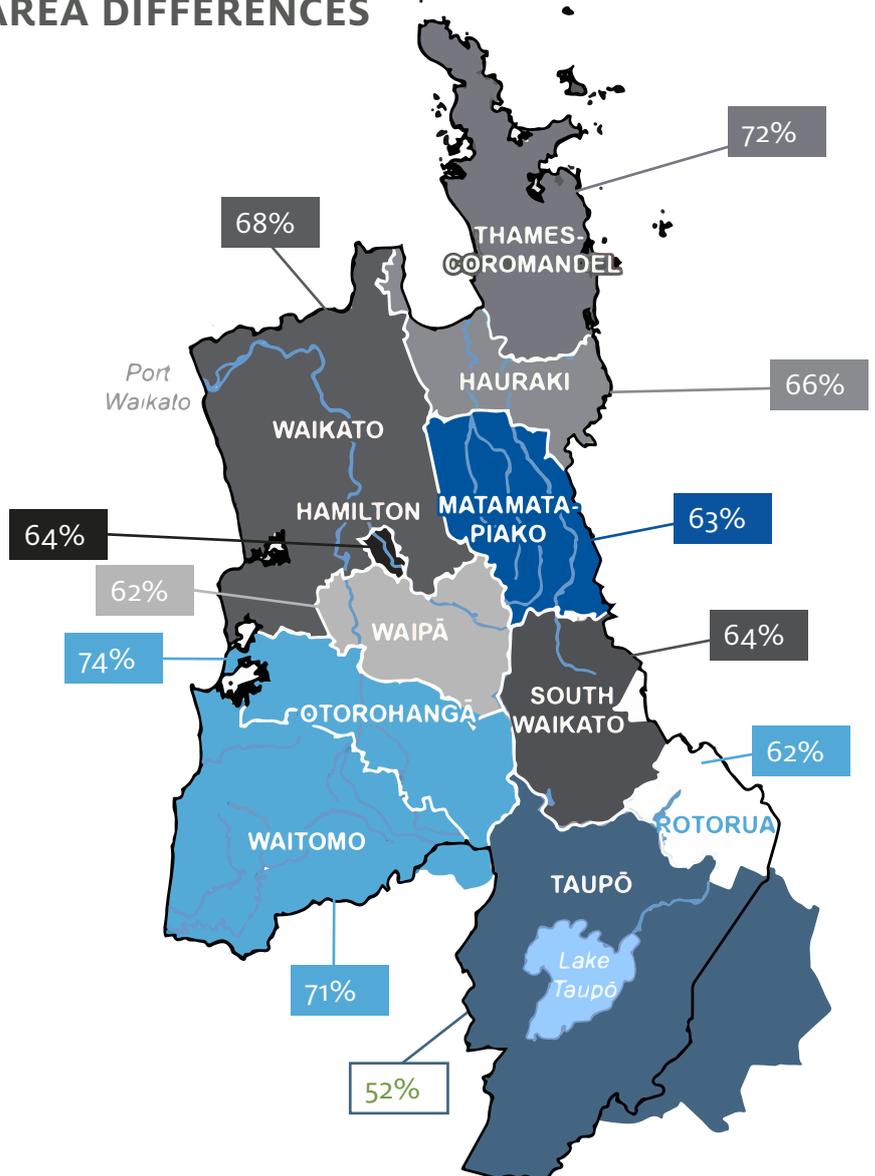
### FARMER AND NON-FARMER



### MĀORI ANCESTRY



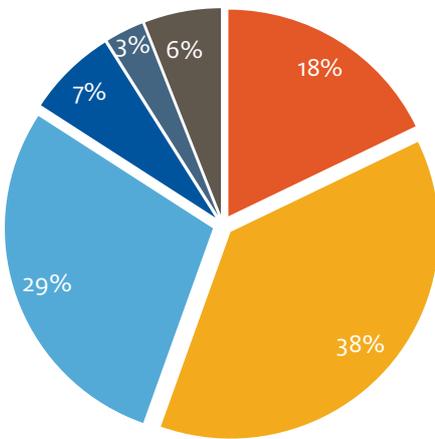
## AREA DIFFERENCES



# GOVERNMENT RESTRICTIONS ON THE USE OF PRIVATE PROPERTY



## 2019 RESULTS

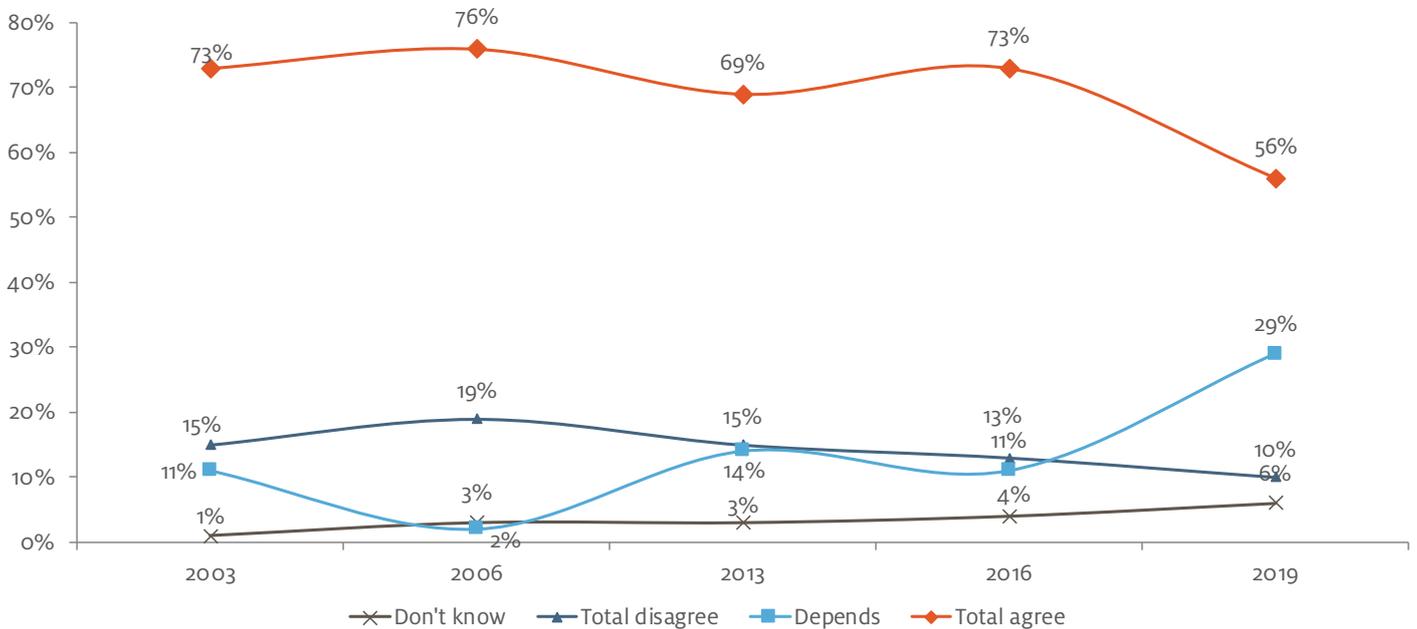


## SUMMARY OF RESULTS

Residents 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.

Fifty six per cent of residents agree (38%) or strongly agree (18%) that government restrictions on private property are necessary so that the environment will not be harmed. A further 29% state that it 'depends', and 10% disagree (7%) or strongly disagree (3%) that government restrictions are necessary.

## 2003-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The number of residents who agree that government restrictions are necessary on the use of private property has decreased this year and there has been a corresponding increase in the number of residents who state that it 'depends'. The level of disagreement with this statement has declined slowly since 2006.

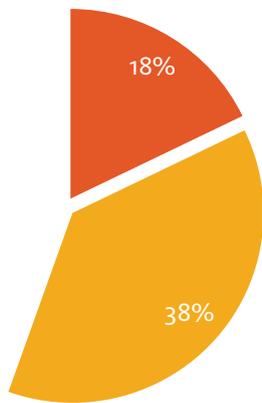
# GOVERNMENT RESTRICTIONS ON THE USE OF PRIVATE PROPERTY



## INTERPRETING THESE RESULTS

Residents 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.

The 'total agree' score for this measure is 56% (38% agree and 18% strongly agree).



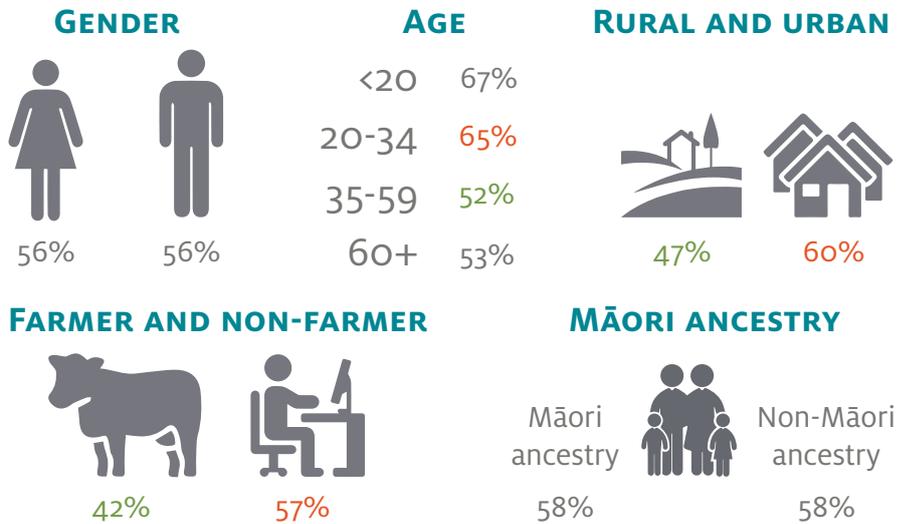
■ Strongly agree  
■ Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

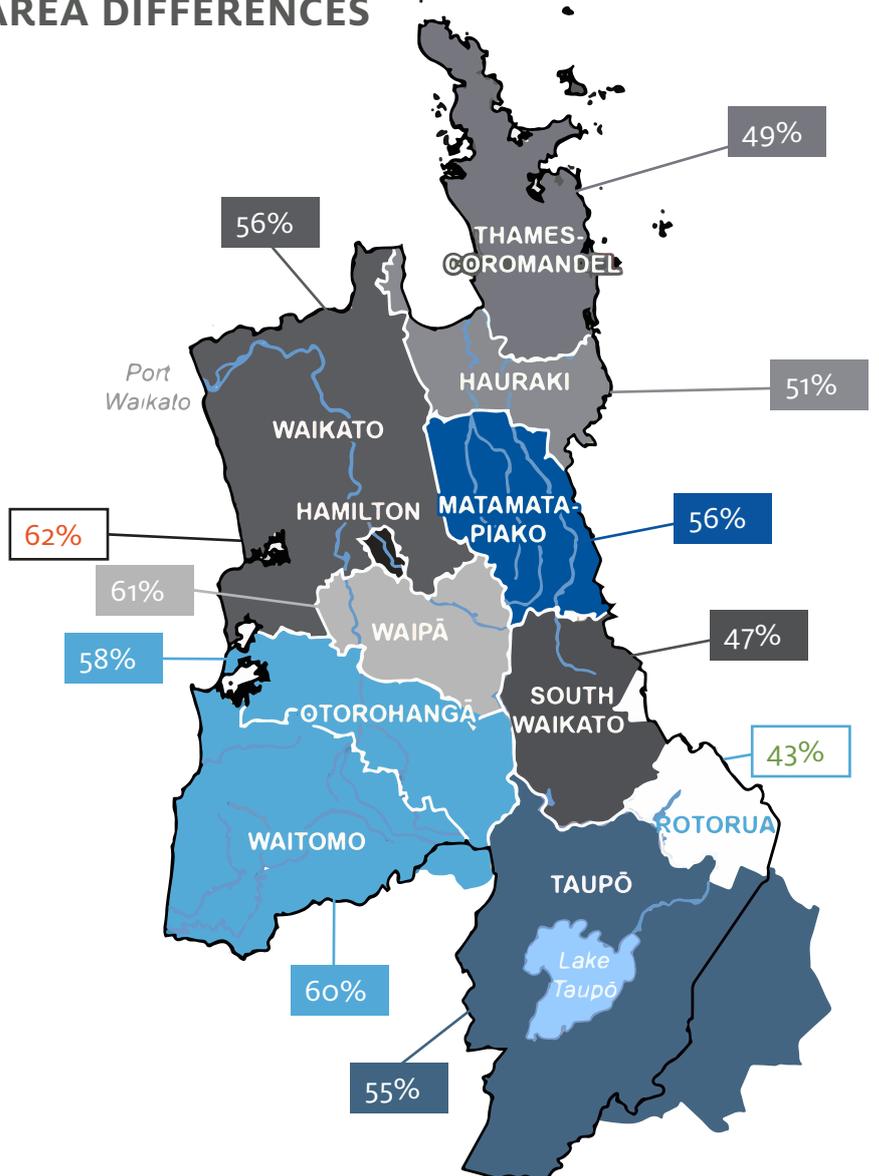
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 56%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 56%.

- The highest significant score for this measure is 65%, collected from residents aged 20-34 years.
- The lowest significant score for this measure is 42%, collected from farmers.

## DEMOGRAPHIC DIFFERENCES



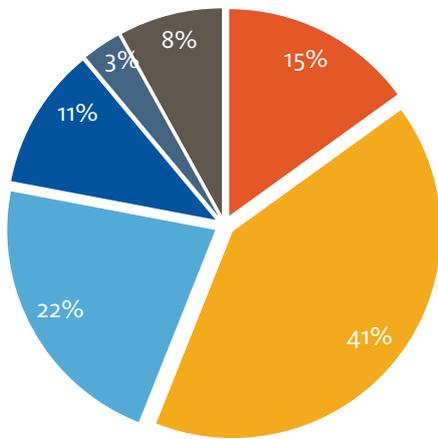
## AREA DIFFERENCES



# BUSINESSES USUALLY FIND IT IS TOO EXPENSIVE TO BE MORE ENVIRONMENTALLY FRIENDLY



## 2019 RESULTS

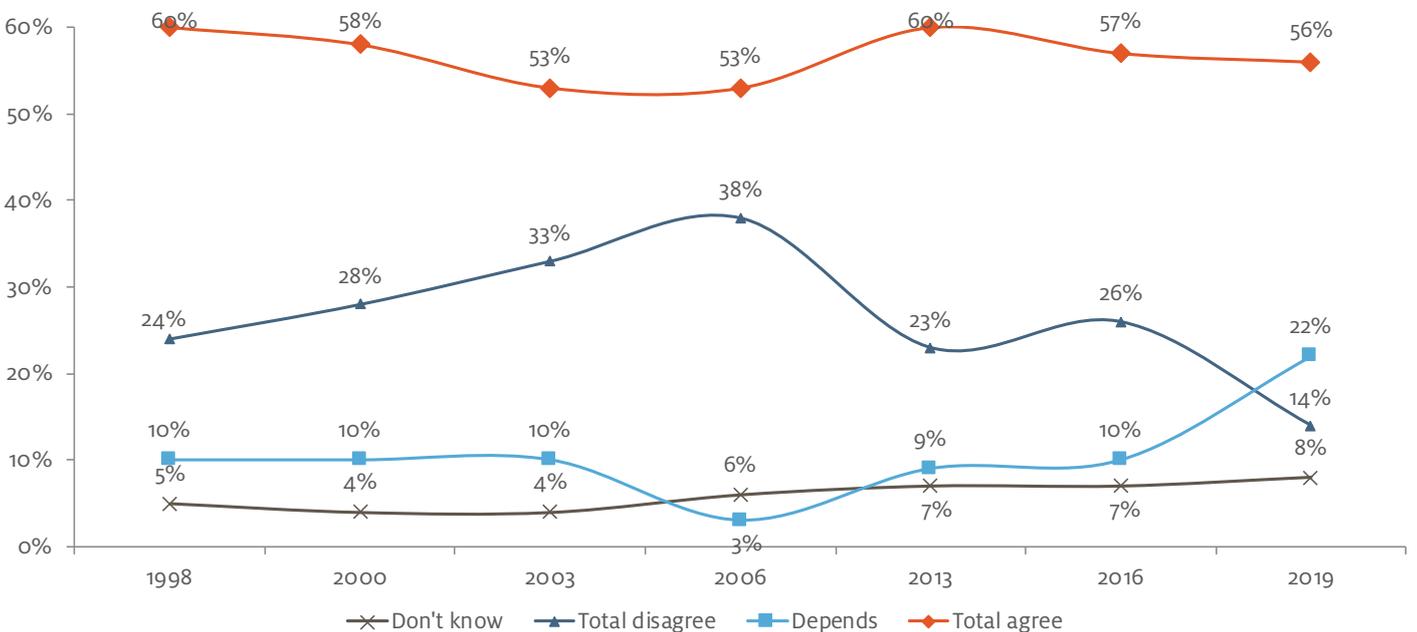


## SUMMARY OF RESULTS

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

Over half (56%) of residents agree (41%) or strongly agree (15%) that businesses usually find it too expensive to be environmentally friendly. Twenty two per cent of residents state that it 'depends', while 14% disagree (11%) or strongly disagree (3%). A further 8% of residents are unsure how to rate this.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

This year, the number of residents who agree that businesses usually find it too expensive to be environmentally friendly has remained consistent with previous years. However, there has been a continued increase in the proportion of residents who state that it 'depends' and a continued decline in the number of residents who disagree with this statement.

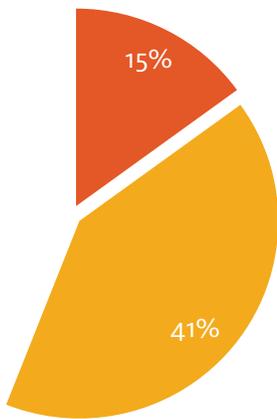
# BUSINESSES USUALLY FIND IT IS TOO EXPENSIVE TO BE MORE ENVIRONMENTALLY FRIENDLY



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 56% (41% agree and 15% strongly agree).



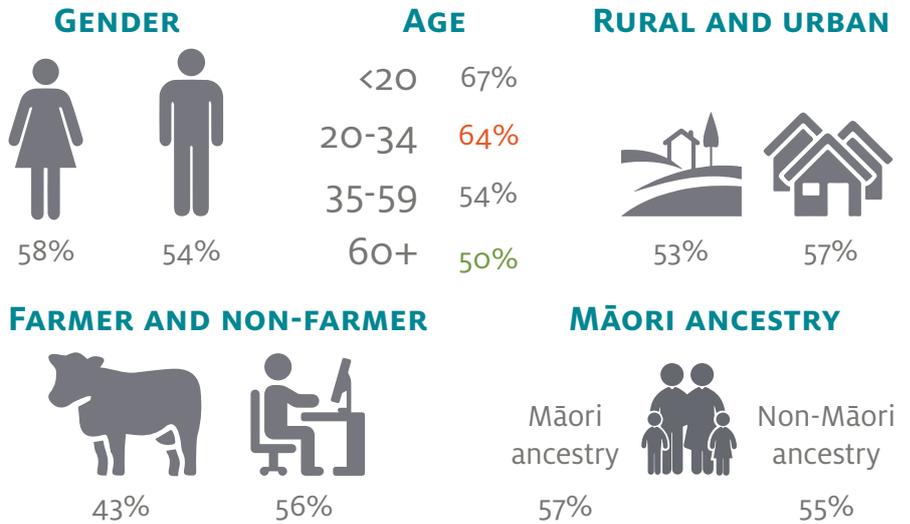
■ Strongly agree  
■ Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

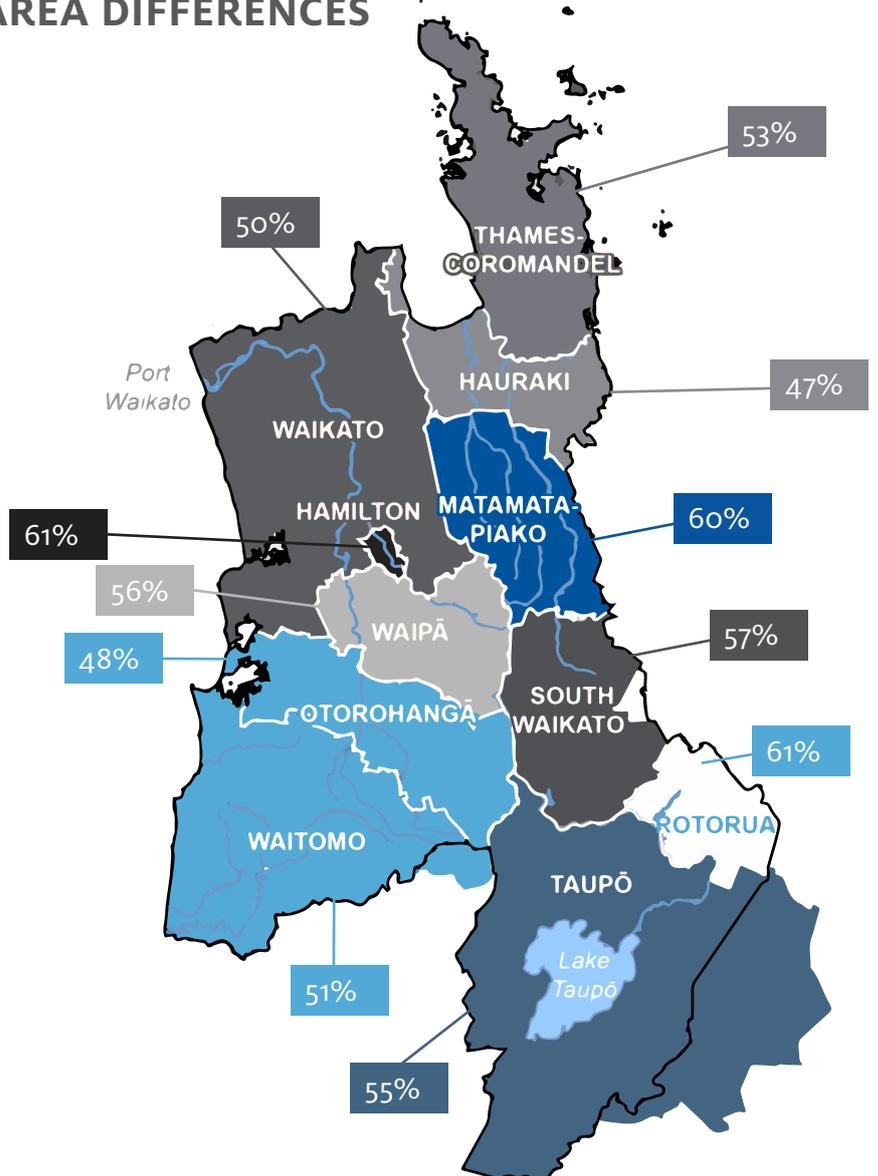
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 56%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 56%.

- The highest significant score for this measure is 64%, collected from residents aged 20-34 years.
- The lowest significant score for this measure is 50%, collected from residents aged 60 + years.

## DEMOGRAPHIC DIFFERENCES



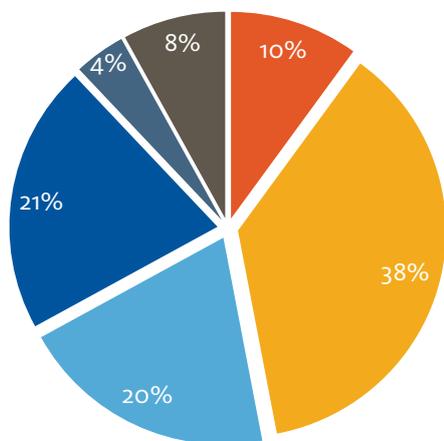
## AREA DIFFERENCES



# THE PUBLIC UNDERSTANDS THE IMPORTANCE OF INVESTING IN WATER QUALITY



## 2019 RESULTS

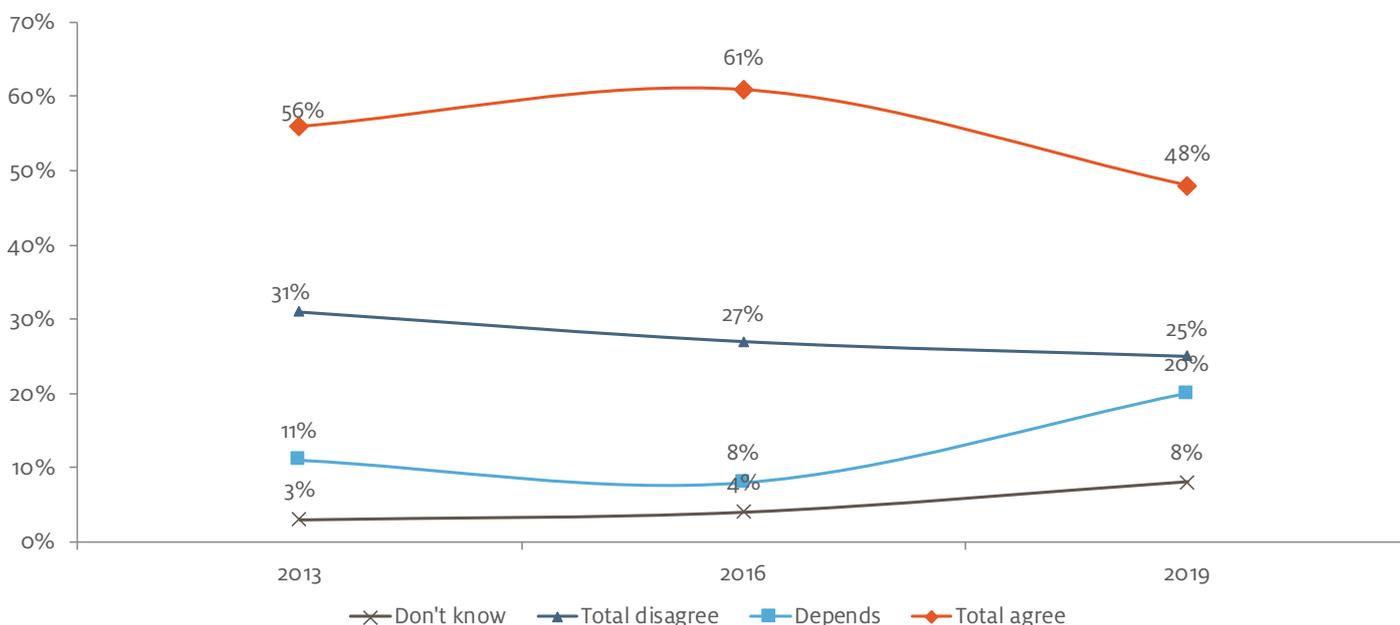


## SUMMARY OF RESULTS

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

Forty eight per cent of residents agree (38%) or strongly agree (10%) that the public understands the importance of investing in water quality. A further 20% state that it 'depends', and a quarter (25%) disagree (21%) or strongly disagree (4%).

## 2013-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The 2019 results show a marked decrease in the number of residents who agree that the public understands the importance of investing in water quality. There has been an increase in the number of residents who state their answer 'depends' and a continued decline in the number of residents who disagree with this statement.

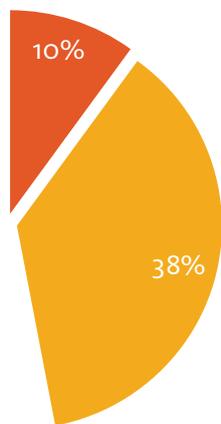
# THE PUBLIC UNDERSTANDS THE IMPORTANCE OF INVESTING IN WATER QUALITY



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 48% (38% agree and 10% strongly agree).



■ Strongly agree  
■ Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

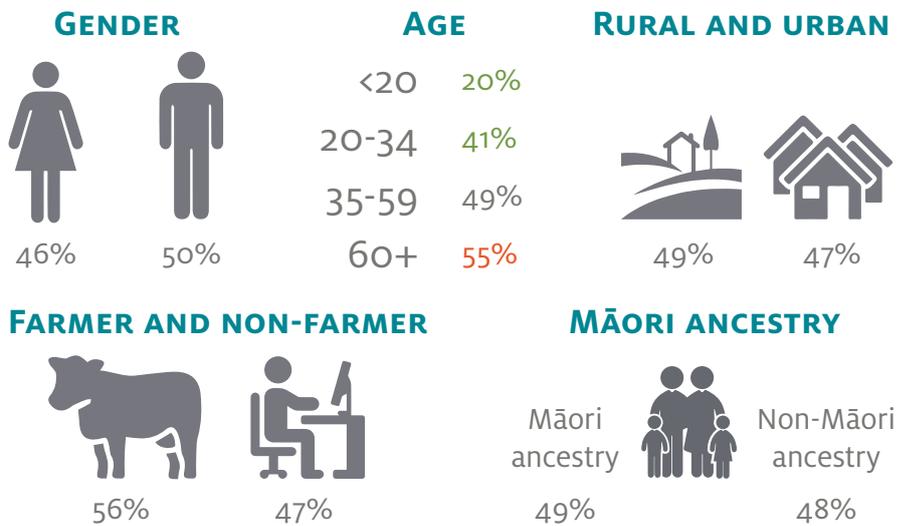
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 48%.

**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 48%.

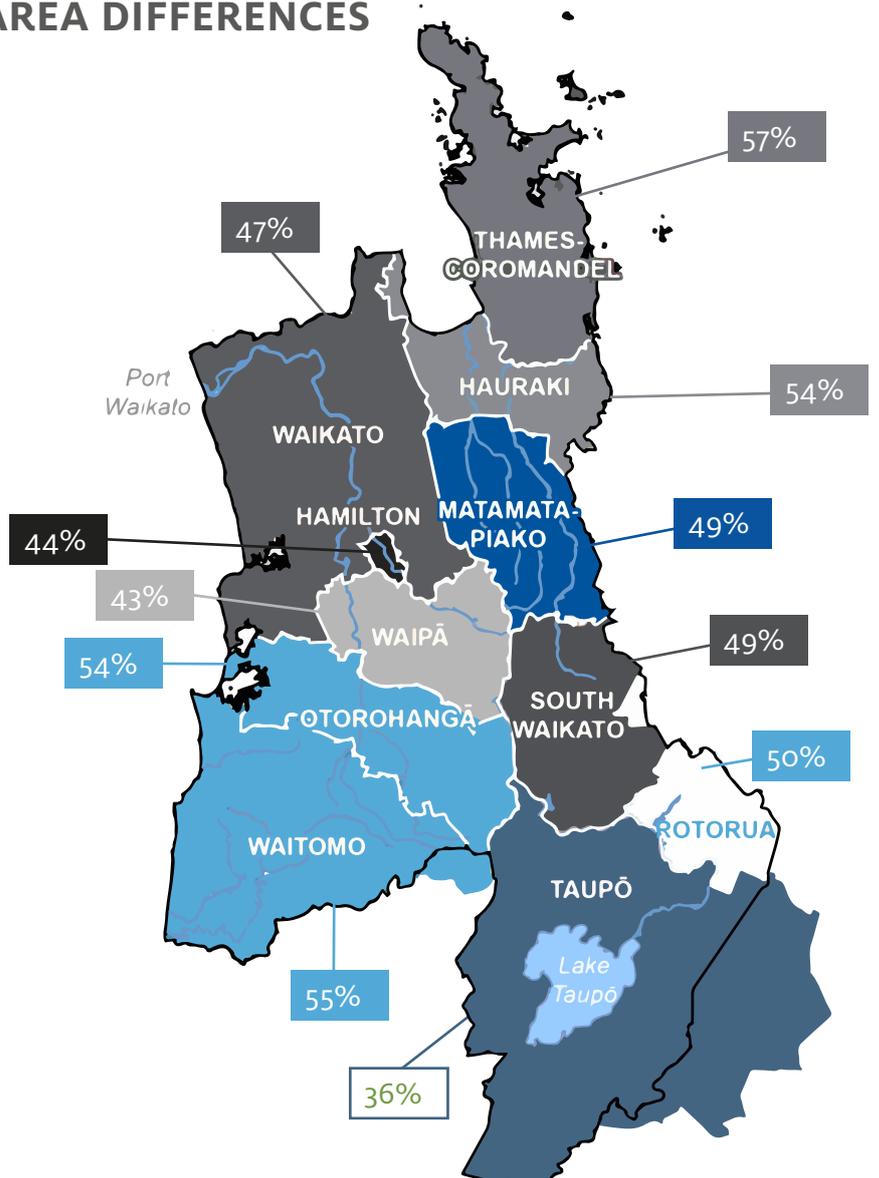
**➤** The highest significant score for this measure is 55%, collected from residents aged 60+ years.

**➤** The lowest significant score for this measure is 20%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES



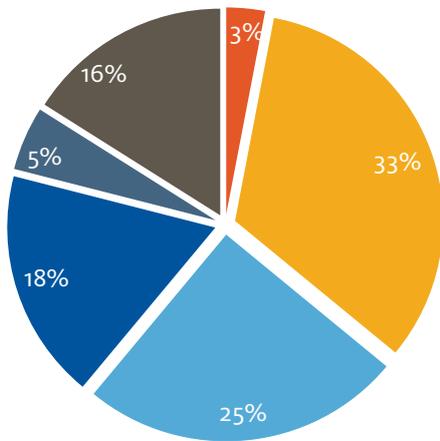
## AREA DIFFERENCES



# COUNCIL IS VISIBLE IN RESPONDING TO ENVIRONMENTAL CONCERNS



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that Council is visible in responding to environmental concerns.

Thirty six per cent of residents agree (33%) or strongly agree (3%) that Council is visible in responding to environmental concerns. A further 25% state that it 'depends', and 23% disagree (18%) or strongly disagree (5%). Notably, 16% of residents are unsure how to respond to this statement.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

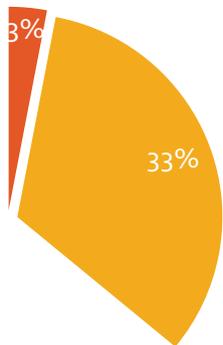
# COUNCIL IS VISIBLE IN RESPONDING TO ENVIRONMENTAL CONCERNS



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that Council is visible in responding to environmental concerns.

The 'total agree' score for this measure is 36% (33% agree and 3% strongly agree).



■ Strongly agree  
■ Agree

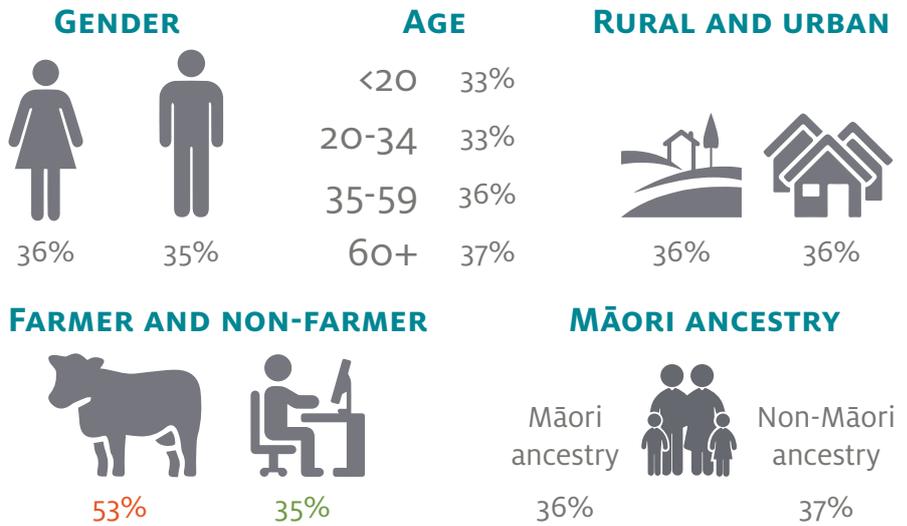
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 36%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 36%.

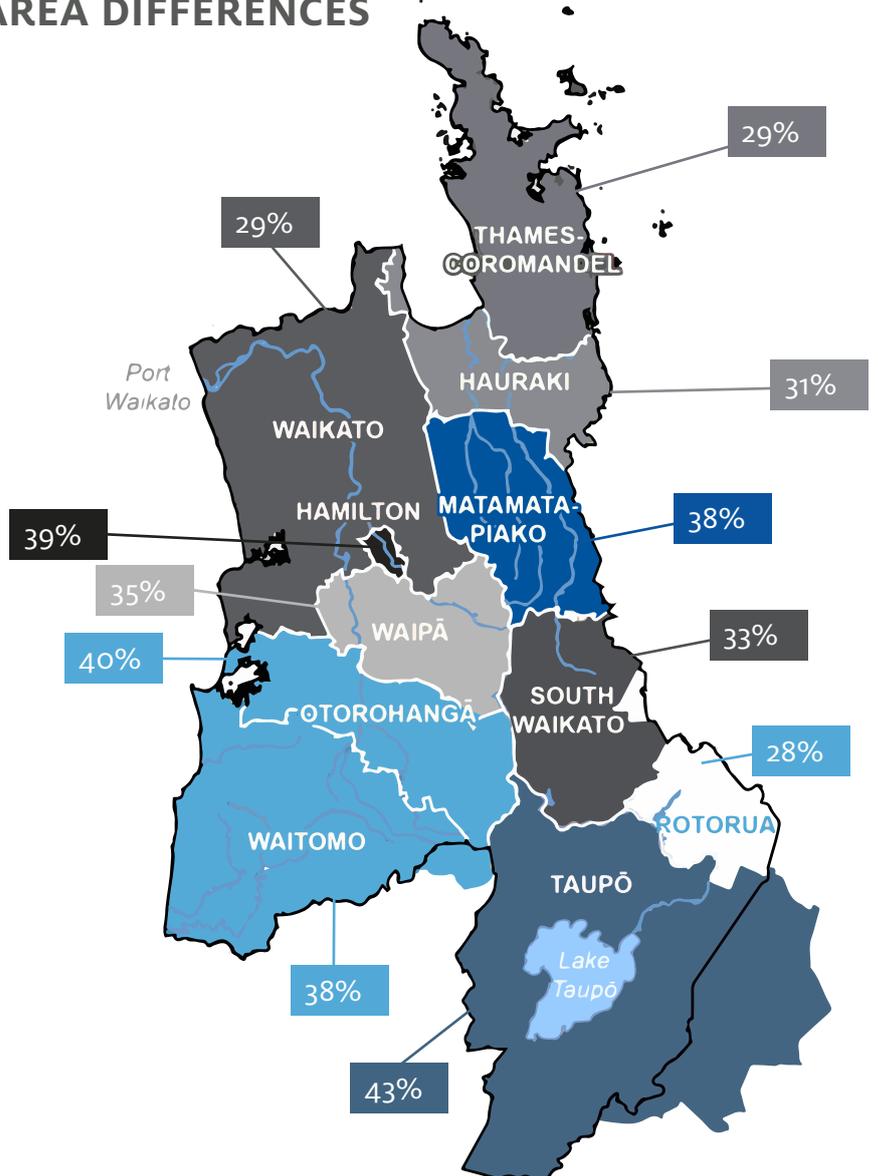
**➤** The highest significant score for this measure is 53%, collected from farmers

**➤** The lowest significant score for this measure is 35%, collected from non-farmers.

## DEMOGRAPHIC DIFFERENCES



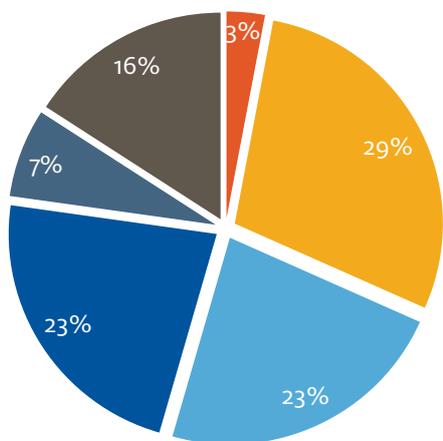
## AREA DIFFERENCES



# THERE IS ENOUGH PROTECTION GIVEN TO LOCAL SIGNIFICANT NATURAL SITES



## 2019 RESULTS

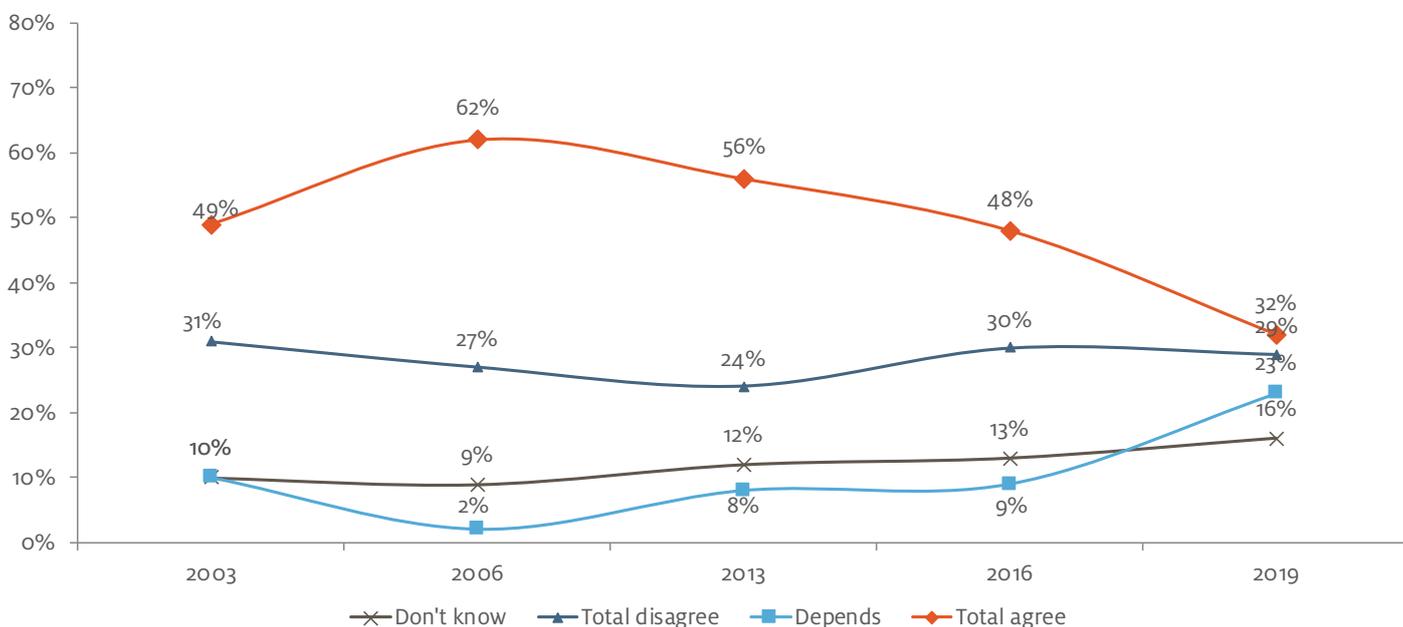


## SUMMARY OF RESULTS

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

Overall, 32% of residents agree (29%) or strongly agree (3%) that enough protection is given to local significant sites. Thirty per cent of residents disagree (23%) or strongly disagree (7%) that enough protection is given. Twenty three per cent of residents state that it 'depends', and 16% are unsure how to rate this.

## 2003-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The number of residents who agree that there is enough protection given to local significant natural sites has declined steadily since 2006 with agreement now at its lowest level since monitoring began. The number of residents who state that it depends has increased while the number of residents who disagree with this statement declined by 7% in 2019.

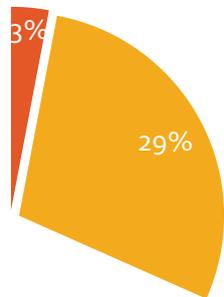
# THERE IS ENOUGH PROTECTION GIVEN TO LOCAL SIGNIFICANT NATURAL SITES



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 32% (29% agree and 3% strongly agree).



■ Strongly agree  
■ Agree

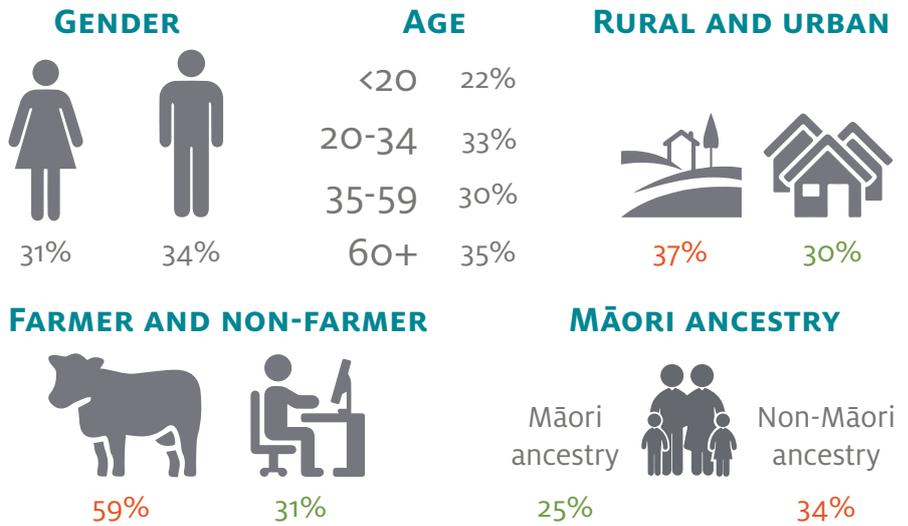
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 32%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 32%.

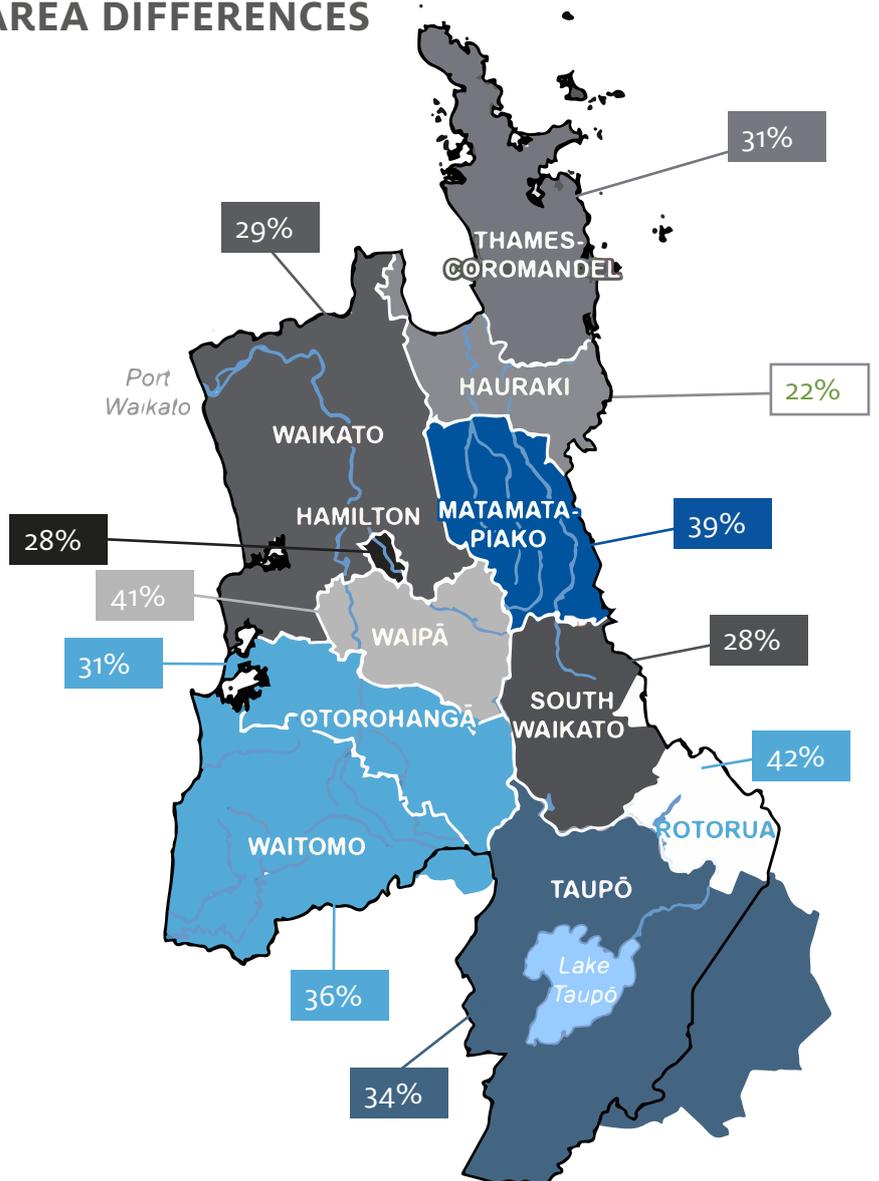
➤ The highest significant score for this measure is 59%, collected from farmers.

➤ The lowest significant score for this measure is 22%, collected from Hauraki residents.

## DEMOGRAPHIC DIFFERENCES



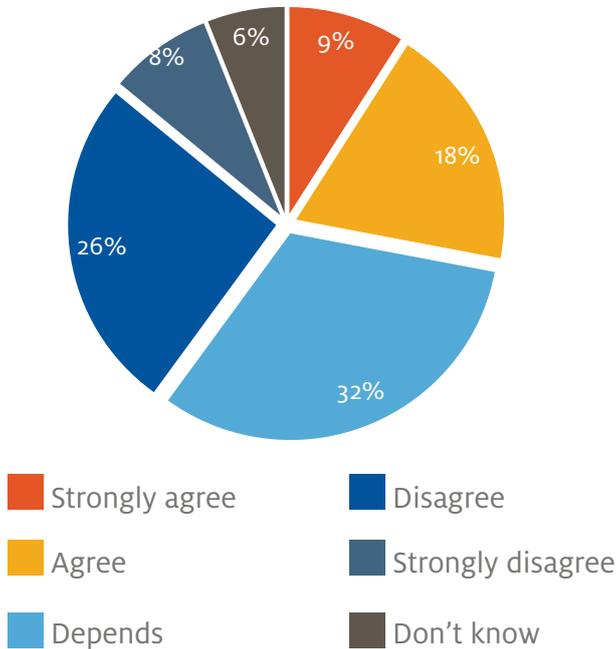
## AREA DIFFERENCES



# BUSINESSES TAKE CARE TO MINIMISE NEGATIVE IMPACTS ON THE ENVIRONMENT



## 2019 RESULTS

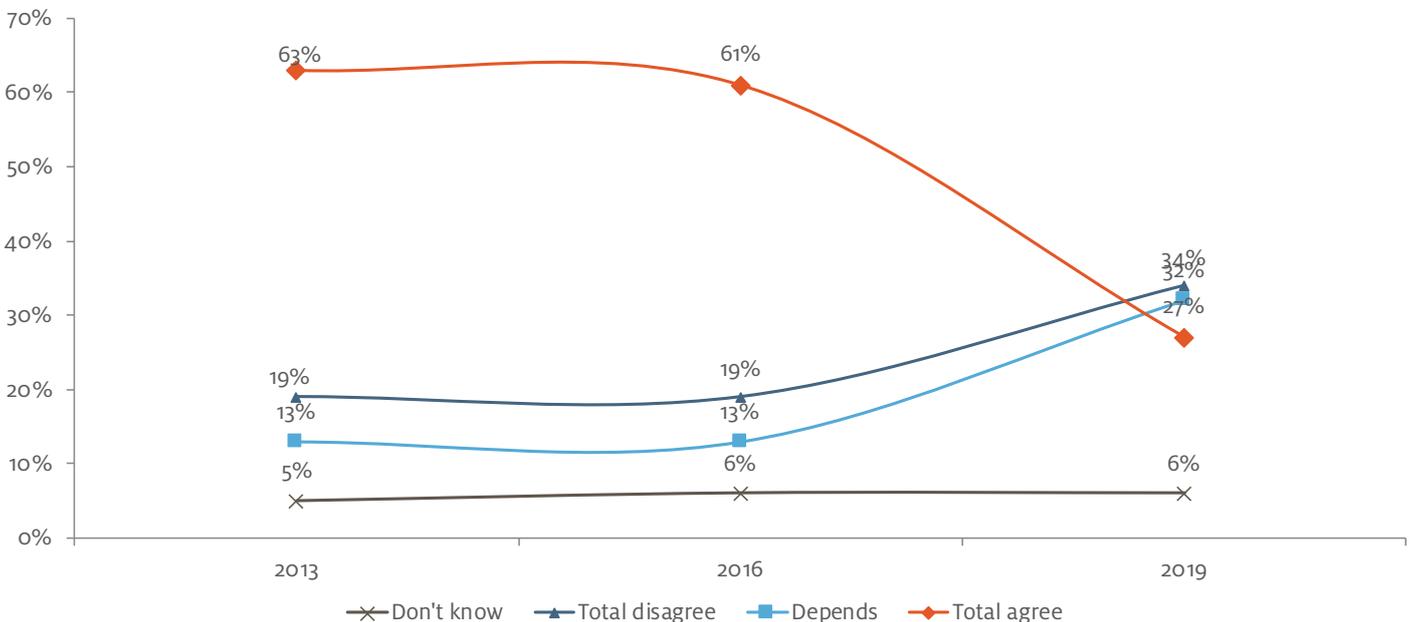


## SUMMARY OF RESULTS

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

This year, 27% of residents agree (18%) or strongly agree (9%) that businesses take care to minimise negative impacts on the environment. A further 32% of residents state it 'depends', while 34% disagree (26%) or strongly disagree (8%) with this. Six per cent of residents are unsure on their level of agreement.

## 2013-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The number of residents who agree that businesses take care to minimise negative impacts on the environment has decreased sharply this year from 61% to 27%. This has been followed by a large increase in the number of residents who disagree with the statement or who indicate that it 'depends'.

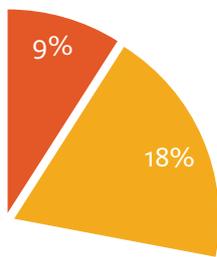
# BUSINESSES TAKE CARE TO MINIMISE NEGATIVE IMPACTS ON THE ENVIRONMENT



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 27% (18% agree and 9% strongly agree).



Strongly agree  
Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

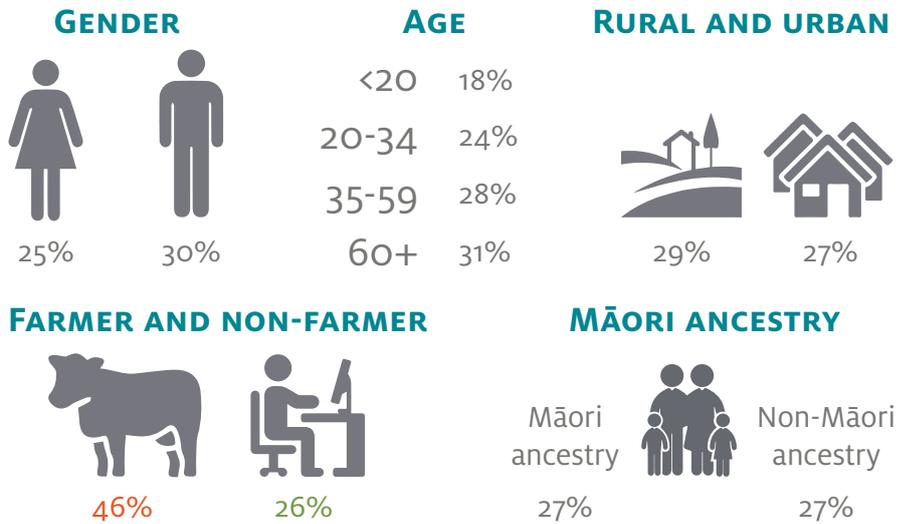
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 27%.

**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 27%.

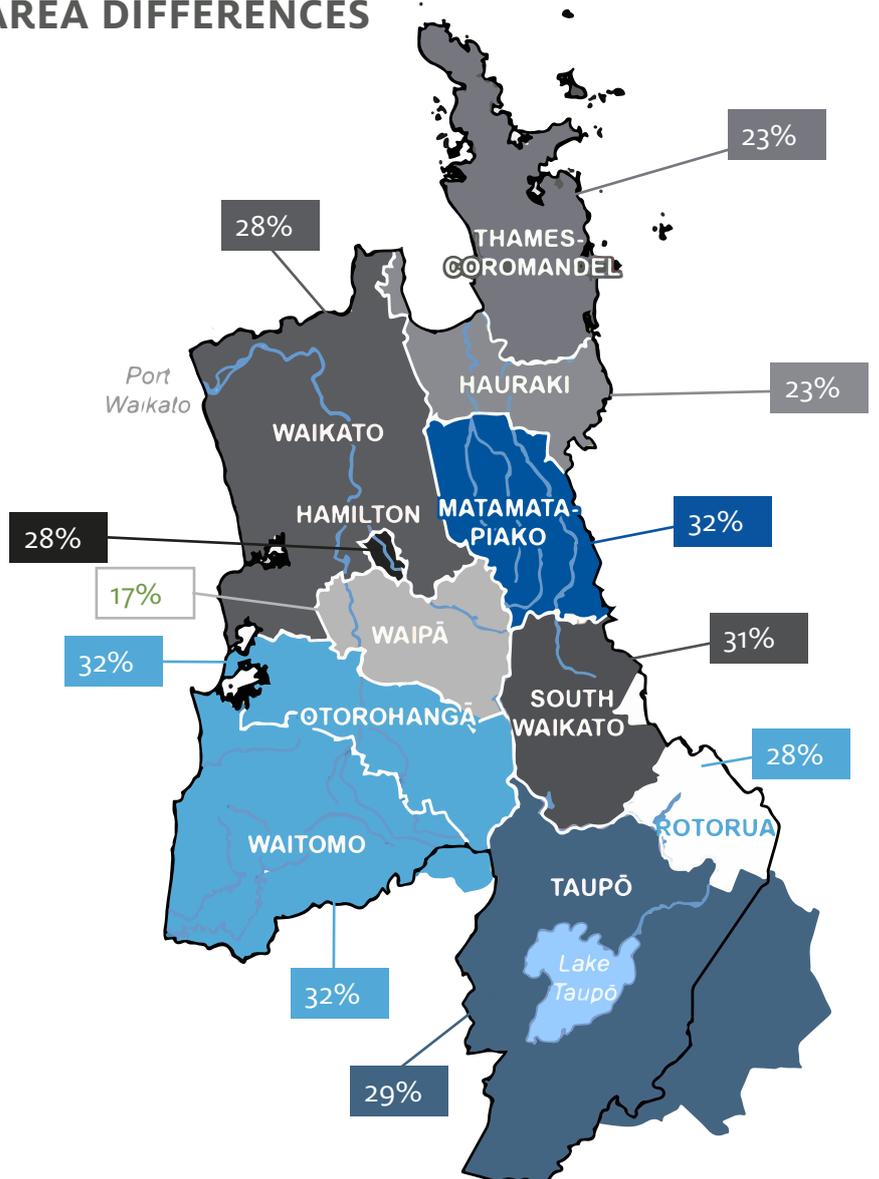
**➤** The highest significant score for this measure is 46%, collected from farmers.

**➤** The lowest significant score for this measure is 17%, collected from Waipā residents.

## DEMOGRAPHIC DIFFERENCES



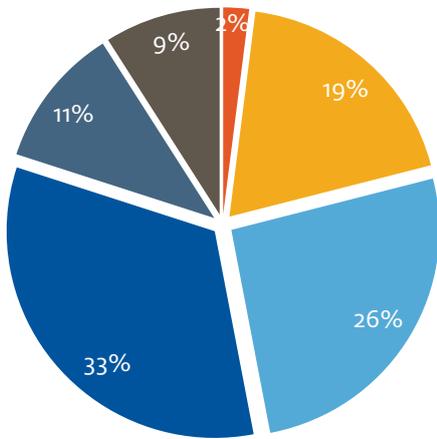
## AREA DIFFERENCES



# PUBLIC SAY IN THE WAY THE ENVIRONMENT IS MANAGED



## 2019 RESULTS

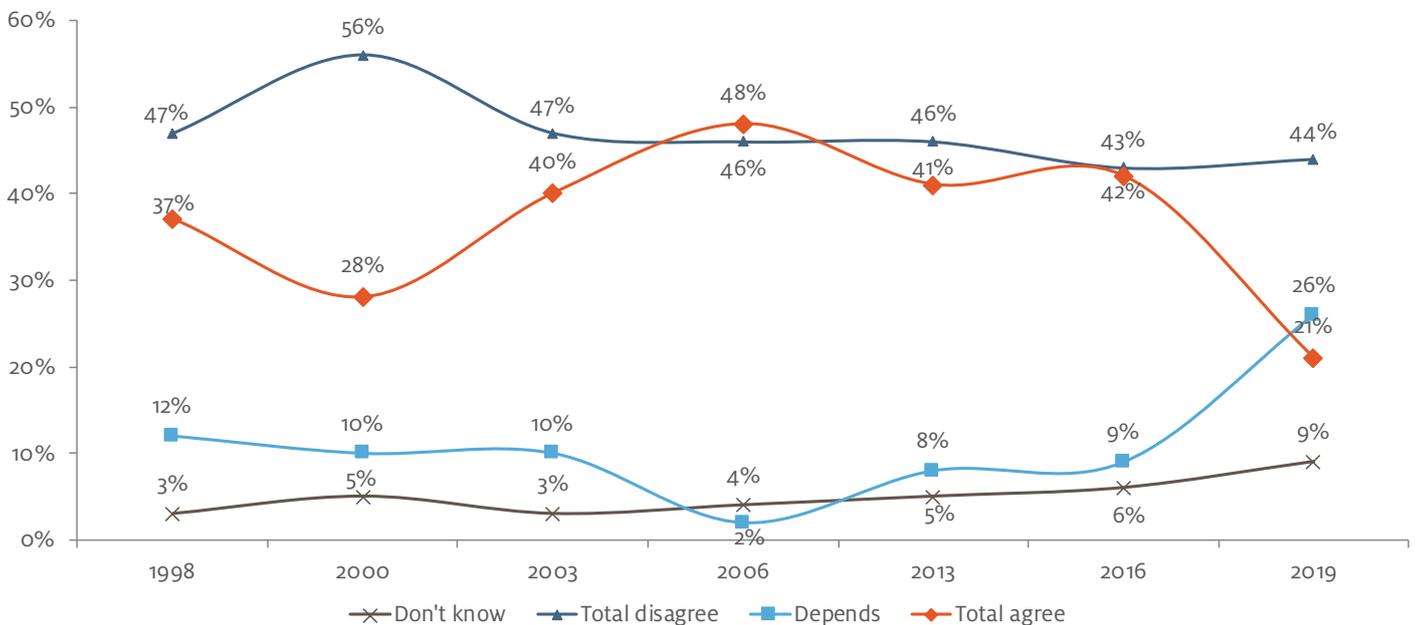


## SUMMARY OF RESULTS

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

Twenty one per cent of residents agree (19%) or strongly agree (2%) that the public have enough say while 44% of residents disagree (33%) or strongly disagree (11%) that the public have enough say in the way the environment is managed. A further 26% of residents state that it 'depends', and 9% are unsure how to rate this.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Levels of disagreement with the statement that the public have enough say in the way the environment is managed has remained relatively stable throughout monitoring (47% in 1998 and currently 44%). However, the 2019 results show a decrease in agreement with this statement and an increase in the number of residents who state that it 'depends'.

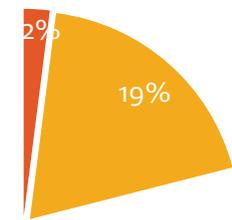
# PUBLIC SAY IN THE WAY THE ENVIRONMENT IS MANAGED



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 21% (19% agree and 2% strongly agree)



Strongly agree  
Agree

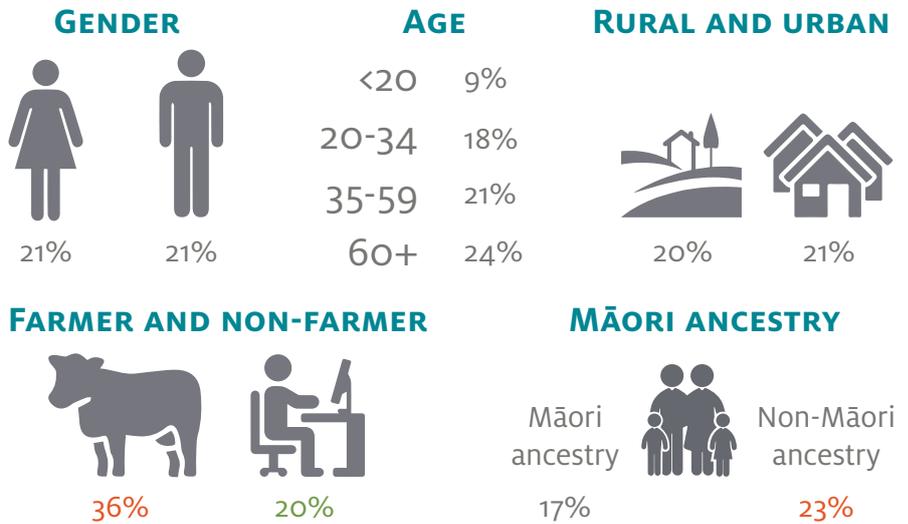
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

Orange font indicates a score is significantly higher than the total result, i.e., much higher than 21%.  
Green font indicates a score is significantly lower than the total result, i.e., much lower than 21%.

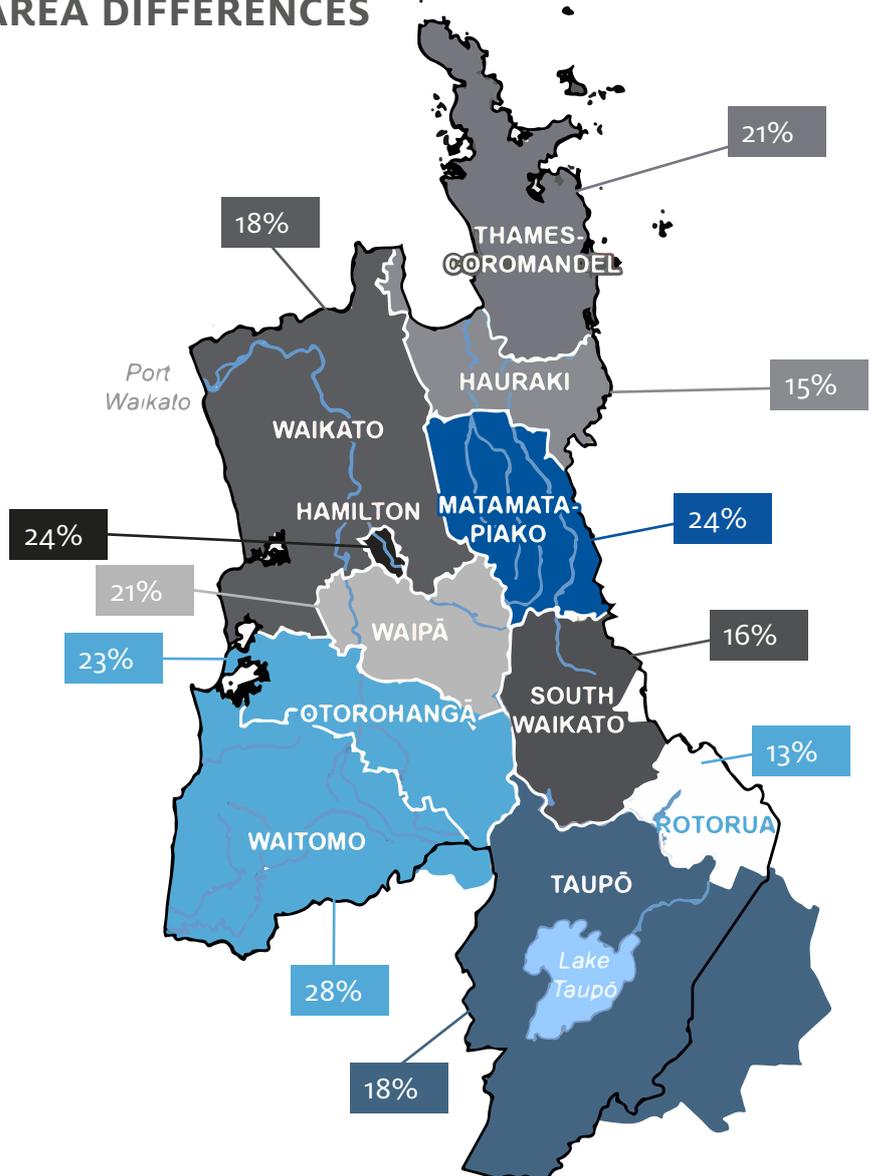
The highest significant score for this measure is 36%, collected from farmers.

The lowest significant score for this measure is 20%, collected from non-farmers.

## DEMOGRAPHIC DIFFERENCES



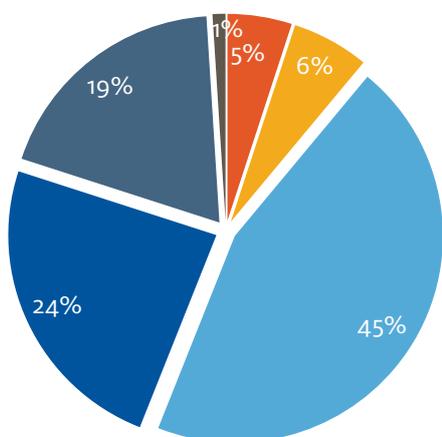
## AREA DIFFERENCES



# LANDOWNERS SHOULD BE ALLOWED TO DO WHAT THEY LIKE ON THEIR OWN LAND



## 2019 RESULTS

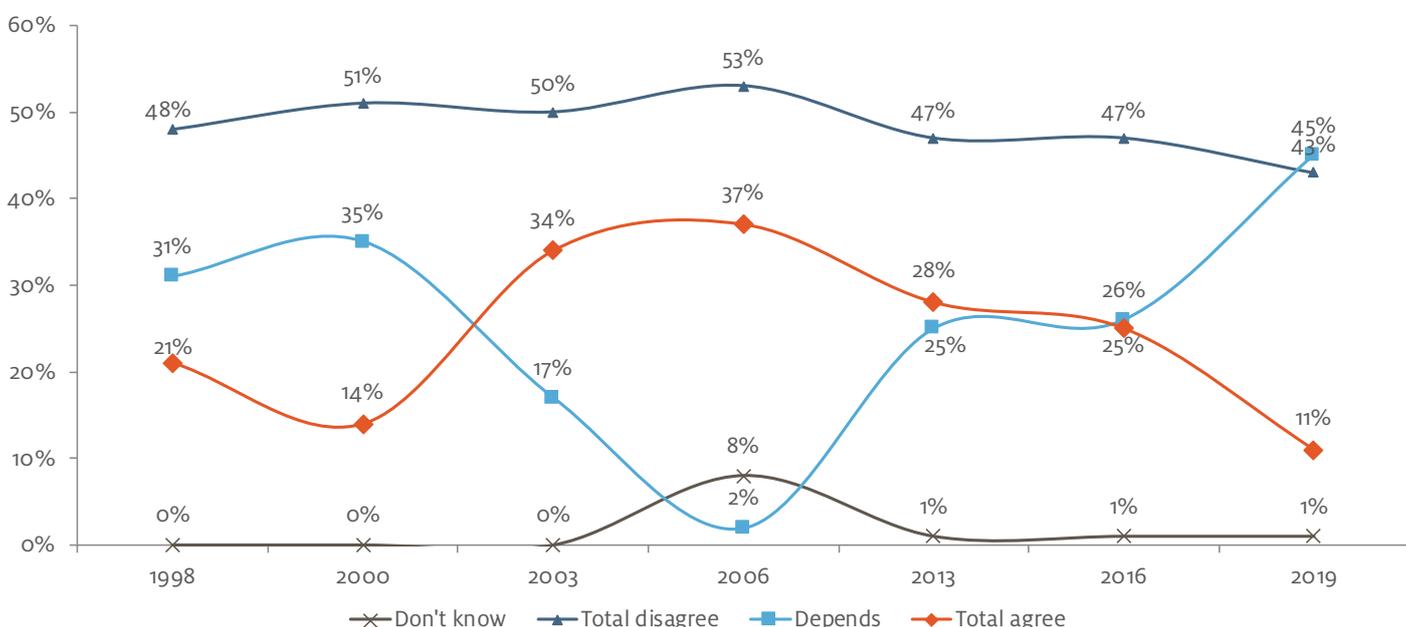


## SUMMARY OF RESULTS

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

Eleven per cent of residents agree (6%) or strongly agree (5%) that landowners should be allowed to do what they like on their own land. A further 45% of residents state that it 'depends', while a similar number (43%) of residents disagree (24%) or strongly disagree (19%) that landowners should be allowed to do what they like on their own land.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Agreement that landowners should be allowed to do what they like on their property has steadily declined since 2006, while the number of residents who state that it depends has increased. Disagreement with this statement has also declined in 2019.

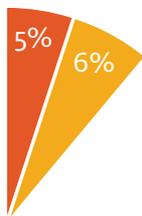
# LANDOWNERS SHOULD BE ALLOWED TO DO WHAT THEY LIKE ON THEIR OWN LAND



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 11% (6% agree and 5% strongly agree).



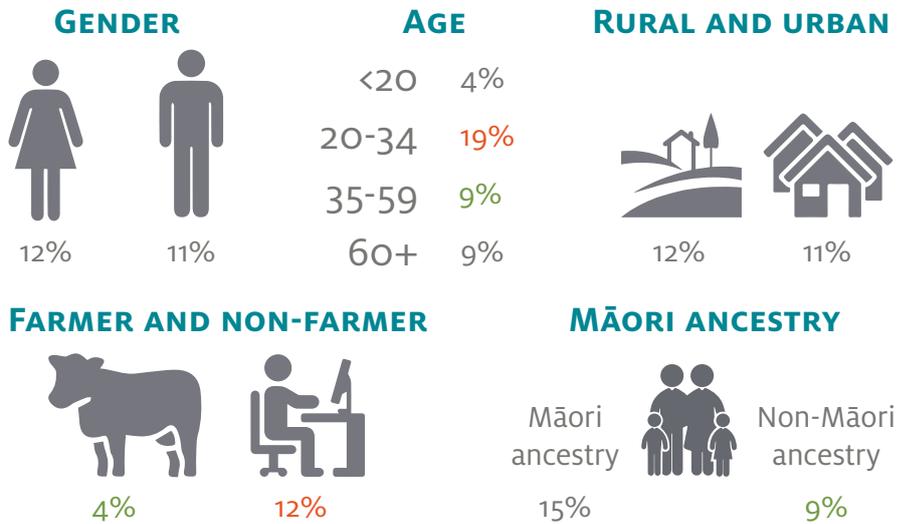
■ Strongly agree  
■ Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

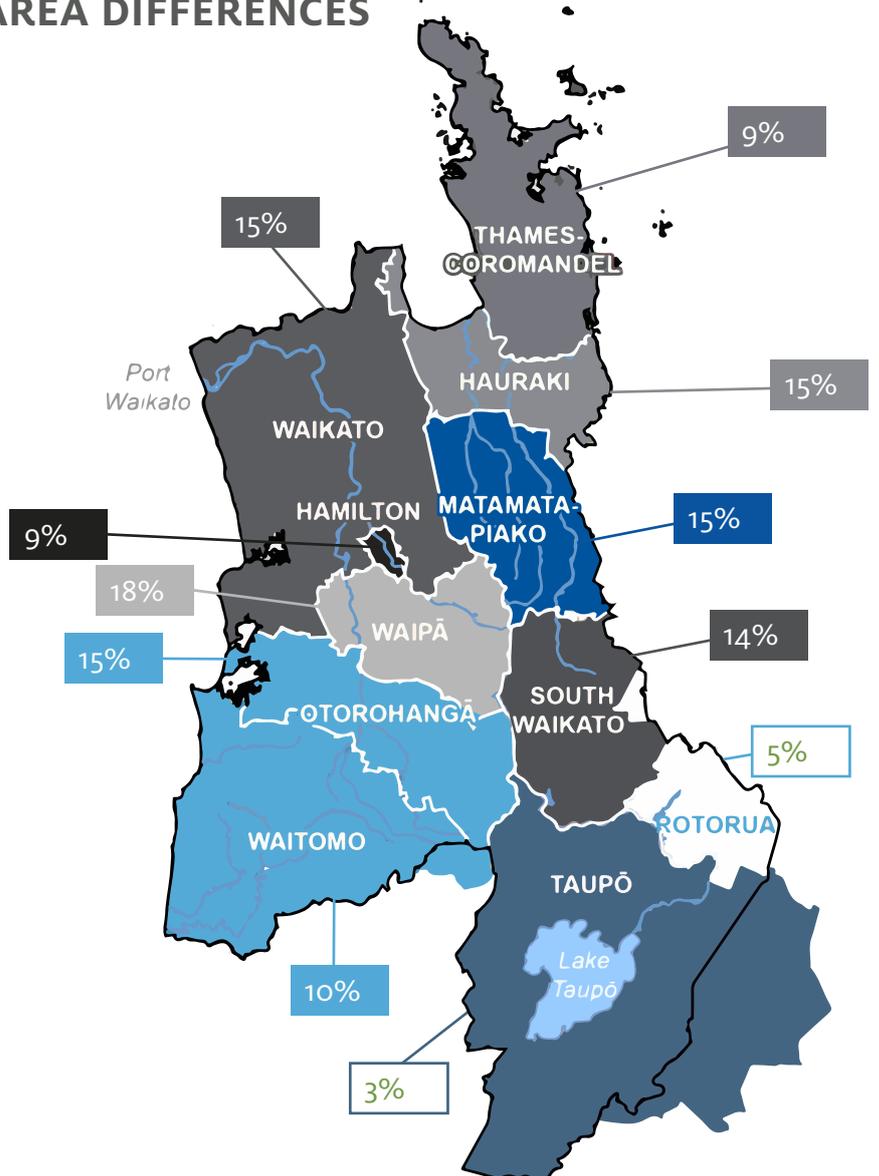
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 11%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 11%.

- The highest significant score for this measure is 19%, collected from residents aged 20-34 years.
- The lowest significant score for this measure is 3%, collected from Taupō residents.

## DEMOGRAPHIC DIFFERENCES



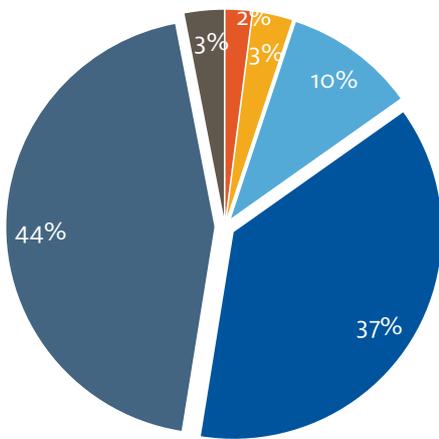
## AREA DIFFERENCES



# FARMING AGRICULTURAL LAND AT MAXIMUM PRODUCTIVITY IS ACCEPTABLE



## 2019 RESULTS

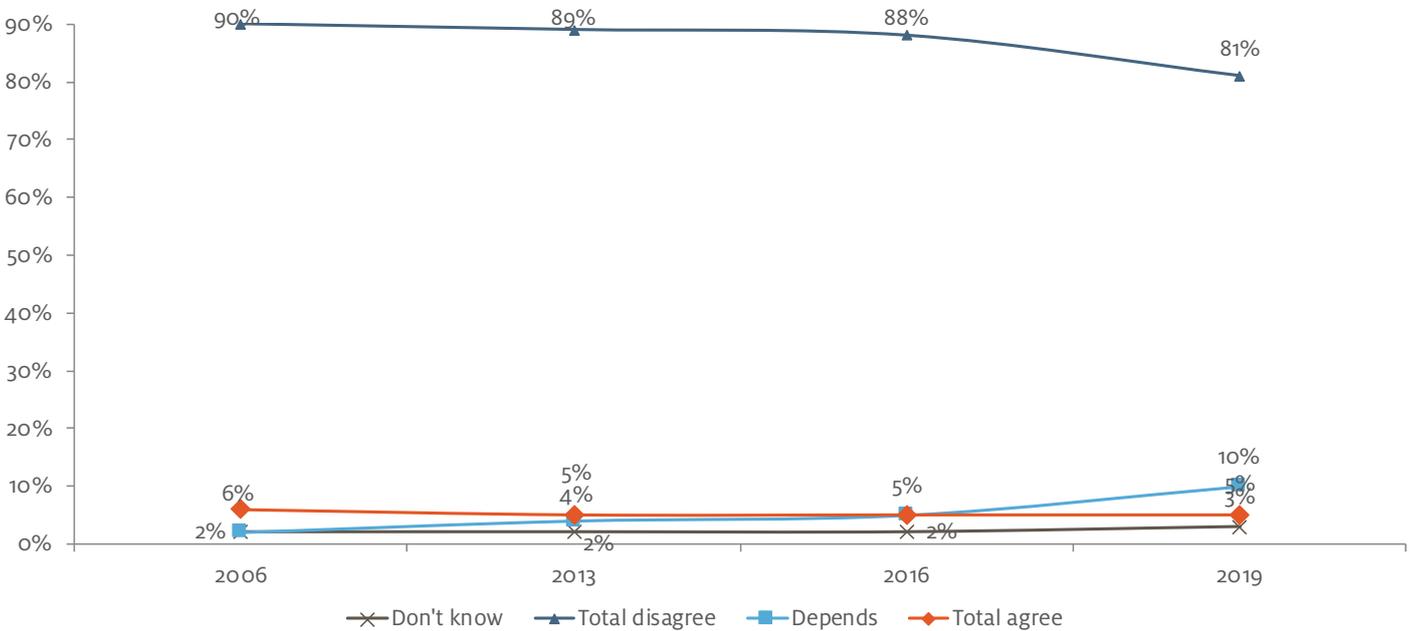


## SUMMARY OF RESULTS

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

Five per cent of residents agree (3%) or strongly agree (2%) that farming agricultural land at maximum productivity is acceptable, even if it results in polluted waterways. The majority of residents (81%) disagree (37%) or strongly disagree (44%) with this, a further 10% state it 'depends' and 3% are unsure how to rate this.

## 2006-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results show continued low levels of agreement with the statement that farming agricultural land at maximum productivity is acceptable, even if it results in polluted waterways. However this year there has been a small decrease in the number of residents who disagree with this statement and a similar increase in the number of residents who state that they their answer 'depends'.

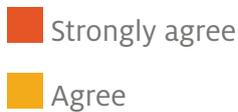
# FARMING AGRICULTURAL LAND AT MAXIMUM PRODUCTIVITY IS ACCEPTABLE



## INTERPRETING THESE RESULTS

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

The 'total agree' score for this measure is 5% (3% agree and 2% strongly agree).



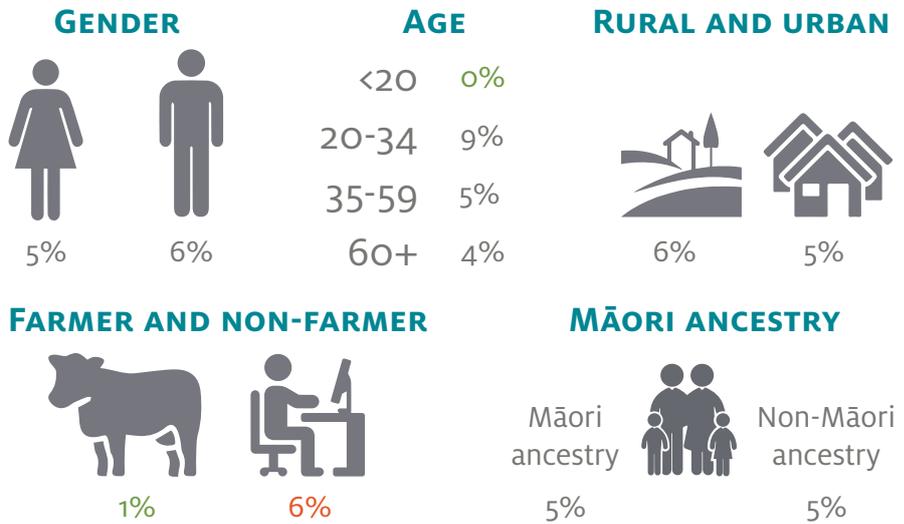
The result shown below each icon indicates the total agree score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 5%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 5%.

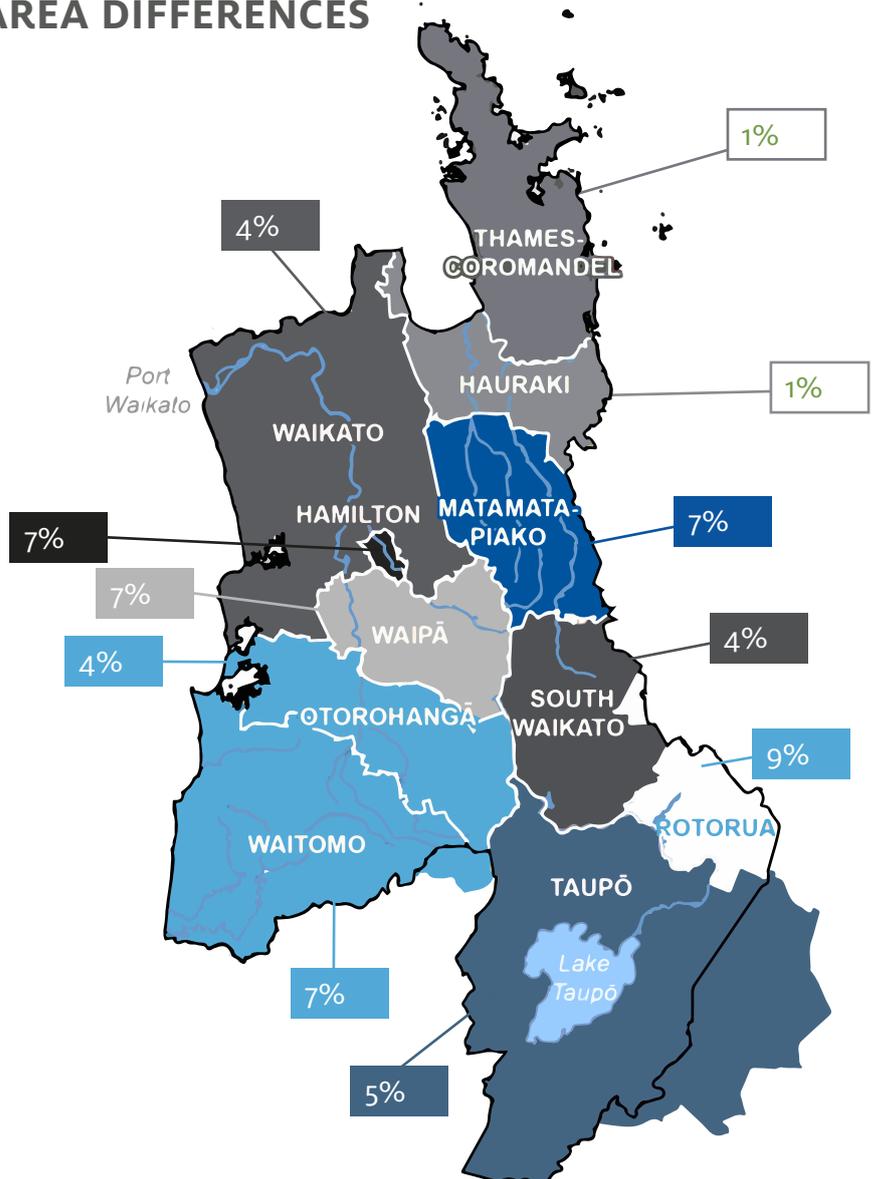
**➤** The highest significant score for this measure is 6%, collected from non-farmers.

**➤** The lowest significant score for this measure is 0%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# PUBLIC AND PERSONAL ENVIRONMENTAL ACTION



## SECTION SUMMARY

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This section examines the public and personal actions that residents have taken which may benefit the environment. Residents were asked questions about the actions they have taken, the changes they have made with regard to their household waste habits, their views on climate change, and their opportunities to be involved in environmental protection.

### QUESTIONS

Specific questions asked within this section are listed below. Those marked with an \* are new in 2019

- Now thinking about your own personal actions regarding the environment, what actions have you undertaken in the past 12 months to protect the environment?
- \*In thinking about climate change, what activities have you engaged in to reduce your greenhouse gas emissions in the last 12 months?
- \*My household does everything they can to reduce our waste.
- \*I would like to reduce my household's waste more, but I am not sure how.
- \*Individuals have a responsibility for waste reduction in their district.
- \*Businesses have a responsibility for waste reduction in their district.
- \*Waikato Regional Council has a responsibility for waste reduction in the region.
- In the last year or so, have you been involved in any kind of public action with the aim of protecting the environment?
- If yes, what did you do? And how effective do you feel the actions were?
- \*Do you think there are sufficient opportunities for the community to be involved in activities to protect the environment?
- \*What ways do you think the community could be more involved in activities to protect the environment?

### SUMMARY OF FINDINGS

A summary of the findings for this section is provided below. This includes a mix of scale, single response (yes/no), and open text responses. Scale responses show the 'total agreement' (agree and strongly agree), 'neutral', and 'total disagreement' (disagree and strongly disagree) results.

#### PERSONAL ACTIONS UNDERTAKEN TO PROTECT THE ENVIRONMENT



<b>Recycle in general</b>	<b>39%</b>
<b>Planted trees/plants</b>	<b>18%</b>
<b>Compost kitchen waste/use car less/refuse supermarket bags</b>	<b>11%</b>

The primary action that residents have undertaken to protect the environment in the past 12 months is recycling (39%).

#### \*ACTIVITIES ENGAGED IN TO REDUCE GREENHOUSE GAS EMISSIONS



<b>More eco-friendly travel methods</b>	<b>39%</b>
<b>Changed heating methods</b>	<b>14%</b>
<b>Planted trees</b>	<b>7%</b>
<b>Nothing</b>	<b>34%</b>

39% of residents have tried to use more eco-friendly modes of transport to reduce their greenhouse gas emissions. Notably, 34% of residents have not done anything to reduce their greenhouse gas emissions.

## SECTION SUMMARY

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### \*HOUSEHOLD WASTE REDUCTION



Total agree	71%
Neutral	16%
Total disagree	13%

Overall 71% of residents agree that their household does everything it can to reduce their waste.

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### \*KNOWING HOW TO REDUCE A HOUSEHOLD'S WASTE FURTHER



Total agree	50%
Neutral	25%
Total disagree	24%

Half of residents (50%) agree that they would like to reduce their household's waste but are unsure how to do this.

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### \*INDIVIDUALS AND WASTE REDUCTION



Total agree	91%
Neutral	6%
Total disagree	1%

91% of residents agree that individuals have a responsibility for waste reduction in their district.

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### \*BUSINESSES AND WASTE REDUCTION



Total agree	91%
Neutral	5%
Total disagree	2%

91% of residents agree that businesses have a responsibility for waste reduction in their district.

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### \*WAIKATO REGIONAL COUNCIL AND WASTE REDUCTION



Total agree	86%
Neutral	9%
Total disagree	4%

86% of residents agree that Waikato Regional Council has a responsibility for waste reduction in the region.

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### PUBLIC ACTION INVOLVEMENT



Yes	30%
No	70%

70% of residents have not been involved in any public action that aims to protect the environment.

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### IF YES, WHAT DID YOU DO?



Signed a petition	44%
Took an environmentally friendly action	29%
Attended a meeting or public hearing	15%

44% of residents who have been involved in a public action to improve the environment have signed a petition.

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## SECTION SUMMARY

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### AND HOW EFFECTIVE DO YOU FEEL THE ACTIONS WERE?



<b>Very effective</b>	<b>26%</b>
<b>Fairly effective</b>	<b>34%</b>
<b>Not effective</b>	<b>18%</b>

60% of residents thought that their actions were effective.

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### \*OPPORTUNITIES TO PROTECT THE ENVIRONMENT



<b>Yes</b>	<b>47%</b>
<b>No</b>	<b>53%</b>

Just over half of residents (53%) do not think there are sufficient opportunities for the community to be involved in activities to protect the environment.

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### \*WHAT WAYS DO YOU THINK THE COMMUNITY COULD BE MORE INVOLVED IN ACTIVITIES TO PROTECT THE ENVIRONMENT?



<b>Increase awareness</b>	<b>27%</b>
<b>Create more community environment involvement events</b>	<b>18%</b>
<b>Clean up the environment, e.g. rubbish collection</b>	<b>15%</b>

Overall 27% of residents who did not think there were enough opportunities for community involvement in environmental protection think that there is a need for increased awareness and education about the environment in the community.

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## SUMMARY OF RESULTS

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

Thirty nine per cent of residents indicate that they have recycled in the last 12 months. Following recycling, residents indicate that they have planted trees (18%), composted their kitchen waste, used their car less, and refused supermarket bags (11% each). Composting garden waste and reducing waste also received 10% of mentions each, while picking up litter is mentioned by 9% of residents. At a lower level residents indicate they have recycled plastic (7%), killed animal pests (6%), and saved water (6%).

## 2003-2019 RESULTS

	2003	2006	2013	2016	2019
Recycling-general	-	1%	64%	77%	39%
Planted trees/plants	15%	13%	16%	19%	18%
Compost heap for kitchen waste	8%	6%	-	14%	11%
Used car less often	7%	10%	11%	12%	11%
Refused supermarket plastic bags/used green bags					11%
Reduced rubbish/waste	5%	7%	3%	16%	10%
Compost heap for garden waste	9%	9%	13%	18%	10%
Picked up litter or rubbish	3%	2%	7%	20%	9%
Recycled plastic					7%
Killed animal pests					6%
Saved water	4%	4%	15%	18%	6%
Grown organically	2%	1%	1%	6%	5%
Disposed rubbish/waste properly	12%	17%	3%	13%	5%
Reduce chemical use	0.5%	4%	4%	6%	5%
Reduced packaging/didn't buy processed food					5%
Used environmentally friendly products	4%	4%	4%	7%	4%
Saved electricity	8%	4%	8%	12%	-
Recycled clothes	3%	9%	1%	12%	-



## 2019 RESULTS

Residents were asked what actions they had taken to protect the environment. The results below show the top three results for each TA. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### THAMES-COROMANDEL DISTRICT

Recycled-general	40%
Picked up rubbish	21%
Planted trees/plants	19%

*"I compost, recycle, try to buy minimal plastic packaging, and take my own bags to supermarket including veggie bags. I use environmentally friendly products and I grow my vegetables and fruit."*

### HAURAKI DISTRICT

Recycled-general	37%
Planted trees/plants	28%
Composted kitchen waste	16%

### WAIKATO DISTRICT

Recycled-general	33%
Planted trees/plants	27%
Picked up rubbish	14%

### MATAMATA-PIAKO DISTRICT

Recycled-general	43%
Reduced rubbish/waste	13%
Planted trees/plants	12%

### HAMILTON CITY

Recycled-general	39%
Used car less often	17%
Refused supermarket bags	12%
Reduced rubbish/waste	12%
Planted trees/plants	12%

### WAI PĀ DISTRICT

Recycled-general	40%
Planted trees/plants	19%
Composted kitchen waste	16%



## 2019 RESULTS

Residents were asked what actions they had taken to protect the environment. The results below show the top three results for each TA.

### OTOROHANGĀ DISTRICT

Recycled-general	33%
Planted trees/plants	23%
Reduced rubbish/waste	14%

*"I do pest control, recycling, planting trees, biological farming, planting diverse pastures, planting insect habitats, and riparian planting/maintenance. We have solar and a wood stove for water/space heating and cooking."*

### SOUTH WAIKATO DISTRICT

Recycled-general	37%
Planted trees/plants	17%
Compost heap for garden	9%

### WAITOMO DISTRICT

Recycled-general	39%
Planted trees/plants	17%
Composted kitchen waste	9%

### TAUPŌ DISTRICT

Recycled-general	43%
Planted trees/plants	19%
Composted kitchen waste	15%

### ROTORUA DISTRICT

Recycled-general	45%
Planted trees/plants	26%
Reduced rubbish/waste	13%



## 2019 RESULTS

Residents were asked what actions they had taken to protect the environment. The results below show the top three results for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

Recycled-general	42%
Planted trees/plants	16%
Refused supermarket bags	14%
Composted kitchen waste	14%

*"I have planted natives in my garden to encourage and feed the native birds. We recycle all plastic, cardboard, glass, and metal."*

### MALE

Recycled-general	36%
Planted trees/plants	21%
Used car less often	12%

### AGE <20

Recycled-general	33%
Planted trees/plants	20%
Picked up rubbish	18%

### AGE 20-34

Recycled-general	39%
Used car less often	14%
Planted trees/plants	14%
Refused supermarket bags	12%
Reduced rubbish	12%

### AGE 35-59

Recycled-general	40%
Planted trees/plants	19%
Composted kitchen waste	12%

### AGE 60+

Recycled-general	39%
Planted trees/plants	21%
Composted kitchen waste	12%



## 2019 RESULTS

Residents were asked what actions they had taken to protect the environment. The results below show the top three results for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### RURAL

Recycled-general	36%
Planted trees/plants	30%
Composted kitchen waste	10%
Picked up rubbish	10%
Killed animal pests	10%

*"I have started reducing the level of shopping I do and buying bulk to reduce packaging. We're reducing plastic purchases and use, and reducing plastic wrapping. My first point of shopping is from reuse shops. I put priority purchasing on certified foods and products. I am undertaking intensive 'useful plant' planting around our property..."*

### URBAN

Recycled-general	40%
Planted trees/plants	13%
Used car less often	12%

### FARMER

Planted trees/plants	38%
Recycle-general	22%
Fenced off native bush/rivers	18%

### NON-FARMER

Recycled-general	40%
Planted trees/plants	17%
Composted kitchen waste	11%
Refused supermarket bags	11%
Composted heap for garden	11%
Used car less often	11%

### MĀORI ANCESTRY

Recycled-general	35%
Planted trees/plants	15%
Reduced rubbish	12%

### NON MĀORI ANCESTRY

Recycled-general	41%
Planted trees/plants	19%
Composted kitchen waste	11%
Refused supermarket bags	11%
Used car less often	11%

# ACTIVITIES ENGAGED IN TO REDUCE GREENHOUSE GAS EMISSIONS



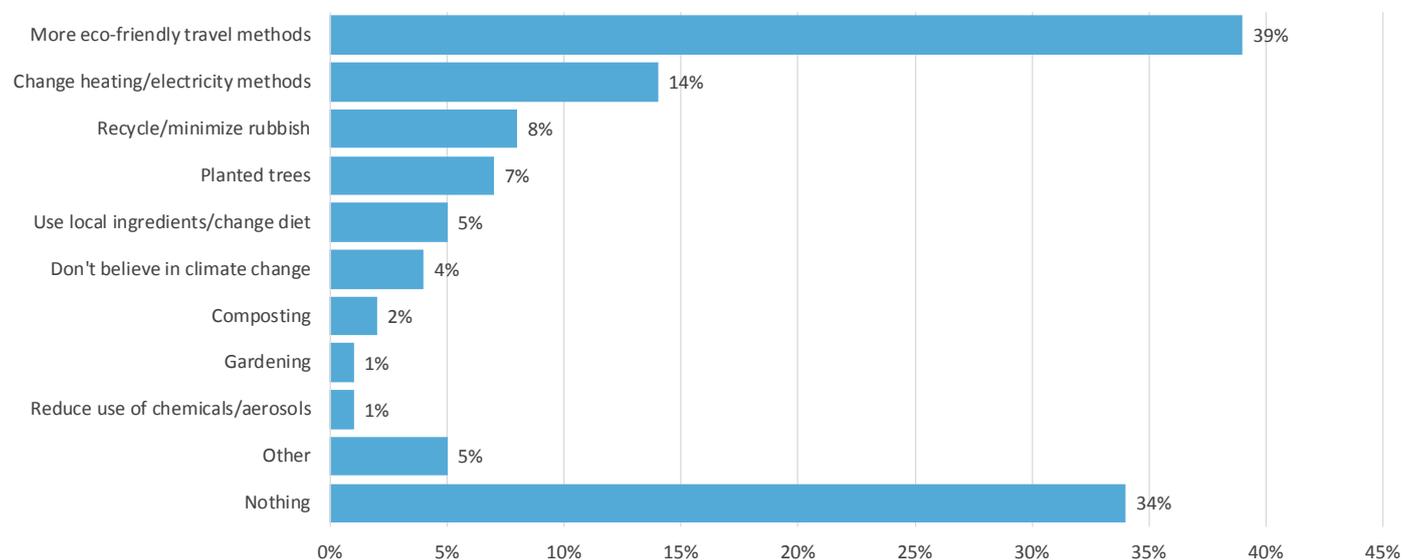
## SUMMARY OF RESULTS

Residents were asked what activities they have engaged in to reduce greenhouse gas emissions.

The primary way that residents are reducing their greenhouse gas emissions is via engaging in more eco-friendly travel methods (39%). At a lower level 14% of residents have changed heating or electricity methods and 8% have recycled and minimized rubbish while 7% have planted trees. However, over one third of residents (34%) indicate they have done nothing to reduce their greenhouse gas emissions. It is also interesting to note that 4% of residents stated they do not believe in climate change.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

## 2019 RESULTS



# ACTIVITIES ENGAGED IN TO REDUCE GREENHOUSE GAS EMISSIONS



## 2019 RESULTS

Residents were asked what activities they have engaged in to reduce greenhouse gas emissions. The results below show the top three responses (and nothing) for each TA. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### THAMES-COROMANDEL DISTRICT

More eco-friendly travel	44%
Changed heating methods	17%
Planted trees	10%
Nothing	38%

*"Purchased an eco-branded vehicle which reduces air pollution. I buy and use energy efficient light bulbs. I only use the heat pump for heating, not for air conditioning. We have house plants in every room in the house and use eco-friendly household cleaning products."*

### HAURAKI DISTRICT

Planted trees	34%
More eco-friendly travel	31%
Changed heating methods	14%
Nothing	24%

### WAIKATO DISTRICT

More eco-friendly travel	46%
Planted trees	15%
Minimised rubbish	11%
Nothing	16%

### MATAMATA-PIAKO DISTRICT

More eco-friendly travel	36%
Don't believe in climate change	9%
Planted trees	7%
Nothing	47%

### HAMILTON CITY

More eco-friendly travel	57%
Minimised rubbish	13%
Changed heating methods	12%
Nothing	13%

### WAI PĀ DISTRICT

More eco-friendly travel	56%
Changed heating methods	24%
Planted trees/plants	9%
Nothing	13%

# ACTIVITIES ENGAGED IN TO REDUCE GREENHOUSE GAS EMISSIONS



## 2019 RESULTS

Residents were asked what activities they have engaged in to reduce greenhouse gas emissions. The results below show the top three responses (and nothing) for each TA.

### OTOROHANGĀ DISTRICT

More eco-friendly travel	37%
Changed heating methods	27%
Minimised rubbish	18%
Nothing	26%

*"Nothing noteworthy. Greenhouse gas is a global issue. Small changes adopted by the entire global population over time may make a difference to greenhouse gas."*

### SOUTH WAIKATO DISTRICT

More eco-friendly travel	33%
Changed heating methods	30%
Planted trees	11%
Nothing	28%

### WAITOMO DISTRICT

More eco-friendly travel	24%
Minimised waste	19%
Changed heating methods	10%
Nothing	41%

### TAUPŌ DISTRICT

More eco-friendly travel	54%
Changed heating methods	24%
Planted trees	8%
Nothing	11%

### ROTORUA DISTRICT

More eco-friendly travel	42%
Planted trees	22%
Changed heating methods	7%
Nothing	19%

# ACTIVITIES ENGAGED IN TO REDUCE GREENHOUSE GAS EMISSIONS



## 2019 RESULTS

Residents were asked what activities they have engaged in to reduce greenhouse gas emissions. The results below show the top three responses (and nothing) for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

More eco-friendly travel	40%
Changed heating methods	14%
Minimised rubbish	9%
Nothing	33%

*"I walk to university and to all my jobs. Anywhere I go [that is] within a 20-minute walk, I will walk instead of driving. We use my car which is more economical on long drives than my partner's car."*

### MALE

More eco-friendly travel	37%
Changed heating methods	14%
Minimised rubbish	7%
Nothing	35%

### AGE <20

More eco-friendly travel	56%
Planted trees	20%
Changed heating methods	9%
Nothing	31%

### AGE 20-34

More eco-friendly travel	47%
Minimised rubbish	9%
Changed heating methods	9%
Used local ingredients	8%
Nothing	36%

### AGE 35-59

More eco-friendly travel	39%
Changed heating methods	13%
Planted trees	7%
Minimised rubbish	7%
Nothing	34%

### AGE 60+

More eco-friendly travel	29%
Changed heating methods	20%
Minimised waste	8%
Planted trees	8%
Nothing	33%

# ACTIVITIES ENGAGED IN TO REDUCE GREENHOUSE GAS EMISSIONS



## 2019 RESULTS

Residents were asked what activities they have engaged in to reduce greenhouse gas emissions. The results below show the top three responses (and nothing) for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### RURAL

More eco-friendly travel	33%
Planted trees	13%
Changed heating methods	13%
Minimised rubbish	9%
Nothing	34%

*"Unfortunately, due to renting we are unable to have natural alternatives to heating and power consumption, but I try my best to keep power use as low as I can."*

### URBAN

More eco-friendly travel	41%
Changed heating methods	14%
Minimised rubbish	8%
Nothing	34%

### FARMER

More eco-friendly travel	21%
Planted trees	20%
Minimised rubbish	11%
Nothing	34%

### NON-FARMER

More eco-friendly travel	39%
Changed heating methods	14%
Minimised rubbish	8%
Nothing	34%

### MĀORI ANCESTRY

More eco-friendly travel	36%
Changed heating methods	10%
Minimised rubbish	8%
Nothing	40%

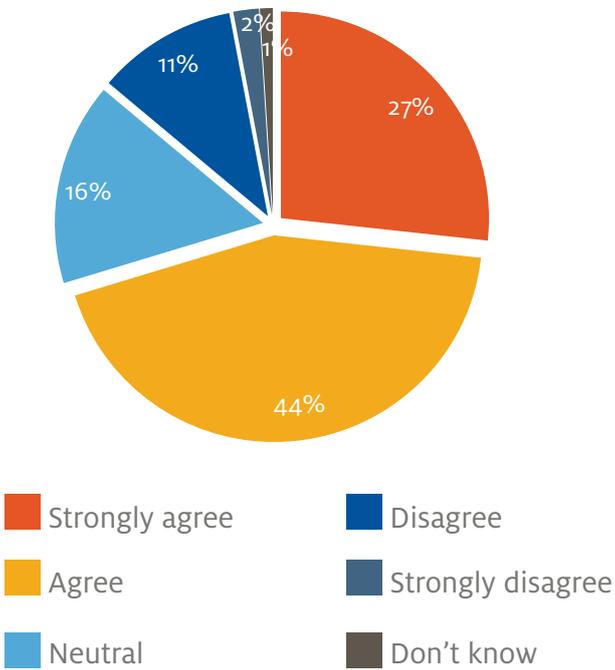
### NON MĀORI ANCESTRY

More eco-friendly travel	40%
Changed heating methods	15%
Planted trees	8%
Nothing	33%

# MY HOUSEHOLD DOES EVERYTHING THEY CAN TO REDUCE OUR WASTE



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement my household does everything we can to reduce our waste.

Seventy one per cent of residents agree (44%) or strongly agree (27%) that their household does everything it can to reduce their waste. Sixteen per cent of residents neither agree nor disagree with this, and 13% disagree (11%) or strongly disagree (2%) with this.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

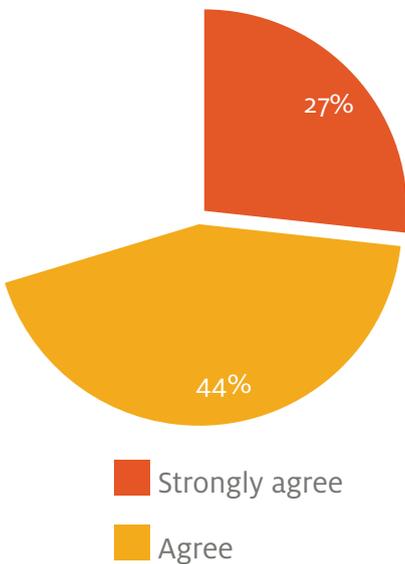
# MY HOUSEHOLD DOES EVERYTHING THEY CAN TO REDUCE OUR WASTE



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement my household does everything we can to reduce our waste.

The 'total agree' score for this measure is 71% (44% agree and 27% strongly agree).



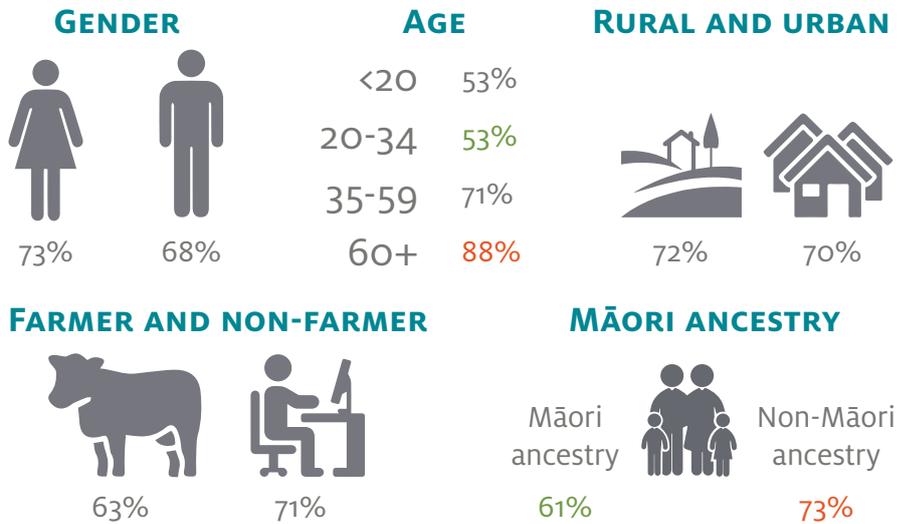
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 71%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 71%.

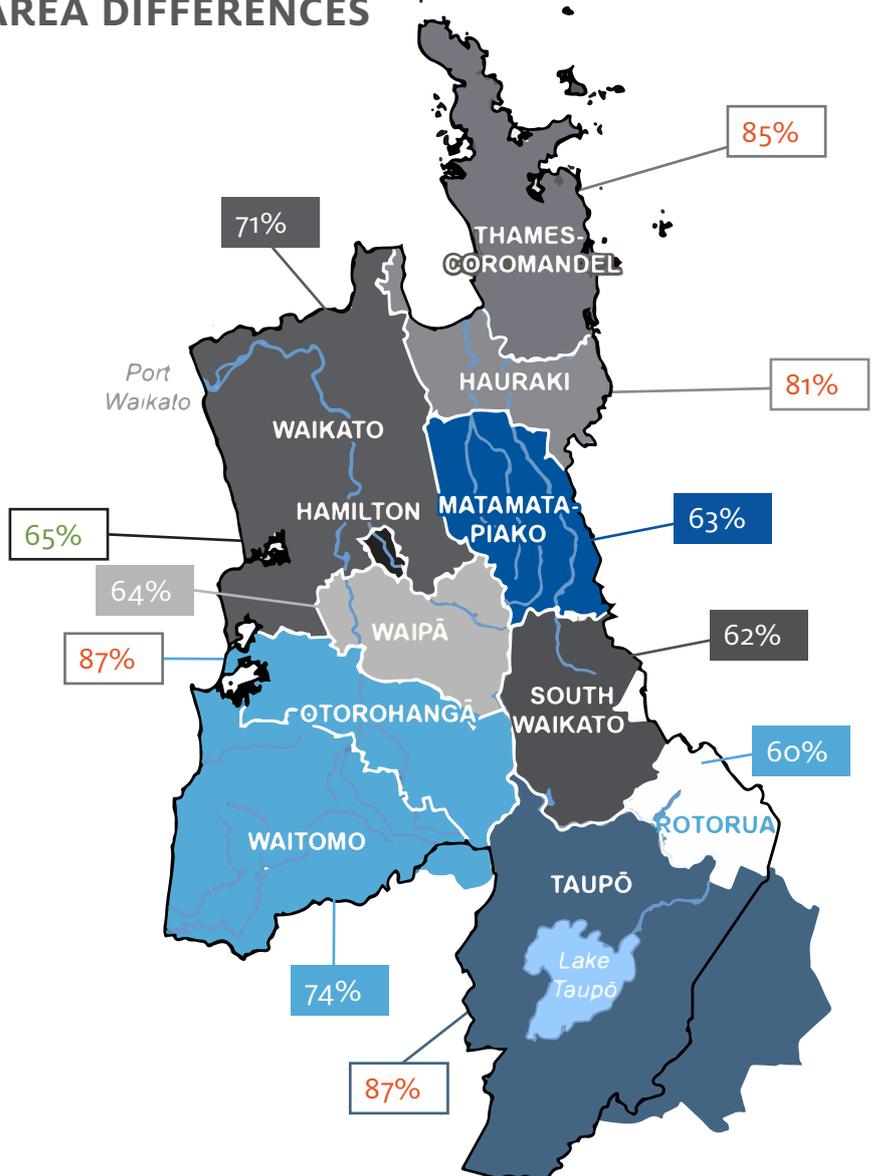
➤ The highest significant score for this measure is 88%, collected from residents over the age of 60 years.

➤ The lowest significant score for this measure is 53%, collected from residents aged 20-34 years.

## DEMOGRAPHIC DIFFERENCES



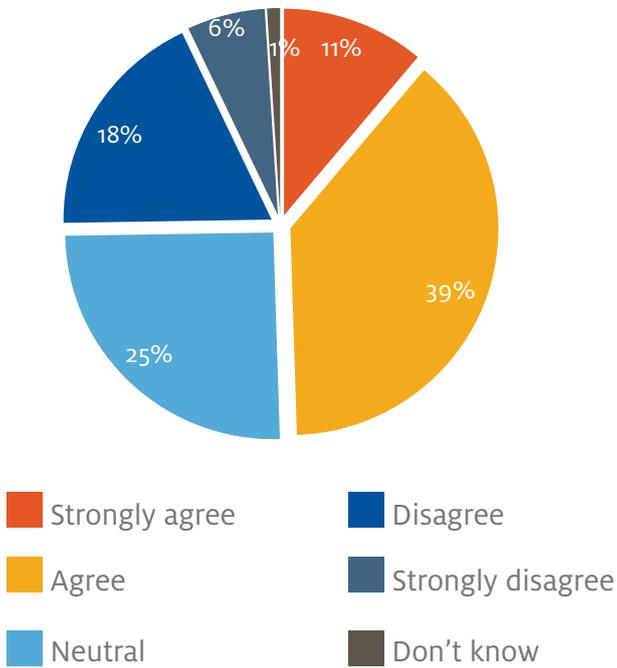
## AREA DIFFERENCES



# I WOULD LIKE TO REDUCE MY HOUSEHOLD'S WASTE MORE, BUT I AM NOT SURE HOW



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement I would like to reduce my household's waste, but I am unsure how.

Half of residents (50%) agree (39%) or strongly agree (11%) that they would like to reduce their household's waste, but are unsure how. A further quarter (25%) of residents neither agree nor disagree with this, and a similar proportion disagree (18%) or strongly disagree (6%) with this.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

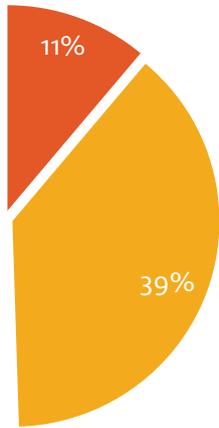
# I WOULD LIKE TO REDUCE MY HOUSEHOLD'S WASTE MORE, BUT I AM NOT SURE HOW



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement I would like to reduce my household's waste, but I am unsure how.

The 'total agree' score for this measure is 50% (39% agree and 11% strongly agree).



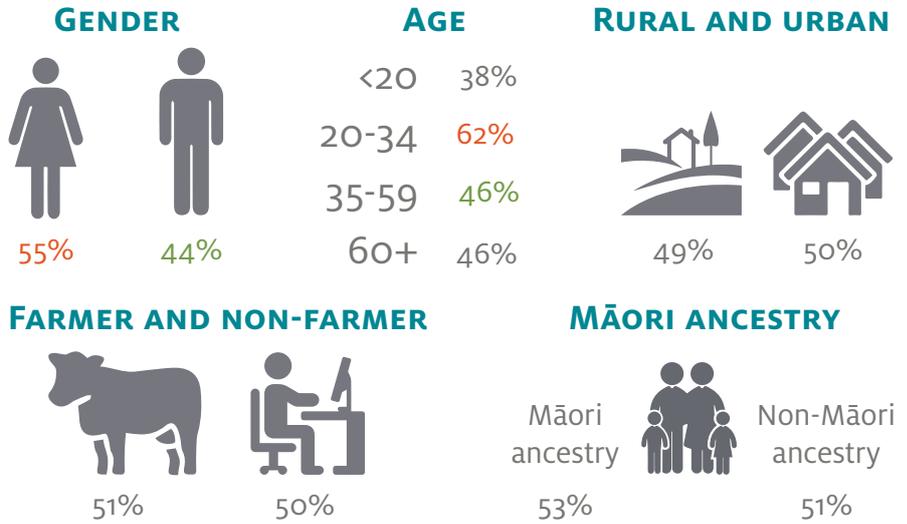
Strongly agree  
Agree

The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

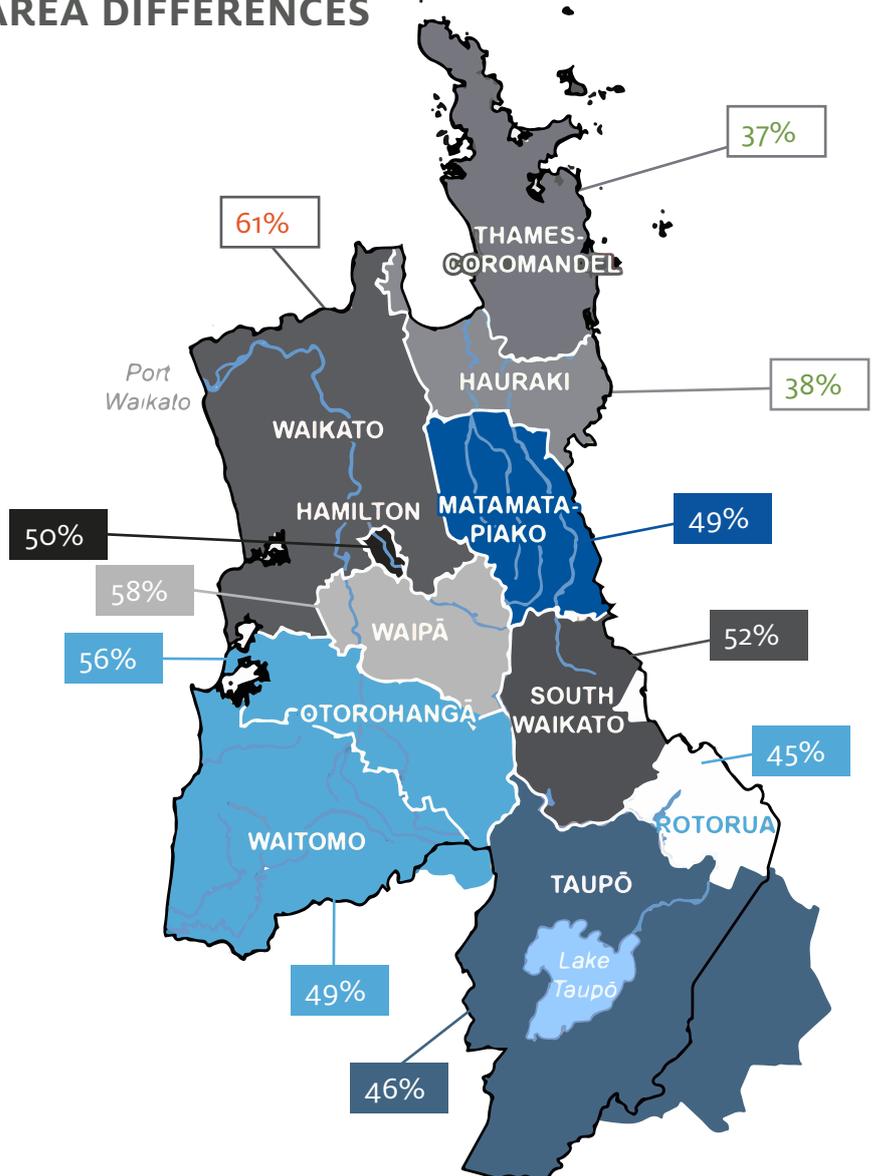
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 50%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 50%.

- The highest significant score for this measure is 62%, collected from residents aged 20-34 years.
- The lowest significant score for this measure is 37%, collected from Thames-Coromandel residents.

## DEMOGRAPHIC DIFFERENCES



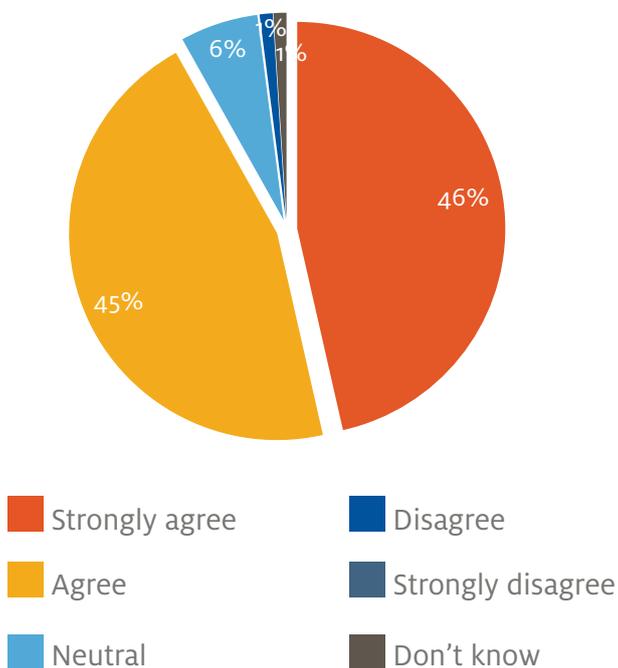
## AREA DIFFERENCES



# INDIVIDUALS HAVE A RESPONSIBILITY FOR WASTE REDUCTION IN THEIR DISTRICT



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that individuals have a responsibility for waste reduction in their district.

Ninety one per cent of residents agree (45%) or strongly agree (46%) that individuals have a responsibility for waste reduction in their district. A further 6% of residents neither agree nor disagree with this, while 1% disagree.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

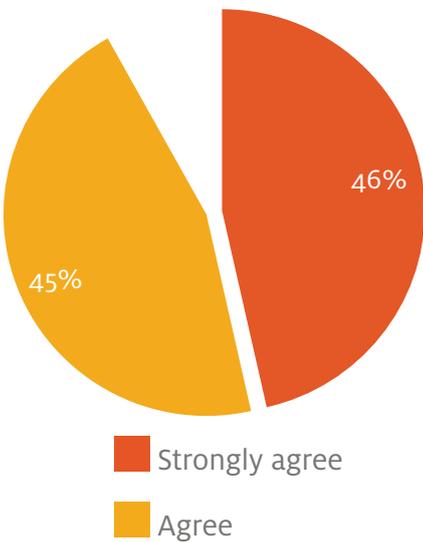
# INDIVIDUALS HAVE A RESPONSIBILITY FOR WASTE REDUCTION IN THEIR DISTRICT



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that individuals have a responsibility for waste reduction in their district.

The 'total agree' score for this measure is 91% (45% agree and 46% strongly agree).



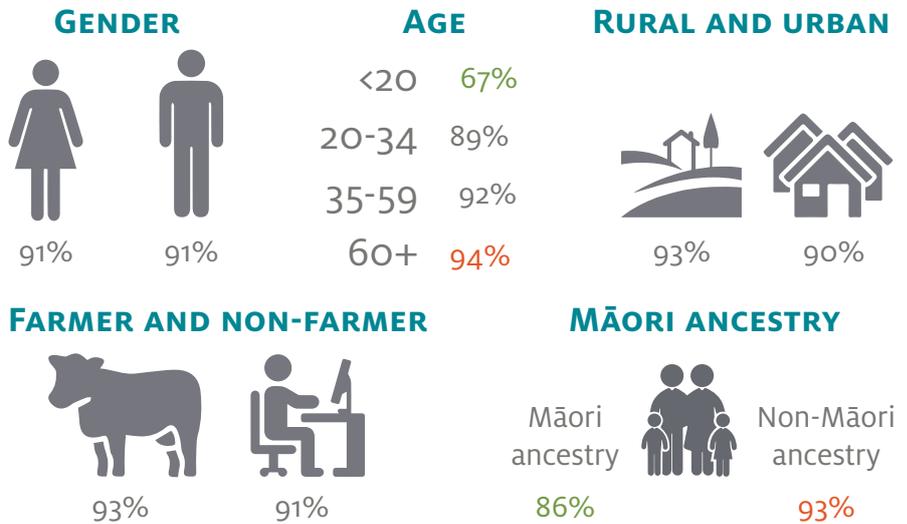
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 91%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 91%.

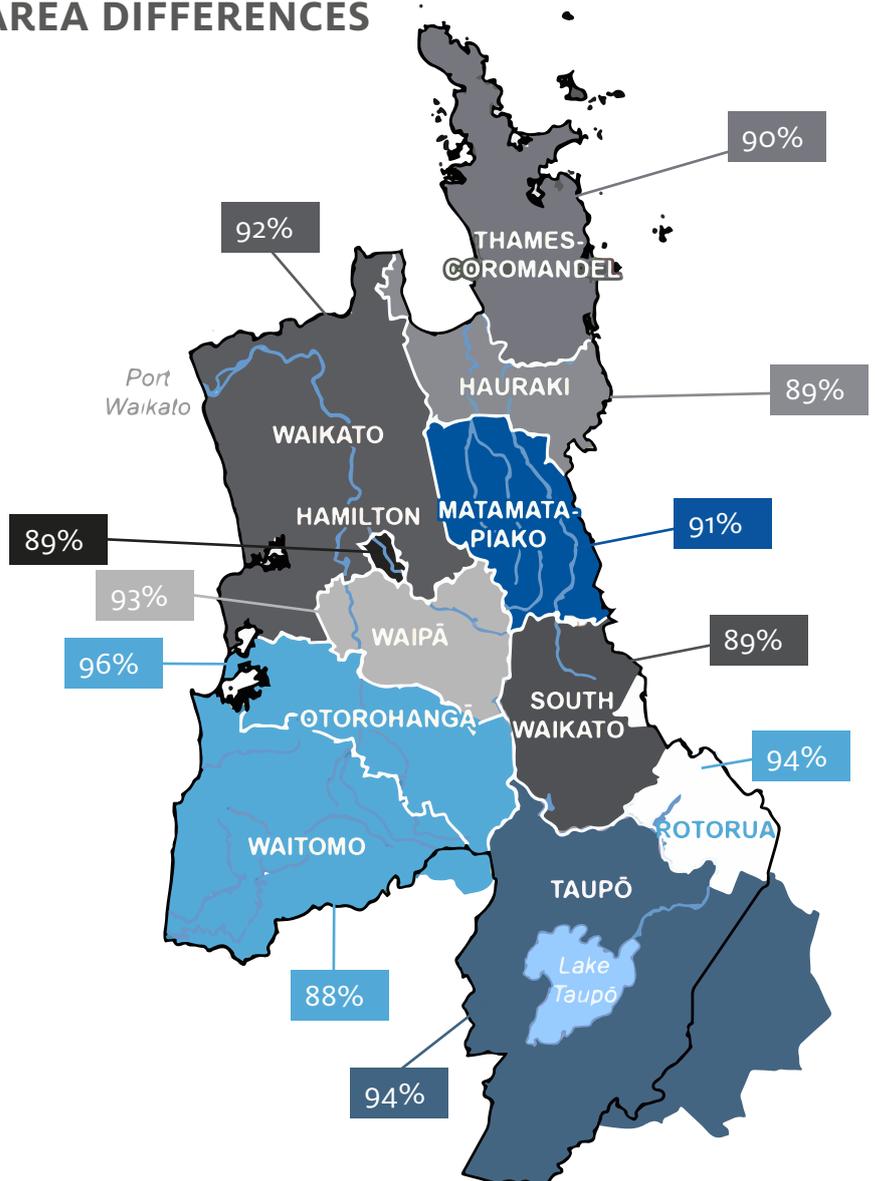
➤ The highest significant score for this measure is 94%, collected from residents aged 60+ years.

➤ The lowest significant score for this measure is 67%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES



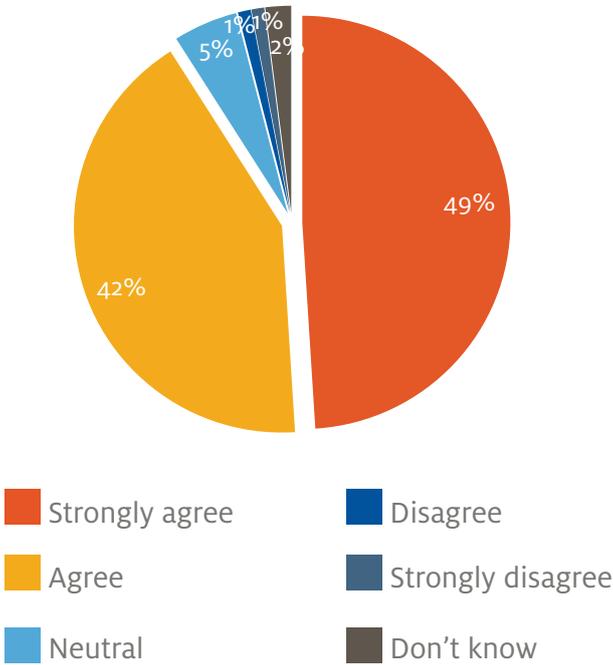
## AREA DIFFERENCES



# BUSINESSES HAVE A RESPONSIBILITY FOR WASTE REDUCTION IN THEIR DISTRICT



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that businesses have a responsibility for waste reduction in their district.

The majority (91%) of residents agree (42%) or strongly agree (49%) that businesses have a responsibility for waste reduction in their district. Five per cent of residents neither agree nor disagree with this, and 2% disagree (1%) or strongly disagree (1%) with this.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

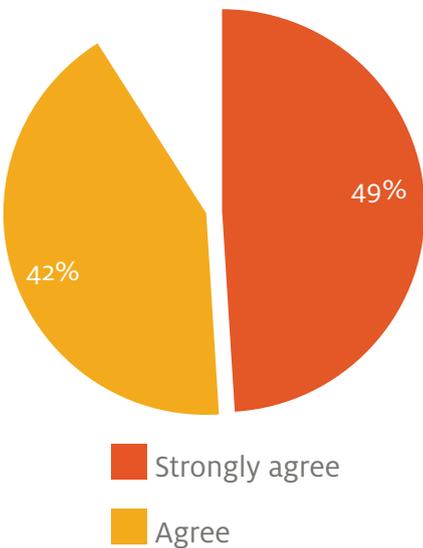
# BUSINESSES HAVE A RESPONSIBILITY FOR WASTE REDUCTION IN THEIR DISTRICT



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that businesses have a responsibility for waste reduction in their district.

The 'total agree' score for this measure is 91% (42% agree and 49% strongly agree).



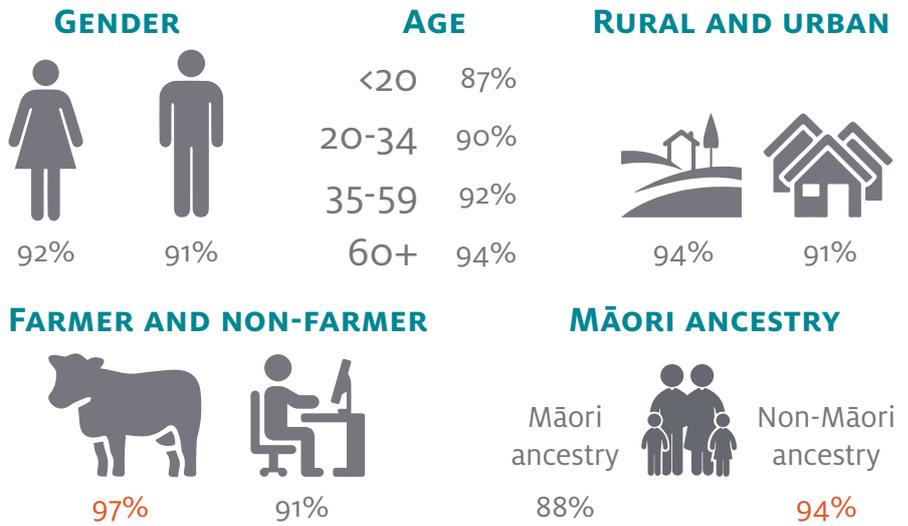
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 91%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 91%.

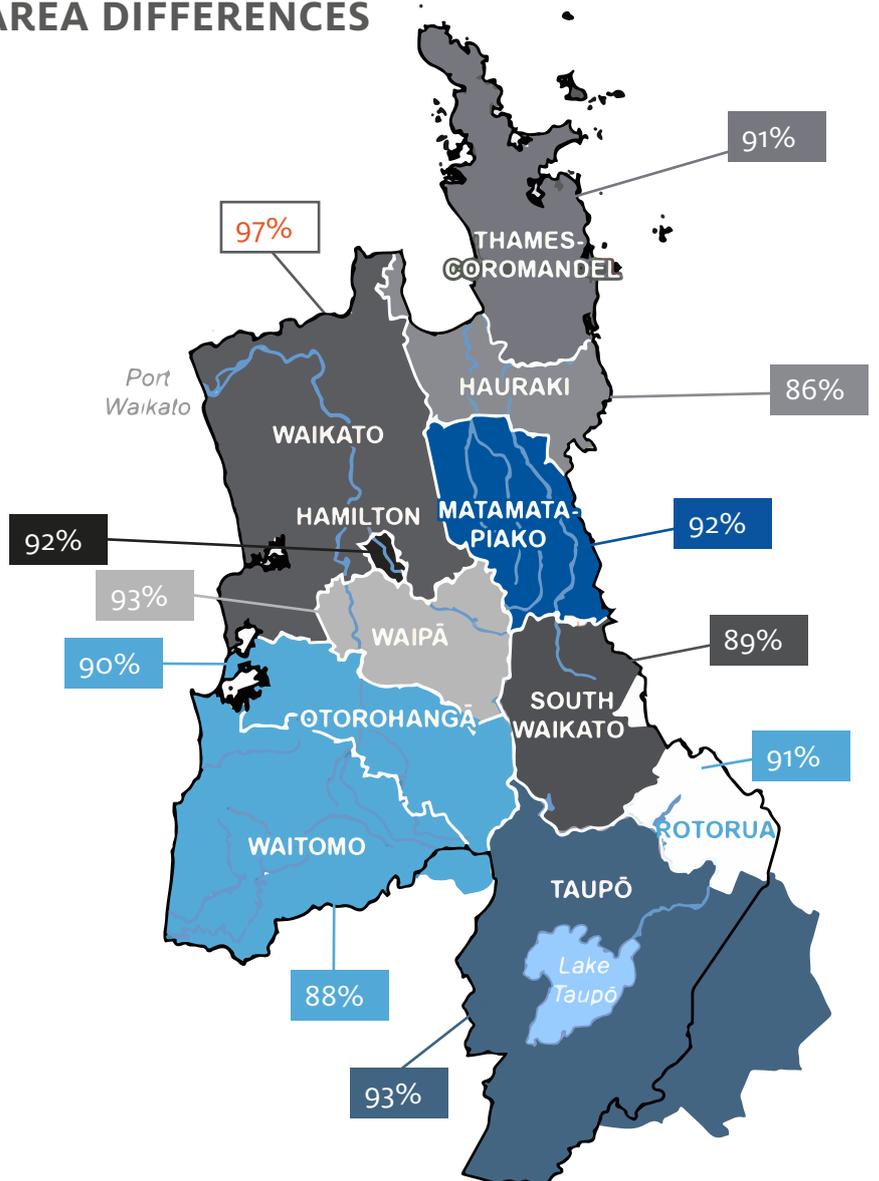
**➤** The highest significant score for this measure is 97%, collected from farmers and Waikato residents.

**➤** There were no significantly lower differences noted.

## DEMOGRAPHIC DIFFERENCES



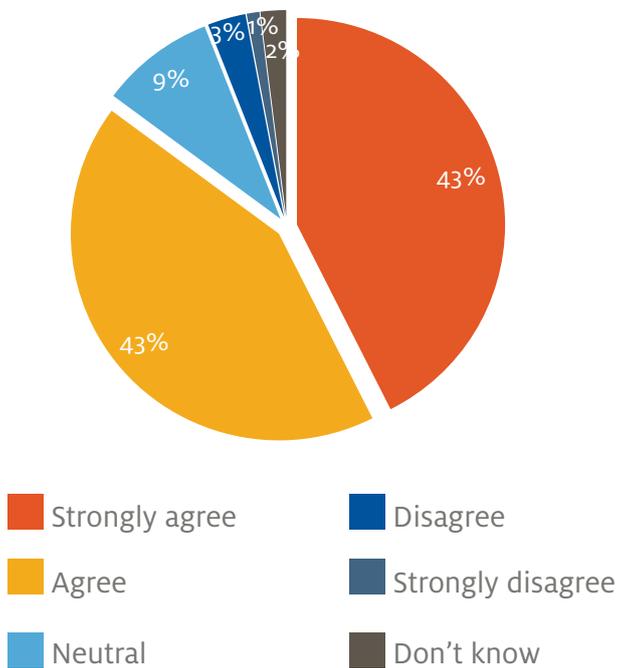
## AREA DIFFERENCES



# WAIKATO REGIONAL COUNCIL HAS A RESPONSIBILITY FOR WASTE REDUCTION IN THE REGION



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they agree or disagree with the statement that Council has a responsibility for waste reduction in the region.

Eighty six per cent of residents agree (43%) or strongly agree (43%) that Council has a responsibility for waste reduction in the region. Nine per cent of residents neither agree nor disagree with this, while 4% disagree (3%) or strongly disagree (1%) with this.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

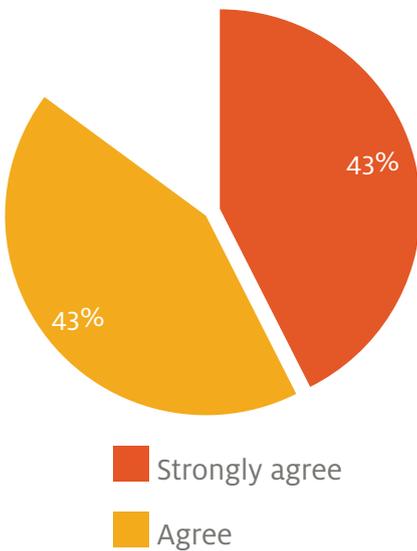
# WAIKATO REGIONAL COUNCIL HAS A RESPONSIBILITY FOR WASTE REDUCTION IN THE REGION



## INTERPRETING THESE RESULTS

Residents were asked whether they agree or disagree with the statement that Council has a responsibility for waste reduction in the region.

The 'total agree' score for this measure is 86% (43% agree and 43% strongly agree).



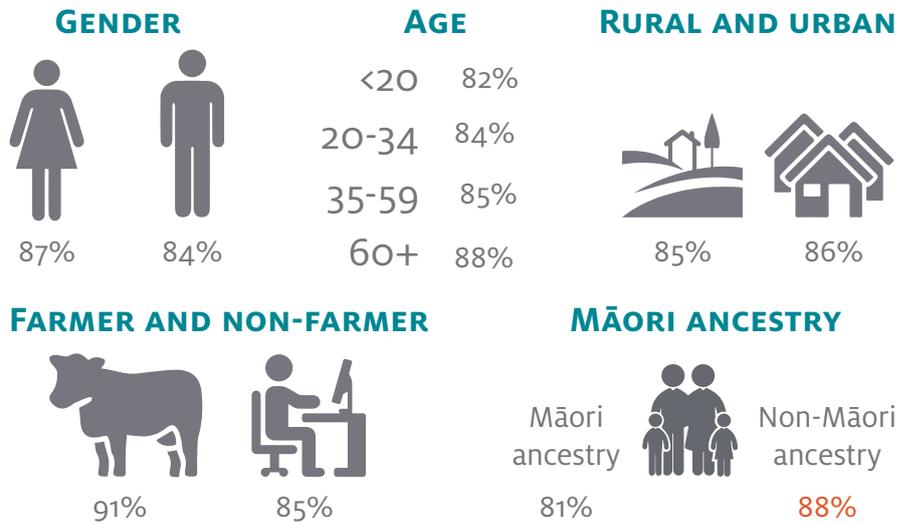
The result shown below each icon indicates the 'total agree' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 86%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 86%.

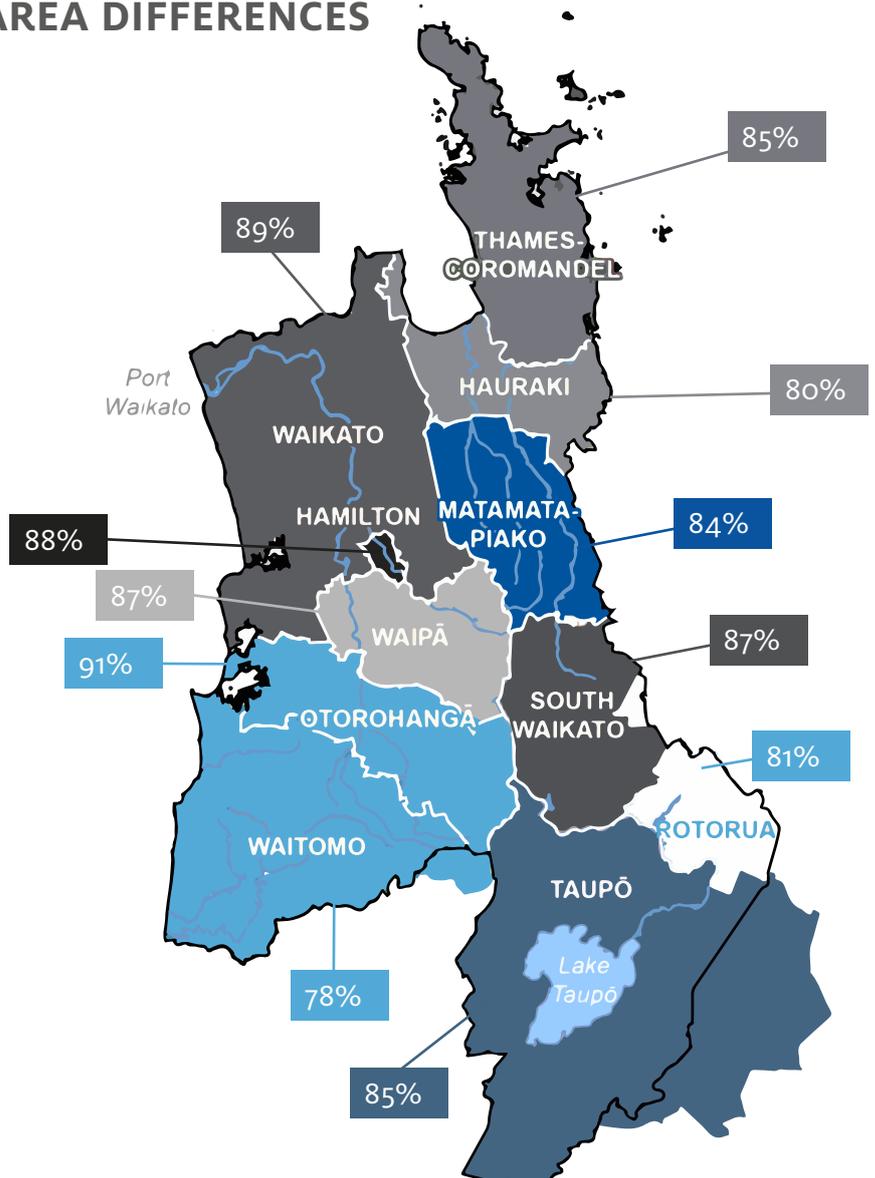
**➤** The highest significant score for this measure is 88%, collected from residents without Māori ancestry.

**➤** There were no significantly lower differences noted.

## DEMOGRAPHIC DIFFERENCES



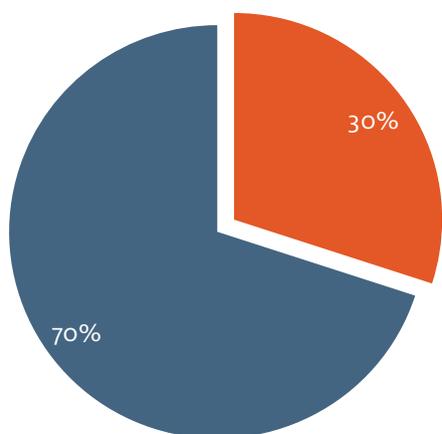
## AREA DIFFERENCES



# INVOLVEMENT IN PUBLIC ACTION IN THE LAST YEAR WITH THE AIM OF PROTECTING THE ENVIRONMENT



## 2019 RESULTS



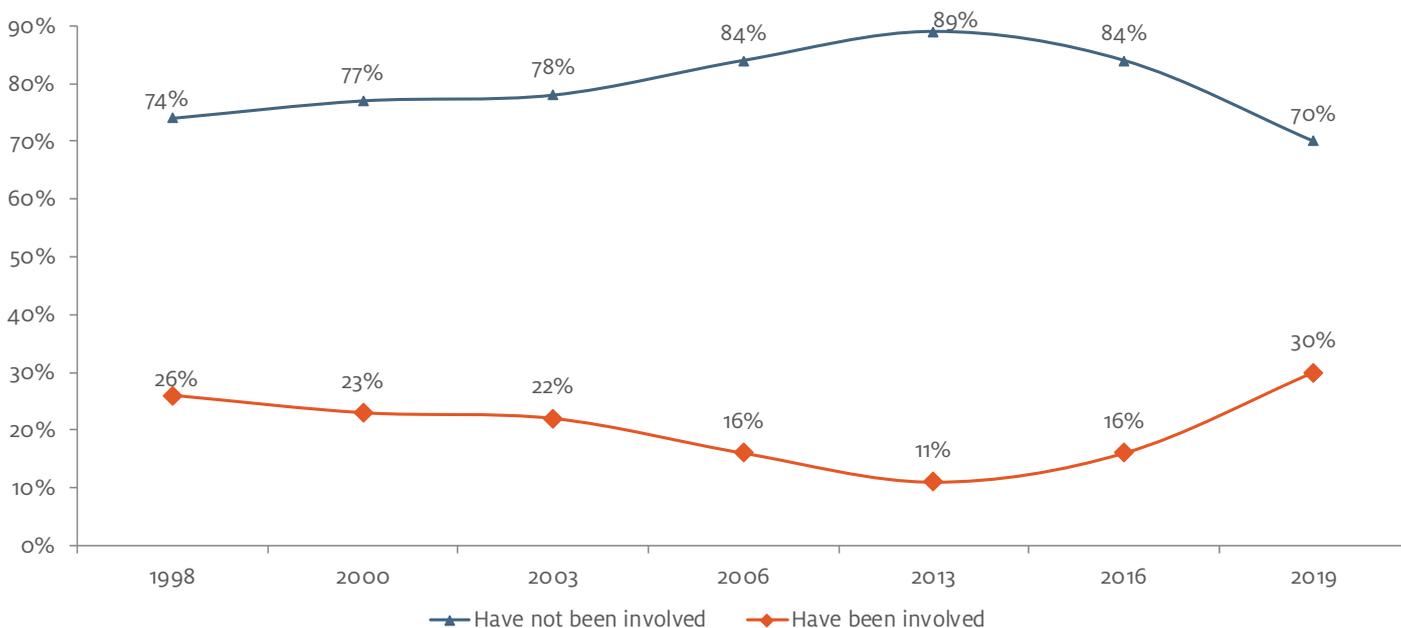
■ Have been involved   
 ■ Have not been involved

## SUMMARY OF RESULTS

Residents were asked if in the past year or so, they have been involved in any kind of public action with the aim of protecting the environment.

Thirty per cent of residents indicate they have taken a public action with the aim of protecting the environment in the past year.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

The 2019 results for this measure show a marked increase from the previous period's results with nearly twice as many residents indicating that they have been involved in a public action with the aim of protecting the environment. This result is now at 30%, the highest it has been since monitoring began.

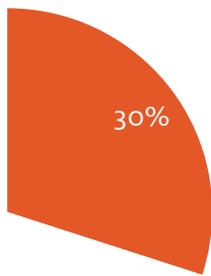
# INVOLVEMENT IN PUBLIC ACTION IN THE LAST YEAR WITH THE AIM OF PROTECTING THE ENVIRONMENT



## INTERPRETING THESE RESULTS

Residents were asked if, in the past year or so, they have been involved in any kind of public action with the aim of protecting the environment.

The 'total involvement' for this measure is 30%.



■ Have been involved

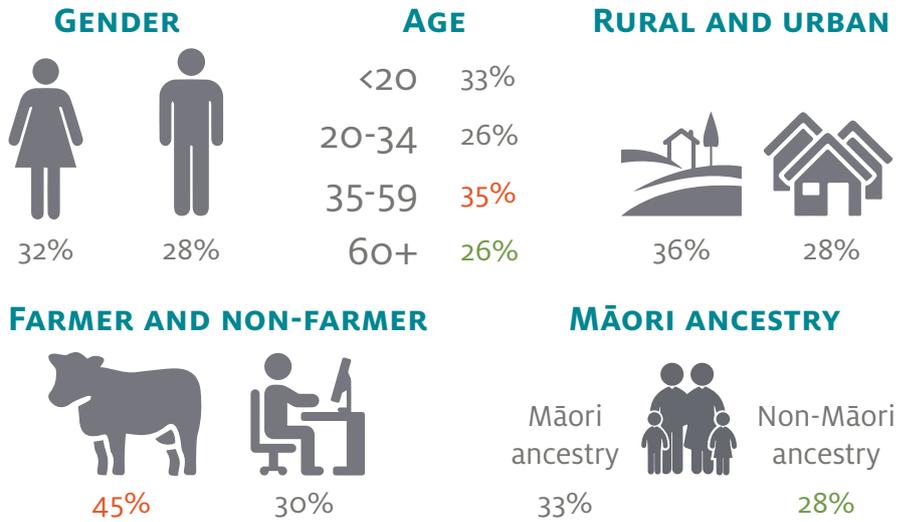
The result shown below each icon indicates the 'total involvement' measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 30%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 30%.

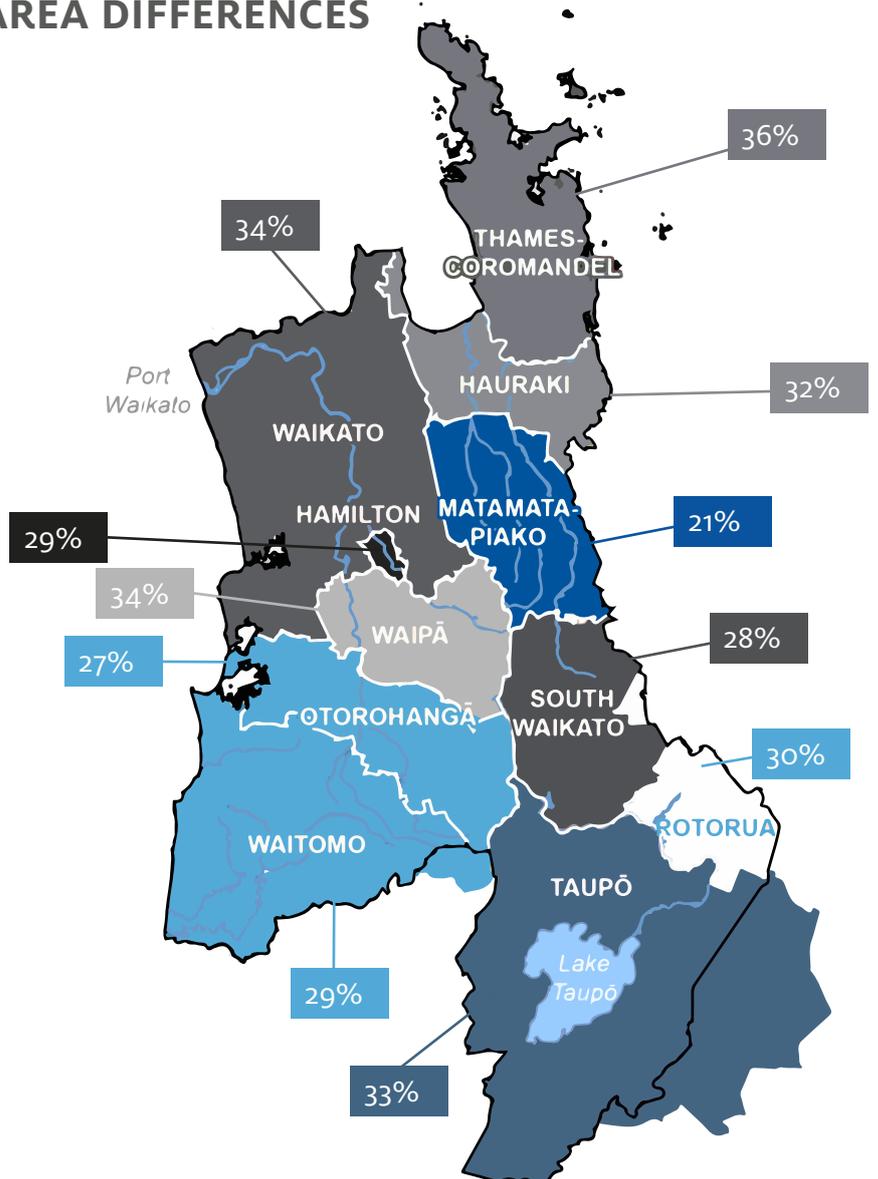
➤ The highest significant score for this measure is 45%, collected from farmers.

➤ The lowest significant score for this measure is 26%, collected from residents aged 60+ years.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES





## SUMMARY OF RESULTS

Residents who had undertaken a public action to support the environment were asked what action they had undertaken. Overall, 44% of these residents stated that they had signed a petition while 29% indicated that they had taken an environmentally friendly action generally, e.g., planting trees, removing pests. Fifteen per cent had attended a meeting or public hearing, 12% had participated in a protest, and 11% (each) had made a formal submission or complained to Council or an organisation.

A significant new mention this year is the sourcing of information (11%), which includes attending courses, conferences or browsing sites related to the environment. Participation in the resource consent process is also a new mention (5%).

## 1998-2019 RESULTS

	1998	2000	2003	2006	2013	2016	2019
Signed a petition	-	5%	25%	6%	5%	24%	44%
Took environmentally friendly action	-	-	5%	3%	20%	48%	29%
Attended a meeting or public hearing	38%	43%	41%	42%	7%	13%	15%
Took part in a protest	11%	2%	10%	6%	7%	12%	12%
Read or sought information							11%
Made a formal submission	25%	13%	13%	9%	12%	4%	11%
Complained to a council or organisation	14%	8%	6%	8%	7%	2%	11%
Educated people on issues	-	-	-	3%	4%	5%	6%
Participated in resource consent process							5%
Donated/ raised money for groups	-	-	1%	2%	5%	12%	5%
Joined/ belong to/ started an action group	5%	18%	15%	25%	31%	7%	3%
Filled out a survey	-	-	-	-	3%	3%	2%



## 2019 RESULTS

Residents who had undertaken a public action to support the environment were asked what action they had undertaken. The results below show the top three responses for each TA. **Orange** font indicates a score is significantly higher than the total result.

### THAMES-COROMANDEL DISTRICT

Enviro. friendly action	34%
Signed a petition	33%
Complained to Council/org.	14%

*"Supported plans to plant more native trees in our area."*

### HAURAKI DISTRICT

Signed a petition	42%
Enviro. friendly action	32%
Took part in a protest	25%

### WAIKATO DISTRICT

Signed petition	54%
Enviro. friendly action	25%
Attended a meeting	16%

### MATAMATA-PIAKO DISTRICT

Signed a petition	44%
Enviro. friendly action	21%
Took part in a protest	18%

### HAMILTON CITY

Signed a petition	56%
Enviro. friendly action	24%
Read/sought info.	14%

### WAIPĀ DISTRICT

Signed a petition	56%
Enviro. friendly action	19%
Attended a meeting	18%



## 2019 RESULTS

Residents who had undertaken a public action to support the environment were asked what action they had undertaken. The results below show the top three responses for each TA.

### OTOROHANGĀ DISTRICT

Enviro. friendly action	33%
Attended a meeting	32%
Signed a petition	23%

*"Spent a morning picking up rubbish, fast food wrappers, cans, and bottles that were dumped in drains along the beach."*

### SOUTH WAIKATO DISTRICT

Signed a petition	51%
Enviro. friendly action	32%
Complained to Council/org.	22%

### WAITOMO DISTRICT

Enviro. friendly action	40%
Read/sought info.	32%
Attended a meeting	25%

### TAUPŌ DISTRICT

Signed a petition	45%
Enviro. friendly action	42%
Made a submission	13%

### ROTORUA DISTRICT

Signed a petition	32%
Attended a meeting	28%
Enviro. friendly action	26%



## 2019 RESULTS

Residents who had undertaken a public action to support the environment were asked what action they had undertaken. The results below show the top three responses for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

Signed a petition	52%
Enviro. friendly action	24%
Made a submission	14%

*"Our church had an environmentalist come to talk about our responsibility to lessen our carbon footprint."*

### MALE

Enviro. friendly action	35%
Signed a petition	35%
Attended a meeting	17%

### AGE <20

Signed a petition	62%
Educated people	31%
Read/sought info.	23%

### AGE 20-34

Signed a petition	58%
Enviro. friendly action	24%
Read/sought info.	13%

### AGE 35-59

Signed a petition	47%
Enviro. friendly action	33%
Took part in a protest	14%

### AGE 60+

Enviro. friendly action	28%
Attended a meeting	28%
Signed a petition	25%



## 2019 RESULTS

Residents who had undertaken a public action to support the environment were asked what action they had undertaken. The results below show the top three responses for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### RURAL

Signed a petition	37%
Enviro. friendly action	29%
Attended a meeting	22%

*"Planted trees at our boat ramp area to help the local stream."*

### URBAN

Signed a petition	48%
Enviro. friendly action	29%
Read/sought info.	12%

### FARMER

Attended a meeting	48%
Enviro. friendly action	23%
Made a submission	20%

### NON-FARMER

Signed a petition	47%
Enviro. friendly action	29%
Attended a meeting	12%
Read/sought info.	12%

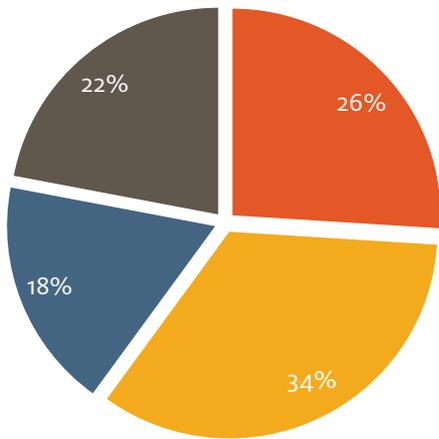
### MĀORI ANCESTRY

Signed a petition	45%
Enviro. friendly action	26%
Attended a meeting	15%

### NON MĀORI ANCESTRY

Signed a petition	44%
Enviro. friendly action	26%
Attended a meeting	15%

# HOW EFFECTIVE THE ACTIONS WERE

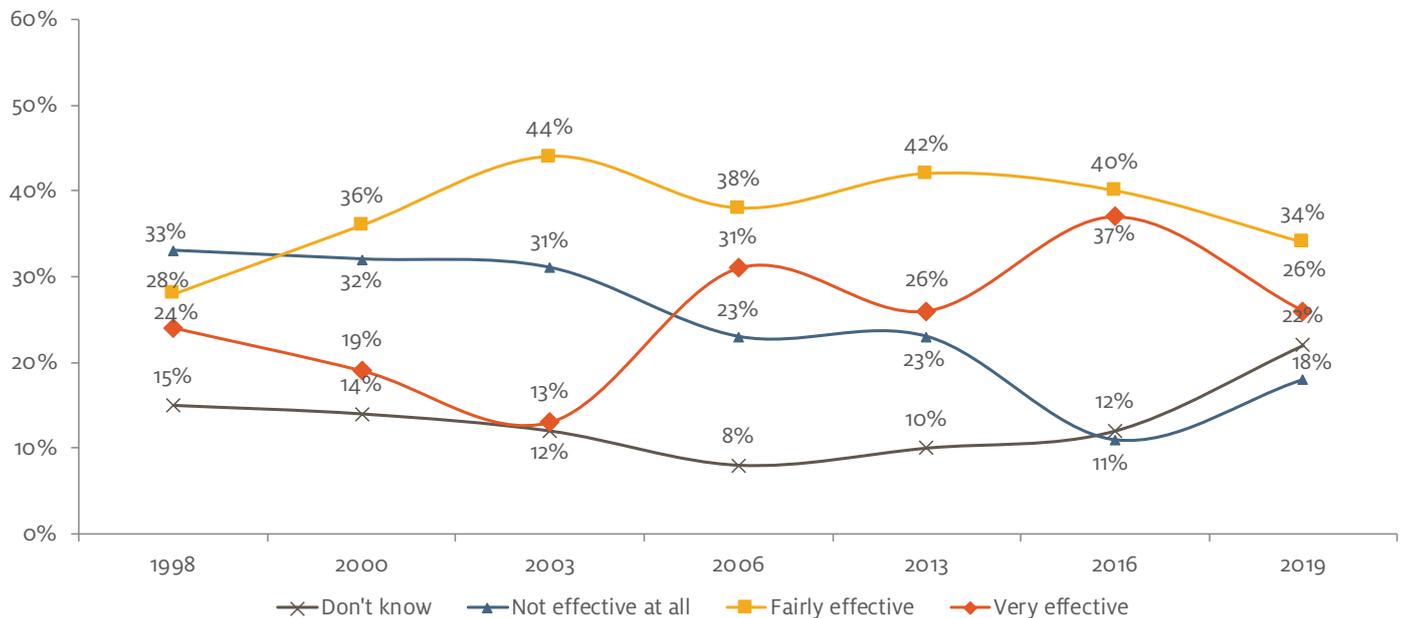


- Very effective
- Not effective at all
- Fairly effective
- Don't know

All residents who have been involved in any kind of public action to protect the environment were asked generally how effective they thought these actions were, using a scale of not effective at all, fairly effective, or very effective.

Overall, 60% of residents thought the action they took was fairly effective (34%) or very effective (26%). A further 18% of residents indicate they thought their action was not effective at all, and 22% didn't know how effective their action was.

## 1998-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

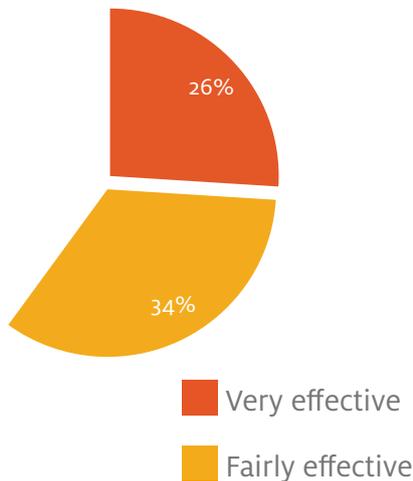
Year on year changes with perceived effectiveness of actions show there is a decline in the number of residents who feel the action they took was effective or fairly effective. This is coupled with an increase in the number of residents who feel that the action they took was not effective at all or who were unsure if their action was effective.



## INTERPRETING THESE RESULTS

All residents who have been involved in any kind of public action to protect the environment were asked generally how effective they thought these actions were, using a scale of not effective at all, fairly effective, or very effective.

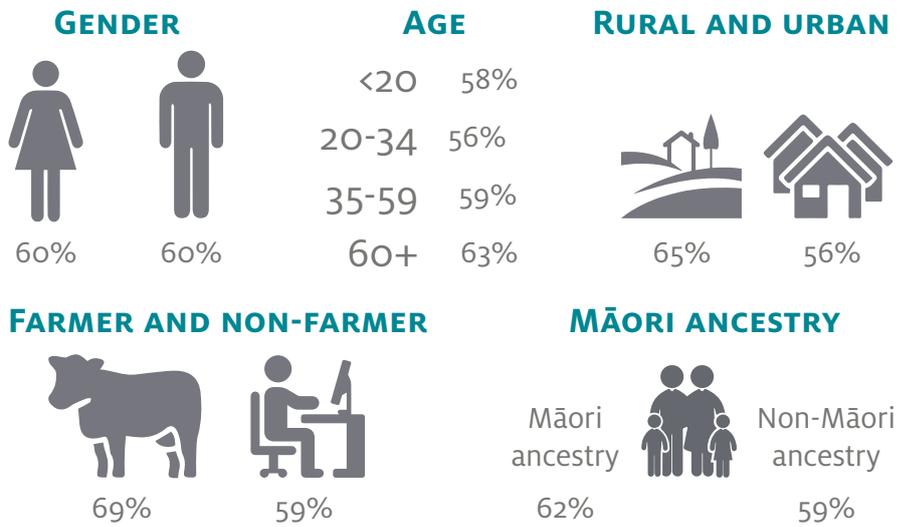
The 'total effective' score for this measure is 60% (34% fairly effective and 26% very effective).



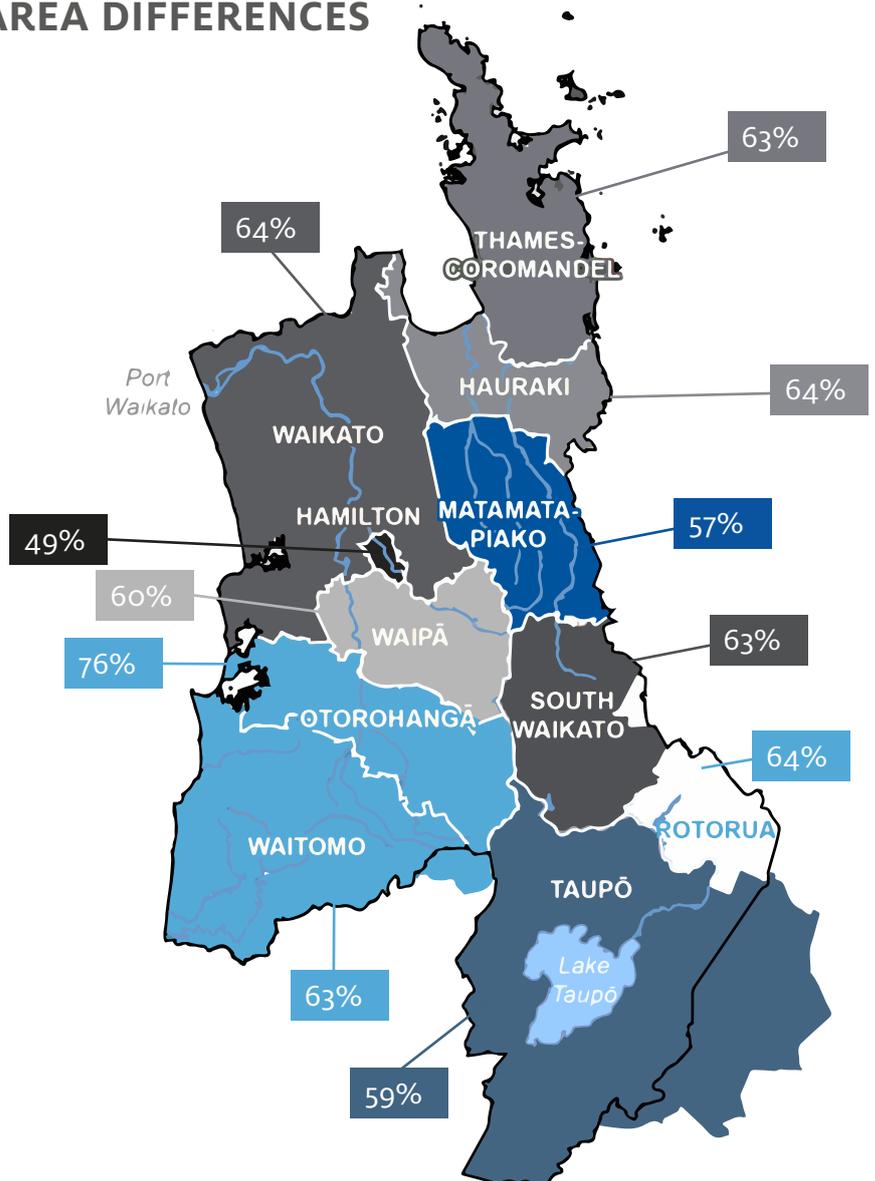
The result shown below each icon indicates the 'total effective' score for this measure for that group of people.

There are no significant differences recorded for this question.

## DEMOGRAPHIC DIFFERENCES



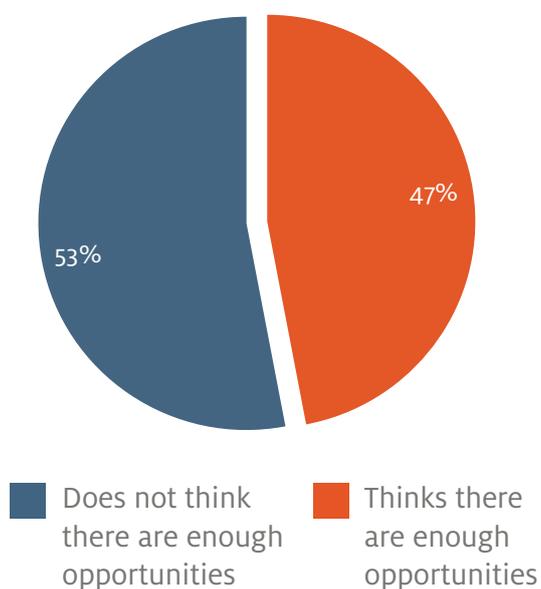
## AREA DIFFERENCES



# OPPORTUNITIES FOR COMMUNITY INVOLVEMENT IN ACTIVITIES TO PROTECT THE ENVIRONMENT



## 2019 RESULTS



## SUMMARY OF RESULTS

Residents were asked whether they thought there are sufficient opportunities for the community to be involved in activities to protect the environment.

Forty seven per cent of residents think that there are sufficient opportunities for the community to be involved in activities to protect the environment, however the majority of residents (53%) do not think there are sufficient opportunities for the community to be involved.

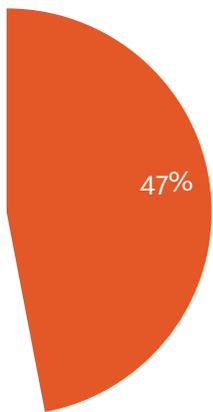
# OPPORTUNITIES FOR COMMUNITY INVOLVEMENT IN ACTIVITIES TO PROTECT THE ENVIRONMENT



## INTERPRETING THESE RESULTS

Residents were asked whether they thought there are sufficient opportunities for the community to be involved in activities to protect the environment.

The 'total agreement' for this measure is 47%.



Thinks there are enough opportunities

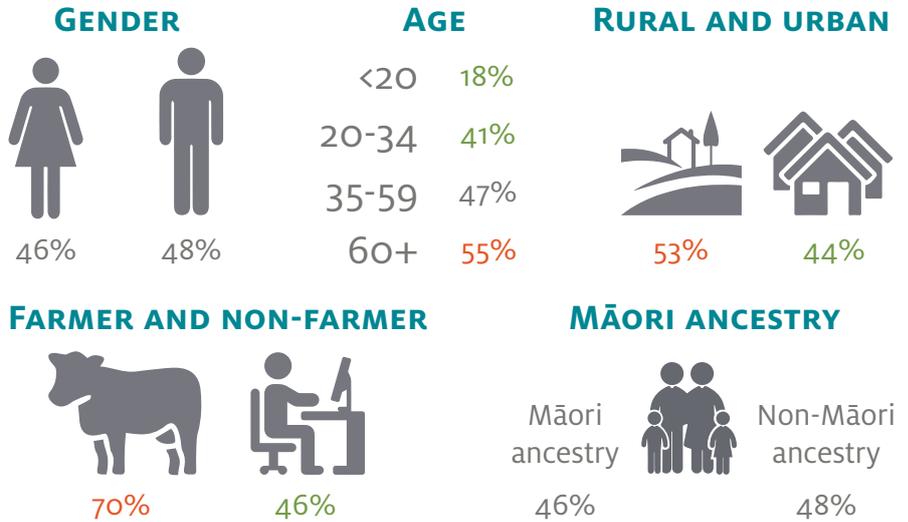
The result shown below each icon indicates the 'total agreement' score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 47%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 47%.

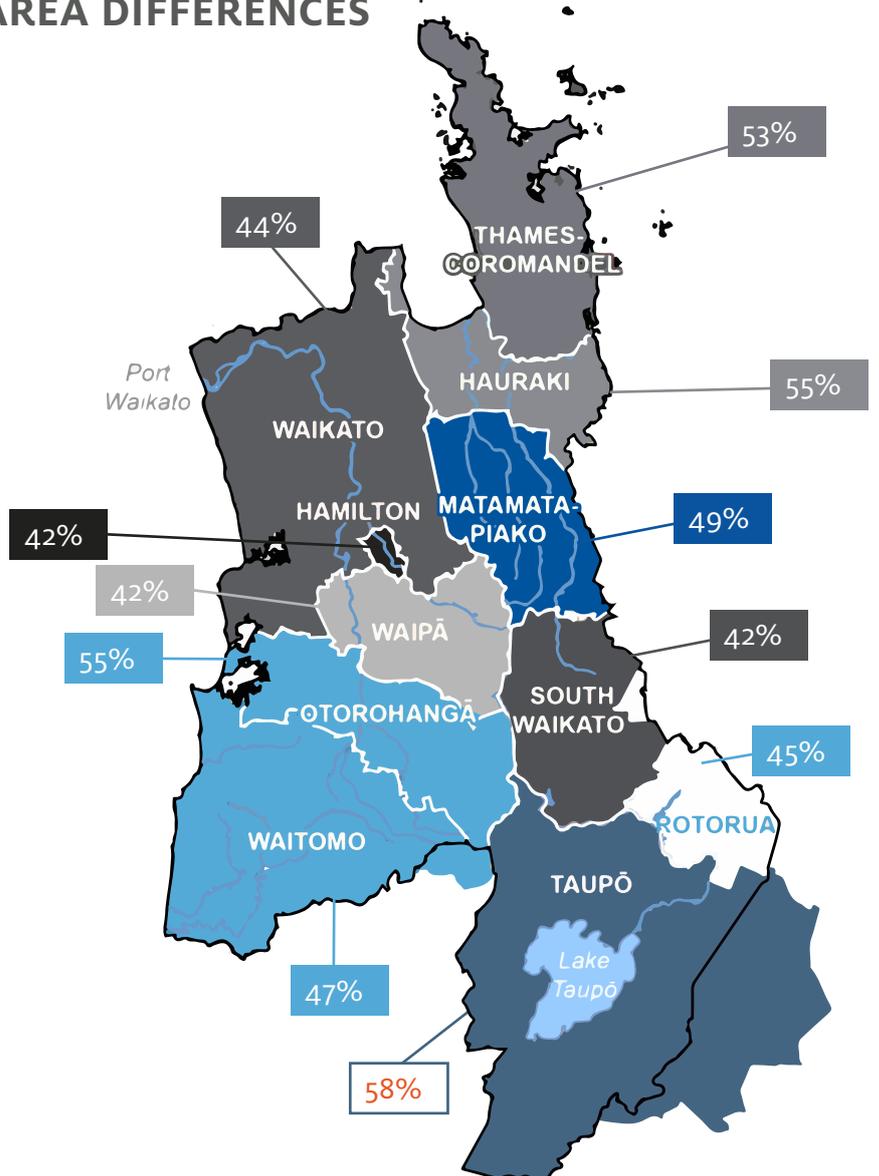
The highest significant score for this measure is 70%, collected from farmers.

The lowest significant score for this measure is 18%, collected from residents aged under 20 years.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# WAYS THE COMMUNITY COULD BE MORE INVOLVED IN ACTIVITIES TO PROTECT THE ENVIRONMENT



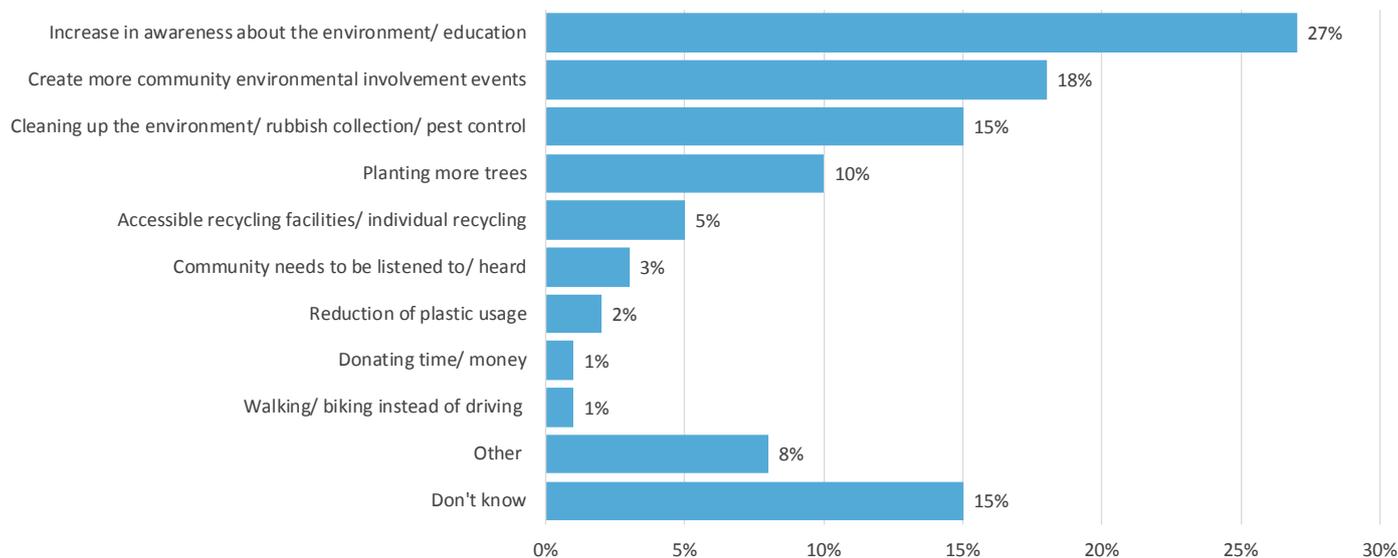
## SUMMARY OF RESULTS

Residents who did not think there were enough opportunities for the community to be involved in environmental protection were asked to identify ways they thought the community could have greater involvement.

Twenty seven per cent of residents stated that there needs to be an increase in awareness about the environment. Adding to education, residents suggest events to encourage community involvement (18%) or having events targeted at cleaning up the environment, e.g., beach clean ups, pest eradication, rubbish collection (15%). Ten per cent of residents indicate that they thought planting more trees would be beneficial while 5% favour a recycling focus.

This question was included for the first time in 2019, therefore there are no comparisons to previous years.

## 2019 RESULTS



# WAYS THE COMMUNITY COULD BE MORE INVOLVED IN ACTIVITIES TO PROTECT THE ENVIRONMENT



## 2019 RESULTS

Residents were asked to identify ways they thought the community could have greater involvement. The results below show the top three responses for each TA.

### THAMES-COROMANDEL DISTRICT

Increase awareness	35%
Clean up the environment	21%
More events	14%

*"Better education. Involve people in active participation so they can see first-hand the environmental issues and what part they can take to improve these. This could be done via school, work, or other groups."*

### HAURAKI DISTRICT

Increase awareness	29%
Clean up the environment	20%
Plant more trees	16%

### WAIKATO DISTRICT

Increase awareness	31%
More events	19%
Plant more trees	13%

### MATAMATA-PIAKO DISTRICT

More events	24%
Increase awareness	22%
Clean up the environment	11%

### HAMILTON CITY

Increase awareness	33%
More events	17%
Clean up the environment	14%

### WAI PĀ DISTRICT

Clean up the environment	25%
Increase awareness	23%
More events	19%

# WAYS THE COMMUNITY COULD BE MORE INVOLVED IN ACTIVITIES TO PROTECT THE ENVIRONMENT



## 2019 RESULTS

Residents were asked to identify ways they thought the community could have greater involvement. The results below show the top three responses for each TA. Green font indicates a score is significantly lower than the total result.

### OTOROHANGĀ DISTRICT

Clean up the environment	26%
Increase awareness	23%
More events	16%

*"Support the use of non-plastic bags in supermarkets and stores. Voluntarily reduce the amount of motorised vehicle use by families and businesses. Build cycle-tracks throughout the town."*

### SOUTH WAIKATO DISTRICT

More events	20%
Increase awareness	15%
Clean up the environment	11%

### WAITOMO DISTRICT

Increase awareness	24%
Plant more trees	13%
Clean up the environment	13%
Accessible recycling services	11%

### TAUPŌ DISTRICT

Increase awareness	38%
More events	14%
Listen to the community	12%

### ROTORUA DISTRICT

More events	35%
Increase awareness	17%
Plant more trees	16%

# WAYS THE COMMUNITY COULD BE MORE INVOLVED IN ACTIVITIES TO PROTECT THE ENVIRONMENT



## 2019 RESULTS

Residents were asked to identify ways they thought the community could have greater involvement. The results below show the top three responses for each demographic group. **Orange** font indicates a score is significantly higher than the total result. **Green** font indicates a score is significantly lower than the total result.

### FEMALE

Increase awareness	31%
More events	19%
Clean up the environment	14%

### MALE

Increase awareness	24%
More events	18%
Clean up the environment	16%

### AGE <20

Increase awareness	46%
More events	24%
Plant more trees	11%

### AGE 20-34

More events	26%
Increase awareness	25%
Clean up the environment	12%

### AGE 35-59

Increase awareness	26%
Clean up the environment	17%
More events	16%

### AGE 60+

Increase awareness	31%
Clean up the environment	16%
More events	16%
Accessible recycling facilities	8%

*"Make waste minimisation a bigger deal at community and sporting events, celebrate the sense of community around activities and create opportunities for environmental protection to be normalised i.e., the more people who see others doing things, the more normal it will be."*

# WAYS THE COMMUNITY COULD BE MORE INVOLVED IN ACTIVITIES TO PROTECT THE ENVIRONMENT



## 2019 RESULTS

Residents were asked to identify ways they thought the community could have greater involvement. The results below show the top three responses for each demographic group.

### RURAL

Increase awareness	24%
More events	21%
Clean up the environment	17%

*"More discussion in the local press and at local social groups. School activities and nature programmes could be made more attractive and stimulating."*

### URBAN

Increase awareness	29%
More events	17%
Clean up the environment	14%

### FARMER

More events	20%
Increase awareness	17%
Accessible recycling facilities	16%

### NON-FARMER

Increase awareness	28%
More events	18%
Clean up the environment	15%

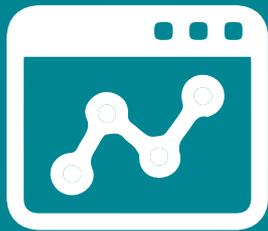
### MĀORI ANCESTRY

Increase awareness	23%
More events	20%
Clean up the environment	15%

### NON MĀORI ANCESTRY

Increase awareness	29%
More events	18%
Clean up the environment	15%

# NEW ECOLOGICAL PARADIGM



## SECTION SUMMARY

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This section gives an overall view of the results to questions pertaining to The New Ecological Paradigm (NEP) scale. NEP analysis is used with a 6-item model, residents 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.

- Anti-ecological scores summed between 6 and 18.
- Mid-ecological scores summed between 19 and 24.
- Pro-ecological scores summed between 25 and 30.

### QUESTIONS

Specific questions asked within the NEP analysis are listed below. Half of the 6-item NEP are worded such that a 'disagree' response is environmentally positive (as indicated in italics). 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.

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

### SUMMARY OF FINDINGS

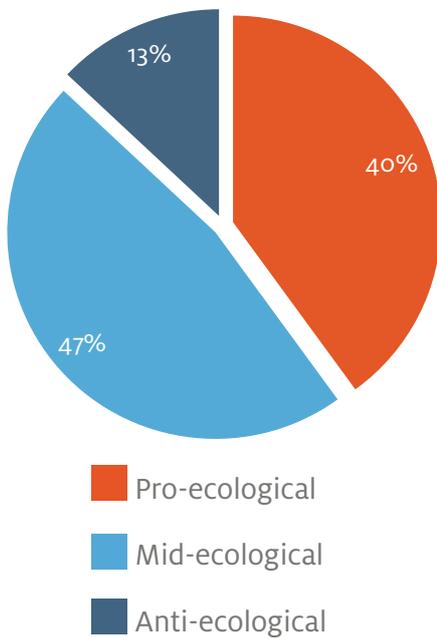
The categorisation of residents is shown below.

- Pro-ecological 40%
- Mid-ecological 47%
- Anti-ecological 13%

The majority of residents fit in the mid-ecological category.



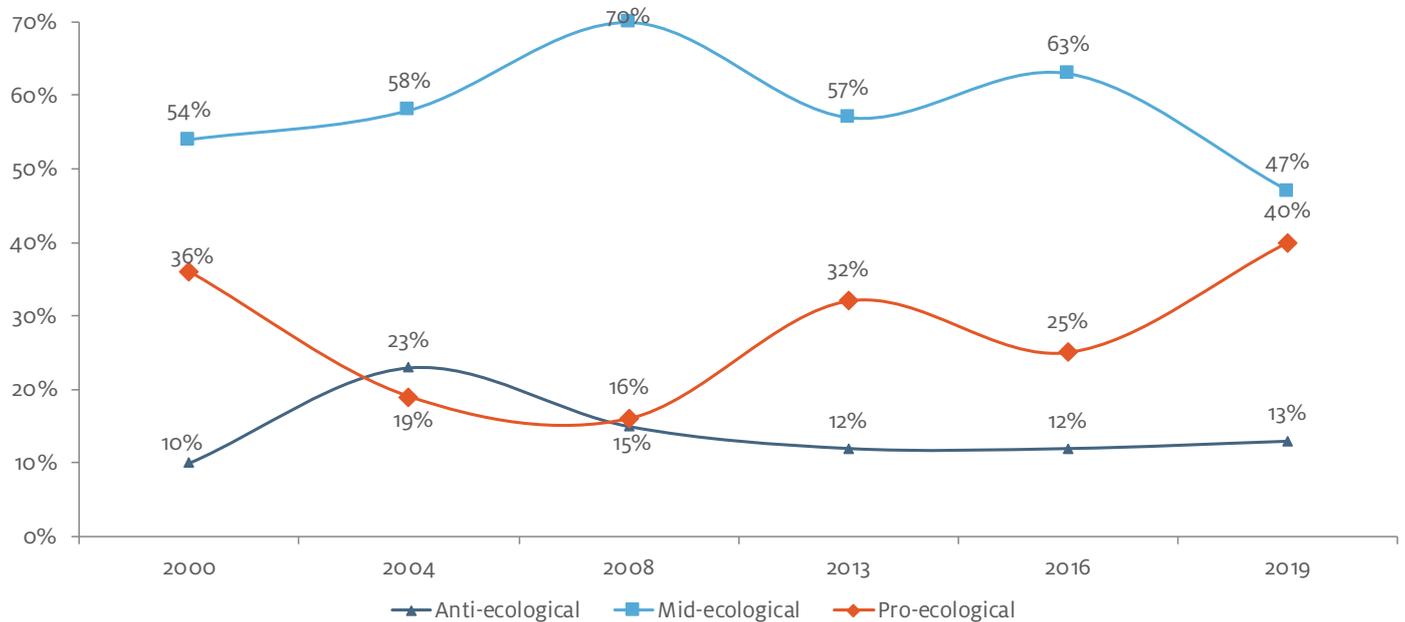
## 2019 RESULTS



## SUMMARY OF RESULTS

Overall, 40% of residents are defined as pro-ecological. Following this, 47% are defined as mid-ecological and 13% are defined as anti-ecological.

## 2000-2019 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results show that there is a constant number of residents who are defined as anti-ecological (13%). However, this year's results indicate that there is an increasing number of residents who identify as pro-ecological and a decreasing number of residents who identify as mid-ecological. The number of pro-ecological residents is the highest it has been since monitoring began.



To better understand the environmental attitudes within the Waikato region, the NEP clusters have been profiled below.

## ANTI-ECOLOGICAL RESIDENTS

Anti-ecological residents comprise of 13% of all respondents. This group has a higher proportion of males (59% compared to the total, 42%) and higher number of people who identify as Pacific Islander (7% compared to the total, 2%). Around 30% of the residents in this group are over the age of 60+ years and are less likely to live in Thames-Coromandel District (2% compared to the total, 8%).

Generally, this group sees freshwater pollution and quality as the single most important environmental issue facing the Waikato region (28%), however this is lower than levels seen amongst mid-ecological (36%) and pro-ecological (43%) groups. This group also judges freshwater quality in a similar way to other ecological groups with water clarity and marine life key markers of quality.

This group are less likely to be worried about all issues listed included as areas of concern in the questionnaire. In particular, this group are less likely to be concerned with the effects of climate change. Anti-ecological residents show a net concern of climate change of 43% compared to the total of 77%, this is a total of 34% less concern than the average response.

Further to the above point, anti-ecological respondents are also significantly less likely to agree that the biggest change in the increase of greenhouse gases is from human activities (43% agreement, compared to the total, 65%). This group are also significantly more likely to state that they have done nothing to reduce their own greenhouse gas emissions (55% compared to the total, 34%) or that they do not believe in climate change (15% compared to the total, 4%).

Interestingly, verbatim comments suggest that this group are more likely to consider the environment is 'cycling' rather than changing per se., or that there is a disbelief or mistrust of the drivers of climate change and the science surrounding it.

This group appear to dislike the enforcement of rules and regulations that limit an individual's decision process. Of particular note, are the lower levels of agreement with the statement 'Waikato Regional Council should enforce its rules to make sure that the environment is well looked after' (64% agreement compared to the total, 81%) and 'Government restrictions on the use of private property are necessary so that the environment will not be harmed' (32% agreement compared to the total, 56%). This group also show slightly elevated levels of agreement with the statement 'landowners should be allowed to do what they like on their own land' (27% agreement, compared to the total, 11%).

When looking at the relationship between the economy and the environment this group show slightly more support for the economy at the expense of the environment. When looking at the series of statements about this relationship, anti-ecological residents are less likely to agree that 'a healthy environment is necessary for a healthy economy' (68% agreement compared to the total, 86%), that 'businesses should be obliged to treat the environment well' (72% agreement compared to the total, 92%), or that 'water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards' (53% agreement compared to the total, 76%).

This group are more likely to feel that their local environment has improved over the last few years (34% compared to the total, 23%); in particular they feel that the water quality in their local streams and coastal waters, and the number of native fish have improved. They are also more likely to state that they have seen improvements in air pollution in their local area.



This group are less likely to have been involved in any kind of public action to protect the environment (80% have not been involved compared to the total, 70%). While the satisfaction levels with the environment overall are not significantly lower than for other groups (65% compared to the total, 72%) this group are more likely to indicate they do not know if they are satisfied with their local environment (11% compared to the total, 3%).

## MID-ECOLOGICAL RESIDENTS

Mid-ecological respondents comprise of 47% of the overall sample. This group show an even split across genders (49% male and 51% female) and a relatively even distribution across the region. This group includes a slightly higher proportion of retired residents (23% compared to the total, 19%) however 43% of residents in this group are between the ages of 35-59 years. This group also has a slightly higher proportion of residents who identify as Asian (6% compared to the total, 4%).

This group shows the highest level of satisfaction with their local environment (78% total satisfaction compared to the total, 72%) and are also more likely to feel that their environment has stayed the same over the last few years (31% compared to the total, 26%).

This group are more likely to rate their knowledge of environmental issues as neither good nor poor (41% compared to the total, 36%) and appear slightly less concerned with the loss of natural character of the region's coastlines through development (71% compared to the total, 76%).

This group show lower levels of agreement with the driver of climate change from human activities (61% compared to the total, 65%) and farming activities (28% compared to the total, 33%) and also that the pollution in the region's rivers comes mainly from farmland (41% compared to the total, 47%).

Mid-ecological residents appear to have moderate views across most areas with regards to the environment and the economy but show higher levels of agreement that 'Waikato Regional Council is visible in responding to environmental concerns' (39% agreement compared to the total, 36%) and 'there is enough protection given to local significant natural sites' (35% agreement compared to the total, 32%).

This group are also more likely to agree that 'businesses take care to minimise negative impacts on the environment' (33% compared to the total, 27%) and that 'the public understands the importance of investing in water quality' (53% compared to the total, 48%).

This group contains slightly fewer residents who have been involved in public action to protect the environment (22% compared to the total, 30%), however they are more likely to think that there are sufficient opportunities for the community to be involved in activities to protect the environment (53% compared to the total, 47%).

While they feel that freshwater pollution and quality is the single most important issue facing the Waikato region today (36%), this group are also more likely to cite rubbish as an issue (18% compared to the total, 15%).

## PRO-ECOLOGICAL RESIDENTS

Pro-ecological respondents make up 40% of the total sample. This group is less likely to be of Pacific Island (1% compared to the total, 2%) or Asian (3% compared to the total, 4%) ethnicity. This group is less likely to be retired (16% compared to the total, 19%) and are also less likely to be over the age of 60 years



(25% compared to the total, 44%). There is a higher number of females in this group and they are slightly more likely to reside in Thames-Coromandel (9% compared to the total, 8%), but are less likely to reside in Rotorua (4% compared to the total, 6%), South Waikato (6% compared to the total, 8%), or Waitomo (4% compared to the total, 6%). Pro-ecological residents are much more likely to rate their environmental knowledge as good or very good (67% compared to the total, 54%)

This group has lower satisfaction with their local environment overall (67% satisfaction compared to the total, 72%) and show a higher than average dissatisfaction with the environment (31% not satisfied compared to the total, 25%). They feel that the primary environmental issue facing the Waikato region today is water quality and pollution (52% compared to the total, 47%). However, they are more likely to mention that human impact/changes (44% compared to the total, 39%), in particular climate change, will be the biggest environmental concern the Waikato region faces in five years' time.

This group are much more likely to have taken an action to reduce their greenhouse gas emissions in the last 12 months. Key actions that this group have taken include opting for more eco-friendly travel methods (49% compared to the total, 39%), changed heating methods (18% compared to the total, 14%), planted trees (10% compared to the total, 7%) and used local ingredients or changed their diet (9% compared to the total, 5%). They also show higher levels of agreement that 'the biggest driver of climate change is the increase in greenhouse gases from human activities' (78% agreement compared to the total, 65%), 'the biggest driver of climate change is the increase of greenhouse gases from farming activities' (39% compared to the total, 33%), and 'pollution from the region's rivers and streams comes mainly from farmland (58% compared to the total, 47%).

Pro-ecological residents are less likely to state they have seen improvements in their environment and are more likely to indicate that all areas have declined in the past few years. In particular they mention a decline in water quality of local streams, rivers, and lakes (61% worse than in previous years compared to the total, 49%), the water quality in local coastal waters (49% worse compared to the total, 38%) and the number of native fish in their local area (41% worse compared to the total, 29%).

This group would like to see control and protection administered for the protection of the environment and are supportive of both Council and the government enforcing their rules to achieve this. However, pro-ecological residents are slightly more likely to disagree that Waikato Regional Council is visible in responding to environmental concerns (32% agreement compared to the total, 36%) or that there is enough protection given to local sites (25% agreement compared to the total, 32%).

Pro-ecological residents are more likely to have been involved in some kind of public action (43% compared to the total, 30%). Specific actions include signing a petition (50%), taking environmentally friendly action (23%), attending meetings (12%), or taking part in a protest (12%).

This group also do not think that the public has enough say in the way the environment is looked after (16% agree with this statement compared to the total, 21%) and do not think that there are enough opportunities for communities to be involved to protect the environment (62% compared to the total, 53%). This group would like to see communities involved via greater awareness/education (31%), a greater number of community events (20%), clean up days (20%), and more tree planting days (14%).

# CONCLUSIONS

# CONCLUSIONS

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The 2019 data shows some significant changes about how Waikato residents perceive their environment and what areas they place value on. When reviewing these findings, it is worth noting that this report is part of a triennial data collection cycle. The most recent three-year period has been one of significant change within New Zealand. This period has seen a stronger message about environmental protection from central government at a macro level e.g., commitment to meeting the requirements of the Paris Agreement, but also at a local level, e.g., the phasing out of plastic bags within New Zealand retail. Local councils have embarked on waste minimisation plans with large councils such as Hamilton City Council, introducing new collection services for rubbish and recycling disposal. Furthermore, the last three years have seen a 'mainstreaming' of eco-friendly options, from transport to cleaning products, which has seen residents re-examine their day to day consumption and waste habits.

Given the social change that New Zealand has experienced, it is not surprising that the results show a shift in how residents perceive environmental issues. Implicitly, it seems that residents have broadened their ideas about what the environment means and what is important. While water pollution is still a critical environmental issue, the number of people who mention this has declined over the last six years. Conversely, the number of people who mention human impact/changes and waste issues has steadily increased; for the first time since monitoring started, human impact/changes have overtaken water quality as the aspect that residents feel will be the most significant environmental issue facing the Waikato region in 5 years' time.

It is also interesting to note that the social changes mean a shift in the engaged audiences. While rural residents and Māori residents have typically had stronger engagement with the environment, it seems that younger and urban residents are now showing greater involvement with environmental issues than has been previously seen.

*"We use cloth nappies and wipes, having a young family can have a huge impact on the environment. We wear second hand clothing, and gratefully appreciate secondhand toys and books from friend's older kids! There's often still so much life left in it all! We recycle and until it stopped we also collected soft plastic for recycling. We avoid using the dump as much as possible, one person's trash is another's treasure. We (attempt) to grow our own veges, we've reduced the amount of plastic wrapped stuff we purchase. We pick up after ourselves, and sometimes others, and don't litter. We donate things and clothing we no longer need to organisations that can reuse them. We try to live minimally. We're aware of how much power and water we consume unnecessarily."*

This shift in attitudes is also evidenced through a greater number of residents now identifying as pro-ecological, rather than mid-ecological. Interestingly, the number of residents who would be considered anti-ecological has remained relatively consistent throughout the monitoring periods. This group appears stoic in their attitudes regarding environmental issues and their personal actions. While they are not necessarily actively degrading the environment, their willingness to change their current thinking seems limited, particularly in the space of climate change and its causes.

*"No one has control over climate and the whole emissions saga is a fallacy. It surprises me that so called intelligent people coalesce with it. A lot of this is based on fear..."*

*"Greenhouse gases do not cause the climate to change. The Earth's climate has been changing and evolving for hundreds of years. According to evolution, the climate changed drastically without any human interference. Giant ice ages killed the dinosaurs. Were they running factories or farming large herds of cows?"*

# CONCLUSIONS

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Alongside the recognition of human impact/changes there seems to have been an increased focus on waste, in particular the volume and disposal of plastics. Residents' spontaneous mention of recycling of plastics, refusing plastic supermarket bags, and reducing plastic packaging have all increased in 2019. Interestingly, the number of people who mention that they recycle generally has decreased. However, it is unlikely that there has actually been a decrease in recycling behaviour, rather the question set up requests the first action that a person can think of. Thus, it is likely that the dominant narrative of harmful plastic waste within local and international circles has affected the tasks that residents recall first when asked about their own personal environmental actions.

*"Companies and retailers should find alternatives in packing their products."*

Overall there has been a decline in how satisfied residents are with their local environment with an increasing number of residents stating that their environment has become worse in the past few years. Of particular note is the fact that there has been increased concern regarding the range of environmental issues. It seems that recent social changes have influenced residents' collective sense that there is a finite planet and this may be in trouble. Issues where levels of concern were typically trending downwards have now seen a resurgence in concern, in particular areas relating to water pollution and loss of the natural environment are mentioned.

*"The Waikato region has seen massive loss of habitat over the years as land has been converted to farm land - I think it is imperative to look after the forests that we have left and the native flora and fauna within these forests as well as our wetlands and other habitats within the area to ensure we have no more loss of biodiversity within our region."*

Linked to this is the mention of land-based issues as a priority area both now and in five years' time. This is driven by an increase in the mention of the preservation of the native environment and appropriate land use. Although this area has typically been mentioned by rural residents, it seems that the awareness of land use and the impact of preservation has come to the fore as evidenced by a declining number of residents who do not feel that there is enough protection given to natural sites. Indeed, there seems to be a slight strengthening in the support for rules and regulations which aid environmental preservation.

Throughout the data there was also some suggestion that with these recent changes, comes a lack of clear information about environmental issues and drivers.

*"Information and mis-information. The environmental debate is HUGELY polarised. More so than any other topic I can think of."*

Around one third of residents (36%) rate their knowledge of the environment as average, with 41% rating it as good. However, residents seem less clear on causes of environmental degradation. Measures that relate to environmental knowledge and which have typically remained stable have seen a marked shift in responding. Where residents previously responded with clear agree or disagree responses, there has been a shift to a 'depends' response and a decline in the levels of agree/disagree. The largest change in this space is seen around the causes of pollution, particularly the role that industry and farmland have in pollution of rivers and streams.

Furthermore, there are signs that residents seek information about the environment. A new mention this year saw 11% of residents indicate that they sought information about the environment in the form of websites and publications, while 27% of residents who want more community involvement state that greater awareness or education would be beneficial in driving participation in environmental protection. At a practical level, half of

## CONCLUSIONS

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all residents (50%) would like to reduce their household's waste but are unsure how to do this.

*"Education on the community level. For example workshops on recycling or gardening, chemical free sprays, how to produce own cleaning products at local school halls that include the entire family. Education must be done on all levels. There is not much use in getting the kids on board and they go home to a home environment that does not change to implement new learning."*

*"Being more informed, workshops to show how to reduce waste, improve environment."*

One possible result of the rapid social change is that residents are now more engaged in the process of change. Forty five per cent of residents feel that the public do not have enough say in how the environment is managed and there seems to be an increasing need to 'be heard' with widespread agreement that individuals, businesses, and Council all have a responsibility to their local environment. Thirty per cent of residents indicated that they have been involved in a public action that will benefit the environment. However, this may not necessarily mean a physical action, rather it means an action which will influence decisions about the environment, i.e., there has been an increase in petition signing, complaining, meetings, and making submissions.

*"Plastics are a major pollutant, but all pollutants need to be reduced. The WRC has a responsibility to look after the environment on our behalf by monitoring and enforcement."*

The final comment on this project is that the true value of this work is its substantial data history, which allows changes to be clearly observed over time. However, the current project set up largely focusses on residents' perceptions, not actual behaviours or actions. Given the shift in attitudes over the recent monitoring period some consideration should be given to including behavioural measures so that these may also be tracked over time. This type of information may assist Council in understanding how environmental attitudes translate into actions in their local communities.

# APPENDICES

# APPENDIX 1: QUESTIONNAIRE

LOG-IN CODE:

## WAIKATO REGIONAL COUNCIL: YOUR ENVIRONMENT - WHAT MATTERS

Q1. Do you, or does anyone in your household work for, or contract to, Waikato Regional Council?

Yes	<input type="radio"/>
No	<input type="radio"/>

Q2. Which district do you live in? (Please select one answer)

Thames-Coromandel	<input type="radio"/>	South Waikato	<input type="radio"/>
Hauraki	<input type="radio"/>	Ōtorohanga	<input type="radio"/>
Waikato	<input type="radio"/>	Waitomo	<input type="radio"/>
Hamilton City	<input type="radio"/>	Rotorua	<input type="radio"/>
Matamata-Piako	<input type="radio"/>	Taupō	<input type="radio"/>
Waipā	<input type="radio"/>		

Q3. Do you live in town or in the country?

Country (rural)	<input type="radio"/>
Town (urban)	<input type="radio"/>

Q4. Please include your suburb/area and postcode below:

Suburb/area: .....

Postcode: .....

Most of the following 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.

## ENVIRONMENTAL AWARENESS

Q5. What do you think is the SINGLE most important environmental issue facing the Waikato region today? (One answer only)

.....

Q6. Why do you think this is the most important issue facing the Waikato region?

.....

Q7. 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?

Much worse	A little worse	Stayed the same	A little better	Much better	Don't know
<input type="radio"/>					

The next few questions are about the various waterways in the region.

Q8. Firstly, what would indicate good water quality in freshwater bodies such as streams, rivers, or lakes?

.....

# APPENDIX 1: QUESTIONNAIRE

**Q9. And what would indicate good water quality in coastal areas such as estuaries, harbours, or oceans?**

.....

.....

**Q10. The following is a list of environmental topics of interest. Please say whether you feel each of these has become better, become worse or stayed the same in the last few years?**

	Much worse	A little worse	Stayed the same	A little better	Much better	Don't know
The water quality in your local streams, rivers, and lakes	<input type="radio"/>					
The availability of waste recycling services and facilities in your area	<input type="radio"/>					
The air pollution in your local area	<input type="radio"/>					
The number of NZ native birds in your local area	<input type="radio"/>					
The number of NZ native fish in your local area	<input type="radio"/>					
The number of NZ native plants in your local area	<input type="radio"/>					
The water quality in local coastal waters	<input type="radio"/>					

## CONCERNS

**Q11. Please rate your knowledge about environmental issues on the scale below:**

Very poor	Poor	Neither good nor poor	Good	Very good	Don't know
<input type="radio"/>					

**Q12. We would like to find out about your levels of concern on some issues in the Waikato region, ranging from not concerned at all to very concerned. How concerned are you about the following environmental issues in the Waikato region?**

	Not concerned at all	Not very concerned	Neither concerned nor unconcerned	Slightly concerned	Very concerned	Don't know
Water pollution from industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water pollution from farmland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loss of the natural character of the region's coastlines through development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water pollution from towns and city areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The loss of NZ native bush and wetlands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The spread of cities/towns across farmland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pest species damaging and reducing NZ native birds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pest species damaging and reducing NZ native fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pest species damaging and reducing NZ native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The effects of coastal erosion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The effects of climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The loss of quality food producing soils to subdivision and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The health of soils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# APPENDIX 1: QUESTIONNAIRE

## KNOWLEDGE QUESTIONS

The next set of statements is asking about your level of agreement or disagreement on various environmental topics.

Q13. Do you agree or disagree with each of these statements...

	Strongly disagree	Disagree	Depends	Agree	Strongly agree	Don't know
Pollution in the region's rivers and streams comes mainly from industry	<input type="radio"/>					
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	<input type="radio"/>					
Air pollution comes mainly from home fires	<input type="radio"/>					
The biggest driver of climate change is the increase of greenhouse gases from human activities	<input type="radio"/>					
The biggest driver of climate change is the increase of greenhouse gases from farming activities	<input type="radio"/>					
Pollution in the region's rivers and streams comes mainly from farmland	<input type="radio"/>					

## ENVIRONMENTAL ATTITUDES AND PUBLIC PARTICIPATION

Q14. Do you generally agree or disagree with each of these statements about how people in the Waikato region contribute to a healthy environment?

	Strongly disagree	Disagree	Depends	Agree	Strongly agree	Don't know
The public have enough say in the way the environment is managed	<input type="radio"/>					
Waikato Regional Council should enforce its rules to make sure that the environment is well looked after	<input type="radio"/>					
Landowners should be allowed to do what they like on their own land	<input type="radio"/>					
Waikato Regional Council should be doing more to protect New Zealand native birds and plants from introduced pests	<input type="radio"/>					
Government restrictions on the use of private property are necessary so that the environment will not be harmed	<input type="radio"/>					
Waikato Regional Council is visible in responding to environmental concerns	<input type="radio"/>					
There is enough protection given to local significant natural sites	<input type="radio"/>					

# APPENDIX 1: QUESTIONNAIRE

**Q15. Do you generally agree or disagree with each of these statements about the Waikato environment?**

	Strongly disagree	Disagree	Depends	Agree	Strongly agree	Don't know
A healthy environment is necessary for a healthy economy	<input type="radio"/>					
Environmental protection and economic development can go hand in hand	<input type="radio"/>					
Businesses take care to minimise negative impacts on the environment	<input type="radio"/>					
Businesses usually find it is too expensive to be more environmentally friendly	<input type="radio"/>					
Businesses should be obliged to treat the environment well	<input type="radio"/>					
The public understands the importance of investing in water quality	<input type="radio"/>					
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	<input type="radio"/>					
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	<input type="radio"/>					

## NEW ECOLOGICAL PARADIGM

**Q16. Here are some statements about the relationships between human beings 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, agree, are unsure, or disagree or strongly disagree with it?**

	Strongly disagree	Disagree	Unsure	Agree	Strongly agree
The balance of nature is very delicate and easily upset	<input type="radio"/>				
Modifying the environment for human use seldom causes serious problems	<input type="radio"/>				
Plants and animals exist primarily to be used by humans	<input type="radio"/>				
Earth is like a spaceship with only limited room and resources	<input type="radio"/>				
There are limits to economic growth even for developed countries like ours	<input type="radio"/>				
Humans were meant to rule over the rest of nature	<input type="radio"/>				

## PUBLIC AND PERSONAL ENVIRONMENTAL ACTIONS

**Q17. Now thinking about your own personal actions regarding the environment, what actions have you undertaken in the past 12 months to protect the environment?**

.....

.....

**Q18. In thinking about climate change, what activities have you engaged in to reduce your greenhouse gas emissions in the last 12 months?** (Note: The main reason the climate is changing is because of adding greenhouse gases to the atmosphere. As greenhouse gases build up in the atmosphere, they cause the Earth to trap extra heat, making the planet warmer. Common examples of greenhouse gases include: water vapor, carbon dioxide, methane, and nitrous oxide.)

.....

.....

# APPENDIX 1: QUESTIONNAIRE

The next few questions are about the environment in our region.

**Q19. Thinking about your household waste habits, how much do you agree or disagree with the following statements...**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
My household does everything they can to reduce our waste	<input type="radio"/>					
I would like to reduce my household's waste more, but I am not sure how	<input type="radio"/>					
Individuals have a responsibility for waste reduction in their district	<input type="radio"/>					
Businesses have a responsibility for waste reduction in their district	<input type="radio"/>					
Waikato Regional Council has a responsibility for waste reduction in the region	<input type="radio"/>					

**Q20. In the last year or so, have you been involved in any kind of public action with the aim of protecting the environment?** (e.g. signing a petition; attended any meetings; been involved in a council consent process or made a submission)

Yes	<input type="radio"/>
No (If no, skip to Q22)	<input type="radio"/>

**Q21. If yes, what did you do?** (no more than 3 examples)  
And how effective do you feel the actions were?

Response	Not effective at all	Fairly effective	Very effective	Don't know
A: .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B: .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C: .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q22. Do you think there are sufficient opportunities for the community to be involved in activities to protect the environment?**

Yes (If yes, skip to Q24)	<input type="radio"/>
No (If no, carry on to Q23)	<input type="radio"/>

**Q23. What ways do you think the community could be more involved in activities to protect the environment?**

.....
.....
.....

**Q24. What do you think will be the SINGLE most important environmental issue facing us in five years time?** (One answer only)

.....
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**Q25. Overall, taking everything into account, how satisfied are you with your local environment in general?**

1 - Completely unsatisfied	2	3	4	5	6	7	8	9	10 - Completely satisfied	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q26. Is there anything else you would like to add based on this survey...**

.....
.....

# APPENDIX 1: QUESTIONNAIRE

Now just a couple of demographic questions to ensure we've captured a wide cross section of people. This information remains completely confidential.

## DEMOGRAPHICS

**Q27. Which of the following age groups do you fit into? (Please select one answer)**

18-19 years	<input type="radio"/>	45-54 years	<input type="radio"/>
20-24 years	<input type="radio"/>	55-59 years	<input type="radio"/>
25-34 years	<input type="radio"/>	60 years or older	<input type="radio"/>
35-44 years	<input type="radio"/>	Prefer not to answer	<input type="radio"/>

**Q28. To which ethnic groups do you belong?**

NZ European	<input type="radio"/>	New Zealander	<input type="radio"/>
Māori	<input type="radio"/>	Other ethnicity, please specify .....	<input type="radio"/>
Pacific Islander	<input type="radio"/>	Don't know	<input type="radio"/>
Asian	<input type="radio"/>	Prefer not to say	<input type="radio"/>

**Q29. Which of these statements best describes you?**

I have Māori ancestry	<input type="radio"/>
I have no Māori ancestry	<input type="radio"/>
Don't know/ Prefer not to say	<input type="radio"/>

**Q30. What is your employment situation? (Please select one answer)**

Working full-time (answer Q31)	<input type="radio"/>	Student	<input type="radio"/>
Working part-time (answer Q31)	<input type="radio"/>	Unemployed/ Beneficiary	<input type="radio"/>
Retired	<input type="radio"/>	Don't know	<input type="radio"/>
Home responsibilities	<input type="radio"/>	Prefer not to say	<input type="radio"/>

**Q31. If working full-time or part-time, what is your occupation? (If farmer, type of farmer (e.g. dairy))**

.....
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**Q32. Which of the following do you identify as...**

Male	<input type="radio"/>
Female	<input type="radio"/>
Gender diverse	<input type="radio"/>
Prefer not to say	<input type="radio"/>

## INCENTIVE

Thank you for your time today, your responses are extremely valuable to Waikato Regional Council. If you would like to go in the draw to win one of four \$250 Prezzy cards, please supply your name and contact number so we can contact you if you win.

First name: .....
Contact number: .....

## APPENDIX 2: WEIGHT FACTORS

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Demographic group	Sample size	Weight factor
Female under 35 years	144	1.382
Male under 35 years	73	2.028
Gender diverse under 35 years	3	1.012
Female 35-59 years	318	0.976
Male 35-59 years	167	1.432
Gender diverse 35-59 years	1	0.714
Female 60 years +	254	0.515
Male 60 years +	290	0.755



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Technical Report 2019/09  
ISSN 2230-4355 (Print)  
ISSN 2230-4363 (Online)  
Printed October 2019  
Job #6457

Private Bag 3038  
Waikato Mail Centre  
Hamilton 3240  
New Zealand

0800 800 401  
[waikatoregion.govt.nz](http://waikatoregion.govt.nz)

