

**Table 11-2: Agreement with Sacrificing Environmental Quality for Economic Growth, 2000, 2003, 2006**

	2000	2003	2006	Change 00-06	Change 03-06
Strongly Agree	N/A	1	2	N/A	+1
Agree	N/A	9	10	N/A	+1
<b>Total Agree</b>	<b>7</b>	<b>10</b>	<b>12</b>	<b>+5</b>	<b>+2</b>
Neither agree nor disagree/depends	10	11	2	-8	-9
Disagree	N/A	56	53	N/A	-3
Strongly Disagree	N/A	22	30	N/A	+8
<b>Total Disagree</b>	<b>82</b>	<b>78</b>	<b>83</b>	<b>+1</b>	<b>+5</b>
Unsure/don't know	2	1	3	+1	+2

Base (respondents)

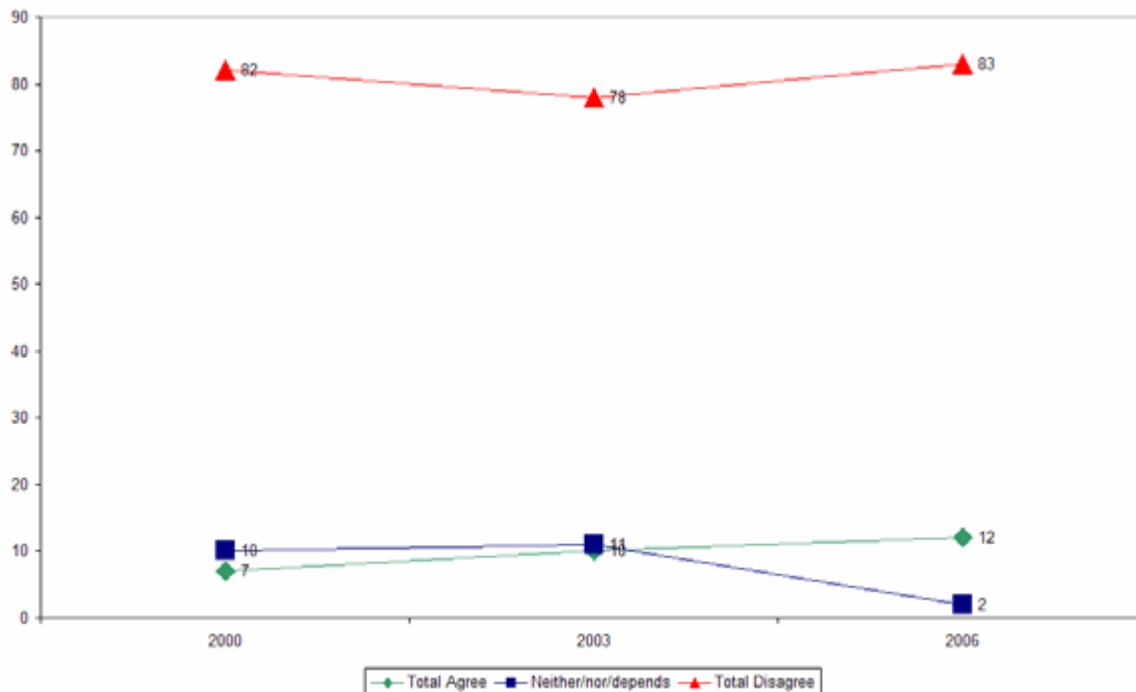
1873

1822

1000

N/A denotes code not used in previous years

This trend is shown in Figure 11.5.



**Figure 11-5: Agreement with Sacrificing Environmental Quality for Economic Growth, 2000, 2003, 2006**

### 11.2.3 Demographic Variation

Those significantly more likely (than the regional average) to **agree** that it is okay to sacrifice environmental quality for economic growth were:

- Asian/Indian (30%)
- aged 18 to 19 years (26%)
- with no formal qualifications (23%) or attended secondary school (19%)
- unemployed or beneficiaries (23%) or retired (20%), aged 60 years or over (18%)
- with an annual household income of less than \$30,000 (17%).

Those more likely to **disagree** with this statement were those:

- with an annual household income of \$60,001 to \$90,000 (90%) or \$90,001 to \$150,000 (91%)
- aged 20 to 29 years (90%) or 50 to 59 years (89%)
- working full time (88%)

- non-farming rural occupations (88%)
- New Zealand European (85%).

#### 11.2.4 Geographic Variation

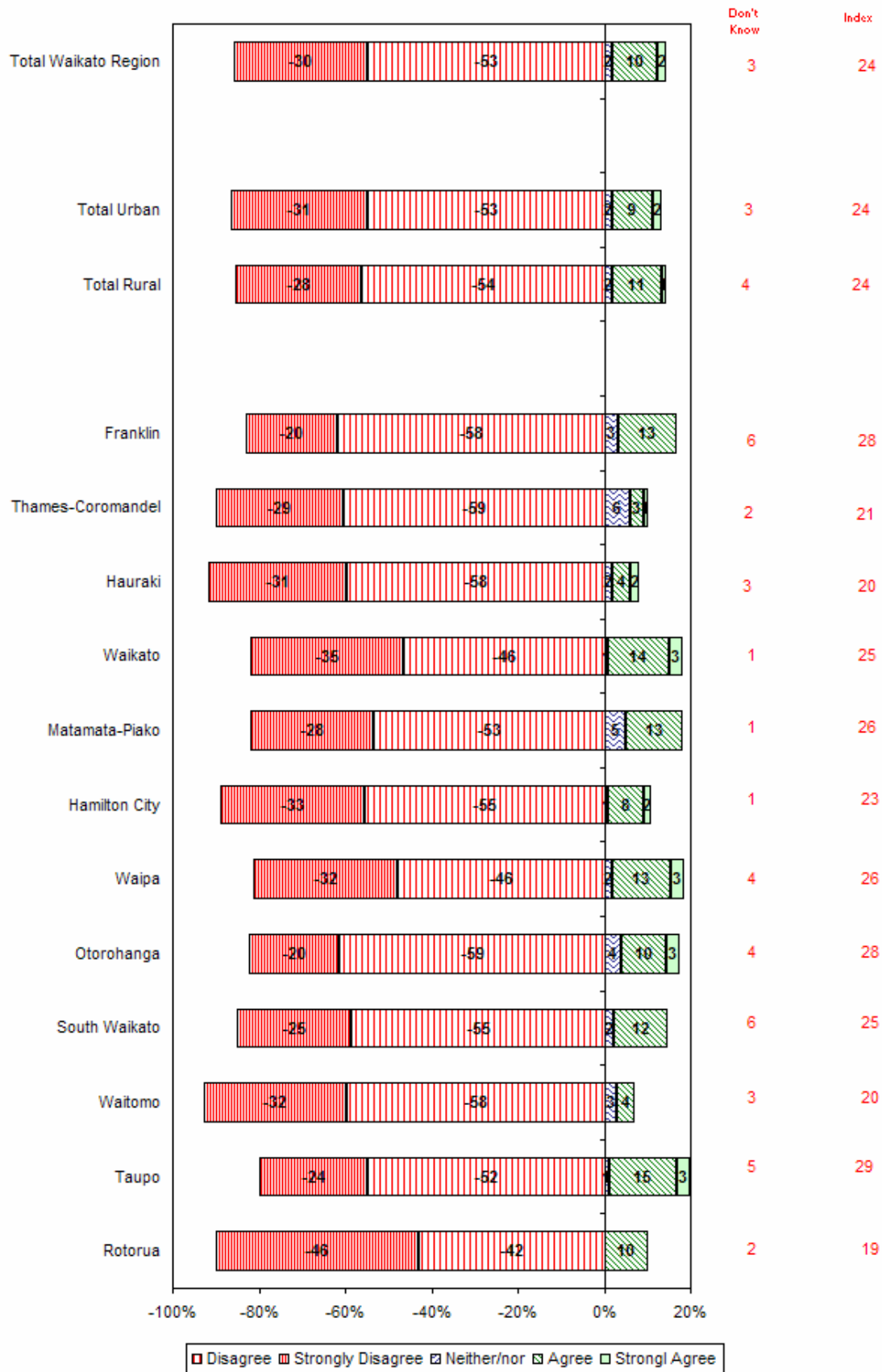
No particular territorial authority or urban/rural residents were identified as being more likely to **agree** with the statement that it is okay to sacrifice environmental quality for economic growth.

Those more likely to say it **depends** to this statement were:

- living in Thames-Coromandel (6%) or living in the districts as opposed to Hamilton city (3%).

Those more likely to **disagree** with this statement were:

- living in Hamilton (89%).



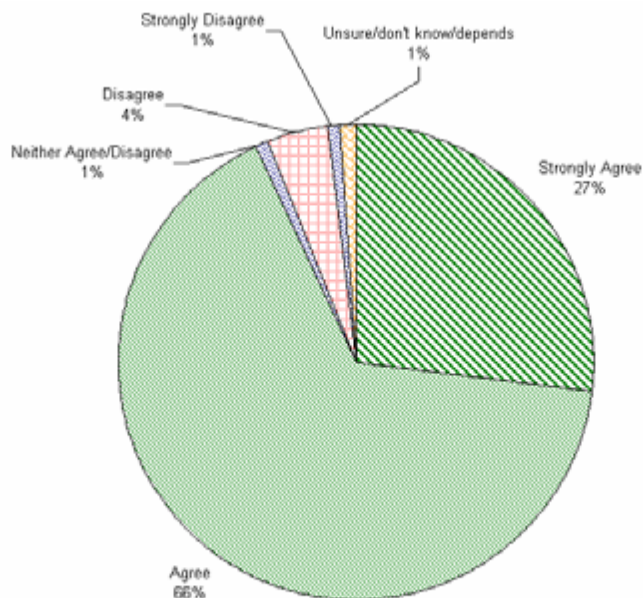
**Figure 11-6: Agreement with Sacrificing Environmental Quality for Economic Growth, by Urban/Rural and Territorial Authority**

## 11.3 Environmental Protection and Economic Development

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

### 11.3.1 Overall Result

Nearly all residents (93%) agreed that environmental protection and economic development can go hand in hand (27% *strongly agree*, 66% *agree*). Only 5% thought environmental protection and economic development are mutually exclusive.



Base: All respondents (n=1000)

**Figure 11-7: Environmental Protection and Economic Development**

### 11.3.2 Comparison with Previous Years

The proportion of residents agreeing with the statement that environmental protection and economic development can go hand in hand has remained unchanged since the previous measure, at 93%. However, the strength of agreement has increased significantly, with the proportion *strongly agreeing* increasing from 18% in 2003 to 27% in 2006. The percentage of Waikato region residents who disagreed with this statement has remained small since this question was first asked in 2000.

**Table 11-3: Agreement with Environmental Protection and Economic Development, 2000, 2003, 2006**

	2000	2003	2006	Change 00-06	Change 03-06
Strongly Agree	N/A	18	27	N/A	+9
Agree	N/A	75	66	N/A	-9
<b>Total Agree</b>	<b>89</b>	<b>93</b>	<b>93</b>	<b>+4</b>	<b>0</b>
Neither agree nor disagree/depends	5	3	1	-4	-2
Disagree	N/A	2	4	N/A	+2
Strongly Disagree	N/A	0	1	N/A	+1
<b>Total Disagree</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>+2</b>	<b>+3</b>
Unsure/don't know	2	2	1	-1	+1

Base (respondents)

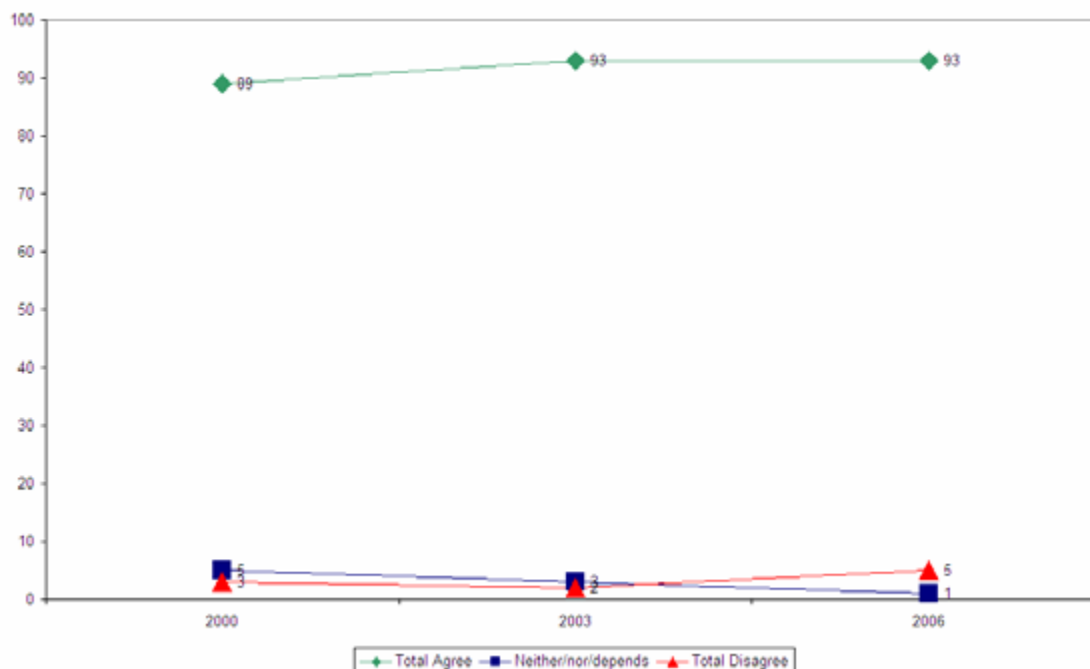
1873

1822

1000

N/A denotes code not used in previous years

This trend is shown in Figure 11.8.



**Figure 11-8: Agreement with Environmental Protection and Economic Development, 2000, 2003, 2006**

### 11.3.3 Demographic Variation

Those significantly more likely to **agree** that environmental protection and economic development can go hand in hand were those:

- with a trade certificate (99%)
- working full-time (95%)
- New Zealand European (94%).

Those more likely to **disagree** with this statement were:

- Asian/Indian (16%)
- unemployed/beneficiaries (15%)
- aged 18 to 19 years (12%)
- with an annual household income of more than \$150,000 (11%).

### 11.3.4 Geographic Variation

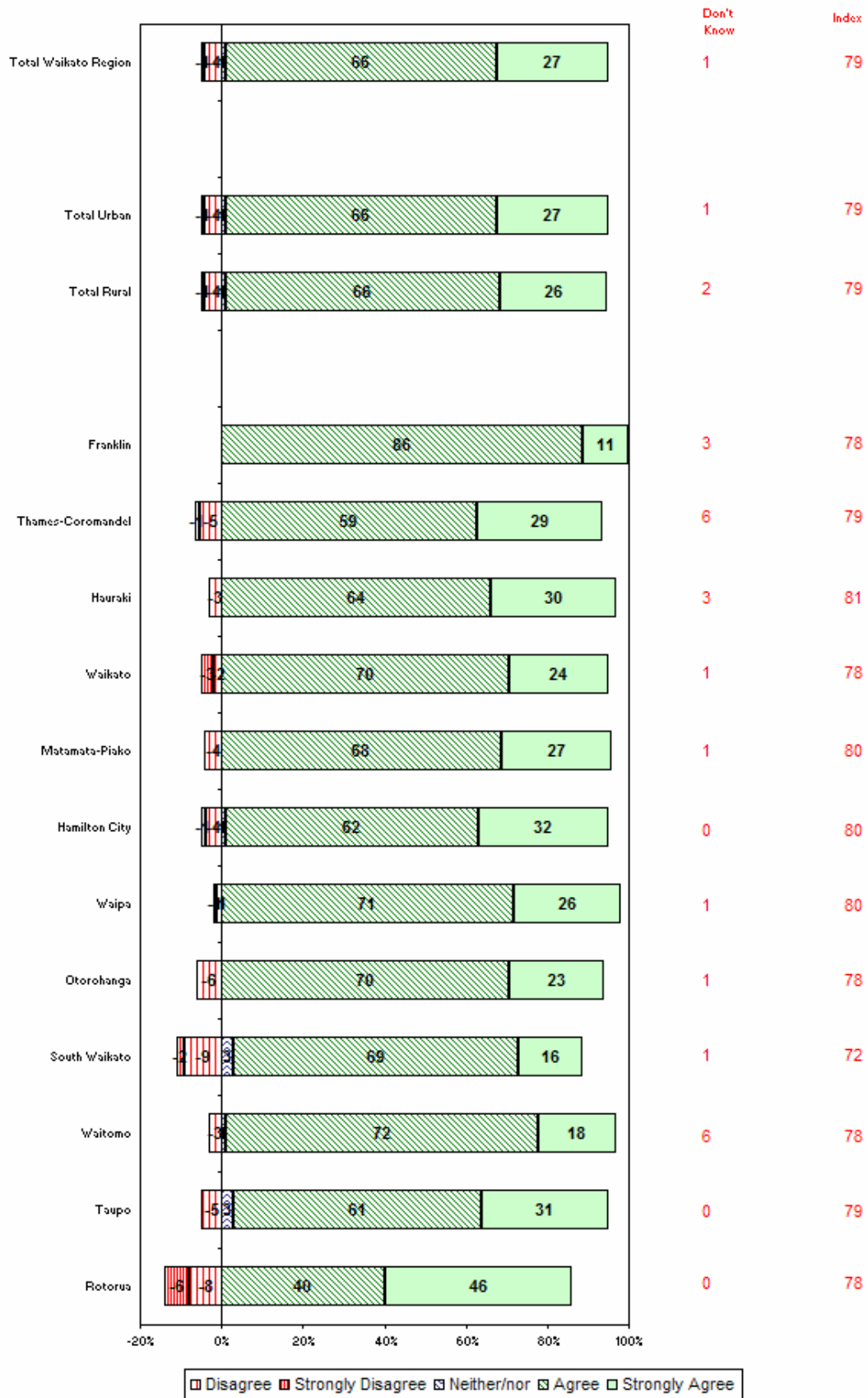
No particular territorial authority or urban/rural residents were identified as being more likely to **agree** with the statement that environmental protection and economic development can go hand in hand.

Those more likely to say it **depends** to this statement were:

- living in South Waikato (3%) or Taupo (3%).

Those significantly more likely to **disagree** with this statement were:

- living in Rotorua (14%) or South Waikato (11%).



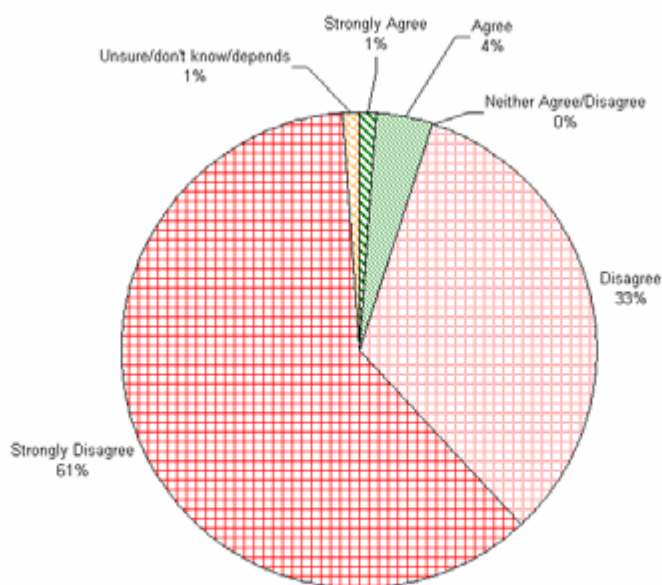
**Figure 11-9: Agreement with Environmental Protection and Economic Development, by Urban/Rural and Territorial authority**

## 11.4 Business Profit and the Environment

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

### 11.4.1 Overall Result

The majority of Waikato region residents surveyed overwhelmingly disagreed (94%) that the most important objective of any business should be to maximise profit regardless of the impact on the environment. Furthermore, three out of five of those surveyed (61%) *strongly disagreed* with this statement. A very small minority agreed (5%) that profit maximisation is the most important objective of a business, even if it means damaging the environment (1% *strongly agree*, 4% *agree*).



Base: All respondents (n=1000)

Figure 11-10: Business Profit and the Environment

### 11.4.2 Comparison with Previous Years

The 2006 results for disagreement with this statement are relatively similar to those observed in the 2003 measure (up from 93% in 2003 to 94% in 2006). However, there has been a significant increase in the strength of disagreement, with the proportion of those *strongly disagreeing* up from 50% in 2003 to 61% in 2006.



**Table 11-4: Agreement with Business Profit and the Environment, 2000, 2003, 2006**

	2000	2003	2006	Change 00-06	Change 03-06
Strongly Agree	N/A	1	1	N/A	0
Agree	N/A	2	4	N/A	+2
<b>Total Agree</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>+4</b>	<b>+2</b>
Neither agree nor disagree/depends	3	3	0	-3	-3
Disagree	N/A	43	33	N/A	-10
Strongly Disagree	N/A	50	61	N/A	+11
<b>Total Disagree</b>	<b>95</b>	<b>93</b>	<b>94</b>	<b>-1</b>	<b>+1</b>
Unsure/don't know	1	1	1	0	0

Base (respondents)

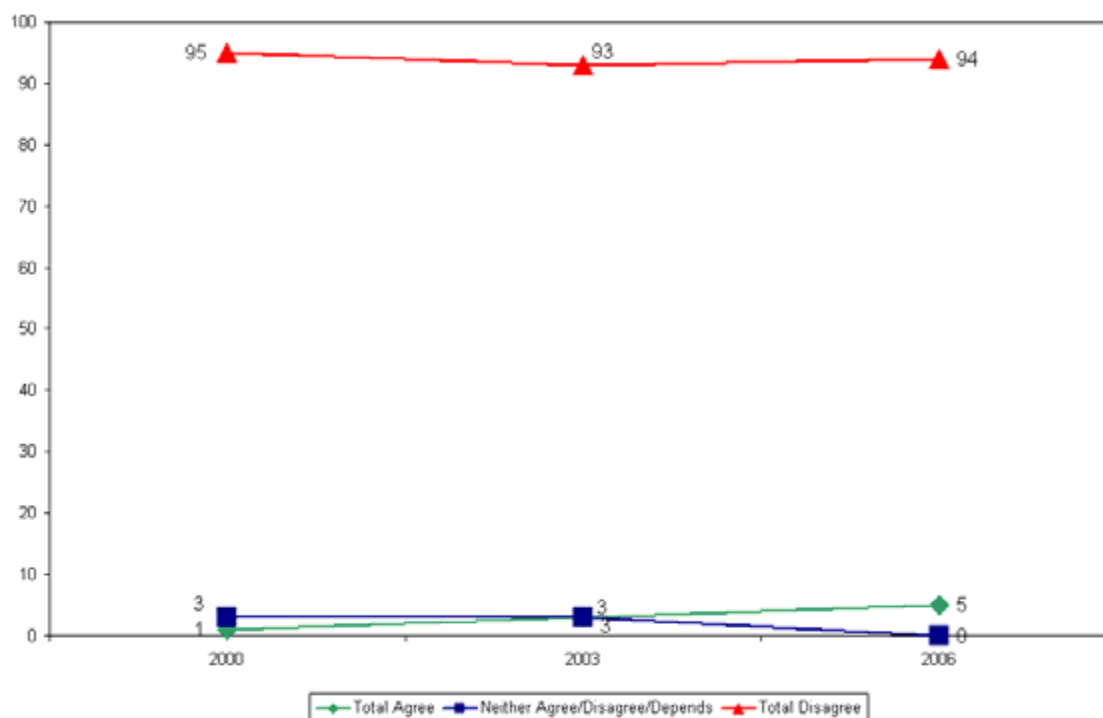
1873

1822

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N/A denotes code not used in previous years

This trend is shown in Figure 11.11.



**Figure 11-11: Agreement with Business Profit and the Environment, 2000, 2003, 2006**

### 11.4.3 Demographic Variation

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

- retired (11%)/aged 60 years or over (12%)
- attended secondary school but did not achieve any qualifications (10%).

Those more likely to **disagree** with this statement were those:

- with an annual household income of between \$90,001 and \$150,000 (99%)
- aged 30 to 49 years (98%)
- with tertiary qualifications (97%)
- working full-time (96%)
- non-farming rural occupations (96%).

### 11.4.4 Geographic Variation

No particular territorial authority or urban/rural residents were identified as being more likely to agree or disagree with the statement that the most important objective of any business should be to maximise profit even if that means damaging the environment.

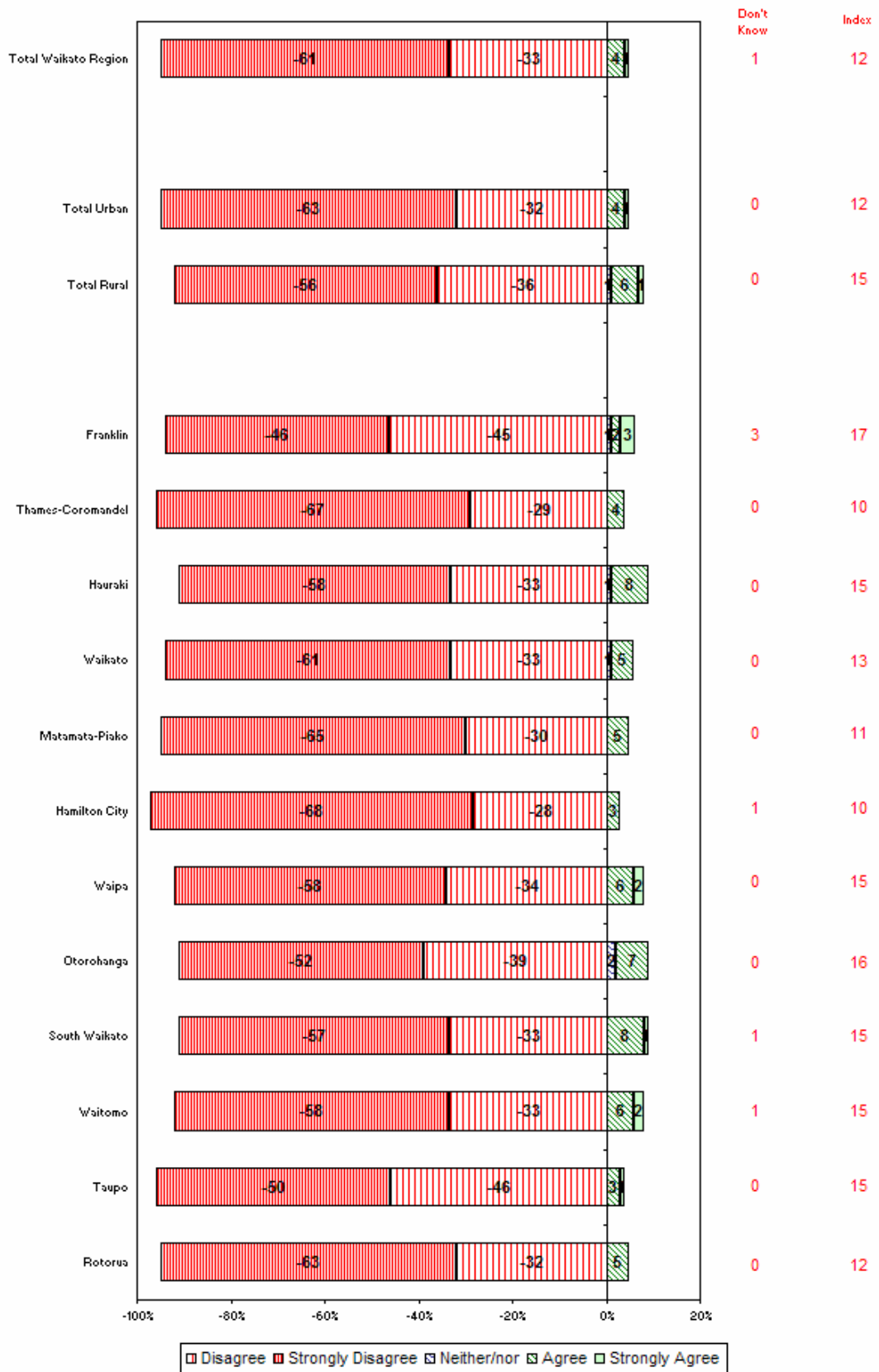


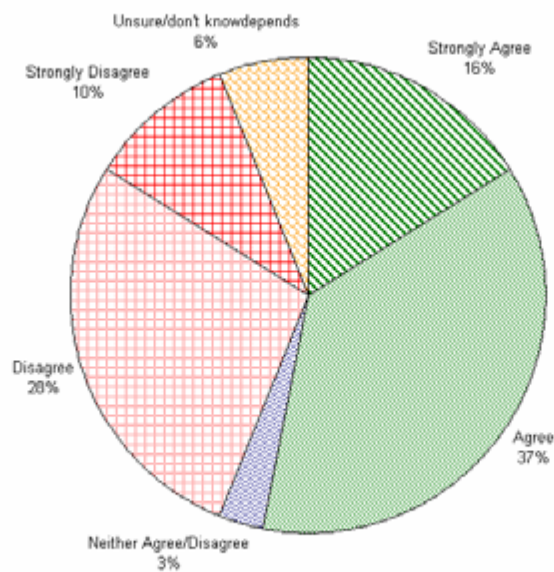
Figure 11-12: Agreement with Business Profit and the Environment by Urban/Rural and Territorial Authority

## 11.5 Business and Environmentally Friendly Behaviour

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

### 11.5.1 Overall Result

Approximately half of all surveyed residents (53%) agreed (16% *strongly agree*, 37% *agree*) that businesses do usually find it too expensive to be environmentally friendly. Just over a third of respondents (38%) disagreed (10% *strongly disagree*, 28% *disagree*) that environmentally friendly behaviour is too costly for businesses.



Base: All respondents (n=1000)

Figure 11-13: Business and Environmentally Friendly Behaviour

### 11.5.2 Comparison with Previous Years

The results for 2006 show a significant increase in the proportion of residents who disagreed that it is too expensive for businesses to adopt environmentally friendly behaviour (up from 24% in 1998 and 33% in 2003 to 38% in 2006). By contrast, there were significantly more residents *strongly agreeing* in 2006 that it is usually too costly for businesses to be environmentally friendly than in 2003 (up from 7% in 2003 to 16% in 2006).

**Table 11-5: Agreement with Business and Environmentally Friendly Behaviour, 1998, 2000, 2003, 2006**

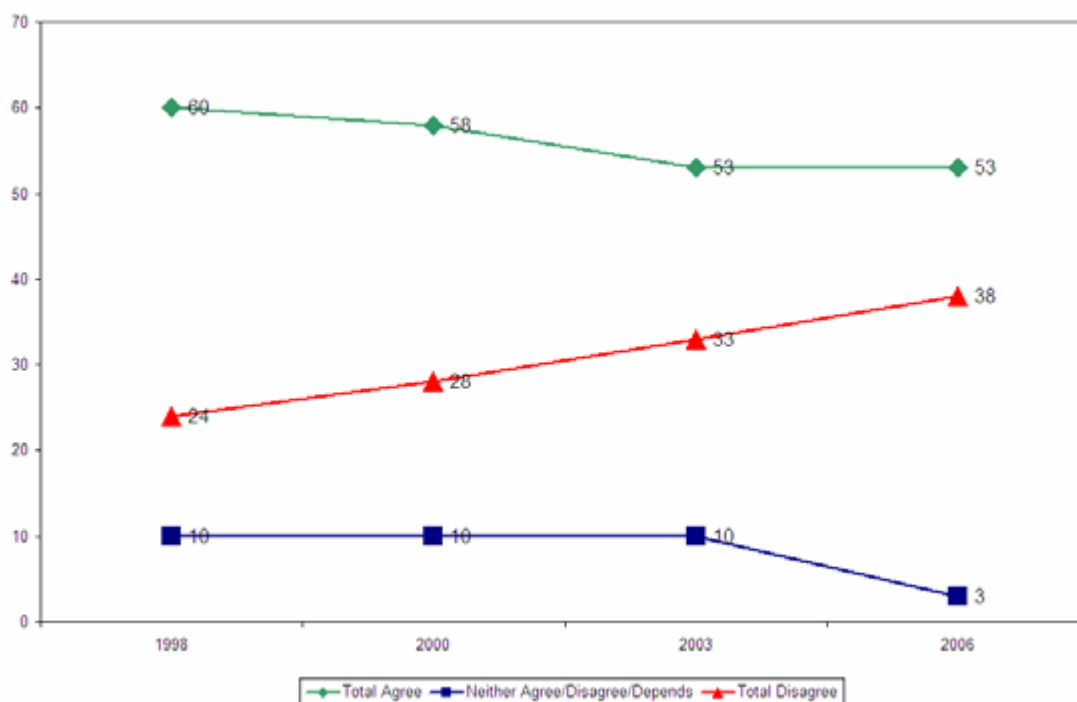
	1998	2000	2003	2006	Change 98-06	Change 03-06
Strongly Agree	N/A	N/A	7	16	N/A	+9
Agree	N/A	N/A	46	37	N/A	-9
<b>Total Agree</b>	<b>60</b>	<b>58</b>	<b>53</b>	<b>53</b>	<b>-7</b>	<b>0</b>
Neither agree nor disagree/depends	10	10	10	3	-7	-7
Disagree	N/A	N/A	28	28	N/A	0
Strongly Disagree	N/A	N/A	5	10	N/A	+5
<b>Total Disagree</b>	<b>24</b>	<b>28</b>	<b>33</b>	<b>38</b>	<b>+14</b>	<b>+5</b>
Unsure/don't know	5	4	4	6	+1	+2

Base (respondents)

1037 1873 1822 1000

N/A denotes code not used in previous years

This trend is shown below in Figure 11.14.



**Figure 11-14: Agreement with Business and Environmentally Friendly Behaviour, 1998, 2000, 2003, 2006**

### 11.5.3 Demographic Variation

Those significantly more likely to **agree** that businesses usually find it too expensive to be environmentally friendly were:

- unemployed/beneficiaries (81%) or students (72%)
- aged 18 to 19 years (73%) or 20 to 29 years (61%)
- those who have Maori ancestry (60%)
- female (58%).

Those significantly more likely to **disagree** with this statement were:

- working in farming occupations(49%)
- aged 50 to 59 years (45%)
- working full time (43%)

- with an annual household income of between \$60,001 and \$90,000 (43%)
- male (42%)
- New Zealand European(40%) or with no Maori ancestry (39%).

#### 11.5.4 Geographic Variation

Those significantly more likely to **agree** with the statement that businesses usually find it too expensive to be environmentally friendly were:

- living in Hamilton (60%).

Those significantly more likely to say it **depends** for this statement were:

- living in rural areas (5%)
- living in Franklin (8%).

Those significantly more likely to **disagree** with this statement were:

- living in Hauraki (59%).



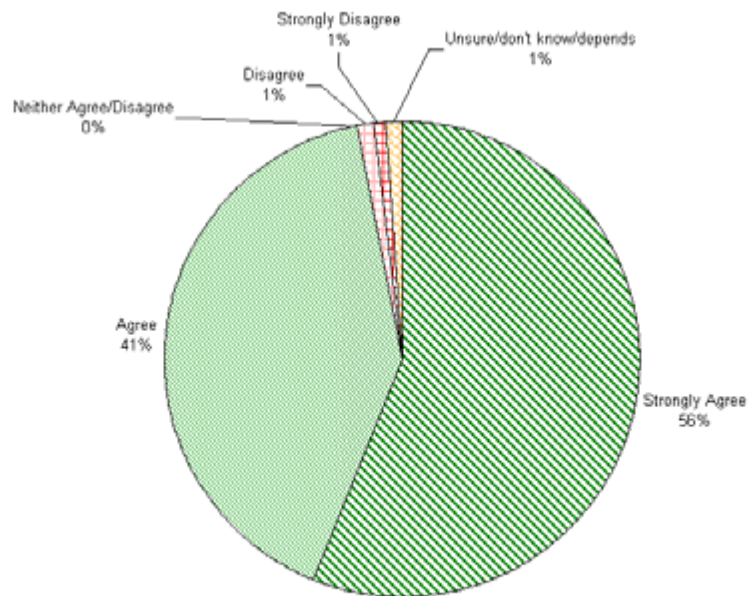
**Figure 11-15: Agreement with Business and Environmentally Friendly Behaviour, by Urban/Rural and Territorial Authority**

## 11.6 Businesses' Obligation to the Environment

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

### 11.6.1 Overall Result

Almost all respondents (97%) felt that businesses should be obliged to treat the environment well, including more than half (56%) *strongly agreeing* with this statement. Only 2% disagreed that businesses should be obliged to treat the environment well.



Base: All respondents (n=1000)

Figure 11-16: Businesses' Obligation to the Environment

### 11.6.2 Comparison with Previous Years

This question was asked for the first time in this format in 2006. In 1998, Waikato residents were asked whether 'businesses are obliged to treat the environment well'. A three-point scale was used in 1998. Although the wording is slightly different, 'are' instead of 'should be', the following comparison is made:

Table 11-6: Businesses' Obligation to the Environment, 1998 and 2006

	1998	2006	Change 98-06
Strongly Agree	N/A	56	N/A
Agree	N/A	41	N/A
<b>Total Agree</b>	<b>86</b>	<b>97</b>	<b>+11</b>
Neither agree nor disagree/depends	4	0	-4
Disagree	N/A	1	N/A
Strongly Disagree	N/A	1	N/A
<b>Total Disagree</b>	<b>8</b>	<b>2</b>	<b>-6</b>
Unsure/don't know	2	1	-1

Base (respondents)

1037

1000

N/A denotes code not used in previous years

### 11.6.3 Demographic Variation

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

- with a tertiary qualification (99%)
- aged 40 to 49 years (99%)
- non-farming rural occupations (98%).

Those more likely to **disagree** with this statement were:

- aged 18 to 19 years (9%) or 50 to 59 years (4%)
- students (6%).

### 11.6.4 Geographic Variation

No particular territorial authority or urban/rural residents were identified as being more likely to agree or disagree with the statement that businesses should be obliged to treat the environment well.

Those significantly more likely to say it **depends** on this statement were:

- living in Otorohanga (2%).



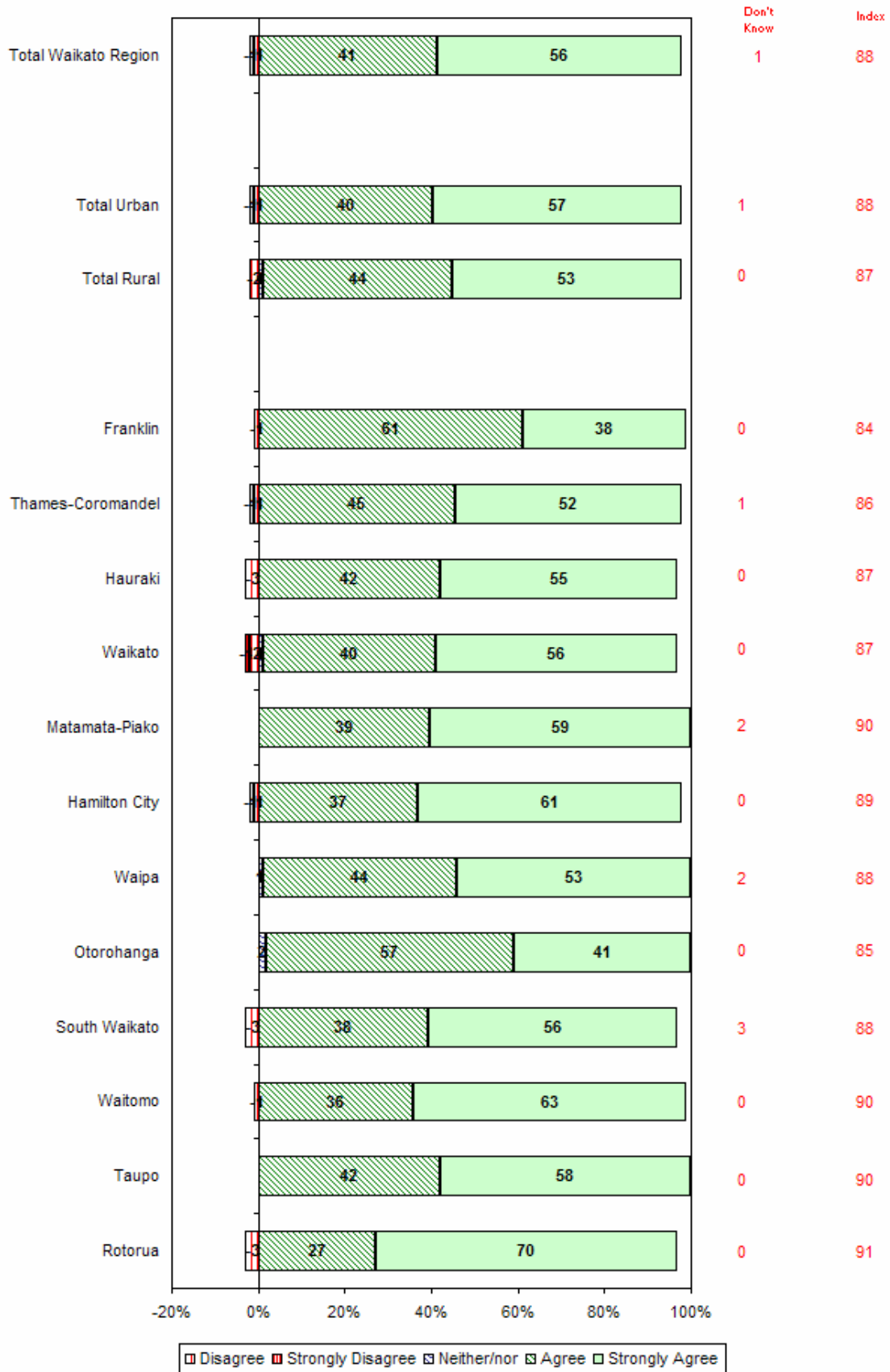


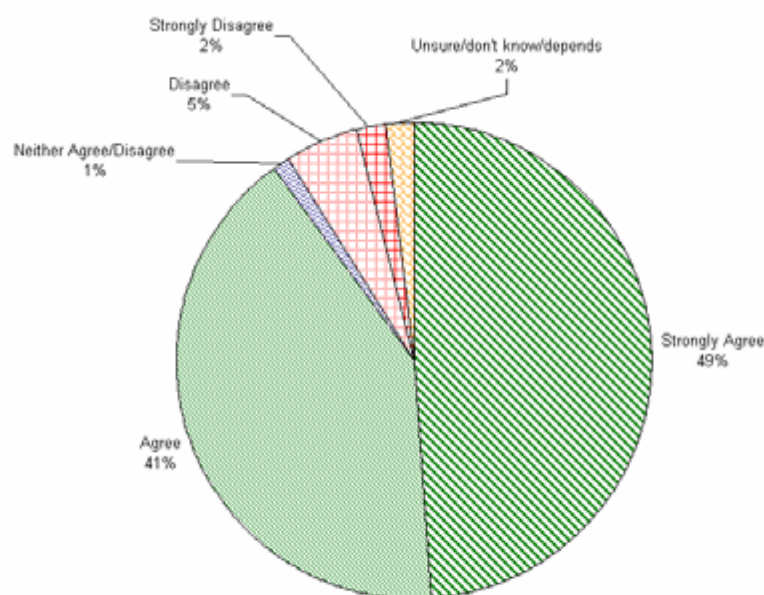
Figure 11-17: Agreement with Business Obligations to the Environment by Urban/Rural and Territorial Authority

## 11.7 Business Bearing Expense of Meeting Environmental Standards

Respondents were asked whether they agreed or disagreed 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*.

### 11.7.1 Overall Result

Nine out of ten Waikato residents surveyed (90%) agreed that the water quality in streams and rivers should be protected even if it means businesses have to bear the expense of meeting environmental standards (49% *strongly agreeing*, 41% *agreeing*). Only a small proportion of respondents (7%) disagreed with this statement (2% *strongly disagreeing*, 5% *disagreeing*).



Base: All respondents (n=1000)

Figure 11-18: Businesses' Bearing Expense of Meeting Environmental Standards

### 11.7.2 Comparison with Previous Years

This question was asked for the first time in 2006. Consequently no comparative results are available.

### 11.7.3 Demographic Variation

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

- Maori (96%).

Those more likely to **disagree** with this statement were:

- aged 50 to 59 years (11%).

### 11.7.4 Geographic Variation

Those significantly more likely to **agree** with the statement that water quality in streams and rivers should be protected even if it means businesses have to bear the expense of meeting environmental standards were:

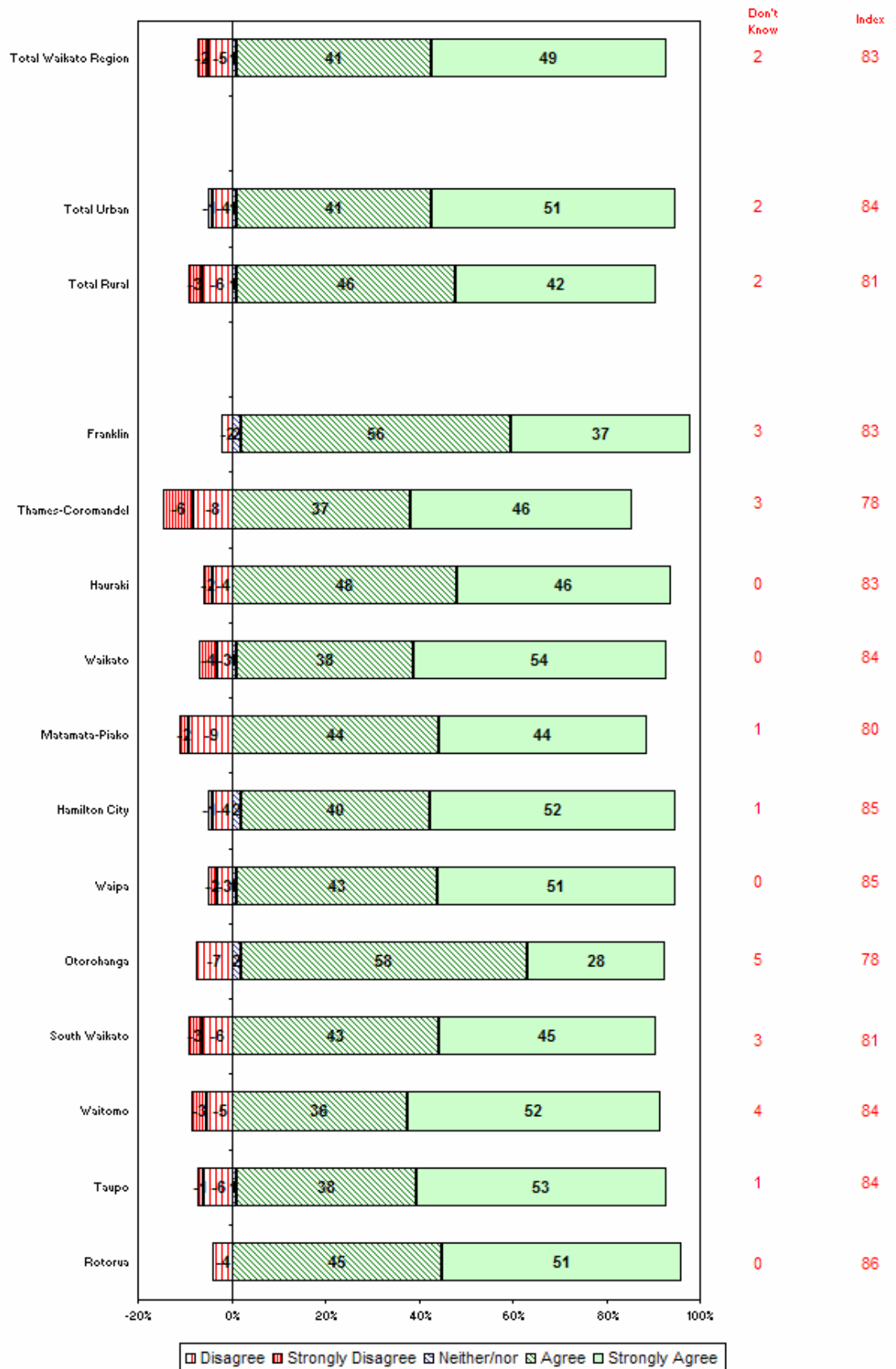
- living in urban areas (92%).

Those significantly more likely to say it **depends** to this statement were:

- living in Hamilton (3%).

Those significantly more likely to **disagree** with the statement were:

- living in Thames-Coromandel (14%)
- living in the districts (as opposed to Hamilton) (8%).



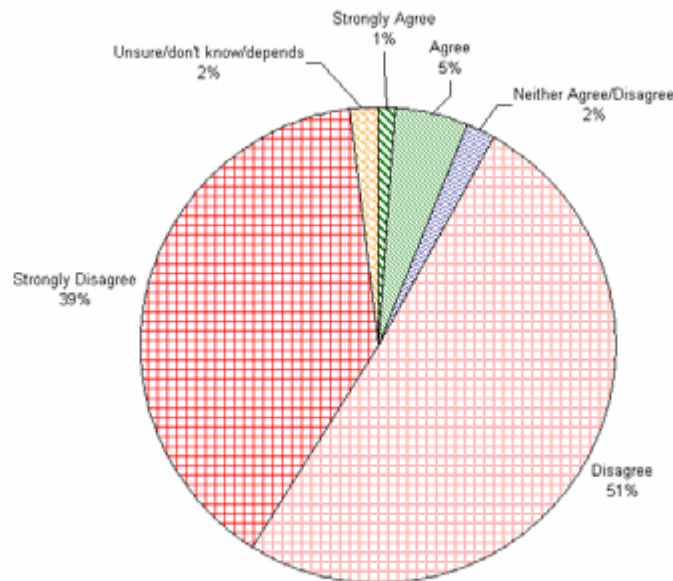
**Figure 11-19: Agreement with Business Bearing Expense of Meeting Environmental Standards, By Urban/Rural and Territorial Authority**

## 11.8 Farm Productivity and Waterways

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

### 11.8.1 Overall Result

Nine out of ten respondents (90%) disagreed that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways, including two in five *strongly disagreeing* (39%) and 51% *disagreeing*. Only 6% agreed (1% *strongly agreeing*, 5% *agreeing*) that maximising productivity at the expense of waterways was acceptable.



Base: All respondents (n=1000)

Figure 11-20: Farm Productivity and Waterways

### 11.8.2 Comparison with Previous Years

This question was asked for the first time in 2006. Consequently no comparative results are available.

### 11.8.3 Demographic Variation

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

- Asian/Indian (20%)
- with no formal qualifications (19%)
- with an annual household income of less than \$30,000 (11%)
- retired (10%).

Those significantly more likely to **disagree** with this statement were:

- aged 30 to 39 years (96%)
- working full time (94%)
- with tertiary qualifications (93%)
- non-farming rural occupations (93%).

#### 11.8.4 Geographic Variation

Those significantly more likely to **agree** with the statement that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways were:

- living in Otorohanga (12%).

No particular territorial authority or urban/rural residents were identified as being more likely to disagree with the statement that farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways.



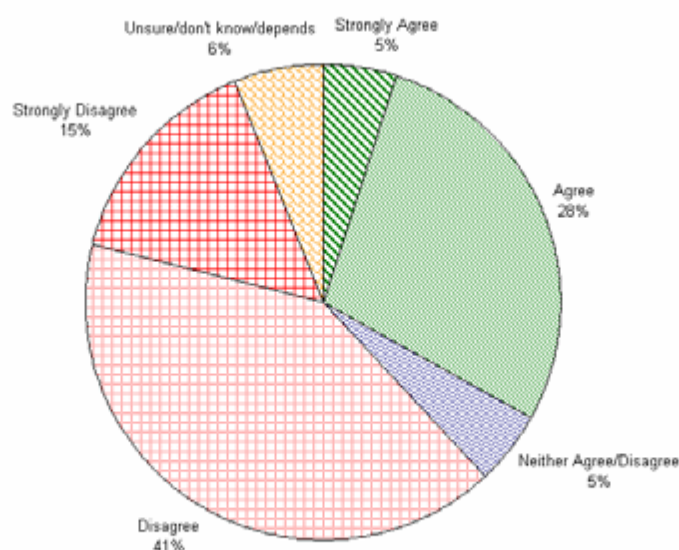
Figure 11-21: Agreement with Farm Productivity and Waterways, By Urban/Rural and Territorial Authority

## 11.9 Decline in Farm Economy to Achieve Better Environment

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

### 11.9.1 Overall Result

Agreement with the statement that it is acceptable for the Waikato farming economy decline in order to achieve a better environment was mixed. Just over half of those surveyed (56%) disagreed with this statement (15% *strongly disagreeing*, 41% *disagreeing*). In contrast, a third of respondents (33%) either *strongly agreed* (5%) or *agreed* (28%) that in order to achieve a better environment, it is acceptable for the farming economy to decline.



Base: All respondents (n=1000)

**Figure 11-22: Decline in Farm Economy to Achieve Better Environment**

### 11.9.2 Comparison with Previous Years

This question was asked for the first time in 2006. Consequently, no comparative results are available.

### 11.9.3 Demographic Variation

Those significantly more likely (than the regional average) to **agree** that it is acceptable to let the Waikato farming economy decline, to achieve a better environment were:

- aged 18 to 19 years (66%) or 20 to 29 years (44%)
- students (58%)
- Asian/Indian (51%) or Maori (41%) or with Maori ancestry (42%)
- with an annual household income of \$60,001 to \$90,000 (39%).

Those more likely to **disagree** with this statement were:

- with an annual household income of more than \$150,000 (69%) or \$30,001 to \$60,000 (61%)
- retired (64%) or aged 50 years or over (64%) or New Zealand European(59%).



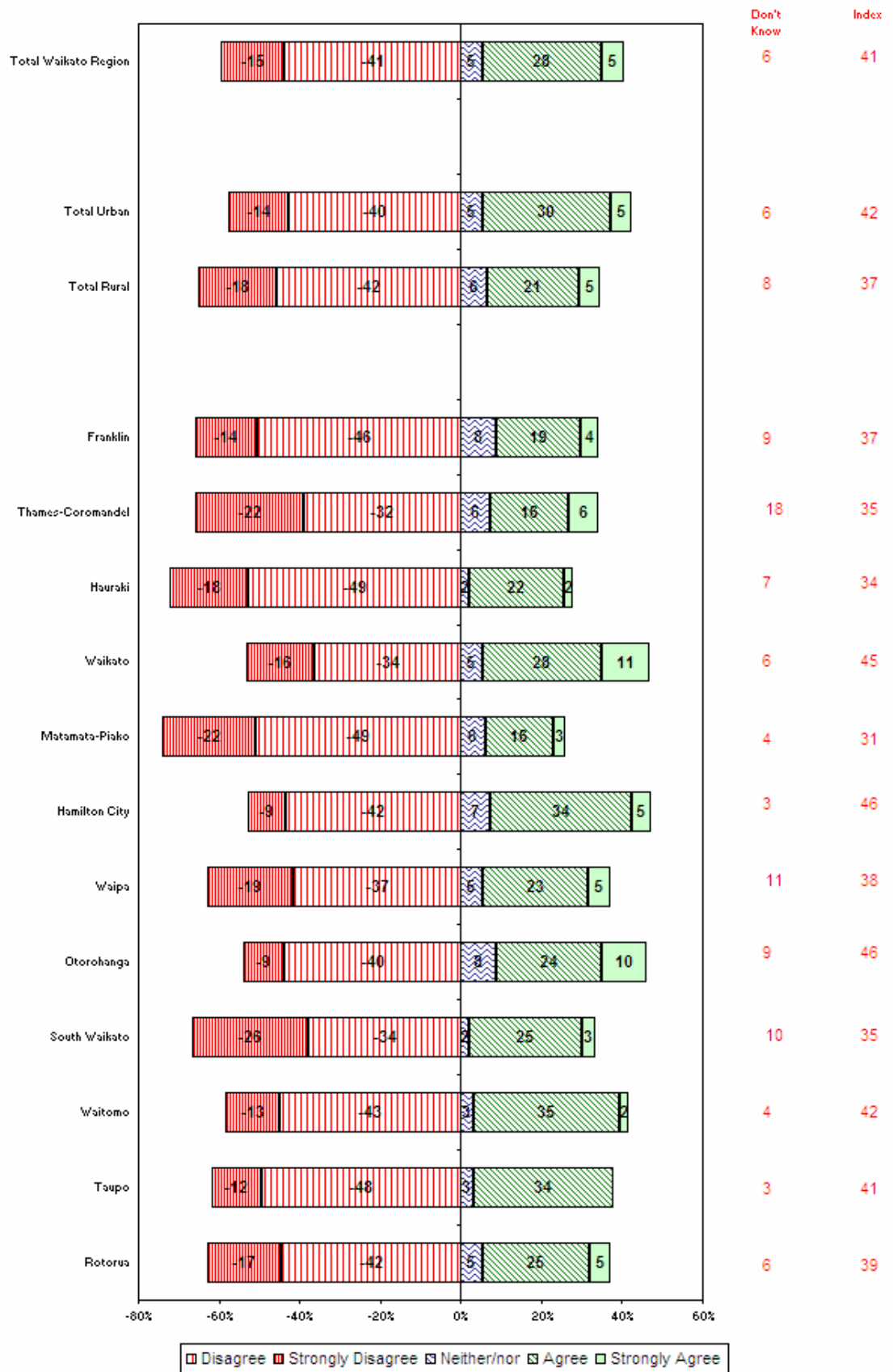
## 11.9.4 Geographic Variation

When considered by territorial authority and urban/rural area those significantly more likely to **agree** with the statement that that it is acceptable to let the Waikato farming economy decline, to achieve a better environment were:

- living in Hamilton (39%)
- in urban areas (35%).

Those significantly more likely to **disagree** with the statement that that it is acceptable to let the Waikato farming economy decline, to achieve a better environment were:

- living in Matamata-Piako (72%).



**Figure 11-23: Agreement with Decline in Farm Economy to Achieve Better Environment, by Urban/Rural and Territorial Authority**

## 11.10 Balancing Economy with the Environment Scale

In order to gauge the trade-offs people were willing to make between the economy and the environment, a scale was created. The Balancing Economy with the Environment Scale was calculated by totalling the scores for five key indicator questions, these being:

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

For consistency with the 2000 survey, the five-point scale used for each question this year (and in 2003) was reduced to a three-point scale. Furthermore, environmentally negative questions (a, b and d) were re-coded to be compatible with the environmentally positive questions and non-responses were treated as environmentally neutral responses. The minimum achievable score, indicating a pro-economy over environment attitude, was 5 and the maximum achievable score, indicating a pro-environment over economy attitude, was 15.

*Note: In 2006, the question “Landowners should be allowed to do what they like on their own land” was appended with the phrase ‘within the law’. In the questionnaire, this phrase was provided in brackets, denoting to the interviewer that it could be read out if the respondent requested clarification, particularly of the phrase ‘do what they like’. Supervisors reported that many respondents asked for clarification, and consequently were given the qualifier of ‘within the law’. The results obtained suggested that the inclusion of this qualifier changed the tone of the question and may have contributed to a significant increase in levels of agreement with the statement. Consequently, n=200 respondents were re-contacted and asked these questions again, this time with the qualifier ‘within the law’ omitted from the landowner question. The results from these 200 respondents have been used to calculate this index.*

### 11.10.1 Overall Results

This year, the scores achieved ranged from 7 to 15, with the mean being 13.58, the median being 14 and the mode being 15.

Respondents were divided into three groups to facilitate further in-depth analysis. Consistent with 2003, those with total scores of 12 and less (17% of those surveyed) were defined as the “low” group. In the context of this Index, those with a “low” Index score tended to favour the economy over the environment. Those with scores of 13 or 14 (42%) formed the “medium” or neutral group, while those with scores of 15 (41%) made the “high” group (that is, they tended to favour the environment over the economy or considered that the two can operate side by side).

### 11.10.2 Comparison with Previous Years

The mean Balancing Economy with Environment Scale rating (13.58) represents a relatively stable result compared with both 2003 (13.52) and 2000 (13.78). In addition, the median and mode both remain unchanged from 2003. These results indicate that surveyed residents continued to favour the environment over the economy as strongly as they did three years ago.

### 11.10.3 Demographic Variation

Those significantly more likely to give a “high” score (favouring the environment over the economy) were those:

- with tertiary qualifications (49%).

Those significantly more likely to give a “medium” or neutral score were:

- working part-time (50%)
- male (45%).

Those significantly more likely to give a “low” score (favouring the economy over the environment) were:

- retired (34%)/aged 60 years or over (31%)
- with an annual household income of \$30,000 or less (25%) or between \$90,001 and \$150,000 (24%)
- Maori (22%).

### 11.10.4 Geographic Variation

No particular territorial authority or rural/urban residents were significantly more likely to give “high”, “medium” or “low” index scores. *Note, however, that because of the small sample size of 200 for the “Landowner” question, the result for each Territorial authority has a very high margin of error.*

## 12 Personal Environmental Action

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

**Key findings are:**

- As in 2003, actions relating to the **disposal of household waste**, including **recycling - plastic, paper, glass, tins/cans** (49%), **disposing of rubbish properly** (17%) and **composting** (9%), are most commonly mentioned actions undertaken to protect the environment. **Planting trees** (13%) is also frequently mentioned.
- Results for 2006 continue the downward trend in residents’ **involvement in public actions/meetings**, one out of six surveyed residents (16%) having some form of involvement in the last 12 months (compared with 22% in 2003). Actions most commonly undertaken included **attending meetings/public hearings** (42% of those taking some form of action) and **joining/belonging to/starting an action group** (25%). The proportion **signing petitions** (6%) has declined from 25% in 2003. In 2006, a significantly larger proportion considered that their actions were *very effective* (up from 13% in 2003 to 31% in 2006).
- For the first time since monitoring began, a greater proportion of residents now agreed that **the public have enough say in the way the environment is managed** (48% - up from 40% in 2003) than disagreed (46%). In particular, residents were significantly more likely to *strongly agree* that the public have enough say (10%) than they were in 2003 (4%).

### 12.1 Actions Taken to Protect the Environment

Respondents were asked *what actions they have taken in the previous 12 months to protect the environment*. Note: Similar questions have been asked in previous years. However, wording changes and changes in the way the question was asked prior to 2003 (in 2000 residents were asked how often they did a number of

specified actions) means that comparisons of current results with those prior to 2003 cannot be reliably made.

## 12.1.1 Overall Result and Comparison with 2003

As in 2003, **recycling** (49%) is the most commonly recalled action taken to protect the environment, with approximately two in five respondents claiming to recycle plastic (43% - up significantly from 38% in 2003), paper (40% – a significant increase from 35% in 2003), glass (37% - similar to 2003 at 35%) and tins/cans (31% - up slightly from 28% in 2003). These results are relatively consistent with results in 2000, when 37% of participants said they 'always' recycle bottles, cans, paper or plastic, instead of throwing them away, and in 1998 when 30% said they recycled (unprompted).

It is apparent that actions that most readily come to mind regarding taking action to protect the environment relate to the disposal of household waste. After recycling, **disposing of rubbish/waste properly** (17%) is the second most commonly mentioned activity, the proportion of residents citing this action having increased significantly from 12% in 2003. **Planting trees/plants** (13%), **using the car less often** (10%), **composting garden waste** (9%) and **recycling clothes** (9%) are also frequently mentioned. The proportion of residents stating that they **recycle clothes** has increased over the last three years (up from 3% in 2003 to 9% in 2006), while the number of people who mentioned **saving electricity** as a way to protect the environment has declined since 2003 (down from 8% to 4%).

Full details of all activities mentioned are shown below in Table 12.1.

**Table 12-1: Actions Taken to Protect the Environment**

	2003 %	2006 %
Recycled plastic	38	43
Recycled paper	35	40
Recycled glass	35	37
Recycled tins/cans	28	31
Disposed of rubbish/waste properly	12	17
Planted trees/plants	15	13
Used car less often (walked, biked, used bus more)	7	10
Compost garden waste	9	9
Recycled clothes	3	9
Reduced rubbish/waste	5	7
Compost kitchen waste	8	6
Save electricity	8	4
Bought 'green' products	4	4
Reduced chemical use	< 0.5	4
Saved water	4	4
Disposed of chemicals properly	1	4
Controlled weeds	6	3
Reduce/don't use/improve efficiency of fireplace for home heating	-	2
Killed animal pests	5	2
Refused supermarket plastic bags	1	2
Bury rubbish/not burn	1	2
Pick up rubbish on roads/beaches	3	2
Tidy/clean up property	2	2
Fence off native bush/rivers/streams	5	2
Education and awareness	2	1
Drive fuel efficient car/tune car	2	1
Inform organisations if something is wrong	1	1
Joined/supported environmental group	3	1

	2003 %	2006 %
Grow organically	2	1
Use recycled materials – clothing, timber etc	< 0.5	1
Improved drainage	1	1
Wash car on grass	< 0.5	1
Protect/feed native birds	< 0.5	1
Watch what I burn	1	1
Abide by council rules	1	1
Reduce/recycle stock effluent/farms	2	1
Look after water course	< 0.5	1
Don't smoke	< 0.5	1
Recycle – in general	-	1
Use alternative fuels/energy	-	1
Other	7	3
Don't know	3	3
No action	14	15
<i>Base: (respondents)</i>		
<i>Note: Multiple responses to this question were permitted. Consequently the table may total more than 100%</i>	1822	1000

Other actions mentioned by less than 1% of residents were:

- Don't light fires
- Reduced water consumption
- Installed solar heating/power
- Good farming practices
- Reducing/more awareness of fertilizer types
- Worm farming
- Don't burn coal
- Got family into recycling
- Monitor water quality
- Signed a petition
- Don't eat meat
- Environmental beautification
- Burn wood for home heating
- Erosion control
- Try not to pollute
- Work for agency with environmental responsibilities
- Not cutting down native trees/protecting natives
- Don't litter when out and about/pick up dog poo
- All that I can do
- Give food scraps to animals/farms
- Donation of land to environmental organisation.

## 12.1.2 Demographic Variation

Significant demographic differences in actions taken in the last 12 months to protect the environment emerged. By action, these were for:

### *Reduce*

- *using a car less often* - students (29%) or those with tertiary qualifications (13%).
- *saving electricity* - students (10%) or those with tertiary qualifications (6%).
- *refusing supermarket bags* - Asian/Indians (9%), those aged 20-29 years (5%), with a tertiary qualification (4%) or with no Maori ancestry (3%).
- *reducing rubbish/waste* - unemployed/beneficiaries (18%) or those aged 20 to 29 years (11%).
- *reducing water consumption* - farmers (3%).

- *reducing/more awareness of fertiliser types* - those with an annual household income of more than \$150,000 (4%) or farmers (2%).
- *reducing chemical use* - farmers (13%) or those with no Maori ancestry (5%).
- *reducing/recycling cattle effluent* - farmers (5%) or those with a trade certificate (3%).

#### *Reuse*

- *composting kitchen waste* - students (13%) or females (8%).
- *composting garden waste* - those with an annual household income of \$60,001 to \$90,000 (13%) or females (13%).
- *using recycled clothing, timber, metals etc.* - those involved in home responsibilities only (not in paid employment and not receiving government financial support) (4%).

#### *Recycle*

- *recycling plastic* - those involved in home responsibilities only (not in paid employment and not receiving government financial support) (57%), aged 30 to 39 years (56%), with an annual household income of \$60,001 to \$90,000 (50%), in non-farming rural occupations (49%), who are female (48%), with tertiary qualifications (48%), or working fulltime (46%).
- *recycling paper/cardboard* - those involved in home responsibilities only (not in paid employment and not receiving government financial support) (58%), aged 30 to 39 years (49%), with tertiary qualifications (47%), female (46%) or in non-farming rural occupations (44%).
- *recycling glass* - those involved in home responsibilities only (not in paid employment and not receiving government financial support) (52%), aged 30 to 39 years (44%), with tertiary qualifications (44%), female (42%) or in non-farming rural occupations (41%).
- *recycling tins/cans* - those with an annual household income of \$30,001 to \$60,000 (38%), aged 20 to 39 years (38%), with tertiary qualifications (38%) or non-farming rural occupations (33%).
- *recycling clothing* - those working part-time (16%), females (12%), non-farming rural occupations (11%) or with tertiary qualifications (11%).
- *recycling – in general* - people aged 20-29 years (3%) and females (1%).
- *getting their family into recycling* - those with an annual household income between \$90,001 and \$150,000.

#### *Getting Rid of Waste Correctly*

- *disposing of rubbish/waste properly* - those who are unemployed/beneficiaries (36%) or Asian/Indian (33%).
- *disposing of chemicals properly* - farmers (8%).

#### *Protection and Restoration of Water*

- *washing the car on the grass* - people aged 20-29 years (3%).
- *monitoring water quality* - those aged 30 to 39 years (1%) and who attended secondary school (1%).
- *looking after water course* - farmers (3%), those who attended secondary school (3%) or aged 50-59 years (2%).

#### *Protection and Restoration of Land*

- *planting trees/plants/natives* - those with an annual household income of more than \$150,000 (25%), those involved in farming occupations (24%) or aged 40 to 49 years (19%).
- *not cutting down trees/protecting natives* - those with an annual household income of more than \$150,000 (2%) and aged 50-59 years (1%).
- *good farming practices* - farmers (3%), with a trade certificate (2%), with an annual household income of \$90,001 to \$150,000 (2%), males (1%) or aged 50-59 years (1%).

- *controlling weeds* - those aged 40-49 years (7%) or with an annual household income of \$60,001 to \$90,000 (5%).
- *fencing off native bush/rivers/streams* - farmers (13%), with an annual household income of \$150,000 (7%) or New Zealand European (2%).
- *erosion control* - those with a trade certificate (2%) or retired (1%).
- *protecting/feeding birds* - farmers (4%), people working part-time (4%), with an annual household income of \$60,001 to \$90,000 (3%) or with a tertiary qualification (2%).
- *killing animal pests (e.g. possums, rabbits)* - those with an annual household income of \$60,001 to \$90,000 (5%) or males (3%).
- *growing organically* - retired people (4%) or people aged over 60 years.
- *tidying/cleaning up property* - people with an annual household income of less than \$30,000 (4%) or retired people (3%).
- *environmental beautification* - Asian/Indian (6%) or aged 20-29 years (1%).
- *picking up rubbish from roads and beaches* - Asian/Indian (10%).

#### *Protection and Restoration of Air*

- *not smoking* - people aged 18-19 years (8%), those who attended secondary school (2%) or with an annual household income of \$60,001 to \$90,000.
- *not burning coal* - those with a trade certificate (2%) or with an annual household income of \$90,001 to \$150,000.
- *burning wood for home heating* - people aged 40-49 years (1%), with an annual household income of \$90,001 to \$150,000 (1%), Maori (1%) or with Maori ancestry (<1%).
- *not lighting fires* - those with an annual household income of more than \$150,000 (2%) or retired (1%).
- *watching what they burn* - students (4%), farmers (3%) or those with an annual household income of less than \$30,000 (2%).
- *burying rubbish, not burning it* - those aged 60 years or older (5%), working part-time (4%) or with no Maori ancestry (2%).
- *driving car fuel-efficiently/getting car tuned* - people working full-time (2%).

#### *Community-minded Actions*

- *joining or supporting an environmental group* - those aged 18-19 years (6%), Maori (3%) or females (2%).
- *abiding by council rules* - those with an annual household income of \$90,001 to \$150,000 (1%) or working full-time (1%).
- *signing a petition* - those with an annual household income of \$30,001 to \$60,000.
- *donating land to an environmental organisation* - farmers (<1%).

#### *Other*

- *buying 'green' or environmentally friendly products* - those working in farming occupations (11%), aged 40 to 49 years (7%) or with secondary school qualifications (7%).
- *working for Department of Conservation or a council* - people with an annual household income of \$90,001 to \$150,000 (1%) or aged 60 years or older (<1%).
- *trying not to pollute* - retired people (1%), with an annual household income of \$60,001 to \$90,000 (1%), who attended secondary school (1%) or aged 60 years or older (<1%).
- *all that they can do* - farmers (1%) or people aged between 50 and 59 years (<1%).
- *a diverse range of farm animals and growing their own firewood* - people working part-time (<1%).
- *no actions to protect the environment* - those with no formal qualifications (29%), who are retired (27%)/aged 60 years or over (21%), aged 18 to 19 years (26%), or with an annual household income of \$30,000 or less (22%).



- *do not know* - unemployed people (10%), Asian/Indian (9%) or males (4%).

### 12.1.3 Geographic Variation

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

- *Thames-Coromandel*- planting trees/plants/natives (24%), reducing rubbish/waste (14%), composting kitchen waste (11%), reduce/don't use/improve efficiency of fireplace for home heating (7%), controlled weeds (7%), inform organisations if something is wrong (4%), use alternative fuels/energy (3%), reducing/ more awareness of fertiliser types (3%), installed solar heating/power (3%), don't burn coal (1%), erosion control (1%), don't litter/pick up dog poo (1%), have diverse range of farm animals (1%), grow own firewood/timber (1%) or all that I can do (1%).
- *Hauraki* - composting garden waste (17%) or not eating meat (2%).
- *Waikato* - reducing chemical use (9%) or got family into recycling (1%).
- *Hamilton* - recycling plastic (50%), recycling glass (44%), disposing of rubbish/waste properly (23%), using car less often (12%), saved electricity (6%), refused supermarket bags (4%), picked up rubbish/roads/beaches (4%), education and awareness (3%), monitor water quality (1%) or environment beautification (1%).
- *Matamata-Piako* - recycling glass (50%), recycling paper/cardboard (49%), recycling tins/cans (49%), recycling clothing (20%), tidy/clean up property (5%) or use recycled clothing, timber, metals etc (4%)
- *Waipa* - not having taken any actions in the last 12 months (23%) or improved drainage (4%).
- *South Waikato* - reduce/recycle cattle effluent (5%), sign a petition (2%) or donation of land to environmental organisation (2%).
- *Otorohanga* - reducing chemical use (12%), fencing off native bush/rivers/streams (8%) and reducing water consumption (3%) or to state not having taken any actions in the last 12 months (29%).
- *Waitomo* - fencing off native bush/rivers/streams (7%), watching what burn (4%), food scraps to animals (2%) or erosion control (1%).
- *Rotorua* - disposing of chemicals properly (12%), fencing off native bush/rivers/streams (9%), watching what burn (5%), reducing /more awareness of fertiliser types (4%), reducing/recycling cattle effluent (4%), recycling clothing (4%), good farming practices (3%), not smoking (3%) or recycling in general (2%).
- *Taupo* - not smoking (3%).
- *Living in the districts* - planting trees/plants/natives (14%), reducing chemical use (6%) or bought "green" or environmentally friendly products (5%)
- *Urban* - recycling plastic (47%), recycling paper/cardboard (44%), recycling glass (41%), recycling tins/cans (33%) or disposing of rubbish/waste properly (19%).
- *Rural* - planting trees/plants/natives (23%) or reducing chemical use (7%), fencing off native bush/rivers/streams (6%), abiding by council rules (2%), reducing/recycling cattle effluent (2%) or reducing/more awareness of fertiliser types (2%).

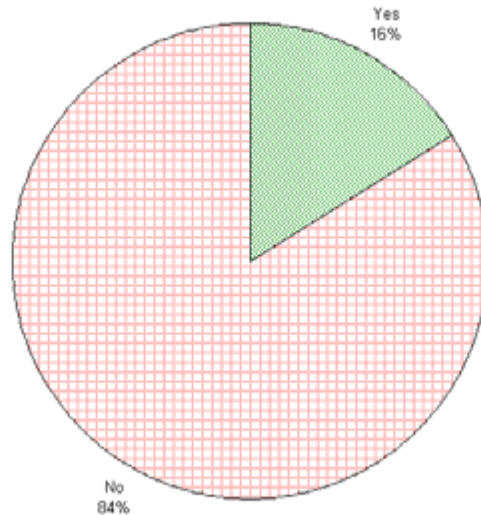
The most commonly mentioned actions for each Territorial authority can be found in the District Summaries section of this report.

## 12.2 Involvement in Public Actions/Meetings

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

### 12.2.1 Overall Result

Around one out of six respondents (16%) said they have been involved in some kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment in the last year. The remainder (84%) had not.



Base: All respondents (n=1000)

**Figure 12-1: Involvement in Public Actions/Meetings**

### 12.2.2 Comparison with Previous Years

In 2006, a significantly smaller proportion of respondents stated that they had been involved in any kind of public meeting, official hearing or consent process with the aim of protecting the environment (16%, down from 22% in 2003). This continues a downward trend in residents' involvement in public actions/meetings first evident in 2000.

**Table 12-2: Involvement in Public Actions/Meeting, 1998, 2000, 2003, 2006**

	1998*	2000*	2003	2006	Change 98-06	Change 03-06
Yes – been involved	26	23	22	16	-10	-6
No – have not been involved	74	77	78	84	+10	+6
<i>Base (respondents)</i>	1037	1873	1822	1000		

This trend is shown below in Figure 12.2.

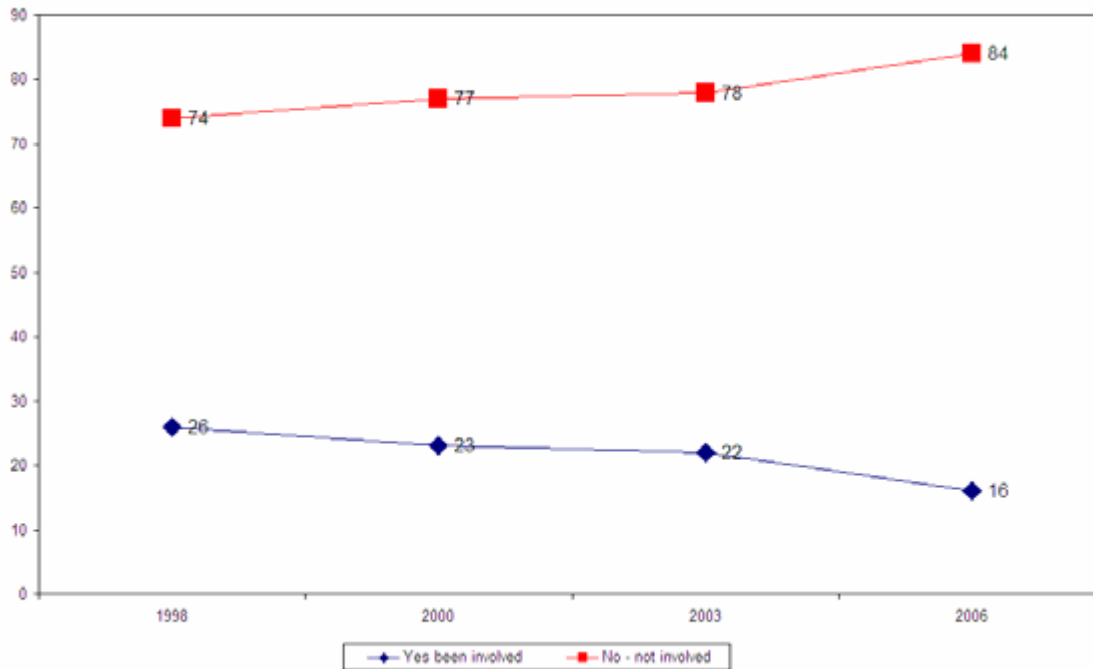


Figure 12-2: Involvement in Public Actions/Meetings 1998, 2000, 2003, 2006

### 12.2.3 Demographic Variation

Those significantly more likely (than the regional average) to say they **had been involved** in some kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment were those:

- aged 60 years or over (22%)
- with tertiary qualifications (19%).

Those significantly more likely to say they **had not been involved** in some kind of public actions, meetings, official hearings or consent processes were:

- aged 18-19 years old (99%)
- Asian/Indian (98%)
- those with no formal qualifications (93%)
- those with incomes of \$30,001 to \$60,000 (87%).

### 12.2.4 Geographic Variation

When considered by Territorial authority and urban/rural locations those significantly more likely to say they **had been involved** in some kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment were those:

- living in Thames-Coromandel (32%)
- living in the districts as opposed to Hamilton city (18%).

Those significantly more likely to say they **had not been involved** were those:

- living in Hamilton (88%).

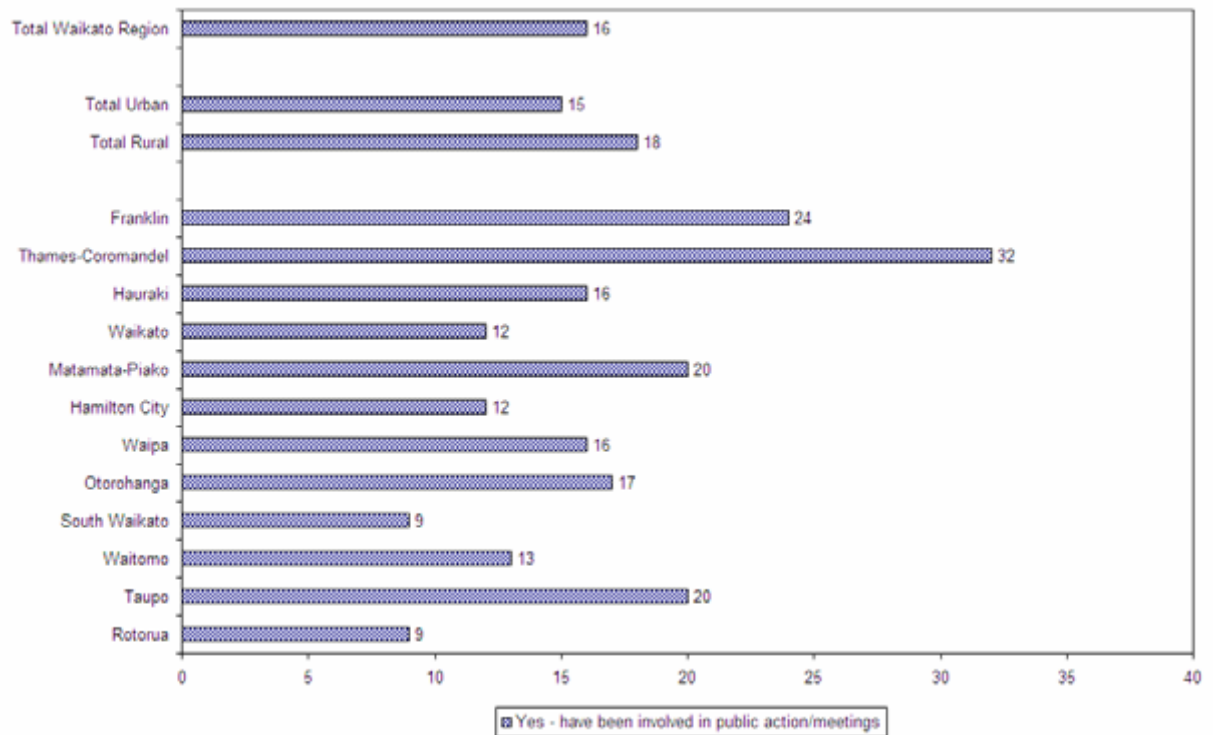


Figure 12-3: Involvement in Public Actions/Meetings by Urban/Rural and Territorial authority

## 12.3 Actions Taken

Those who had been involved in any kind of public action, meeting, official hearing or consent process, with the aim of protecting the environment in the last year (n=158) were asked what specific action they had taken.

### 12.3.1 Overall Result and Comparison with Previous Years

The most popular action continues to be **attendance at a meeting or public hearing** (42% of this sub-sample - stable from 41% in 2003). One out of four (25%) of those who had taken some action reported having **joined, belonging to or starting an action group**, this proportion up significantly from 2003 (15%). One out of ten (11%) of those who had taken some action reported **writing a letter to a council or other organisation** (compared with 10% in 2003). Nine per cent reported having **made a formal submission**, while 8% had **made a complaint to a council or other organisation**.

The most notable change in results from 2003 is the significant decline in the proportion of residents stating that they have taken action by **signing a petition**. This action being mentioned by only 6% of respondents in 2006, compared with 25% in 2003. However, it should be noted that the 2006 result is consistent with the results of 1998 and 2000. The 2003 result was exceptional owing to the campaign against Gypsy Moth Spraying in Hamilton immediately prior to the survey being conducted.

Full details of actions taken are shown below in Table 12.3.

**Table 12-3: Actions Taken with Aim of Protecting Environment**

	1998	2000	2003	2006
	%	%	%	%
Attended a meeting/public hearing	38	43	41	42
Joined/belong to/started an action group	5	18	15	25
Wrote a letter to council or other organisation	13	6	10	11
Made a formal submission	25	13	13	9
Complained to a council or organisation	14	8	6	8
Participated in resource consent process	0	11	7	7
Signed a petition	0	5	25	6
Took part in a protest	11	2	10	6
Wrote a letter to the paper	2	3	3	5
Read or sought information	6	12	2	5
Took environmentally friendly action – planted trees, removed pests	0	0	5	3
Educated people on issues	0	0	0	3
Work for/consult to, an agency with environmental responsibilities	0	0	3	3
Donate/raise money for groups	0	0	1	2
Telephoned a council or organisation	20	7	3	2
Complained to the company/person causing the damage	2	1	2	1
Emailed someone on issues to do with the environment	0	0	1	1
Other	0	9	3	2
<i>Base: (respondents)</i>	270	431	402	158

*Note: Multiple responses to this question were permitted. Consequently the table may total more than 100%*

### 12.3.2 Demographic Variation

Significant demographic differences in actions taken are as follows:

- *attending a meeting/public hearing* - those aged 30 to 39 years (61%).
- *writing a letter to/contacting council or another organisation* - females (17%).
- *making a formal submission* - those aged 60 years or over (17%).
- *taking part in a protest* - those aged 40 to 49 years (15%).
- *donating/raising money for groups* - those with an annual household income of \$60,001 to \$90,000 (7%).
- *educating people on issues* - people with Maori ancestry (8%).
- *working/consulting to an agency with environmental responsibility* - people aged 30-39 (8%).
- *telephoning a council or organisation* - those aged 60 years and over (6%).

### 12.3.3 Geographic Variation

The only significant geographic variation in actions taken is in urban areas, where residents are significantly more likely to have **joined an action group** (30%).

## 12.4 Effectiveness of Public Actions Taken

All residents who had been involved in any kind of public action, meeting, official hearing or consent process (n=158) were asked *generally how effective they thought these actions were*, using a scale of *not effective at all*, *fairly effective* and *very effective*.

### 12.4.1 Overall Result

Three out of ten respondents (31%) considered that the public actions were *very effective*. A further 38% said the public actions they took were *fairly effective*. Just less than a quarter (23%) thought their actions were *not effective at all*. The remainder (8%) did not know.



Base: Residents who had taken public action (n=158)

**Figure 12-4: Effectiveness of Public Actions Taken**

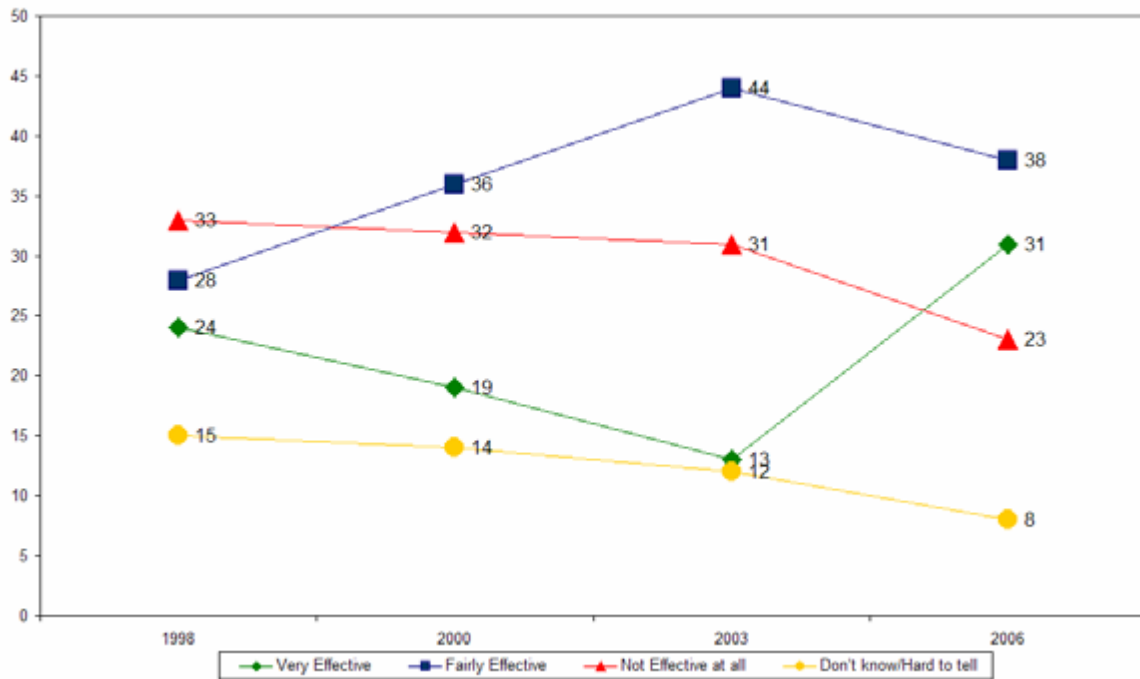
### 12.4.2 Comparison with Previous Years

Compared with 2003, in 2006, a significantly larger proportion considered that their public actions were *very effective* (up from 13% in 2003 to 31% in 2006). The proportion rating their actions as *not effective at all* had decreased (from 33% in 1998 and 31% in 2003 to 23% in 2006).

**Table 12-4: Effectiveness of Public Actions Taken, 1998, 2000, 2003, 2006**

	1998	2000	2003	2006	Change 98-06	Change 03-06
Not effective at all	33	32	31	23	-10	-8
Fairly effective	28	36	44	38	+10	-6
Very effective	24	19	13	31	+7	+18
Don't know/hard to tell	15	14	12	8	-7	-4
<i>Base (respondents who had taken some action)</i>	270	431	402	158		

This trend is shown below in Figure 12.5.



**Figure 12-5 : Effectiveness of Public Action Taken 1998, 2000, 2003, 2006**

Base: All respondents who had been involved in any kind of public action, meeting, official hearing or consent process, with the aim of protecting the environment in the last year; 1998 n=207; 2000 n=431; 2003 n=402; 2006 n=158.

### 12.4.3 Demographic Variation

No particular demographic groups were identified as being significantly more likely (than the regional average) to perceive that their public actions were *very effective*.

The group that was significantly more likely to say that it thought that the actions it took were *fairly effective* were:

- those with tertiary qualifications (47%).

The group that was significantly more likely to say it was *hard to tell/do not know* how effective their actions were:

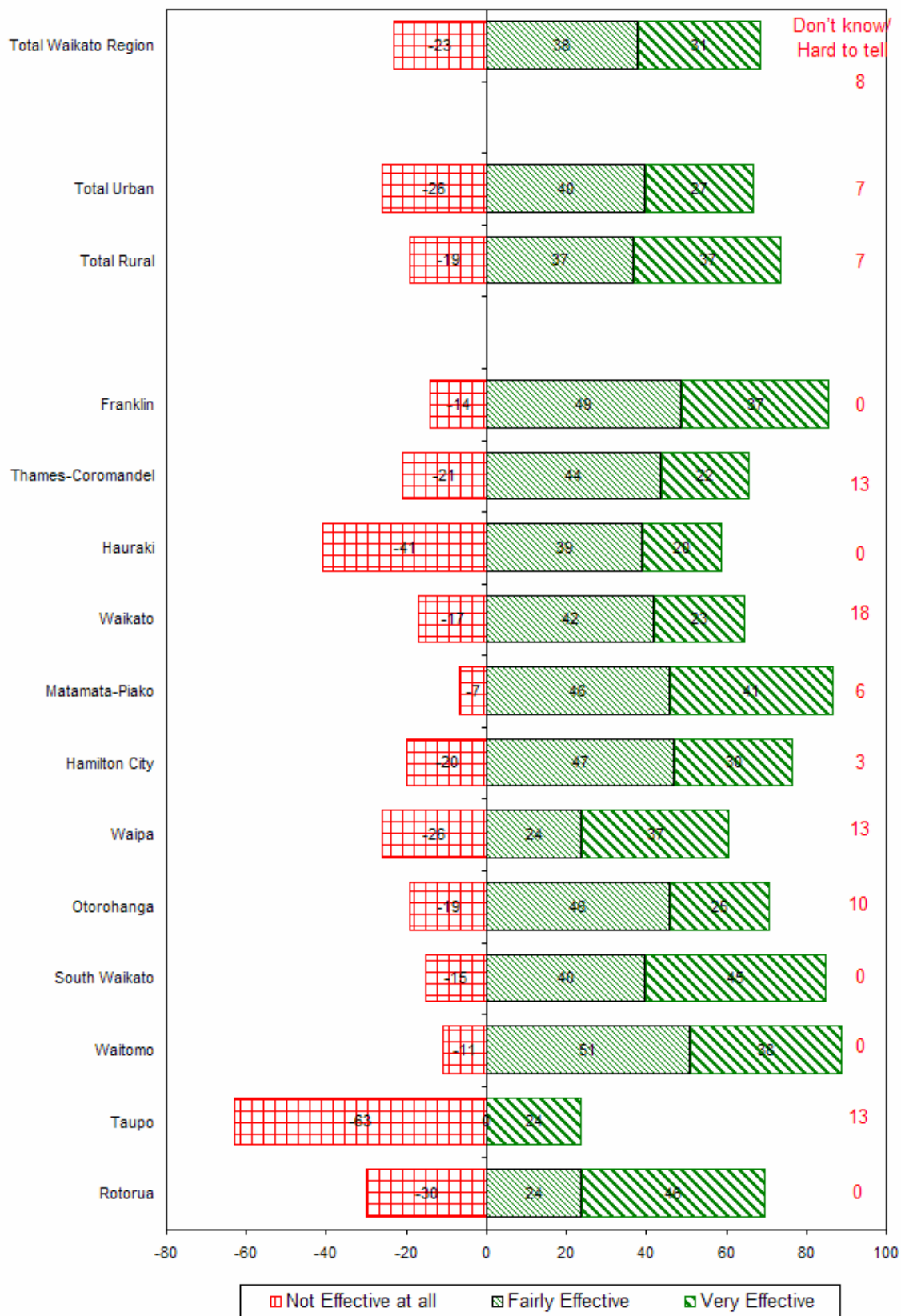
- those with an annual household income of \$30,001 to \$60,000 (16%).

No particular demographic groups were identified as being significantly more likely to perceive that their public actions were *not effective at all*.

### 12.4.4 Geographic Variation

No particular Territorial authority or urban/rural residents were identified as being significantly more likely to think their public actions were *very effective*.

No particular Territorial authority or urban/rural residents were identified as being significantly more likely to think their public actions were *not effective at all*.



Base: All respondents who had been involved in any kind of public action, meeting, official hearing or consent process, with the aim of protecting the environment in the last year. Base for 2006: n=158.

**Figure 12-6: Effectiveness of Public Actions Taken by Rural/Urban and Territorial authority**



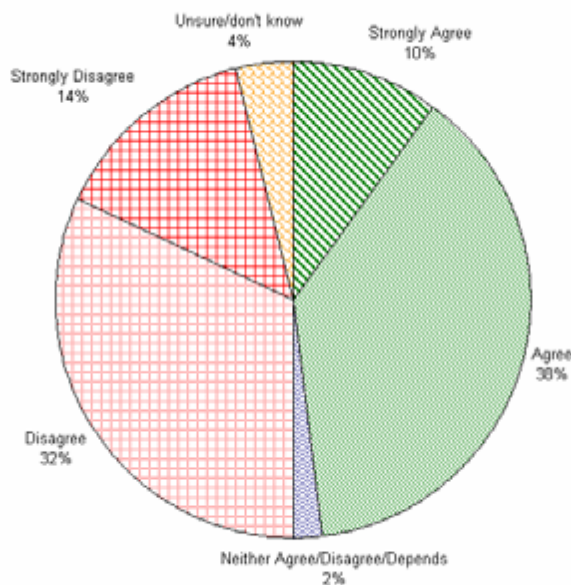
## 12.5 Public Say in the Way the Environment is Managed

Respondents were asked to what extent they agreed or disagreed that *the public have enough say in the way the environment is managed*, using a five point scale, specifying whether they strongly agreed, agreed, disagreed, strongly disagreed or neither agreed nor disagreed.

*Note: The rating scale used in 2003 and 2006 for the questions in this section differs to the rating scale used in 1998 and 2000. In particular, in previous surveys a three point scale was used (agree, disagree, depends), whereas in 2003 and 2006 a five point scale was used (strongly agree, agree, disagree, strongly disagree, neither agree nor disagree). It is difficult to determine what effect, if any, this difference in rating scale might have had on the results obtained. Therefore, comparisons over time should be interpreted with caution.*

### 12.5.1 Overall Result

Residents' views on the extent to which the public have enough say in the way the environment is managed were polarised. Just less than half (48%) agreed with this statement (10% *strongly agree*, 38% *agree*), and 46% disagreed (14% *strongly disagree*, 32% *disagree*).



Base: All respondents (n=1000)

**Figure 12-7: The Public Have Enough Say in the Way the Environment is Managed**

### 12.5.2 Comparison with Previous Years

For the first time since monitoring began, a greater proportion of residents agreed that the public have enough say in the way the environment is managed, than disagreed. Levels of agreement that the public have enough say in the way in environment is managed are significantly higher in 2006 (total agree 48%) than in 1998 (37%), 2000 (28%) and in 2003 (40%).

In particular, residents are significantly more likely to *strongly agree* that the public have enough say (10%) than they were in 2003 (4%). Levels of disagreement with this statement have remained stable since 2003.

**Table 12-5: Agreement that the Public Have Enough Say in the way the Environment is Managed 1998, 2000, 2003, 2006**

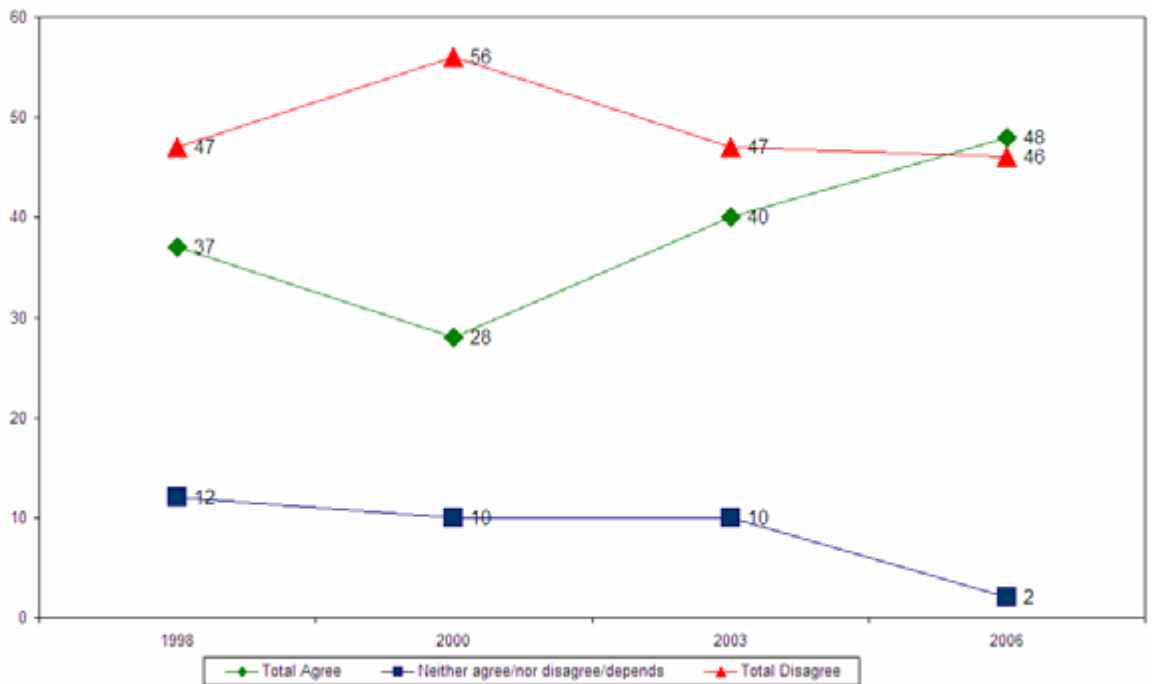
	1998 %	2000 %	2003 %	2006 %	Change 98-06	Change 03-06
Strongly Agree	N/A	N/A	4	10	N/A	+6
Agree	N/A	N/A	36	38	N/A	+2
<b>Total Agree</b>	<b>37</b>	<b>28</b>	<b>40</b>	<b>48</b>	<b>+11</b>	<b>+8</b>
Neither agree nor disagree/depends	12	10	10	2	-9	-8
Disagree	N/A	N/A	38	32	N/A	-6
Strongly Disagree	N/A	N/A	9	14	N/A	+5
<b>Total Disagree</b>	<b>47</b>	<b>56</b>	<b>47</b>	<b>46</b>	<b>-1</b>	<b>-1</b>
Unsure/don't know	3	5	3	4	0	+1

Base (respondents)

1037    1873    1822    1000

N/A denotes code not used in previous years

This trend is shown below in Figure 12.8.



**Figure 12-8: Agreement that the Public Have Enough Say in the way the Environment is Managed 1998, 2000, 2003, 2006**

### 12.5.3 Demographic Variation

There are no demographic groups that were significantly more likely (than the regional average) to **agree** that the public have enough say in the way the environment is managed.

Those significantly more likely to **disagree** that the public have enough say in the way the environment is managed were those:

- who are unemployed/beneficiaries (60%)
- with an annual household income of \$30,000 or less (53%).

## 12.5.4 Geographic Variation

No particular Territorial authority or urban/rural residents were identified as being significantly more likely to agree or disagree with this statement. Those living in Waikato district (6%) were more likely to say it depends.



Figure 12-9: Agreement the Public Have Enough Say in the Way the Environment is Managed

## 12.6 Public Action Segmentation

One of the aims of this research was to identify, through the use of cluster analysis, groups of respondents with similar environmental attitudes and behaviours. Cluster analysis was used to group respondents according to their attitudes towards the environment.

Cluster analysis is a statistical process that draws on a number of different classification algorithms. It is used to assign cases (respondents and their responses) to groups/clusters in an objective manner. By design, the cases assigned to any particular group will share certain properties (attitudes and behaviours) in common.

In this case, the *Two Step Cluster Analysis* tool in SPSS was used to identify different groups of respondents with similar answers to key survey questions. A wide variety of questions were considered as inputs for this procedure. Ultimately, the final choice of contributing questions was based on the interpretability of the results. The questions used in the final analysis were:

- *Agreement/disagreement that the public have enough say in the way the environment is managed.*
- *Involvement in any kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment.*
- *Overall satisfaction with the local environment.*

The summary statistics provided in Tables 12.6 and 12.7 confirming that the variables chosen are important for separating the clusters<sup>8</sup>.

**Table 12-6: Summary Statistics – Scale Variables**

Question	Cluster		Error		F	Sig
	Mean Square	df	Mean Square	df		
Overall satisfaction with the local environment	28.397	4	2.312	998	12.284	0.000

**Table 12-7: Summary Statistics – Categorical Variables**

Question	Chi Square Statistic	df	Sig
Public have enough say in the way the environment is managed	2006.00	8	0.000
Involvement in public action, meetings, official hearings etc	946.399	4	0.000

### 12.6.1 Overall Results

As an option, the *Two Step Cluster Analysis* tool can automatically select an optimal number of clusters based on pre-selected information criterion. The automatic clustering algorithm yielded an optimal number of five clusters under both the Bayesian Information Criterion (BIC) and the Akaike Information Criterion (AIC).

<sup>8</sup> In 2003, a one way ANOVA test was applied to check the validity of the segmentation. However, it should be noted that this test is only valid for continuous data (or scale data with a reasonable number of options). "Involvement in public action, meetings, official hearings etc" and "Public have enough say in the way the environment is managed" are not continuous/scale variables and have not been treated as such in the clustering process (and nor were they in 2003). To test for the equality of means for these two variables is meaningless as the numbers assigned to the codes (yes, no etc) are arbitrary. In 2006, a more appropriate Chi-Square test for independence has been used to test whether the proportion of people answering in each way is the same in every cluster.

**Table 12-8: Cluster Membership, 2006**

		Number of Cases	% of Total
Cluster	1	416	41
	2	377	38
	3	69	7
	4	61	6
	5	78	8
Total		1000	100%

Note that the true size of these clusters is likely to differ from that which is presented above due to self-selection bias inherent in telephone surveys (that is, despite the best efforts of CATI interviewers and the use of a random selection technique to select respondents within each household, people with strong opinions regarding the environment are relatively more likely to agree to take part in the survey than those who may not have such strong views or interest in the current state of the environment).

## 12.6.2 Cluster Characteristics

The cluster analysis splits people into relatively homogeneous groups according to their perceptions and attitudes. Each cluster (or segment) can be labelled according to its defining characteristics. A summary of each segment and its corresponding characteristics is provided below.

### **Cluster 1 – Non-Active Satisfieds (41% of sample – compared with 33% in 2003)**

Members of this group display relatively less concern with regard to the various environmental issues raised, and while the majority favour the environment over economy, this group are significantly more likely to place emphasis on economic outcomes (rather than positive environmental outcomes) than other segments (this group having the lowest Index of Balancing Economy with Environment of the five clusters, indicating a tendency to favour the economy over the environment).

People in this cluster overwhelmingly agree that “the public have enough say in the way that the environment is managed”. No one in this group took any public action with the aim of protecting the environment in the last 12 months. On average, this cluster was also the most satisfied with the local environment and agree that it has **got better** over the last few years.

Members of the Non-Active Satisfieds cluster are significantly more likely to be:

- of Asian/Indian ethnicity (5%).

Further analysis reveals that some people in this group are significantly more likely to:

- Agree that council should enforce its rules and laws to make sure that the environment is well looked after (98%), that government restrictions on the use of private property are necessary (81%), that there is enough protection given to local significant natural sites (74%), and new developments are sustainably designed (63%).
- Believe that the availability of waste recycling services (55%), cyclist-friendly roading (34%), water quality in local streams (24%), and the level of pollution produced by nearby businesses and industries (24%) has got better in the last few years.
- Agree that most air pollution comes from people’s home fires (41%) and disagree that discharges of treated human sewage are a major cause of pollution in the region’s waterways (44%).
- Not be concerned about the state of native bush and wetlands on private property (37%) and water pollution from towns and city areas (15%).

- Disagree that urban sprawl and sub-divisions threaten the natural environment (31%).
- Agree that it is okay to sacrifice environmental quality for economic growth (15%), and that farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways (9%).

### **Cluster 2 – Non-Active Dissatisfieds (38% of sample – compared with 34% in 2003)**

People in this group are not satisfied with the state of their local environment, but do not take it upon themselves to get involved with any form of public action.

Respondents in this group disagree or strongly disagree that “the public have enough say in the way that the environment is managed”. However, no one in this group reports having taken some kind of public action with the aim of protecting the environment. On average, respondents belonging to this cluster were less satisfied than average with their local environment, and are over-represented among those who feel that the state of their local environment has got worse over the last few years. Members of this cluster tend to be less favourable towards government control over use of the environment, this group having the lowest Attitude Towards Environmental Regulations index of the five clusters (7.00, compared with 7.11 for all respondents).

Members of the Non-Active Dissatisfieds cluster are significantly more likely to:

- have attended secondary school but not achieved any formal qualifications (16%)
- be involved in factory/industrial work (8%)
- aged 18 to 19 years (6%).

Further analysis reveals that people in this group are significantly more likely to:

- Disagree that the most important objective of any business should be to maximise profit (96%), and that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways (93%).
- Disagree that most air pollution comes from people’s home fires (62%) and pollution in the region’s waterways comes mainly from farmland (42%).
- Believe that discharges of treated human sewage are a major cause of pollution in the region’s waterways (54%).
- Disagree that new developments and subdivisions are sustainably designed (42%), there is enough protection given to significant natural sites (34%), that government restrictions on the use of private property are necessary (22%) and that council should enforce its rules and laws (5%).
- Believe that the water quality in local waterways (37%) and effluent being disposed of according to the rules (19%) has got worse in the last few years.

### **Cluster 3 – Active Satisfied Greens (7% of sample – compared with 11% in 2003)**

Respondents in this group are concerned about, but are reasonably satisfied with, the state of the local environment. They appear particularly concerned with water pollution in the region. Respondents in this group gave average ratings for their overall satisfaction with the local environment, and are over-represented among those who feel that the state of the local environment has worsened over the last few years.

This cluster agrees with the statement that “the public have enough say in the way that the environment is managed”, but, in contrast to Cluster 1, every member in this group reports taking some kind of public action in the last year with the aim of protecting the environment (for example by attending meetings or official hearings).

Members of the Active Satisfied Greens cluster are significantly more likely to be:

- male (67%)
- working full-time (66%)
- aged 60 years or over (32%)
- in professional occupations (17%).

Further analysis reveals that people in this group are significantly more likely to:

- Disagree that livestock should be allowed to enter waterways on farms (87%) and that there is enough protection given to local significant natural sites (40%).
- Believe that pollution in the region's waterways comes mainly from farmland (70%).
- Disagree that discharges of treated human sewage are a major cause of pollution in the region's waterways (52%).
- Identify high winds/storms/cyclones (37%), volcanic eruptions (20%) and tsunamis (14%) as natural hazards.
- Believe that the level of pollution produced by nearby farms (35%) has got worse over the last few years.
- Use a car less often as a way to protect the environment (17%).
- Cite effluent disposal/run-off (10%) as the most important environmental issue facing the region, and identify town planning/graffiti as the most important environmental issue facing the region in the future (7%).

#### **Cluster 4 – Cautiously Satisfied (6% of the sample – compared with 11% in 2003)**

The "Cautiously Satisfied" are more satisfied than average with the state of the local environment, but are relatively more likely to be unsure of where they stand on various environmental issues (indicated by a high proportion of "neither/nor" and "don't know" responses given by this group and the lack of significant differences in the responses from those of the total sample).

Members of this cluster did not agree or disagree with the statement that "the public has enough say in the way that the environment is managed". Furthermore, respondents in this group state that they did not take part in any kind of public action with the aim of protecting the environment in the last year. On average, people in this group expressed a greater level of satisfaction than other respondents. Members of this cluster strongly favour government control over use of the environment, this group having the highest Attitude Towards Environmental Regulations index of the five clusters (7.32, compared with 7.11 for all respondents).

Members of the Cautiously Satisfied cluster are significantly more likely to:

- be living in the Waikato TA (21%)
- have an annual household income of more than \$150,000 (11%)
- be employed in a semi-skilled occupation (10%).

Further analysis reveals that people in this group are significantly more likely to:

- Cite water quality and supply as the most importance environmental issue facing the region (23%), but are also over-represented among those who cannot cite an issue of environmental importance (18%).

#### **Cluster 5 – Active Dissatisfied Greens (8% of sample – compared with 11% in 2003)**

Members of this cluster disagree that "the public have enough say in the way that the environment is managed". Furthermore, every member in this group states that they have taken some kind of public action with the aim of protecting the environment in the last 12 months. On average, this group of respondents was by some distance the least satisfied with their local environment. Members of this

cluster strongly favour private, as opposed to government control over use of the environment, this group having the lowest Attitude Towards Environmental Regulations index of the five clusters (7.31, compared with 7.92 for all respondents).

Members of the Active Dissatisfied Greens cluster are significantly more likely to be:

- aged 60 years or over (32%)
- living in Thames-Coromandel (16%).

Further analysis reveals that people in this group are significantly more likely to:

- Believe that council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding (96%) and that urban sprawl and subdivisions threaten the natural environment (77%).
- Concerned about water pollution from farmland (89%).
- Disagree that there is enough protection given to local significant natural sites (40%), that government restrictions on the use of private property are necessary (30%).
- Have planted trees/plants/natives as a way to protect the environment (28%).
- Believe that the natural amenities of their local town or city (27%) and public transport availability in their area (21%) have got worse in the last few years.
- Cite water pollution as the most important environmental issue facing the region (27%), and cite population increase as the most important issue facing the region in the future (7%).
- Cite pollen (11%) and other dust (9%) as main causes of air pollution in the region.



# 13 Conclusions

A number of key findings can be highlighted from this year's results.

The results of the 2006 survey indicate the continuing development of a more certain set of community attitudes, awareness and actions for the environment in the Waikato region. The opinions of community members throughout the region have strengthened with fewer people not having an opinion or saying that it 'depends'.

People's **overall satisfaction** with their local environment has continued to decrease from a score of 6.5 in 1998 to 6.28 in 2006.

Waikato residents view the **overall state** of the environment as getting better or staying the same in the past few years, with the results for 2006 showing a significant increase in the proportion of residents rating the overall state of their local environment as better than it was three years ago. However, since the 1998 measure the proportion saying it is improving has fallen (down from 55% to 39%), and there is a gradual increase in the group saying it has got worse (up from 12 % to 22%).

As in 2003, the key area of environmental concern for residents is **water pollution**. While significantly fewer residents stated that water quality in local streams, rivers and lakes has become worse over recent years than in 2003, water pollution is, by far, the most frequently cited environmental issue facing the Waikato region, both now and in the future. Concern is particularly high with respect to water pollution from industry, and from towns and cities. While the increase in agreement that water pollution in the region's rivers and streams comes mainly from farmland shows a growing understanding of the main source of water pollution in the region, almost half of respondents agree that discharges of treated human sewage are a major cause of pollution of waterways (whereas, the major cause of pollution in the Waikato region's waterways is agricultural run-off). This suggests that more work needs to be done to raise awareness of the main source of water pollution in the region.

Results for 2006 show the growing importance of **air pollution** as an environment issue affecting the Waikato region, both now and particularly in the next five years (the proportion of respondents identifying air pollution as the most importance environmental issue affecting the region having doubled in the last three years). While this issue has clearly become more important to residents over the last three years, survey results suggest a lack of knowledge about the main source of air pollution in the region. Only a little over a third agreeing that most air pollution in the region comes from people's home fires while vehicle and industry emissions were significantly more likely to be identified as sources of air pollution in the region. This suggests that, if air pollution is to be successfully reduced, more work first needs to be done to build knowledge as to the main cause of the air pollution.

Compared with 2000, **levels of concern** with all environmental issues on which respondents were specifically questioned have increased significantly. This increase is most marked for the loss of the natural character of the region's beaches through development, and the state of bush and wetlands on private property.

Support for **environmental regulation** continues to be strong, with almost all respondents now agreeing council should enforce its rules and laws to make sure the environment is well looked after, and an increasing proportion acknowledging that government restrictions on the use of private property are necessary to protect the environment. However, 37 per cent of residents are less convinced of the role

of government when it impinges on perceived property rights. While increasingly satisfied with the level of protection of significant natural sites, respondents continue to agree that urban sprawl and subdivisions threaten the natural environment. This suggests a potentially greater role for council in regulating for urban development to ensure the natural environment is protected.

The scale examining the **balance between environmental and economic attitudes** found that people place greater emphasis on the environment than the economy. Waikato residents strongly support the principles that businesses become more environmentally responsible. A clear majority agree that businesses should bear the costs for meeting environmental standards for waterways and that maximising farm productivity should not result in polluted waterways. These results indicate a general support for making changes to agricultural production to make it more environmentally sustainable. However, at a practical level just over half of the region's residents are not supportive of a decline in the farming economy to achieve better environmental outcomes.

People are taking a **range of actions** and choices to contribute to better environmental outcomes with recycling paper, glass, tins and plastics still the most common activities. However, despite this heightened concern with environmental issues, residents' **active involvement in protecting the environment** (such as attending meetings and official hearings) continues to decline. Although only 16 per cent involved themselves in public action in some way, 48 per cent of all respondents agreed that the public have enough say in the way the environment is managed, compared with 46 per cent who disagreed. This is the first time in the four surveys that more people agreed that they had enough say than disagreed. Taken together with the results gauging opinions on environmental regulation, this suggests the public may be more aware and more confident in government's role in environmental management, rather than suggesting less willingness to be involved.

# 14 District Summaries

The following sections contain data for each of the 12 Territorial Authorities situated within the Waikato region. It should be noted that for the two Territorial Authorities located only partially within the Waikato region (Franklin and Rotorua), information was collected only from residents who live within the Waikato region.

Data is presented in the same order as in the body of the report (with the exception of the demographic data). Unweighted sample sizes and the associated margin of error at the 95% confidence level are outlined at the beginning of each summary. Users of this data should be aware of these margins of error when interpreting the significance of results at this Territorial authority level. Where a result is significant, the result is in bold.

The number of codes reported for open-ended questions varies from district to district and between questions depending on the sample size and the number of residents who responded to each question. Care has been taken to report results most commonly mentioned within each district.

*Note: Unless otherwise stated, all tables exclude “unsure/don’t know” responses.*

## 14.1 Franklin

This section contains key findings for the area of the Territorial Authority of Franklin that is in the Waikato region. Results are based on 62 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 12.8\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

**5.99** (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Franklin)*

	Franklin %	Waikato %
Water pollution	23	18
Don't know/no reply	16	10
Rubbish disposal	<b>14</b>	7
Water quality and supply	8	13
Waikato River – water, clean up the river	6	3

#### *Next most important environmental issue facing the Waikato region (Top 5 in Franklin)*

	Franklin %	Waikato %
Don't know/no reply	26	16
Air pollution	17	12
Nothing	9	6
Littering	<b>8</b>	3
Water pollution	8	6

**Most important environmental issue in 5 years (Top 5 in Franklin)**

	Franklin %	Waikato %
Don't know/no reply	21	13
Air pollution	12	16
Rubbish disposal	11	8
Water quality and supply	8	12
Water pollution	6	8

**2. Perceptions of Changes Regarding Environmental Issues**

	Worse %		Same %		Better %	
	Franklin	Waikato	Franklin	Waikato	Franklin	Waikato
The water quality in your local streams, rivers, and lakes*	24	32	51	42	<b>10</b>	18
The availability of waste recycling services and facilities in your area	14	17	16	30	<b>61</b>	49
Soil and land erosion (rural only)	16	27	56	48	16	16
The level of pollution or waste produced by nearby businesses and industries	23	25	49	40	<b>9</b>	20
The level of pollution or waste produced by nearby farms	11	22	<b>48</b>	36	22	24
Fencing off areas of native bush/wetland on private property (rural only)	3	6	35	29	47	50
Fencing off of streams, lakes and rivers (rural only)	10	10	32	35	37	46
Effluent disposed of according to the rules (rural only)	6	11	34	36	41	40
Cyclist-friendly roading in your local area (urban only)	15	19	65	45	10	30
The public transport available in your area (urban only)	37	11	31	28	10	47
The natural amenities, such as open space, of your local town or city (urban only)	14	12	43	47	40	38
Overall state of your local environment	21	22	46	38	32	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	Not Concerned %		Neither/nor %		Concerned %	
	Franklin	Waikato	Franklin	Waikato	Franklin	Waikato
Water pollution from industry*	3	8	0	1	94	89
State of native bush/wetlands on private property	25	33	3	2	68	62
Water pollution from farmland	18	19	3	1	78	78

Loss of natural character of region's beaches through development	14	18	2	1	81	79
Water pollution from towns and city areas	14	11	2	1	83	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	28	40	5	2	62	54
Spread of cities/towns across farmland	21	29	0	1	77	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Franklin	Waikato	Franklin	Waikato	Franklin	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	47	55	3	2	45	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	71	66	7	3	14	23
Most air pollution comes from people's home fires	29	37	0	2	71	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	36	48	6	3	41	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

##### *Are there any activities that in your opinion are damaging the air quality in the region*

	Franklin %	Waikato %
Yes	33	40
No	59	54
Don't know	9	6

##### *Activities damaging air quality (Top 3 in Franklin)*

	Franklin %	Waikato %
Vehicle emissions	41	52
Industrial burning	24	12
Industrial emissions	21	37

## 6. Natural Hazards

### *What natural hazards do you know of that could damage you and your property (Top 5 in Franklin)*

	Franklin %	Waikato %
None/don't know	30	24
Earthquakes	27	37
High winds/storms/cyclones	25	24
Flooding	24	31
Tsunami	13	6

### *Awareness of natural hazards*

	Franklin %	Waikato %
Not aware of any hazards	30	24
Aware of one or two hazards	52	58
Aware of three hazards or more	18	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Franklin	Waikato	Franklin	Waikato	Franklin	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after	97	96	1	0	2	3
Landowners should be allowed to do what they like on their own land <sup>9</sup>	40	37	0	2	49	53
There is enough protection given to local significant natural sites.	59	62	3	2	30	27
Urban sprawl and subdivisions threaten the natural environment.	56	66	1	3	39	27
Livestock should be allowed to enter streams and waterways on farms.	26	17	0	2	65	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	71	76	5	2	23	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	92	88	0	1	6	9

<sup>9</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs	63	57	3	2	29	36
People should be allowed to burn garden waste in their backyard	49	33	5	2	43	60
I would not like to see a wind turbine out my window	31	40	9	5	55	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Franklin	Waikato	Franklin	Waikato	Franklin	Waikato
A healthy environment is necessary for a healthy economy	89	91	0	2	11	7
It is okay to sacrifice environmental quality for economic growth	13	12	3	2	77	83
Environmental protection and economic development can go hand in hand	97	93	0	1	0	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	5	5	1	0	91	94
Businesses usually find it is too expensive to be more environmentally friendly	55	53	8	3	32	38
Businesses should be obliged to treat the environment well	99	97	0	0	1	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	92	90	2	1	2	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	8	6	2	2	86	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	23	33	8	5	60	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Franklin)*

	Franklin %	Waikato %
Recycled plastic	44	43
Recycled paper	37	40
Recycled glass	36	37
Recycled tins/cans	35	31
Disposed of rubbish/waste properly	15	17



***Involvement in public action/meetings***

	<b>Franklin</b> %	<b>Waikato</b> %
Yes	24	16
No	76	84

***Actions taken (Top 5 in Franklin)***

	<b>Franklin</b> %	<b>Waikato</b> %
Attended meeting/public hearing	41	42
Joined/belong to/started an action group	23	25
Complained to a council or organisation	14	8
Educated people on issues	9	3
Signed a petition	6	6
Telephoned a council or organisation	6	2

***Perceived effectiveness of public actions***

	<b>Franklin</b> %	<b>Waikato</b> %
Not effective at all	14	23
Fairly effective	49	38
Very effective	37	31
Hard to tell	0	8

***Public's say in management of environment***

	<b>Agree</b> %		<b>Depends</b> %		<b>Disagree</b> %	
	<i>Franklin</i>	<i>Waikato</i>	<i>Franklin</i>	<i>Waikato</i>	<i>Franklin</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	45	48	3	2	52	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	Franklin %	Waikato %
Male	38	48
Female	62	52

### *Age*

	Franklin %	Waikato %
18-29	6	22
30-39	21	21
40-49	33	20
50-59	19	15
60+	21	22

### *Maori Ancestry*

	Franklin %	Waikato %
I have some Maori ancestry	18	22
I have no Maori ancestry	82	77
Don't know/Refused	0	1

### *Ethnicity*

	Franklin %	Waikato %
New Zealand European	78	79
Maori	13	16
Asian/Indian	4	3
Pacific Peoples	5	2
Other/Refused	0	0

**Household Income**

	Franklin %	Waikato %
<\$30,000	19	19
\$30 - \$60,000	26	36
\$60 - \$90,000	25	22
\$90 - \$150,000	20	12
\$150,000 +	5	6
Refused/Don't know	5	5

**Highest Educational Qualification**

	Franklin %	Waikato %
None	8	3
Primary school	0	1
Secondary school	16	12
Secondary school qualification	33	30
Trade certificate	3	7
Tertiary qualification	38	47
Other	2	0

**Employment Situation**

	Franklin %	Waikato %
Working full-time	57	54
Working part-time	19	16
Retired	13	16
Home responsibilities only (not in paid employment and not receiving government financial support)	5	5
Student	2	4
Unemployed/beneficiary	4	5
Don't know/Refused	0	0

## 14.2 Thames-Coromandel

This section contains key findings for the Territorial Authority of Thames-Coromandel. Results are based on 73 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 11.9\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

6.27 (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Thames-Coromandel)*

	Thames-Coromandel %	Waikato %
Water pollution	14	18
Coastal development/access/erosion	<b>12</b>	1
Natural hazards, including flooding	<b>11</b>	2
Marine environment	<b>10</b>	1
Don't know/ no reply	7	10

#### *Next most important environmental issue facing the Waikato region (Top 5 in Thames-Coromandel)*

	Thames-Coromandel %	Waikato %
Coastal development, access, erosion	<b>13</b>	2
Marine environment	<b>13</b>	1
Don't know/no reply	7	16
Water quality and supply	7	8
Town planning/urban sprawl/graffiti	<b>6</b>	2

**Most important environmental issue in 5 years (Top 5 in Thames-Coromandel)**

	Thames-Coromandel %	Waikato %
Don't know/no reply	15	13
Ozone layer/global warming	14	8
Coastal development, access, erosion	<b>13</b>	1
Water quality and supply	8	12
Water pollution	8	8

**2 Perceptions of Changes Regarding Environmental Issues**

	Worse %		Same %		Better %	
	Thames Coro.	Waikato	Thames Coro.	Waikato	Thames Coro.	Waikato
The water quality in your local streams, rivers, and lakes*	31	32	49	42	16	18
The availability of waste recycling services and facilities in your area	<b>7</b>	17	28	30	<b>61</b>	49
Soil and land erosion (rural only)	40	27	48	48	10	16
The level of pollution or waste produced by nearby businesses and industries	26	25	35	40	19	20
The level of pollution or waste produced by nearby farms	16	22	45	36	19	24
Fencing off areas of native bush/wetland on private property (rural only)	3	6	27	29	37	50
Fencing off of streams, lakes and rivers (rural only)	6	10	46	35	33	46
Effluent disposed of according to the rules (rural only)	13	11	46	36	<b>24</b>	40
Cyclist-friendly roading in your local area (urban only)	15	19	54	45	21	30
The public transport available in your area (urban only)	10	11	<b>53</b>	28	<b>8</b>	47
The natural amenities, such as open space, of your local town or city (urban only)	10	12	59	47	31	38
Overall state of your local environment	28	22	39	38	33	39

\*Table excludes "unsure/don't know" responses.

**3 Levels of Concern on Environmental Issues**

	Not Concerned %		Neither/nor %		Concerned %	
	Thames Coro.	Waikato	Thames Coro.	Waikato	Thames Coro.	Waikato
Water pollution from industry*	<b>17</b>	8	0	1	<b>77</b>	89

State of native bush/wetlands on private property	30	33	0	2	64	62
Water pollution from farmland	19	19	1	1	73	78
Loss of natural character of region's beaches through development	11	18	0	1	<b>89</b>	79
Water pollution from towns and city areas	17	11	0	1	79	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	29	40	0	2	<b>68</b>	54
Spread of cities/towns across farmland	32	29	0	1	67	69

\*Table excludes "unsure/don't know" responses.

#### .4 Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Thames Coro.	Waikato	Thames Coro.	Waikato	Thames Coro.	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	52	55	2	2	37	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	57	66	4	3	21	23
Most air pollution comes from people's home fires	35	37	0	2	56	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	50	48	6	3	35	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

***Are there any activities that in your opinion are damaging the air quality in the region***

	Thames-Coromandel %	Waikato %
Yes	36	40
No	57	54
Don't know	7	6

**Activities damaging air quality (Top 3 in Thames-Coromandel)**

	Thames-Coromandel %	Waikato %
Industrial emissions	32	37
Vehicle emissions	27	52
Industrial burning	24	12

**6. Natural Hazards**

**What natural hazards do you know of that could damage you and your property (Top 5 in Thames-Coromandel)**

	Thames-Coromandel %	Waikato %
Tsunami	37	6
Flooding	37	31
Earthquakes	29	37
High winds/storms/cyclones	27	24
Forest or bush fire	13	8

**Awareness of natural hazards**

	Thames-Coromandel %	Waikato %
Not aware of any hazards	9	24
Aware of one or two hazards	65	58
Aware of three hazards or more	25	18

**7. Environmental Regulation and Control**

	Agree %		Depends %		Disagree %	
	Thames Coro.	Waikato	Thames Coro.	Waikato	Thames Coro.	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	89	96	3	0	8	3
Landowners should be allowed to do what they like on their own land <sup>10</sup>	43	37	7	2	36	53

<sup>10</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

There is enough protection given to local significant natural sites.	59	62	3	2	31	27
Urban sprawl and subdivisions threaten the natural environment.	60	66	0	3	31	27
Livestock should be allowed to enter streams and waterways on farms.	17	17	1	2	77	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	77	76	0	2	22	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	86	88	1	1	12	9
New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs	56	57	3	2	34	36
People should be allowed to burn garden waste in their backyard	39	33	0	2	50	60
I would not like to see a wind turbine out my window	40	40	11	5	44	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Thames Coro.	Waikato	Thames Coro.	Waikato	Thames Coro.	Waikato
A healthy environment is necessary for a healthy economy	90	91	1	2	7	7
It is okay to sacrifice environmental quality for economic growth	4	12	6	2	87	83
Environmental protection and economic development can go hand in hand	88	93	0	1	6	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	4	5	0	0	96	94
Businesses usually find it is too expensive to be more environmentally friendly	42	53	3	3	43	38
Businesses should be obliged to treat the environment well	97	97	0	0	3	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	84	90	0	1	14	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	6	6	2	2	92	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	22	33	6	5	55	56

\*Table excludes "unsure/don't know" responses.



## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Thames-Coromandel)*

	Thames-Coromandel %	Waikato %
Recycled plastic	36	43
Recycled paper	34	40
Recycled glass	33	37
Recycled tins/cans	27	31
Planted trees/plants	<b>24</b>	13

### *Involvement in public action/meetings*

	Thames-Coromandel %	Waikato %
Yes	<b>32</b>	16
No	68	84

### *Actions taken (Top 5 in Thames-Coromandel)*

	Thames-Coromandel %	Waikato %
Attended meeting/public hearing	44	42
Joined/belong to/started an action group	34	25
Made a formal submission	9	9
Wrote a letter to council or organisation	8	11
Complained to council or organisation	8	8
Signed a petition	5	6

### *Perceived effectiveness of public actions*

	Thames-Coromandel %	Waikato %
Not effective at all	21	23
Fairly effective	44	38
Very effective	22	31
Hard to tell	13	8

**Public's say in management of environment**

	Agree %		Depends %		Disagree %	
	ThamesCoro.	Waikato	Thames Coro.	Waikato	Thames Coro.	Waikato
The public have enough say in the way the environment is managed	39	48	4	2	54	46

\*Table excludes "unsure/don't know" responses.

**10. Demographics**

**Gender**

	Thames-Coromandel %	Waikato %
Male	40	48
Female	60	52

**Age**

	Thames-Coromandel %	Waikato %
18-29	5	22
30-39	11	21
40-49	17	20
50-59	24	15
60+	43	22

**Maori Ancestry**

	Thames-Coromandel %	Waikato %
I have some Maori ancestry	15	22
I have no Maori ancestry	85	77
Don't know/Refused	0	1

***Ethnicity***

	<b>Thames-Coromandel</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
New Zealand European	94	79
Maori	6	16
Asian/Indian	0	3
Pacific Peoples	0	2
Other/Refused	0	0

***Household Income***

	<b>Thames-Coromandel</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
<\$30,000	26	19
\$30 - \$60,000	46	36
\$60 - \$90,000	16	22
\$90 - \$150,000	1	12
\$150,000 +	7	6
Refused/Don't know	4	5

***Highest Educational Qualification***

	<b>Thames-Coromandel</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
None	1	3
Primary school	0	1
Secondary school	12	12
Secondary school qualification	31	30
Trade certificate	11	7
Tertiary qualification	42	47
Other	3	0

**Employment Situation**

	<b>Thames-Coromandel</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Working full-time	41	54
Working part-time	16	16
Retired	34	16
Home responsibilities only (not in paid employment and not receiving government financial support)	3	5
Student	0	4
Unemployed/beneficiary	5	5
Don't know/Refused	1	0

## 14.3 Hauraki

This section contains key findings for the Territorial Authority of Hauraki. Results are based on 63 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 12.7\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

6.57 (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Hauraki)*

	Hauraki %	Waikato %
Water pollution	15	18
Sprays/pesticides/poisons	<b>9</b>	2
Nothing	9	3
Air pollution	8	9
Rubbish disposal	8	7

#### *Next most important environmental issue facing the Waikato region (Top 5 in Hauraki)*

	Hauraki %	Waikato %
Don't know/no reply	18	16
Air pollution	10	12
Rubbish disposal	9	5
Erosion/deforestation/preservation of natural environment	9	4
Water quality and supply	9	8

**Most important environmental issue in 5 years (Top 5 in Hauraki)**

	Hauraki %	Waikato %
Water quality and supply	20	12
Air pollution	16	16
Don't know/ no reply	14	13
Water pollution	13	8
Ozone layer/global warming	8	8

**2. Perceptions of Changes Regarding Environmental Issues**

	Worse %		Same %		Better %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
The water quality in your local streams, rivers, and lakes*	25	32	51	42	20	18
The availability of waste recycling services and facilities in your area	18	17	42	30	40	49
Soil and land erosion (rural only)	33	27	44	48	14	16
The level of pollution or waste produced by nearby businesses and industries	13	25	46	40	26	20
The level of pollution or waste produced by nearby farms	17	22	42	36	32	24
Fencing off areas of native bush/wetland on private property (rural only)	5	6	40	29	44	50
Fencing off of streams, lakes and rivers (rural only)	7	10	49	35	38	46
Effluent disposed of according to the rules (rural only)	12	11	29	36	47	40
Cyclist-friendly roading in your local area (urban only)	19	19	59	45	10	30
The public transport available in your area (urban only)	26	11	46	28	3	47
The natural amenities, such as open space, of your local town or city (urban only)	13	12	49	47	38	38
Overall state of your local environment	23	22	34	38	43	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	Not Concerned %		Neither/nor %		Concerned %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
Water pollution from industry*	8	8	0	1	92	89
State of native bush/wetlands on private property	41	33	0	2	59	62
Water pollution from farmland	20	19	0	1	79	78

Loss of natural character of region's beaches through development	12	18	0	1	85	79
Water pollution from towns and city areas	16	11	0	1	84	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	<b>26</b>	40	0	2	<b>70</b>	54
Spread of cities/towns across farmland	28	29	0	1	72	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	59	55	0	2	38	31
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	64	66	3	3	29	23
Most air pollution comes from people's home fires	42	37	2	2	55	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	49	48	0	3	46	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Hauraki %	Waikato %
Yes	38	40
No	56	54
Don't know	0	6

*Activities damaging air quality (Top 3 in Hauraki)*

	Hauraki %	Waikato %
Industrial emissions	29	37
Industrial burning	25	12
Vehicle emissions	24	52

## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Hauraki)*

	Hauraki %	Waikato %
Flooding	38	31
Earthquakes	35	37
None/Don't know	22	24
High winds/storms/cyclones	21	24
Tsunami	8	6

### *Awareness of natural hazards*

	Hauraki %	Waikato %
Not aware of any hazards	22	24
Aware of one or two hazards	69	58
Aware of three hazards or more	9	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	95	96	0	0	5	3
Landowners should be allowed to do what they like on their own land <sup>11</sup>	45	37	0	2	55	53
There is enough protection given to local significant natural sites.	69	62	0	2	23	27
Urban sprawl and subdivisions threaten the natural environment.	65	66	3	3	29	27
Livestock should be allowed to enter streams and waterways on farms.	15	17	0	2	81	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	<b>63</b>	76	2	2	<b>33</b>	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	85	88	2	1	12	9
New developments and subdivisions are designed so that they blend into the area and	59	57	3	2	37	36

<sup>11</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)



take account of the environment and people's needs					
People should be allowed to burn garden waste in their backyard	35	33	0	2	61 60
I would not like to see a wind turbine out my window	31	40	3	5	60 51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
A healthy environment is necessary for a healthy economy	95	91	0	2	5	7
It is okay to sacrifice environmental quality for economic growth	5	12	2	2	89	83
Environmental protection and economic development can go hand in hand	93	93	0	1	3	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	8	5	1	0	91	94
Businesses usually find it is too expensive to be more environmentally friendly	38	53	2	3	<b>59</b>	38
Businesses should be obliged to treat the environment well	97	97	0	0	3	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	94	90	0	1	6	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	8	6	0	2	89	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	23	33	2	5	67	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Hauraki)*

	Hauraki %	Waikato %
Recycled paper	39	43
Recycled plastic	39	40
Recycled glass	34	37
Recycled tins/cans	33	31
Planted trees/plants	19	13

***Involvement in public action/meetings***

	<b>Hauraki</b> %	<b>Waikato</b> %
Yes	16	16
No	84	84

***Actions taken (Top 5 in Hauraki)***

	<b>Hauraki</b> %	<b>Waikato</b> %
Attended meeting/public hearing	91	42
Signed a petition	20	6
Participated in resource consent process	11	7
Joined/belong to/started an action group	10	25
Read or sought information	10	5

***Perceived effectiveness of public actions***

	<b>Hauraki</b> %	<b>Waikato</b> %
Not effective at all	41	23
Fairly effective	39	38
Very effective	20	31
Hard to tell	0	8

***Public's say in management of environment***

	<b>Agree</b> %		<b>Depends</b> %		<b>Disagree</b> %	
	<i>Hauraki</i>	<i>Waikato</i>	<i>Hauraki</i>	<i>Waikato</i>	<i>Hauraki</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	52	48	0	2	45	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	Hauraki %	Waikato %
Male	47	48
Female	53	52

### *Age*

	Hauraki %	Waikato %
18-29	10	22
30-39	23	21
40-49	18	20
50-59	24	15
60+	25	22

### *Maori Ancestry*

	Hauraki %	Waikato %
I have some Maori ancestry	22	22
I have no Maori ancestry	78	77
Don't know/Refused	0	1

### *Ethnicity*

	Hauraki %	Waikato %
New Zealand European	89	79
Maori	5	16
Asian/Indian	3	3
Pacific Peoples	3	2
Other/Refused	0	0

**Household Income**

	<b>Hauraki</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
<\$30,000	25	19
\$30 - \$60,000	47	36
\$60 - \$90,000	15	22
\$90 - \$150,000	3	12
\$150,000 +	7	6
Refused/Don't know	3	5

**Highest Educational Qualification**

	<b>Hauraki</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
None	3	3
Primary school	2	1
Secondary school	18	12
Secondary school qualification	39	30
Trade certificate	9	7
Tertiary qualification	29	47

**Employment Situation**

	<b>Hauraki</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Working full-time	52	54
Working part-time	18	16
Retired	15	16
Home responsibilities only (not in paid employment and not receiving government financial support)	6	5
Student	2	4
Unemployed/beneficiary	7	5
Don't know/Refused	0	0

## 14.4 Waikato

This section contains key findings for the Territorial Authority of Waikato. Results are based on 98 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 9.8\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):  
6.18 (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Waikato)*

	Waikato (TA) %	Waikato %
Water pollution	20	18
Don't know/ no reply	14	10
Water quality and supply	14	13
Rubbish disposal	9	7
Effluent disposal/run off	7	5

#### *Next most important environmental issue facing the Waikato region (Top 5 in Waikato)*

	Waikato (TA) %	Waikato %
Don't know/ no reply	18	16
Air pollution	15	12
Nothing	<b>12</b>	6
Water pollution	9	6
Water quality and supply	8	8

**Most important environmental issue in 5 years (Top 5 in Waikato)**

	Waikato (TA) %	Waikato %
Air pollution	16	16
Don't know/no reply	14	13
Rubbish disposal	11	8
Water quality and supply	11	12
Nothing	<b>9</b>	4

**2. Perceptions of Changes Regarding Environmental Issues**

	Worse %		Same %		Better %	
	Waikato	Waikato	Waikato	Waikato	Waikato	Waikato
The water quality in your local streams, rivers, and lakes*	<b>44</b>	32	30	42	19	18
The availability of waste recycling services and facilities in your area	19	17	30	30	47	49
Soil and land erosion (rural only)	22	27	54	48	13	16
The level of pollution or waste produced by nearby businesses and industries	<b>33</b>	25	35	40	22	20
The level of pollution or waste produced by nearby farms	29	22	33	36	21	24
Fencing off areas of native bush/wetland on private property (rural only)	13	6	32	29	42	50
Fencing off of streams, lakes and rivers (rural only)	17	10	38	35	37	46
Effluent disposed of according to the rules (rural only)	9	11	43	36	29	40
Cyclist-friendly roading in your local area (urban only)	20	19	43	45	24	30
The public transport available in your area (urban only)	11	11	31	28	51	47
The natural amenities, such as open space, of your local town or city (urban only)	11	12	<b>33</b>	47	46	38
Overall state of your local environment	25	22	33	38	40	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	Not Concerned %		Neither/nor %		Concerned %	
	Waikato	Waikato	Waikato	Waikato	Waikato	Waikato
Water pollution from industry*	7	8	<b>3</b>	1	90	89
State of native bush/wetlands on private property	27	33	1	2	70	62
Water pollution from farmland	13	19	<b>3</b>	1	83	78

Loss of natural character of region's beaches through development	18	18	2	1	78	79
Water pollution from towns and city areas	4	11	2	1	92	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	39	40	5	2	52	54
Spread of cities/towns across farmland	23	29	1	1	74	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Waikato	Waikato	Waikato	Waikato	Waikato	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	63	55	2	2	30	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	67	66	5	3	23	23
Most air pollution comes from people's home fires	49	37	5	2	44	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	69	48	4	3	23	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Waikato (TA) %	Waikato %
Yes	38	40
No	56	54
Don't know	5	6

*Activities damaging air quality (Top 3 in Waikato)*

	Waikato (TA) %	Waikato %
Vehicle emissions	49	52
Industrial emissions	35	37
Domestic fires for home heating	9	9

## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Waikato)*

	Waikato (TA) %	Waikato %
Flooding	35	31
High winds/storms/cyclones	30	24
None/Don't know	29	24
Earthquakes	25	37
Volcanic or thermal eruption	7	11

### *Awareness of natural hazards*

	Waikato (TA) %	Waikato %
Not aware of any hazards	29	24
Aware of one or two hazards	57	58
Aware of three hazards or more	14	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Waikato	Waikato	Waikato	Waikato	Waikato	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	95	96	0	0	5	3
Landowners should be allowed to do what they like on their own land <sup>12</sup>	39	37	0	2	52	53
There is enough protection given to local significant natural sites.	63	62	2	2	23	27
Urban sprawl and subdivisions threaten the natural environment.	57	66	5	3	31	27
Livestock should be allowed to enter streams and waterways on farms.	14	17	2	2	79	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	72	76	4	2	21	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	86	88	1	1	10	9
New developments and subdivisions are designed so that they blend into the area	63	57	4	2	28	36

<sup>12</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)



and take account of the environment and people's needs					
People should be allowed to burn garden waste in their backyard	32	33	6	2	59 60
I would not like to see a wind turbine out my window	42	40	8	5	48 51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Waikato	Waikato	Waikato	Waikato	Waikato	Waikato
A healthy environment is necessary for a healthy economy	92	91	2	2	6	7
It is okay to sacrifice environmental quality for economic growth	17	12	1	2	81	83
Environmental protection and economic development can go hand in hand	93	93	0	1	4	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	5	5	1	0	94	94
Businesses usually find it is too expensive to be more environmentally friendly	54	53	4	3	38	38
Businesses should be obliged to treat the environment well	95	97	1	0	3	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	93	90	1	1	7	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	8	6	0	2	90	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	39	33	5	5	50	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Waikato)*

	Waikato (TA) %	Waikato %
Recycled paper	39	43
Recycled plastic	38	40
Recycled glass	36	37
Recycled tins/cans	29	31
No action	21	15

***Involvement in public action/meetings***

	Waikato (TA) %	Waikato %
Yes	12	16
No	88	84

***Actions taken (Top 5 in Waikato)***

	Waikato (TA) %	Waikato %
Attended meeting/public hearing	52	42
Joined/belong to/started an action group	24	25
Wrote a letter to council or organisation	23	11
Made a formal submission	17	9
Took environmentally friendly action – planted trees, removed pests	9	3

***Perceived effectiveness of public actions***

	Waikato (TA) %	Waikato %
Not effective at all	17	23
Fairly effective	42	38
Very effective	23	31
Hard to tell	18	8

***Public's say in management of environment***

	Agree %		Depends %		Disagree %	
	Waikato	Waikato	Waikato	Waikato	Waikato	Waikato
The public have enough say in the way the environment is managed	51	48	6	2	37	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	Waikato %	Waikato %
Male	52	48
Female	48	52

### *Age*

	Waikato (TA) %	Waikato %
18-29	23	22
30-39	22	21
40-49	25	20
50-59	13	15
60+	17	22

### *Maori Ancestry*

	Waikato (TA) %	Waikato %
I have some Maori ancestry	29	22
I have no Maori ancestry	71	77
Don't know/Refused	0	1

### *Ethnicity*

	Waikato (TA) %	Waikato %
New Zealand European	72	79
Maori	21	16
Asian/Indian	4	3
Pacific Peoples	1	2
Other/Refused	2	0

**Household Income**

	Waikato (TA) %	Waikato %
<\$30,000	23	19
\$30 - \$60,000	29	36
\$60 - \$90,000	19	22
\$90 - \$150,000	12	12
\$150,000 +	10	6
Refused/Don't know	7	5

**Highest Educational Qualification**

	Waikato (TA) %	Waikato %
None	2	1
Primary school	1	1
Secondary school	14	12
Secondary school qualification	29	30
Trade certificate	4	7
Tertiary qualification	50	47

**Employment Situation**

	Waikato (TA) %	Waikato %
Working full-time	52	54
Working part-time	18	16
Retired	13	16
Home responsibilities only (not in paid employment and not receiving government financial support)	9	5
Student	3	4
Unemployed/beneficiary	5	5
Don't know/Refused	0	0

## 14.5 Hamilton

This section contains key findings for the Territorial Authority of Hamilton. Results are based on 230 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 6.4\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

**6.12** (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Hamilton)*

	Hamilton %	Waikato %
Water pollution	19	18
Water quality and supply	17	13
Air pollution	<b>13</b>	9
Don't know/no reply	9	10
Rubbish disposal	7	7

#### *Next most important environmental issue facing the Waikato region (Top 5 in Hamilton)*

	Hamilton %	Waikato %
Air pollution	<b>16</b>	12
Don't know/no reply	17	16
Transport – congestion/roading	<b>12</b>	6
Water pollution	9	6
Water quality and supply	8	8

**Most important environmental issue in 5 years (Top 5 in Hamilton)**

	Hamilton %	Waikato %
Air pollution	21	16
Water quality and supply	14	12
Water pollution	10	8
Don't know/ no reply	9	13
Rubbish disposal	7	8

**2. Perceptions of Changes Regarding Environmental Issues**

	Worse %		Same %		Better %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
The water quality in your local streams, rivers, and lakes*	32	32	40	42	19	18
The availability of waste recycling services and facilities in your area	6	17	28	30	64	49
Soil and land erosion (rural only)	N/A	27	N/A	48	N/A	16
The level of pollution or waste produced by nearby businesses and industries	27	25	38	40	20	20
The level of pollution or waste produced by nearby farms	24	22	32	36	22	24
Fencing off areas of native bush/wetland on private property (rural only)	N/A	6	N/A	29	N/A	50
Fencing off of streams, lakes and rivers (rural only)	N/A	10	N/A	35	N/A	46
Effluent disposed of according to the rules (rural only)	N/A	11	N/A	36	N/A	40
Cyclist-friendly roading in your local area (urban only)	21	19	38	45	39	30
The public transport available in your area (urban only)	3	11	14	28	79	47
The natural amenities, such as open space, of your local town or city (urban only)	14	12	43	47	42	38
Overall state of your local environment	21	22	37	38	40	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	Not Concerned %		Neither/nor %		Concerned %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
Water pollution from industry*	6	8	0	1	94	89
State of native bush/wetlands on private property	34	33	3	2	61	62
Water pollution from farmland	21	19	0	1	78	78

Loss of natural character of region's beaches through development	18	18	1	1	79	79
Water pollution from towns and city areas	6	11	0	1	<b>94</b>	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	38	40	1	2	58	54
Spread of cities/towns across farmland	32	29	0	1	68	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	56	55	2	2	36	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	<b>73</b>	66	1	3	22	23
Most air pollution comes from people's home fires	<b>28</b>	37	2	2	<b>69</b>	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	51	48	1	3	36	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Hamilton %	Waikato %
Yes	<b>49</b>	40
No	44	54
Don't know	7	6

*Activities damaging air quality (Top 3 in Hamilton)*

	Hamilton %	Waikato %
Vehicle emissions	<b>71</b>	52
Industrial emissions	<b>43</b>	37
Domestic fires for home heating	8	9

## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Hamilton)*

	Hamilton %	Waikato %
Earthquakes	38	37
Flooding	34	31
High winds/storms/cyclones	24	24
None/Don't know	23	24
Land erosion/land slips	8	6

### *Awareness of natural hazards*

	Hamilton %	Waikato %
Not aware of any hazards	23	24
Aware of one or two hazards	55	58
Aware of three hazards or more	<b>22</b>	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	<b>98</b>	96	0	0	2	3
Landowners should be allowed to do what they like on their own land <sup>13</sup>	37	37	0	2	56	53
There is enough protection given to local significant natural sites.	60	62	2	2	29	27
Urban sprawl and subdivisions threaten the natural environment.	<b>72</b>	66	2	3	24	27
Livestock should be allowed to enter streams and waterways on farms.	18	17	1	2	76	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	<b>82</b>	76	2	2	<b>15</b>	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	90	88	1	1	9	9
New developments and subdivisions are designed so that they blend into the area	<b>41</b>	57	2	2	<b>48</b>	36

<sup>13</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)



and take account of the environment and people's needs					
People should be allowed to burn garden waste in their backyard	<b>28</b>	33	2	2	<b>67</b> 60
I would not like to see a wind turbine out my window	38	40	3	5	55 51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
A healthy environment is necessary for a healthy economy	92	91	2	2	5	7
It is okay to sacrifice environmental quality for economic growth	10	12	1	2	<b>89</b>	83
Environmental protection and economic development can go hand in hand	93	93	1	1	5	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	3	5	0	0	96	94
Businesses usually find it is too expensive to be more environmentally friendly	<b>59</b>	53	1	3	34	38
Businesses should be obliged to treat the environment well	97	97	0	0	2	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	92	90	<b>2</b>	1	4	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	6	6	2	2	92	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	<b>39</b>	33	7	5	51	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Hamilton)*

	Hamilton %	Waikato %
Recycled plastic	<b>50</b>	43
Recycled glass	<b>44</b>	37
Recycled paper	43	40
Recycled tins/cans	35	31
Disposed of rubbish/waste properly	<b>23</b>	17

***Involvement in public action/meetings***

	<b>Hamilton</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Yes	12	16
No	88	84

***Actions taken (Top 5 in Hamilton)***

	<b>Hamilton</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Joined/belong to/started an action group	40	25
Attended a meeting/public hearing	32	42
Wrote a letter to council or organisation	14	11
Participated in resource consent process	12	7
Educated people on issues	7	3

***Perceived effectiveness of public actions***

	<b>Hamilton</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Not effective at all	20	23
Fairly effective	47	38
Very effective	30	31
Hard to tell	3	8

***Public's say in management of environment***

	<b>Agree</b>		<b>Depends</b>		<b>Disagree</b>	
	<b>%</b>		<b>%</b>		<b>%</b>	
	<i>Hamilton</i>	<i>Waikato</i>	<i>Hamilton</i>	<i>Waikato</i>	<i>Hamilton</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	49	48	3	2	44	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	Hamilton %	Waikato %
Male	48	48
Female	52	52

### *Age*

	Hamilton %	Waikato %
18-29	31	22
30-39	21	21
40-49	18	20
50-59	14	15
60+	16	22

### *Maori Ancestry*

	Hamilton %	Waikato %
I have some Maori ancestry	22	22
I have no Maori ancestry	76	77
Don't know/Refused	2	1

### *Ethnicity*

	Hamilton %	Waikato %
New Zealand European	71	79
Maori	17	16
Asian/Indian	9	3
Pacific Peoples	3	2
Other/Refused	1	0

**Household Income**

	<b>Hamilton</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
<\$30,000	16	19
\$30 - \$60,000	37	36
\$60 - \$90,000	24	22
\$90 - \$150,000	14	12
\$150,000 +	5	6
Refused/Don't know	4	5

**Highest Educational Qualification**

	<b>Hamilton</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
None	2	3
Primary school	1	1
Secondary school	9	30
Secondary school qualification	25	12
Trade certificate	6	7
Tertiary qualification	56	47
Other	1	0

**Employment Situation**

	<b>Hamilton</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Working full-time	58	54
Working part-time	13	16
Retired	10	16
Home responsibilities only (not in paid employment and not receiving government financial support)	4	5
Student	9	4
Unemployed/beneficiary	5	5
Don't know/Refused	1	0

## 14.6 Matamata-Piako

This section contains key findings for the Territorial Authority of Matamata-Piako. Results are based on 73 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 11.2\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

**6.66** (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Matamata-Piako)*

	Matamata-Piako %	Waikato %
Water quality and supply	19	13
Water pollution	15	18
Don't know/no reply	10	10
Air pollution	8	9
Effluent disposal/run off	8	5

#### *Next most important environmental issue facing the Waikato region (Top 5 in Matamata-Piako)*

	Matamata-Piako %	Waikato %
Don't know/no reply	14	16
Nothing	12	6
Rubbish disposal	9	5
Water quality and supply	8	8
Recycling	8	6

**Most important environmental issue in 5 years (Top 5 in Matamata-Piako)**

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Air pollution	14	16
Don't know/no reply	14	13
Rubbish disposal	12	8
Water quality and supply	11	12
Ozone layer/global warming	11	8

**2. Perceptions of Changes Regarding Environmental Issues**

	<b>Worse</b>		<b>Same</b>		<b>Better</b>	
	<b>%</b>		<b>%</b>		<b>%</b>	
	<i>Matamata</i>	<i>Waikato</i>	<i>Matamata</i>	<i>Waikato</i>	<i>Matamata</i>	<i>Waikato</i>
	<i>-Piako</i>		<i>-Piako</i>		<i>-Piako</i>	
The water quality in your local streams, rivers, and lakes*	24	32	41	42	<b>30</b>	18
The availability of waste recycling services and facilities in your area	20	17	38	30	<b>36</b>	49
Soil and land erosion (rural only)	24	27	47	48	12	16
The level of pollution or waste produced by nearby businesses and industries	18	25	43	40	27	20
The level of pollution or waste produced by nearby farms	16	22	37	36	<b>36</b>	24
Fencing off areas of native bush/wetland on private property (rural only)	10	6	19	29	50	50
Fencing off of streams, lakes and rivers (rural only)	13	10	25	35	59	46
Effluent disposed of according to the rules (rural only)	16	11	34	36	44	40
Cyclist-friendly roading in your local area (urban only)	12	19	<b>68</b>	45	12	30
The public transport available in your area (urban only)	20	11	<b>55</b>	28	<b>3</b>	47
The natural amenities, such as open space, of your local town or city (urban only)	13	12	52	47	35	38
Overall state of your local environment	17	22	43	38	40	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	<b>Not Concerned</b>		<b>Neither</b>		<b>Concerned</b>	
	<b>%</b>		<b>%</b>		<b>%</b>	
	<i>Matamata</i>	<i>Waikato</i>	<i>Matamata</i>	<i>Waikato</i>	<i>Matamata</i>	<i>Waikato</i>
	<i>-Piako</i>		<i>-Piako</i>		<i>-Piako</i>	
Water pollution from industry*	12	8	0	1	84	89

State of native bush/wetlands on private property	39	33	4	2	56	62
Water pollution from farmland	25	19	0	1	74	78
Loss of natural character of region's beaches through development	21	18	0	1	74	79
Water pollution from towns and city areas	15	11	0	1	84	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	44	40	2	2	49	54
Spread of cities/towns across farmland	20	29	1	1	79	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Matamata -Piako	Waikato	Matamata -Piako	Waikato	Matamata -Piako	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	54	55	0	2	41	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	67	66	3	3	23	23
Most air pollution comes from people's home fires	46	37	1	2	51	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	41	48	3	3	46	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Matamata-Piako %	Waikato %
Yes	34	40
No	62	54
Don't know	4	6

**Activities damaging air quality (Top 3 in Matamata-Piako)**

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Vehicle emissions	35	52
Industrial emissions	30	37
Industrial burning	18	12

**6. Natural Hazards**

***What natural hazards do you know of that could damage you and your property (Top 5 in Matamata-Piako)***

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Earthquakes	<b>52</b>	37
Flooding	40	31
High winds/storms/cyclones	<b>34</b>	24
None/Don't know	20	24
Forest or bush fire	8	8

***Awareness of natural hazards***

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Not aware of any hazards	20	24
Aware of one or two hazards	59	58
Aware of three hazards or more	21	18



## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	<i>Matamata- Piako</i>	<i>Waikato</i>	<i>Matamata- Piako</i>	<i>Waikato</i>	<i>Matamata -Piako</i>	<i>Waikato</i>
Council should enforce its rules and laws to make sure that the environment is well looked after*	96	96	0	0	4	3
Landowners should be allowed to do what they like on their own land <sup>14</sup>	43	37	13	2	39	53
There is enough protection given to local significant natural sites.	64	62	1	2	20	27
Urban sprawl and subdivisions threaten the natural environment.	64	66	3	3	32	27
Livestock should be allowed to enter streams and waterways on farms.	7	17	3	2	<b>86</b>	<b>75</b>
Government restrictions on the use of private property are necessary so that the environment will not be harmed	75	76	0	2	23	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	89	88	0	1	8	9
New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs	67	57	0	2	30	36
People should be allowed to burn garden waste in their backyard	38	33	3	2	58	60
I would not like to see a wind turbine out my window	44	40	4	5	45	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	<i>Matamata -Piako</i>	<i>Waikato</i>	<i>Matamata- Piako</i>	<i>Waikato</i>	<i>Matamata- Piako</i>	<i>Waikato</i>
A healthy environment is necessary for a healthy economy	89	91	0	2	10	7
It is okay to sacrifice environmental quality for economic growth	13	12	5	2	81	83
Environmental protection and economic development can go hand in hand	94	93	0	1	4	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	5	5	0	0	95	94
Businesses usually find it is too expensive to be more environmentally friendly	47	53	1	3	46	38

<sup>14</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

Businesses should be obliged to treat the environment well	99	97	0	0	0	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	88	90	0	1	11	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	4	6	1	2	92	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	18	33	6	5	72	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Matamata-Piako)*

	Matamata-Piako %	Waikato %
Recycled glass	50	37
Recycled plastic	49	43
Recycled tins/cans	49	31
Recycled paper	49	40
Recycled clothes	20	9

### *Involvement in public action/meetings*

	Matamata-Piako %	Waikato %
Yes	20	16
No	80	84

### *Actions taken (Top 5 in Matamata-Piako)*

	Matamata-Piako %	Waikato %
Attended a meeting/public hearing	45	42
Read or sought information	20	5
Took environmentally friendly action – planted tree, removed pests	14	3
Joined/belong to/started an action group	14	25
Complained to council or organisation	14	8

**Perceived effectiveness of public actions**

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Not effective at all	7	23
Fairly effective	46	38
Very effective	41	31
Hard to tell	6	8

**Public's say in management of environment**

	<b>Agree</b>		<b>Depends</b>		<b>Disagree</b>	
	<b>%</b>		<b>%</b>		<b>%</b>	
	<i>Matamata- Piako</i>	<i>Waikato</i>	<i>Matamata- Piako</i>	<i>Waikato</i>	<i>Matamata- Piako</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	53	48	1	2	44	46

\*Table excludes "unsure/don't know" responses.

**10. Demographics**

**Gender**

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Male	54	48
Female	46	52

**Age**

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
18-29	16	22
30-39	14	21
40-49	30	20
50-59	18	15
60+	22	22

**Maori Ancestry**

	Matamata-Piako %	Waikato %
I have some Maori ancestry	18	22
I have no Maori ancestry	82	77
Don't know/Refused	0	1

**Ethnicity**

	Matamata-Piako %	Waikato %
New Zealand European	93	79
Maori	7	16
Asian/Indian	0	3
Pacific Peoples	0	2
Other/Refused	0	0

**Household Income**

	Matamata-Piako %	Waikato %
<\$30,000	21	19
\$30 - \$60,000	37	36
\$60 - \$90,000	18	22
\$90 - \$150,000	17	12
\$150,000 +	3	6
Refused/Don't know	4	5

**Highest Educational Qualification**

	Matamata-Piako %	Waikato %
None	1	3
Primary school	1	1
Secondary school	12	30
Secondary school qualification	33	12
Trade certificate	12	7

Tertiary qualification	40	47
Other	1	0

***Employment Situation***

	<b>Matamata-Piako</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Working full-time	56	54
Working part-time	17	16
Retired	16	16
Home responsibilities only (not in paid employment and not receiving government financial support)	5	5
Student	0	4
Unemployed/beneficiary	6	5
Don't know/Refused	0	0

## 14.7 Waipa

This section contains key findings for the Territorial Authority of Waipa. Results are based on 102 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 10.0\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

**6.71** (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Waipa)*

	Waipa %	Waikato %
Rubbish disposal	<b>13</b>	7
Air pollution	12	9
Recycling	<b>12</b>	3
Don't know/no reply	10	10
Water pollution	9	18

#### *Next most important environmental issue facing the Waikato region (Top 5 in Waipa)*

	Waipa %	Waikato %
Don't know/ no reply	17	16
Water quality and supply	12	8
Air pollution	10	12
Recycling	9	6
Nothing	7	6

**Most important environmental issue in 5 years (Top 5 in Waipa)**

	Waipa %	Waikato %
Air pollution	17	16
Don't know/no reply	15	13
Water quality and supply	12	12
Rubbish disposal	10	8
Transport - congestion/roading	<b>8</b>	3

**2. Perceptions of Changes Regarding Environmental Issues**

	Worse %		Same %		Better %	
	Waipa	Waikato	Waipa	Waikato	Waipa	Waikato
The water quality in your local streams, rivers, and lakes*	24	32	48	42	21	18
The availability of waste recycling services and facilities in your area	<b>54</b>	17	17	30	<b>25</b>	49
Soil and land erosion (rural only)	24	27	44	48	26	16
The level of pollution or waste produced by nearby businesses and industries	19	25	44	40	17	20
The level of pollution or waste produced by nearby farms	<b>10</b>	22	38	36	29	24
Fencing off areas of native bush/wetland on private property (rural only)	0	6	22	29	<b>75</b>	50
Fencing off of streams, lakes and rivers (rural only)	0	10	43	35	54	46
Effluent disposed of according to the rules (rural only)	12	11	28	36	50	40
Cyclist-friendly roading in your local area (urban only)	18	19	58	45	<b>14</b>	30
The public transport available in your area (urban only)	<b>24</b>	11	<b>42</b>	28	<b>15</b>	47
The natural amenities, such as open space, of your local town or city (urban only)	9	12	<b>59</b>	47	29	38
Overall state of your local environment	17	22	41	38	41	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	Not Concerned %		Neither %		Concerned %	
	Waipa	Waikato	Waipa	Waikato	Waipa	Waikato
Water pollution from industry*	8	8	1	1	88	89
State of native bush/wetlands on private property	37	33	1	2	58	62
Water pollution from farmland	19	19	1	1	77	78

Loss of natural character of region's beaches through development	25	18	2	1	69	79
Water pollution from towns and city areas	16	11	2	1	79	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	42	40	1	2	56	54
Spread of cities/towns across farmland	29	29	1	1	70	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Waipa	Waikato	Waipa	Waikato	Waipa	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	49	55	3	2	44	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	64	66	3	3	26	23
Most air pollution comes from people's home fires	36	37	3	2	61	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	33	48	3	3	48	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Waipa %	Waikato %
Yes	38	40
No	57	54
Don't know	5	6

*Activities damaging air quality (Top 3 in Waipa)*

	Waipa %	Waikato %
Vehicle emissions	46	52
Industrial emissions	33	37
Industrial burning	19	12



## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Waipa)*

	Waipa %	Waikato %
Earthquakes	43	37
None/ Don't know	36	24
High winds/storms/cyclones	28	24
Flooding	25	31
Volcanic/thermal eruptions	7	11

### *Awareness of natural hazards*

	Waipa %	Waikato %
Not aware of any hazards	36	24
Aware of one or two hazards	49	58
Aware of three hazards or more	15	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Waipa	Waikato	Waipa	Waikato	Waipa	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	96	96	0	0	2	3
Landowners should be allowed to do what they like on their own land <sup>15</sup>	27	37	4	2	55	53
There is enough protection given to local significant natural sites.	66	62	2	2	22	27
Urban sprawl and subdivisions threaten the natural environment.	69	66	5	3	25	27
Livestock should be allowed to enter streams and waterways on farms.	17	17	3	2	70	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	75	76	1	2	19	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	93	88	0	1	5	9
New developments and subdivisions are designed so that they blend into the area	66	57	2	2	29	36

<sup>15</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

and take account of the environment and people's needs						
People should be allowed to burn garden waste in their backyard	34	33	3	2	56	60
I would not like to see a wind turbine out my window	36	40	5	5	50	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Waipa	Waikato	Waipa	Waikato	Waipa	Waikato
A healthy environment is necessary for a healthy economy	88	91	1	2	8	7
It is okay to sacrifice environmental quality for economic growth	16	12	2	2	77	83
Environmental protection and economic development can go hand in hand	96	93	0	1	2	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	8	5	0	0	92	94
Businesses usually find it is too expensive to be more environmentally friendly	57	53	2	3	31	38
Businesses should be obliged to treat the environment well	97	97	1	0	0	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	94	90	1	1	5	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	7	6	3	2	85	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	28	33	5	5	56	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Waipa)*

	Waipa %	Waikato %
Recycled paper	35	40
Recycled plastic	28	43
Recycled glass	27	37
No action	23	15
Recycled tins/cans	19	31

***Involvement in public action/meetings***

	<b>Waipa %</b>	<b>Waikato %</b>
Yes	16	16
No	84	84

***Actions taken (Top 5 in Waipa)***

	<b>Waipa %</b>	<b>Waikato %</b>
Made a formal submission	25	9
Complained to council or organisation	19	8
Attended meeting/public hearing	18	42
Signed a petition	13	6
Participated in resource consent process	13	7
Joined/belong to an action group	12	25

***Perceived effectiveness of public actions***

	<b>Waipa %</b>	<b>Waikato %</b>
Not effective at all	26	23
Fairly effective	24	38
Very effective	37	31
Hard to tell	13	8

***Public's say in management of environment***

	<b>Agree %</b>		<b>Depends %</b>		<b>Disagree %</b>	
	<i>Waipa</i>	<i>Waikato</i>	<i>Waipa</i>	<i>Waikato</i>	<i>Waipa</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	48	48	3	2	47	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	Waipa %	Waikato %
Male	48	48
Female	52	52

### *Age*

	Waipa %	Waikato %
18-29	14	22
30-39	22	21
40-49	24	20
50-59	13	15
60+	27	22

### *Maori Ancestry*

	Waipa %	Waikato %
I have some Maori ancestry	9	22
I have no Maori ancestry	91	77
Don't know/Refused	0	1

### *Ethnicity*

	Waipa %	Waikato %
New Zealand European	93	79
Maori	6	16
Asian/Indian	1	3
Pacific Peoples	0	2
Other/Refused	0	0

**Household Income**

	<b>Waipa</b> %	<b>Waikato</b> %
<\$30,000	19	19
\$30 - \$60,000	34	36
\$60 - \$90,000	25	22
\$90 - \$150,000	13	12
\$150,000 +	2	6
Refused/Don't know	7	5

**Highest Educational Qualification**

	<b>Waipa</b> %	<b>Waikato</b> %
None	0	3
Primary school	0	1
Secondary school	9	30
Secondary school qualification	39	12
Trade certificate	3	7
Tertiary qualification	49	47

**Employment Situation**

	<b>Waipa</b> %	<b>Waikato</b> %
Working full-time	56	54
Working part-time	15	16
Retired	19	16
Home responsibilities only (not in paid employment and not receiving government financial support)	6	5
Student	2	4
Unemployed/beneficiary	2	5
Don't know/Refused	0	0

## 14.8 South Waikato

This section contains key findings for the Territorial Authority of South Waikato. Results are based on 62 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 12.2\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

6.46 (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in South Waikato)*

	South Waikato %	Waikato %
Don't know/no reply	<b>21</b>	10
Water quality and supply	20	13
Water pollution	13	18
Air pollution	9	9
Effluent disposal/run off	5	5

#### *Next most important environmental issue facing the Waikato region (Top 5 in South Waikato)*

	South Waikato %	Waikato %
Air pollution	20	12
Don't know/no reply	19	16
Nothing	10	6
Recycling	8	6
Rubbish disposal	6	5

#### *Most important environmental issue in 5 years (Top 5 in South Waikato)*

	South Waikato %	Waikato %
Don't know/no reply	18	13
Air pollution	14	16

Ozone layer/global warming	9	8
Water quality and supply	9	12
Population increase	8	3

## 2. Perceptions of Changes Regarding Environmental Issues

	Worse %		Same %		Better %	
	South Waika to	Waikato	South Waika to	Waikato	South Waika to	Waikato
The water quality in your local streams, rivers, and lakes*	24	32	32	42	28	18
The availability of waste recycling services and facilities in your area	14	17	42	30	39	49
Soil and land erosion (rural only)	25	27	52	48	17	16
The level of pollution or waste produced by nearby businesses and industries	23	25	41	40	24	20
The level of pollution or waste produced by nearby farms	12	22	34	36	36	24
Fencing off areas of native bush/wetland on private property (rural only)	6	6	31	29	59	50
Fencing off of streams, lakes and rivers (rural only)	14	10	25	35	48	46
Effluent disposed of according to the rules (rural only)	8	11	40	36	41	40
Cyclist-friendly roading in your local area (urban only)	16	19	53	45	20	30
The public transport available in your area (urban only)	33	11	42	28	0	47
The natural amenities, such as open space, of your local town or city (urban only)	3	12	57	47	33	38
Overall state of your local environment	12	22	32	38	55	39

\*Table excludes "unsure/don't know" responses.

## 3. Levels of Concern on Environmental Issues

	Not Concerned %		Neither %		Concerned %	
	South Waika to	Waikato	South Waika to	Waikato	South Waika to	Waikato
Water pollution from industry*	9	8	0	1	82	89
State of native bush/wetlands on private property	34	33	0	2	62	62
Water pollution from farmland	20	19	1	1	75	78
Loss of natural character of region's beaches through development	14	18	0	1	81	79

Water pollution from towns and city areas	13	11	0	1	80	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	35	40	4	2	58	54
Spread of cities/towns across farmland	26	29	0	1	69	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	49	55	1	2	43	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	67	66	0	3	26	23
Most air pollution comes from people's home fires	51	37	1	2	48	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	42	48	7	3	39	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	South Waikato %	Waikato %
Yes	42	40
No	53	54
Don't know	5	6

#### *Activities damaging air quality (Top 3 in South Waikato)*

	South Waikato %	Waikato %
Industrial emissions	41	37
Industrial burning	34	12
Vehicle emissions	32	52



## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in South Waikato)*

	South Waikato %	Waikato %
None/Don't know	32	24
Earthquakes	20	37
Flooding	20	31
High winds/storms/cyclones	15	24
Volcanic/thermal eruptions	11	11

### *Awareness of natural hazards*

	South Waikato %	Waikato %
Not aware of any hazards	32	24
Aware of one or two hazards	62	58
Aware of three hazards or more	6	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	South Waika to	Waikato	South Waika to	Waikato	South Waika to	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	96	96	0	0	0	3
Landowners should be allowed to do what they like on their own land <sup>16</sup>	51	37	0	2	32	53
There is enough protection given to local significant natural sites.	68	62	0	2	22	27
Urban sprawl and subdivisions threaten the natural environment.	59	66	3	3	26	27
Livestock should be allowed to enter streams and waterways on farms.	14	17	0	2	83	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	68	76	2	2	22	19
Council should tighten its provisions for the construction of homes and buildings in	81	88	2	1	11	9

<sup>16</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

areas at risk from flooding and erosion						
New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs	64	57	2	2	27	36
People should be allowed to burn garden waste in their backyard	43	33	0	2	51	60
I would not like to see a wind turbine out my window	36	40	5	5	56	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	South Waika to	Waikato	South Waik ato	Waikato	South Waika to	Waikato
A healthy environment is necessary for a healthy economy	93	91	0	2	3	7
It is okay to sacrifice environmental quality for economic growth	12	12	2	2	80	83
Environmental protection and economic development can go hand in hand	<b>85</b>	93	<b>3</b>	1	<b>11</b>	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	9	5	0	0	90	94
Businesses usually find it is too expensive to be more environmentally friendly	54	53	4	3	38	38
Businesses should be obliged to treat the environment well	94	97	0	0	3	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	87	90	0	1	9	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	6	6	3	2	90	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	28	33	2	5	59	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in South Waikato)*

	South Waikato %	Waikato %
Recycled plastic	33	43
Recycled paper	<b>25</b>	40
No action	19	15

Recycled glass	14	37
Recycled tins/cans	14	31
Disposed of rubbish/waste properly	13	17

***Involvement in public action/meetings***

	South Waikato %	Waikato %
Yes	9	16
No	91	84

***Actions taken (Top 5 in South Waikato)***

	South Waikato %	Waikato %
Attended meeting/public hearing	54	42
Took part in resource consent process	44	6
Wrote a letter to council or organisation	32	11
Telephoned a council or organisation	15	2

***Perceived effectiveness of public actions***

	South Waikato %	Waikato %
Not effective at all	15	23
Fairly effective	40	38
Very effective	45	31
Hard to tell	0	8

***Public's say in management of environment***

	Agree %		Depends %		Disagree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
The public have enough say in the way the environment is managed	52	48	0	2	44	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	South Waikato %	Waikato %
Male	54	48
Female	46	52

### *Age*

	South Waikato %	Waikato %
18-29	31	22
30-39	22	21
40-49	6	20
50-59	14	15
60+	27	22

### *Maori Ancestry*

	South Waikato %	Waikato %
I have some Maori ancestry	29	22
I have no Maori ancestry	71	77
Don't know/Refused	0	1

### *Ethnicity*

	South Waikato %	Waikato %
New Zealand European	75	79
Maori	22	16
Asian/Indian	0	3
Pacific Peoples	3	2
Other/Refused	0	0

**Household Income**

	South Waikato %	Waikato %
<\$30,000	17	19
\$30 - \$60,000	45	36
\$60 - \$90,000	23	22
\$90 - \$150,000	7	12
\$150,000 +	3	6
Refused/Don't know	5	5

**Highest Educational Qualification**

	South Waikato %	Waikato %
None	7	3
Primary school	5	1
Secondary school	14	30
Secondary school qualification	26	12
Trade certificate	13	7
Tertiary qualification	33	47
Other	2	0

**Employment Situation**

	South Waikato %	Waikato %
Working full-time	48	54
Working part-time	16	16
Retired	24	16
Home responsibilities only (not in paid employment and not receiving government financial support)	10	5
Student	2	4
Unemployed/beneficiary	0	5
Don't know/Refused	0	0

## 14.9 Otorohanga

This section contains key findings for the Territorial Authority of Otorohanga. Results are based on 58 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 12.7\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):

**6.68** (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Otorohanga)*

	Otorohanga %	Waikato %
Water pollution	27	18
Water quality and supply	17	13
Don't know/no reply	16	10
Effluent disposal/run off	6	5
Recycling	5	3

#### *Next most important environmental issue facing the Waikato region (Top 5 in Otorohanga)*

	Otorohanga %	Waikato %
Don't know/nothing	18	16
Air pollution	17	12
Erosion/deforestation/preservation of native environment	9	4
Rubbish disposal	8	5
Plant pests	7	3

#### *Most important environmental issue in 5 years (Top 5 in Otorohanga)*

	Otorohanga %	Waikato %
Don't know/no reply	<b>31</b>	13

Water quality and supply	14	12
Air pollution	11	16
Water pollution	5	8
Rubbish disposal	5	8

## 2. Perceptions of Changes Regarding Environmental Issues

	Worse %		Same %		Better %	
	Otoro- hanga	Waikato	Otoro- hanga	Waikato	Otoro- hanga	Waikato
The water quality in your local streams, rivers, and lakes*	28	32	50	42	17	18
The availability of waste recycling services and facilities in your area	12	17	27	30	56	49
Soil and land erosion (rural only)	21	27	46	48	29	16
The level of pollution or waste produced by nearby businesses and industries	23	25	34	40	20	20
The level of pollution or waste produced by nearby farms	<b>35</b>	22	24	36	28	24
Fencing off areas of native bush/wetland on private property (rural only)	8	6	15	29	57	50
Fencing off of streams, lakes and rivers (rural only)	17	10	<b>11</b>	35	<b>66</b>	46
Effluent disposed of according to the rules (rural only)	7	11	29	36	<b>59</b>	40
Cyclist-friendly roading in your local area (urban only)	3	19	57	45	22	30
The public transport available in your area (urban only)	7	11	46	28	14	47
The natural amenities, such as open space, of your local town or city (urban only)	4	12	51	47	42	38
Overall state of your local environment	<b>5</b>	22	42	38	51	39

\*Table excludes "unsure/don't know" responses.

## 3. Levels of Concern on Environmental Issues

	Not Concerned %		Neither %		Concerned %	
	Otoro- hanga	Waikato	Otoro- hanga	Waikato	Otoro- hanga	Waikato
Water pollution from industry*	11	8	0	1	87	89
State of native bush/wetlands on private property	39	33	0	2	57	62
Water pollution from farmland	20	19	2	1	77	78
Loss of natural character of region's beaches through development	26	18	2	1	71	79
Water pollution from towns and city areas	9	11	0	1	89	87

Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	<b>52</b>	40	0	2	<b>36</b>	54
Spread of cities/towns across farmland	26	29	2	1	72	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Otoro-hanga	Waikato	Otoro-hanga	Waikato	Otoro-hanga	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	64	55	2	2	<b>26</b>	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	68	66	<b>12</b>	3	13	23
Most air pollution comes from people's home fires	36	37	6	2	45	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	43	48	6	3	37	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Otorohanga %	Waikato %
Yes	29	40
No	60	54
Don't know	<b>11</b>	6

*Activities damaging air quality (Top 3 in Otorohanga)*

	Otorohanga %	Waikato %
Vehicle emissions	50	52
Methane – animal emissions, landfill	26	5
Industrial emissions	16	37



## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Otorohanga)*

	Otorohanga %	Waikato %
Flooding	48	31
Earthquakes	30	37
None/don't know	26	24
High winds/storms/cyclones	18	24
Forest or bush fire	9	8

### *Awareness of natural hazards*

	Otorohanga %	Waikato %
Not aware of any hazards	26	24
Aware of one or two hazards	62	58
Aware of three hazards or more	12	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Otoro- hanga	Waikato	Otoro- hanga	Waikato	Otoro- hanga	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	89	96	3	0	5	3
Landowners should be allowed to do what they like on their own land <sup>17</sup>	61	37	18	2	21	53
There is enough protection given to local significant natural sites.	66	62	3	2	21	27
Urban sprawl and subdivisions threaten the natural environment.	66	66	0	3	29	27
Livestock should be allowed to enter streams and waterways on farms.	20	17	4	2	71	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	82	76	2	2	10	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	93	88	2	1	5	9

<sup>17</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs	65	57	2	2	31	36
People should be allowed to burn garden waste in their backyard	38	33	4	2	53	60
I would not like to see a wind turbine out my window	50	40	2	5	48	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Otoro-hanga	Waikato	Otoro-hanga <sup>a</sup>	Waikato	Otoro-hanga	Waikato
A healthy environment is necessary for a healthy economy	84	91	2	2	7	7
It is okay to sacrifice environmental quality for economic growth	13	12	4	2	78	83
Environmental protection and economic development can go hand in hand	92	93	0	1	6	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	7	5	2	0	91	94
Businesses usually find it is too expensive to be more environmentally friendly	50	53	6	3	33	38
Businesses should be obliged to treat the environment well	98	97	2	0	0	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	86	90	2	1	7	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	12	6	4	2	82	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	34	33	8	5	49	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Otorohanga)*

	Otorohanga %	Waikato %
Recycled plastic	30	43
No action	29	15
Recycled paper	26	40

Recycled glass	23	37
Recycled tins/cans	21	31

***Involvement in public action/meetings***

	Otorohanga %	Waikato %
Yes	17	16
No	83	84

***Actions taken (Top 5 in Otorohanga)***

	Otorohanga %	Waikato %
Attended a meeting/public hearing	39	42
Work/consult to an agency with environmental responsibilities	25	3
Complained to council or organisation	20	8
Joined/belong to/started an action group	10	25
Made a formal submission	9	9
Read or sought information	9	5

***Perceived effectiveness of public actions***

	Otorohanga %	Waikato %
Not effective at all	19	23
Fairly effective	46	38
Very effective	25	31
Hard to tell	10	8

***Public's say in management of environment***

	Agree %		Depends %		Disagree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
The public have enough say in the way the environment is managed	52	48	0	2	43	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	Otorohanga %	Waikato %
Male	50	48
Female	50	52

### *Age*

	Otorohanga %	Waikato %
18-29	28	22
30-39	17	21
40-49	18	20
50-59	22	15
60+	15	22

### *Maori Ancestry*

	Otorohanga %	Waikato %
I have some Maori ancestry	28	22
I have no Maori ancestry	72	77
Don't know/Refused	0	1

### *Ethnicity*

	Otorohanga %	Waikato %
New Zealand European	73	79
Maori	20	16
Asian/Indian	0	3
Pacific Peoples	7	2
Other/Refused	0	0

**Household Income**

	Otorohanga %	Waikato %
<\$30,000	29	19
\$30 - \$60,000	35	36
\$60 - \$90,000	12	22
\$90 - \$150,000	11	12
\$150,000 +	10	6
Refused/Don't know	3	5

**Highest Educational Qualification**

	Otorohanga %	Waikato %
None	7	3
Primary school	5	1
Secondary school	23	30
Secondary school qualification	22	12
Trade certificate	8	7
Tertiary qualification	35	47

**Employment Situation**

	Otorohanga %	Waikato %
Working full-time	63	54
Working part-time	14	16
Retired	13	16
Home responsibilities only (not in paid employment and not receiving government financial support)	7	5
Student	3	4
Unemployed/beneficiary	0	5
Don't know/Refused	0	0

## 14.10 Waitomo

This section contains key findings for the Territorial Authority of Waitomo. Results are based on 64 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 12.1\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### **Satisfaction with local environment in general**

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):  
6.29 (compared with 6.28 for Waikato region)

#### **Most important environmental issue facing the Waikato region (Top 5 in Waitomo)**

	<b>Waitomo</b> %	<b>Waikato</b> %
Water quality and supply	19	13
Don't know/no reply	16	10
Air pollution	12	9
Water pollution	12	18
Rubbish disposal	7	7

#### **Next most important environmental issue facing the Waikato region (Top 5 in Waitomo)**

	<b>Waitomo</b> %	<b>Waikato</b> %
Don't know/ no reply	25	16
Erosion/deforestation/preservation of natural environment	9	4
Rubbish disposal	8	5
Air pollution	7	12
Water quality and supply	6	8

**Most important environmental issue in 5 years (Top 5 in Waitomo)**

	Waitomo %	Waikato %
Water quality and supply	15	12
Don't know/no reply	11	13
Air pollution	11	16
Rubbish disposal	8	8
Pollution/general pollution - industrial	7	3

**2. Perceptions of Changes Regarding Environmental Issues**

	Worse %		Same %		Better %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
The water quality in your local streams, rivers, and lakes*	22	32	47	42	28	18
The availability of waste recycling services and facilities in your area	13	17	<b>43</b>	30	38	49
Soil and land erosion (rural only)	30	27	47	48	23	16
The level of pollution or waste produced by nearby businesses and industries	20	25	43	40	21	20
The level of pollution or waste produced by nearby farms	15	22	<b>55</b>	36	18	24
Fencing off areas of native bush/wetland on private property (rural only)	4	6	26	29	<b>68</b>	50
Fencing off of streams, lakes and rivers (rural only)	10	10	29	35	59	46
Effluent disposed of according to the rules (rural only)	6	11	34	36	33	40
Cyclist-friendly roading in your local area (urban only)	29	19	39	45	20	30
The public transport available in your area (urban only)	<b>26</b>	11	<b>58</b>	28	<b>4</b>	47
The natural amenities, such as open space, of your local town or city (urban only)	9	12	55	47	32	38
Overall state of your local environment	13	22	40	38	47	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	Not Concerned %		Neither %		Concerned %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
Water pollution from industry*	5	8	0	1	93	89
State of native bush/wetlands on private property	34	33	2	2	64	62
Water pollution from farmland	23	19	0	1	77	78

Loss of natural character of region's beaches through development	16	18	2	1	79	79
Water pollution from towns and city areas	13	11	2	1	83	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	46	40	2	2	51	54
Spread of cities/towns across farmland	37	29	2	1	61	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	45	55	5	2	43	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	75	66	4	3	16	23
Most air pollution comes from people's home fires	37	37	7	2	50	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	52	48	3	3	36	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Waitomo %	Waikato %
Yes	43	40
No	55	54
Don't know	2	6

*Activities damaging air quality (Top 3 in Waitomo)*

	Waitomo %	Waikato %
Industrial emissions	38	37
Vehicle emissions	36	52
Burning rubbish	25	9



## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Waitomo)*

	Waitomo %	Waikato %
Flooding	39	31
Earthquakes	30	37
None/don't know	24	24
Land erosion/land slips	<b>19</b>	6
High winds/storms/cyclones	14	24

### *Awareness of natural hazards*

	Waitomo %	Waikato %
Not aware of any hazards	24	24
Aware of one or two hazards	63	58
Aware of three hazards or more	13	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	94	96	<b>3</b>	0	3	3
Landowners should be allowed to do what they like on their own land <sup>18</sup>	40	37	0	2	35	53
There is enough protection given to local significant natural sites	63	62	1	2	33	27
Urban sprawl and subdivisions threaten the natural environment.	69	66	0	3	27	27
Livestock should be allowed to enter streams and waterways on farms	<b>28</b>	17	4	2	<b>62</b>	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	<b>62</b>	76	3	2	<b>34</b>	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	89	88	1	1	6	9
New developments and subdivisions are designed so that they blend into the area	61	57	2	2	32	36

<sup>18</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

and take account of the environment and people's needs					
People should be allowed to burn garden waste in their backyard	37	33	1	2	56 60
I would not like to see a wind turbine out my window	44	40	8	5	<b>34</b> 51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
A healthy environment is necessary for a healthy economy	90	91	0	2	9	7
It is okay to sacrifice environmental quality for economic growth	4	12	3	2	90	83
Environmental protection and economic development can go hand in hand	90	93	1	1	3	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	8	5	0	0	92	94
Businesses usually find it is too expensive to be more environmentally friendly	46	53	4	3	45	38
Businesses should be obliged to treat the environment well	99	97	0	0	1	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	88	90	0	1	8	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	2	6	1	2	91	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	37	33	3	5	56	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Waitomo)*

	Waitomo %	Waikato %
Recycled plastic	48	43
Recycled paper	40	40
Recycled glass	40	37
Recycled tins/cans	34	31
No action	14	15

***Involvement in public action/meetings***

	<b>Waitomo</b> %	<b>Waikato</b> %
Yes	13	16
No	87	84

***Actions taken (Top 5 in Waitomo)***

	<b>Waitomo</b> %	<b>Waikato</b> %
Attended a meeting/public hearing	75	42
Made a formal submission	14	9
Took environmentally friendly action – planted trees, removed pests	11	3
Donate/raise money for groups	11	2

\*Note only 4 different actions were mentioned by respondents

***Perceived effectiveness of public actions***

	<b>Waitomo</b> %	<b>Waikato</b> %
Not effective at all	11	23
Fairly effective	51	38
Very effective	38	31
Hard to tell	0	8

***Public's say in management of environment***

	<b>Agree</b> %		<b>Depends</b> %		<b>Disagree</b> %	
	<i>Waitomo</i>	<i>Waikato</i>	<i>Waitomo</i>	<i>Waikato</i>	<i>Waitomo</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	52	48	1	2	45	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	Waitomo %	Waikato %
Male	50	48
Female	50	52

### *Age*

	Waitomo %	Waikato %
18-29	23	22
30-39	38	21
40-49	20	20
50-59	6	15
60+	13	22

### *Maori Ancestry*

	Waitomo %	Waikato %
I have some Maori ancestry	50	22
I have no Maori ancestry	50	77
Don't know/Refused	0	1

### *Ethnicity*

	Waitomo %	Waikato %
New Zealand European	59	79
Maori	41	16
Asian/Indian	0	3
Pacific Peoples	0	2
Other/Refused	0	0

**Household Income**

	<b>Waitomo</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
<\$30,000	16	19
\$30 - \$60,000	44	36
\$60 - \$90,000	19	22
\$90 - \$150,000	16	12
\$150,000 +	5	6
Refused/Don't know	0	5

**Highest Educational Qualification**

	<b>Waitomo</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
None	4	3
Primary school	0	1
Secondary school	18	30
Secondary school qualification	47	12
Trade certificate	3	7
Tertiary qualification	28	47

**Employment Situation**

	<b>Waitomo</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Working full-time	63	54
Working part-time	19	16
Retired	9	16
Home responsibilities only (not in paid employment and not receiving government financial support)	5	5
Student	0	4
Unemployed/beneficiary	4	5
Don't know/Refused	0	0

## 14.11 Rotorua

This section contains key findings for the area of the Territorial Authority of Rotorua that is in the Waikato region. Results are based on 43 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 14.8\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### **Satisfaction with local environment in general**

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):  
6.26 (compared with 6.28 for Waikato region)

#### **Most important environmental issue facing the Waikato region (Top 5 in Rotorua)**

	<b>Rotorua</b> %	<b>Waikato</b> %
Water pollution	21	18
Water quality and supply	21	13
Don't know/no reply	14	10
Sprays/pesticides/poison	7	2
Littering	7	2
Erosion/deforestation/preservation of natural environment	5	2
Fertilisers/nitrogen run off	5	2

#### **Next most important environmental issue facing the Waikato region (Top 5 in Rotorua)**

	<b>Rotorua</b> %	<b>Waikato</b> %
Don't know/no reply	15	16
Water pollution	13	6
Nothing	13	6
Water quality and supply	12	8
Air pollution	11	12

**Most important environmental issue in 5 years (Top 5 in Rotorua)**

	<b>Rotorua</b> %	<b>Waikato</b> %
Water quality and supply	<b>27</b>	12
Ozone layer/global warming	10	8
Don't know/no reply	10	13
Air pollution	9	16
Erosion/deforestation/preservation of natural environment	<b>9</b>	1

**2. Perceptions of Changes Regarding Environmental Issues**

	<b>Worse</b> %		<b>Same</b> %		<b>Better</b> %	
	<i>Rotorua</i>	<i>Waikato</i>	<i>Rotorua</i>	<i>Waikato</i>	<i>Rotorua</i>	<i>Waikato</i>
The water quality in your local streams, rivers, and lakes*	20	32	50	42	21	18
The availability of waste recycling services and facilities in your area	7	17	44	30	35	49
Soil and land erosion (rural only)	29	27	45	48	9	16
The level of pollution or waste produced by nearby businesses and industries	21	25	42	40	21	20
The level of pollution or waste produced by nearby farms	16	22	23	36	<b>56</b>	24
Fencing off areas of native bush/wetland on private property (rural only)	5	6	28	29	45	50
Fencing off of streams, lakes and rivers (rural only)	7	10	41	35	50	46
Effluent disposed of according to the rules (rural only)	15	11	22	36	51	40
Cyclist-friendly roading in your local area (urban only)	NA	19	NA	45	NA	30
The public transport available in your area (urban only)	NA	11	NA	28	NA	47
The natural amenities, such as open space, of your local town or city (urban only)	NA	12	NA	47	NA	38
Overall state of your local environment	15	22	34	38	51	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	<b>Not Concerned</b> %		<b>Neither</b> %		<b>Concerned</b> %	
	<i>Rotorua</i>	<i>Waikato</i>	<i>Rotorua</i>	<i>Waikato</i>	<i>Rotorua</i>	<i>Waikato</i>
Water pollution from industry*	7	8	0	1	93	89
State of native bush/wetlands on private property	39	33	2	2	55	62
Water pollution from farmland	19	19	2	1	79	78

Loss of natural character of region's beaches through development	18	18	4	1	78	79
Water pollution from towns and city areas	10	11	0	1	90	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	42	40	2	2	54	54
Spread of cities/towns across farmland	25	29	0	1	75	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	43	55	0	2	<b>54</b>	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	63	66	0	3	27	23
Most air pollution comes from people's home fires	39	37	0	2	61	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	44	48	4	3	46	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

***Are there any activities that in your opinion are damaging the air quality in the region***

	Rotorua %	Waikato %
Yes	44	40
No	56	54
Don't know	0	6

***Activities damaging air quality (Top 3 in Rotorua)***

	Rotorua %	Waikato %
Vehicle emissions	35	52
Industrial emissions	22	37
Industrial burning	16	12



## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Rotorua)*

	Rotorua %	Waikato %
Earthquakes	50	37
Volcanic/thermal eruption	34	11
Forest or bush fire	18	8
High winds/storms/cyclones	17	24
Flooding	17	31

### *Awareness of natural hazards*

	Rotorua %	Waikato %
Not aware of any hazards	16	24
Aware of one or two hazards	71	58
Aware of three hazards or more	13	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	95	96	0	0	5	3
Landowners should be allowed to do what they like on their own land <sup>19</sup>	33	37	0	2	67	53
There is enough protection given to local significant natural sites.	71	62	0	2	29	27
Urban sprawl and subdivisions threaten the natural environment.	58	66	5	3	30	27
Livestock should be allowed to enter streams and waterways on farms.	15	17	3	2	82	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	71	76	0	2	27	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	94	88	3	1	4	9
New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs	52	57	2	2	44	36

<sup>19</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

People should be allowed to burn garden waste in their backyard	44	33	2	2	46	60
I would not like to see a wind turbine out my window	41	40	2	5	55	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
A healthy environment is necessary for a healthy economy	95	91	0	2	5	7
It is okay to sacrifice environmental quality for economic growth	10	12	0	2	88	83
Environmental protection and economic development can go hand in hand	86	93	0	1	14	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	5	5	0	0	95	94
Businesses usually find it is too expensive to be more environmentally friendly	45	53	3	3	51	38
Businesses should be obliged to treat the environment well	97	97	0	0	3	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	96	90	0	1	4	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	5	6	2	2	91	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	30	33	5	5	59	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Rotorua)*

	Rotorua %	Waikato %
Recycled plastic	26	43
Recycled paper	25	40
Recycled tins/cans	18	31
Recycled glass	17	37
Planted trees/plants	12	13
Disposed of chemicals properly	12	4

***Involvement in public action/meetings***

	<b>Rotorua</b> %	<b>Waikato</b> %
Yes	9	16
No	91	84

***Actions taken (Top 5 in Rotorua)***

	<b>Rotorua</b> %	<b>Waikato</b> %
Attended a meeting/public hearing	76	42
Joined/belong to/started an action group	24	25

\*Note only 2 actions were mentioned by respondents

***Perceived effectiveness of public actions***

	<b>Rotorua</b> %	<b>Waikato</b> %
Not effective at all	30	23
Fairly effective	24	38
Very effective	46	31
Hard to tell	0	8

***Public's say in management of environment***

	<b>Agree</b> %		<b>Depends</b> %		<b>Disagree</b> %	
	<i>Rotorua</i>	<i>Waikato</i>	<i>Rotorua</i>	<i>Waikato</i>	<i>Rotorua</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	37	48	3	2	58	46

\*Table excludes "unsure/don't know" responses.

**10. Demographics**

***Gender***

	<b>Rotorua</b> %	<b>Waikato</b> %
Male	46	48
Female	54	52

**Age**

	<b>Rotorua</b> %	<b>Waikato</b> %
18-29	32	22
30-39	29	21
40-49	9	20
50-59	19	15
60+	11	22

**Maori Ancestry**

	<b>Rotorua</b> %	<b>Waikato</b> %
I have some Maori ancestry	40	22
I have no Maori ancestry	60	77
Don't know/Refused	0	1

**Ethnicity**

	<b>Rotorua</b> %	<b>Waikato</b> %
New Zealand European	73	79
Maori	24	16
Asian/Indian	3	3
Pacific Peoples	0	2
Other/Refused	0	0

**Household Income**

	<b>Rotorua</b> %	<b>Waikato</b> %
<\$30,000	13	19
\$30 - \$60,000	44	36
\$60 - \$90,000	22	22
\$90 - \$150,000	5	12
\$150,000 +	11	6
Refused/Don't know	5	5

**Highest Educational Qualification**

	<b>Rotorua</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
None	4	3
Primary school	3	1
Secondary school	11	30
Secondary school qualification	32	12
Trade certificate	6	7
Tertiary qualification	44	47

**Employment Situation**

	<b>Rotorua</b>	<b>Waikato</b>
	<b>%</b>	<b>%</b>
Working full-time	66	54
Working part-time	20	16
Retired	2	16
Home responsibilities only (not in paid employment and not receiving government financial support)	7	5
Student	0	4
Unemployed/beneficiary	5	5
Don't know/Refused	0	0

## 14.12 Taupo

This section contains key findings for the Territorial Authority of Taupo. Results are based on 75 interviews (unless stated otherwise). The margin of error based on this sample size is  $\pm 11.4\%$  at the 95% confidence level. *Note: Figures in bold represent a significantly different result from the total Waikato region result at the 95% confidence level.*

### 1. Environmental Issues

#### *Satisfaction with local environment in general*

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):  
6.25 (compared with 6.28 for Waikato region)

#### *Most important environmental issue facing the Waikato region (Top 5 in Taupo)*

	Taupo %	Waikato %
Water pollution	<b>28</b>	18
Water quality and supply	14	13
Effluent disposal/run off	10	5
Sprays/pesticides/poison	<b>9</b>	2
Rubbish disposal	8	7

#### *Next most important environmental issue facing the Waikato region (Top 5 in Taupo)*

	Taupo %	Waikato %
Don't know/no reply	15	16
Water pollution	9	6
Water quality and supply	9	8
Erosion/deforestation/preservation of native environment	7	4
Air pollution	6	12

**Most important environmental issue in 5 years (Top 5 in Taupo)**

	<b>Taupo</b> %	<b>Waikato</b> %
Air pollution	14	16
Water quality and supply	13	12
Ozone layer/global warming	13	8
Don't know/no reply	11	13
Water pollution	10	8

**2. Perceptions of Changes Regarding Environmental Issues**

	<b>Worse</b> %		<b>Same</b> %		<b>Better</b> %	
	<i>Taupo</i>	<i>Waikato</i>	<i>Taupo</i>	<i>Waikato</i>	<i>Taupo</i>	<i>Waikato</i>
The water quality in your local streams, rivers, and lakes*	<b>44</b>	32	38	42	13	18
The availability of waste recycling services and facilities in your area	15	17	36	30	46	49
Soil and land erosion (rural only)	38	27	44	48	18	16
The level of pollution or waste produced by nearby businesses and industries	28	25	43	40	18	20
The level of pollution or waste produced by nearby farms	<b>43</b>	22	32	36	16	24
Fencing off areas of native bush/wetland on private property (rural only)	0	6	52	29	43	50
Fencing off of streams, lakes and rivers (rural only)	8	10	40	35	42	46
Effluent disposed of according to the rules (rural only)	17	11	42	36	35	40
Cyclist-friendly roading in your local area (urban only)	17	19	37	45	<b>43</b>	30
The public transport available in your area (urban only)	7	11	22	28	46	47
The natural amenities, such as open space, of your local town or city (urban only)	15	12	49	47	35	38
Overall state of your local environment	<b>36</b>	22	38	38	25	39

\*Table excludes "unsure/don't know" responses.

**3. Levels of Concern on Environmental Issues**

	<b>Not Concerned</b> %		<b>Neither</b> %		<b>Concerned</b> %	
	<i>Taupo</i>	<i>Waikato</i>	<i>Taupo</i>	<i>Waikato</i>	<i>Taupo</i>	<i>Waikato</i>
Water pollution from industry*	8	8	0	1	92	89
State of native bush/wetlands on private property	36	33	3	2	59	62
Water pollution from farmland	11	19	0	1	<b>89</b>	78

Loss of natural character of region's beaches through development	15	18	1	1	84	79
Water pollution from towns and city areas	17	11	1	1	82	87
Construction of rock and concrete seawalls along coast to protect property from long term coastal erosion	<b>54</b>	40	4	2	<b>35</b>	54
Spread of cities/towns across farmland	36	29	2	1	61	69

\*Table excludes "unsure/don't know" responses.

#### 4. Knowledge of Environmental Issues

	Agree %		Depends %		Disagree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
Pollution in the region's rivers and streams comes mainly from farmland*	57	55	2	2	38	37
Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	<b>52</b>	66	7	3	29	23
Most air pollution comes from people's home fires	38	37	4	2	52	58
In this region, discharges of treated human sewage are a major cause of pollution in our waterways	38	48	3	3	<b>55</b>	39

\*Table excludes "don't know" responses.

#### 5. Air Quality

*Are there any activities that in your opinion are damaging the air quality in the region*

	Taupo %	Waikato %
Yes	22	40
No	<b>75</b>	54
Don't know	3	6

*Activities damaging air quality (Top 3 in Taupo)*

	Taupo %	Waikato %
Vehicle emissions	42	52
Industrial emissions	39	37
Domestic fires for home heating	18	9
Backyard fires at houses	18	6



## 6. Natural Hazards

*What natural hazards do you know of that could damage you and your property (Top 5 in Taupo)*

	Taupo %	Waikato %
Volcanic/thermal eruption	55	11
Earthquakes	48	37
None/don't know	20	24
High winds/storms/cyclones	16	24
Flooding	11	31

### *Awareness of natural hazards*

	Taupo %	Waikato %
Not aware of any hazards	20	24
Aware of one or two hazards	63	58
Aware of three hazards or more	17	18

## 7. Environmental Regulation and Control

	Agree %		Depends %		Disagree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
Council should enforce its rules and laws to make sure that the environment is well looked after*	93	96	0	0	5	3
The public have enough say in the way the environment is managed	54	48	0	2	42	46
Landowners should be allowed to do what they like on their own land <sup>20</sup>	16	37	5	2	68	53
There is enough protection given to local significant natural sites.	63	62	1	2	31	27
Urban sprawl and subdivisions threaten the natural environment.	67	66	1	3	27	27
Livestock should be allowed to enter streams and waterways on farms.	21	17	3	2	73	75
Government restrictions on the use of private property are necessary so that the environment will not be harmed	80	76	1	2	14	19
Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	85	88	3	1	10	9
New developments and subdivisions are designed so that they blend into the area	73	57	2	2	25	36

<sup>20</sup> Based on a total sample size of n=200 (see Section 10.6 for detail)

and take account of the environment and people's needs						
People should be allowed to burn garden waste in their backyard	19	33	4	2	68	60
I would not like to see a wind turbine out my window	43	40	6	5	47	51

\*Table excludes "unsure/don't know" responses.

## 8. Economy, Business and the Environment

	Agree %		Depends %		Disagree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
A healthy environment is necessary for a healthy economy	86	91	5	2	8	7
It is okay to sacrifice environmental quality for economic growth	17	12	1	2	76	83
Environmental protection and economic development can go hand in hand	92	93	3	1	5	5
The most important objective of any business should be to maximise profit even if that means damaging the environment	4	5	0	0	96	94
Businesses usually find it is too expensive to be more environmentally friendly	49	53	3	3	43	38
Businesses should be obliged to treat the environment well	100	97	0	0	0	2
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	91	90	1	1	8	7
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	3	6	0	2	96	90
It is acceptable to let the Waikato farming economy to decline in order to achieve a better environment	34	33	3	5	59	56

\*Table excludes "unsure/don't know" responses.

## 9. Personal Environmental Action

### *Actions taken to protect environment in last 12 months (Top 5 in Taupo)*

	Taupo %	Waikato %
Recycled plastic	41	43
Recycled paper	38	40
Recycled glass	37	37
Recycled tins/cans	31	31
Disposed of rubbish/waste properly	21	17
No action	21	15

***Involvement in public action/meetings***

	<b>Taupo</b> %	<b>Waikato</b> %
Yes	20	16
No	80	84

***Actions taken (Top 5 in Taupo)***

	<b>Taupo</b> %	<b>Waikato</b> %
Attended a meeting/public hearing	39	42
Made a formal submission	21	9
Joined/belong to/started an action group	19	25
Took part in a protest	16	6
Complained to council or organisation	7	8
Wrote a letter to the paper	7	5

***Perceived effectiveness of public actions***

	<b>Taupo</b> %	<b>Waikato</b> %
Not effective at all	<b>63</b>	23
Fairly effective	0	38
Very effective	24	31
Hard to tell	13	8

***Public's say in management of environment***

	<b>Agree</b> %		<b>Depends</b> %		<b>Disagree</b> %	
	<i>Taupo</i>	<i>Waikato</i>	<i>Taupo</i>	<i>Waikato</i>	<i>Taupo</i>	<i>Waikato</i>
The public have enough say in the way the environment is managed	54	48	0	2	42	46

\*Table excludes "unsure/don't know" responses.

## 10. Demographics

### *Gender*

	<b>Taupo</b> %	<b>Waikato</b> %
Male	47	48
Female	53	52

### *Age*

	<b>Taupo</b> %	<b>Waikato</b> %
18-29	24	22
30-39	11	21
40-49	18	20
50-59	11	15
60+	36	22

### *Maori Ancestry*

	<b>Taupo</b> %	<b>Waikato</b> %
I have some Maori ancestry	10	22
I have no Maori ancestry	87	77
Don't know/Refused	3	1

### *Ethnicity*

	<b>Taupo</b> %	<b>Waikato</b> %
New Zealand European	89	79
Maori	8	16
Asian/Indian	0	3
Pacific Peoples	3	2
Other/Refused	0	0

**Household Income**

	<b>Taupo</b> %	<b>Waikato</b> %
<\$30,000	19	19
\$30 - \$60,000	30	36
\$60 - \$90,000	28	22
\$90 - \$150,000	13	12
\$150,000 +	4	6
Refused/Don't know	6	5

**Highest Educational Qualification**

	<b>Taupo</b> %	<b>Waikato</b> %
None	1	0
Primary school	1	1
Secondary school	19	30
Secondary school qualification	30	12
Trade certificate	9	7
Tertiary qualification	40	47

**Employment Situation**

	<b>Taupo</b> %	<b>Waikato</b> %
Working full-time	47	54
Working part-time	20	16
Retired	25	16
Home responsibilities only (not in paid employment and not receiving government financial support)	2	5
Student	2	4
Unemployed/beneficiary	4	5
Don't know/Refused	0	0

# Appendix

# Questionnaire

2006

Good afternoon/evening. My name is ^I from Gravitas Research calling on behalf of Environment Waikato. We are talking to people about their local environment.

This survey is to help Environment Waikato understand what people think of the local environment and to find out how aware people are of environmental issues. IF NECESSARY: The information you provide this afternoon/evening will be used to develop plans around how Waikato's natural resources should be used.

To make sure that we talk to a wide range of people in the survey, may I speak with the person in your household who is 18 years or older, with the next birthday please? RE-INTRODUCE IF NECESSARY.

Everyone who takes part will be entered into a prize draw to win a weekend away for two, which will be drawn at the end of November. All your responses will remain totally confidential. Is now a good time for you to do the survey? ARRANGE CALLBACK IF NECESSARY.

IF NECESSARY: The survey will take around 10 to 15 minutes, depending on your answer.

Just to let you know, during the course of this interview my supervisor may listen in to check the quality of my interviewing.

Q 1a Could you please tell me which of the following age groups you fit into? (READ OUT AND CIRCLE ONE)

- |                   |   |
|-------------------|---|
| 18 to 19 years    | 1 |
| 20 to 29 years    | 2 |
| 30 to 39 years    | 3 |
| 40 to 49 years    | 4 |
| 50 to 59 years    | 5 |
| 60 years or older | 6 |

Q1b To which ethnic group do you belong? (*Read out 1-4, Can select more than one*)

1. **New Zealand European**
2. **Maori**
3. **Pacific Island**
4. **Asian/Indian**
5. **Other (Specify)**
6. **New Zealander**
7. **Don't know**
8. Refused
9. Other European

INTERVIEWER CIRCLE ONE ONLY

Male -----1

Female -----2

Q 2 Do you live in **town** or in the **country**? (RECORD ONE ONLY)

Country (rural)-----1

Town (urban)-----2

Q 3 I'm going to read a list of environmental issues. Please say whether you feel each of these has become better, become worse or stayed the same in the last few years? [INTERVIEWER PROMPT: Would that be much (better/worse) or a little (better/worse)?]

		Much worse	A little worse	Stayed the same	A little better	Much better	Unsure / Don't know
A	The water quality in your local streams, rivers, and lakes	1	2	3	4	5	6
B	The level of pollution or waste produced by nearby businesses and industries	1	2	3	4	5	6
C	The level of pollution or waste produced by nearby farms	1	2	3	4	5	6
D	The availability of waste recycling services and facilities in your area	1	2	3	4	5	6

#### Rural Respondents Only

		Much worse	A little worse	Stayed the same	A little better	Much better	Unsure / Don't know
E	Soil and land erosion	1	2	3	4	5	6
F	That effluent is disposed of according to the rules	1	2	3	4	5	6
G	Fencing off of streams, rivers and lakes	1	2	3	4	5	6
H	Fencing off areas of native bush or wetland on private property	1	2	3	4	5	6

#### Urban Respondents Only

		Much worse	A little worse	Stayed the same	A little better	Much better	Unsure / Don't know
I	Cyclist-friendly roading in your local area	1	2	3	4	5	6
J	The public transport available in your area	1	2	3	4	5	6
K	The natural amenities, such as open space, of your local town or city	1	2	3	4	5	6



Q 4 Thinking now about the overall state of your local environment, do you think this has generally become better, become worse or stayed the same in the last few years? [INTERVIEWER PROMPT: Would that be much (better/worse) or a little (better/worse)? (CIRCLE ONE ONLY)]

Much worse	A little worse	Stayed the same	A little better	Much better	Unsure / Don't Know
1	2	3	4	5	6

Q 5 What do you think is the **single** most important environmental issue facing the Waikato region today? (One answer only)

---

Q 6 And the **next** most important environmental issue? (One answer only)

---

Q 7 What do you think will be the **single** most important environmental issue facing us in five years time? (One answer only) \_\_\_\_\_

Q 8 We would like to find out about your levels of concern on some issues in the Waikato region, which can go from Not Concerned at All to Very Concerned. How concerned are you about the following environmental issues in the Waikato region? [INTERVIEWER PROMPT: Would that be not concerned at all or not very concerned / Would that be slightly concerned or very concerned?]

		Not concerned at all	Not very concerned	Neither concerned nor unconcerned	Slightly concerned	Very concerned	Unsure / Don't know
A	Water pollution from industry	1	2	3	4	5	6
B	The state of native bush and wetlands on private property <i>If needed:</i> By state I mean the amount and condition of native bush and wetlands	1	2	3	4	5	6
C	Water pollution from farmland	1	2	3	4	5	6
D	Loss of the natural character of the region's beaches through development	1	2	3	4	5	6
E	Water pollution from towns and city areas	1	2	3	4	5	6

F	Construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion <i>If needed:</i> We are referring to the protection of both public and private property	1	2	3	4	5	6
G	The spread of cities/towns across farmland	1	2	3	4	5	6

Q 9 Are there any activities that in your opinion are damaging the air quality in the region?

- Yes 1  
 No 2 } Skip to Q11  
 Don't know 3 } Skip to Q11

Q 10 What are these activities? (Probe: and what else, multiple answers allowed)

Q 11 Now I am going to read out some statements. Could you please tell me if you agree or disagree with each. [INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

		STRONGLY DISAGREE	DISAGREE	'DEPENDS'	AGREE	STRONGLY AGREE	D/K
A	Pollution in the region's rivers and streams comes mainly from farmland	1	2	3	4	5	6
B	Most of the oil in our lakes, rivers and harbours gets there from spillage from industries	1	2	3	4	5	6
C	Most air pollution comes from people's home fires	1	2	3	4	5	6
D	In this region, discharges of <b>treated</b> human sewage are a major cause of pollution in our waterways.	1	2	3	4	5	6

Q 12 What natural hazards do you know of that could damage you or your property?

IF NECESSARY: "Natural hazards are those disasters or emergencies caused by nature."

Interviewer prompt: Any others?

Q 13 DO YOU GENERALLY AGREE OR DISAGREE WITH EACH OF THESE STATEMENTS ABOUT THE WAIKATO ENVIRONMENT? (**ROTATED ORDER**) [INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

		STRONGLY DISAGREE	DISAGREE	'DEPENDS'	AGREE	STRONGLY AGREE	D/K
A	Council should enforce its rules and laws to make sure that the environment is well looked after	1	2	3	4	5	6
B	The public have enough say in the way the environment is managed	1	2	3	4	5	6
C	Landowners should be allowed to do what they like on their own land	1	2	3	4	5	6
D	The most important objective of any business should be to maximise profit even if that means damaging the environment	1	2	3	4	5	6
E	Businesses usually find it is too expensive to be environmentally friendly	1	2	3	4	5	6
F	Businesses should be obliged to treat the environment well	1	2	3	4	5	6
G	Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	1	2	3	4	5	6
H	I would not like to see a wind turbine out my window	1	2	3	4	5	6
I	Council should tighten its provisions for the construction of homes and buildings in areas at risk from flooding and erosion	1	2	3	4	5	6

Q 14 “What actions have you taken in the past 12 months to protect the environment? Any others?”

Q 15 Now I am going to read out some statements about the Waikato environment. Could you please tell me if you agree or disagree with each?  
 [INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]  
 (*Rotated order*)

		STRONGLY DISAGREE	DISAGREE	‘DEPENDS’	AGREE	STRONGLY AGREE	D/K
A	There is enough protection given to local significant natural sites. <i>If needed:</i> An example of a local significant natural site might be Cathedral Cove	1	2	3	4	5	6
B	Livestock should be allowed to enter streams and waterways on farms.	1	2	3	4	5	6
C	Urban sprawl and subdivisions threaten the natural environment.	1	2	3	4	5	6
D	Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways.						
E	New developments and subdivisions are designed so that they blend into the area and take account of the environment and people's needs.	1	2	3	4	5	6
F	People should be allowed to burn garden waste in their backyard.	1	2	3	4	5	6
G	It is acceptable to let the Waikato farming economy decline in order to achieve a better environment.	1	2	3	4	5	6

Q 16 DO YOU AGREE OR DISAGREE THAT (**ROTATED ORDER**) [INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

		STRONGLY DISAGREE	DISAGREE	'DEPENDS'	AGREE	STRONGLY AGREE	D/K
A	Government restrictions on the use of private property are necessary so that the environment will not be harmed	1	2	3	4	5	6
B	A healthy environment is necessary for a healthy economy	1	2	3	4	5	6
C	It is okay to sacrifice environmental quality for economic growth	1	2	3	4	5	6
D	Environmental protection and economic development can go hand in hand	1	2	3	4	5	6

Q 17 In the last year or so, have you been involved in any kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment?

Yes.....1

No.....2 (GO TO Q20)

Q 18 What did you do?

Q 19 And *generally*, how effective do you feel this/these actions were/was? (Read out options.)

Not effective at all	Fairly effective	Very effective	Hard to tell (don't know)
1	2	3	4

Q 20 Overall, taking everything into account, I would like you to think about how satisfied you are with your local environment in general. Please use a scale from 1 to 10, where a score of 1 means you find your local environment completely unsatisfactory, and a score of 10 means it is perfect in every way.

Completely unsatisfactory	Perfect in every way	Don't know
01	02 03 04 05 06 07 08 09	10 11

We're almost at the end now. I just need to ask some questions about you, so we can be sure we've talked to a wide cross-section of people. This all remains completely confidential.

## Demographics

Q23 What is your highest educational qualification? (CIRCLE ONE ONLY)

- |   |   |
|---|---|
| Primary school  | 1 |
| Secondary school qualification  | 2 |
| Secondary school (but no secondary school qualifications achieved)        | 3 |
| Trade certificate   | 4 |
| Tertiary qualification (This includes certificates, diplomas and degrees) | 5 |
| None  | 6 |
| Don't know/Refused  | 7 |
| Other (Please state)  | 9 |

Q24 And which of the following groups best matches your total household income before tax?

- |   |                       |
|---|-----------------------|
| 1 | \$0 to \$30,000       |
| 2 | \$30,001 to \$60,000  |
| 3 | \$60,001 to \$90,000  |
| 4 | \$90,001 to \$150,000 |
| 5 | \$150,001 +           |
| 4 | Refused               |
| 5 | Don't know            |

Q 25a What is your employment situation

READ OUT

- |   |                               |
|---|-------------------------------|
| 1 | Working full time             |
| 2 | Working part time             |
| 3 | Retired                       |
| 4 | Home responsibilities         |
| 5 | Student                       |
| 4 | Unemployed/beneficiary        |
| 5 | DON'T READ Don't know/Refused |

IF WORKING FULL OR PART-TIME

Q25b. What is your occupation? (RECORD, PROBING UNTIL CLEAR) (IF FARMER, TYPE OF FARMER (EG DAIRY))

---

Q 27 Which of these statements would best describe you?

READ OUT. SINGLE RESPONSE

1. I have some Maori ancestry
2. I have no Maori ancestry
3. Refused. (Do not read out.)

## Incentive

May I also ask your first name? This is so we can enter your name into the prize draw.

First name:

Phone:

Thank you very much for your time. In case you missed it, my name is xxx from Gravitas Research. If you have any queries regarding this interview, you are welcome to contact us on our freephone number, which is xxx xzxx. If you have any questions about the issues we have discussed in this survey or want to find out more about Environment Waikato, you can contact Reece Hill on 07 859 0709. Thanks again for your help. Good night.

# Refusal Analysis

The table below sets out the key reasons given by respondents for refusing to take part in the survey.

**Appendix Table 1: Reasons For Refusal**

<b>Reason</b>	<b>2003 %</b>	<b>2006 %</b>
Refused - too busy	14	30
Refused on contact (no reason given)	26	24
Refused – gatekeeper (phone answerer refused on behalf of randomly chosen respondent)	-	12
Refused - not interested in subject	34	10
Refused – hung up after interviewer introduced themselves	-	9
Refused – don't do surveys	-	6
Refused - miscellaneous	23	3
Refused - survey too long	2	2
Refused – dislike Environment Waikato/not interested in assisting Environment Waikato	-	2
Language barrier	1	1
Refused – called too late in evening	-	< 0.5
Refused – wanted to be paid to participate	-	< 0.5
Refused - prize draw	1	-