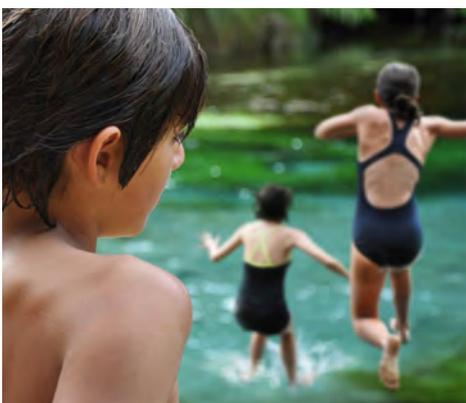




# YOUR ENVIRONMENT WHAT MATTERS?

TŌ TAI AO – HE AHA NGĀ TINO TAKE?



## Waikato Regional Council Technical Report TR# 2016/14

Approved for release by: Ruth Buckingham  
Date: July 2016

### **Disclaimer**

This technical report has been prepared for the use of Waikato Regional Council as a reference document and as such does not constitute Council's policy.

Council requests that if excerpts or inferences are drawn from this document for further use by individuals or organisations, due care should be taken to ensure that the appropriate context has been preserved, and is accurately reflected and referenced in any subsequent spoken or written communication.

While Waikato Regional Council has exercised all reasonable skill and care in controlling the contents of this report, Council accepts no liability in contract, tort or otherwise, for any loss, damage, injury or expense (whether direct, indirect or consequential) arising out of the provision of this information or its use by you or any other party.

[www.waikatoregion.govt.nz](http://www.waikatoregion.govt.nz)  
ISSN 2230-4355 (Print)  
ISSN 2230-4363 (Online)

# **YOUR ENVIRONMENT - WHAT MATTERS?**

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

**PREPARED FOR:  
WAIKATO REGIONAL COUNCIL**

**PREPARED BY:  
VERSUS RESEARCH**

**MAY 2016**

# SUMMARY OF FINDINGS

---

This summary contains the findings of n=1,250 surveys conducted with residents of the Waikato region as part of Waikato Regional Council's (Council) Your Environment - What Matters? As with the 2013 report, this year's report includes analysis for the New Ecological Paradigm.

The questionnaire was designed in conjunction with council staff. The time taken for participants to respond to the survey was, on average, 20 minutes. Interviewing was conducted between February and March 2016 via both Computer Assisted Telephone Interviewing (CATI) and intercept interviewing. Intercept interviewing was added to the method this year as younger residents are becoming increasingly difficult to reach using telephone interviewing alone. Quotas were placed on key demographic groups and territorial authority; weighting was also applied to ensure the final dataset was representative of the Waikato Region's population.

This year, themes 'social issues' have been highlighted throughout the report, these issues pertain to broader environmental issues, and mostly revolve around how people interact with and affect the environment.

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

## ENVIRONMENTAL ISSUES

When asked about their general satisfaction with their local environment, 91% of residents indicate they are satisfied (63%) or very satisfied (28%) with the environment. Year on year results show a shift in satisfied ratings to very satisfied ratings, with satisfied ratings decreasing consistently since 2003 (decreased 7%), while very satisfied ratings increasing 7% in the same time. Residents aged 35-59 (94%), those who live in a rural area (94%), farming residents (99%) and those with no Māori ancestry (93%) are more likely to be satisfied or very satisfied with their local environment.

Water pollution continues to be the most important environmental issue (59%) residents identify as facing the Waikato Region today. Residents also mention social issues (13%), rubbish and recycling (8%), and air pollution (2%) as other issues facing the Waikato today. Year on year changes show an overall increase in the number of residents who mentioned water quality and pollution (increased 26% from 1998), however this year's results are 8% below results from 2013. Rubbish and recycling appears to have become less of an issue in the region, with mentions of this decreasing 30% since 1998. Social issues have increased slightly since 1998, while air pollution mentions have decreased slightly.

In terms of the issue residents think will be the most important environmental issue facing the region in five years, water quality and pollution (39%) and social issues (36%) are mentioned most. At a lower level, rubbish and recycling (5%) and air pollution (3%) are also mentioned by residents. Year on year changes show increases since 2000 in both water quality and pollution, and social issues. Water pollution and quality has increased 15% since 2000, however this has decreased 8% from 2013. Social issues have increased 26% since 2000 and 24% since 2013. Mentions of rubbish and recycling and air pollution as the most important issue facing the Waikato Region in five years, have both decreased since 2000.

# SUMMARY OF FINDINGS

## PERCEPTIONS OF CHANGES IN THE ENVIRONMENT

Residents were asked their perceptions of change over the past few years on a range of environmental issues.

Twenty one per cent of residents indicate that water quality in local streams, rivers and lakes has become better over the past few years, while 39% of residents think the water quality has become worse. Year on year results show minimal changes in total better ratings, while total worse ratings have increased 14% since 1998. Residents aged 60+ years (27%) and farming residents (42%) are more likely to think water quality in local streams, rivers and lakes has become better over the past few years.

Forty three per cent of residents think the availability of waste recycling services and facilities is better than a few years ago. A further 40% of residents think the availability has stayed the same, and 14% think it has become worse. Total better ratings are on a par with results from 1998, but are 18% below results from 2003. Stayed the same ratings have increased 11% since 1998, while total worse ratings have decreased 7% over the same time period. Residents aged 60+ years (56%), are more likely to think the availability of those services has become better over the past few years.

Eighteen per cent of residents think the air quality in their local area has become better over the past few years. A further 69% of residents think the air quality has stayed the same, and 11% think it has become worse over the past few years. Compared with results from 2013, total better ratings have increased 3%, and total worse ratings have increased 2%, while stayed the same ratings have decreased 6%. Residents aged 60+ years old are more likely to think the air quality has become better in the past few years (25%).

A quarter (24%) of residents think the amount of litter on highways has become better over the past few years, while 45% of residents think this has become worse. Total worse ratings have increased 14% since 2013, while stayed the same ratings have

decreased 9% over the same time. Total better ratings remain on a par with the results from 2013.

This year, residents were asked about the water quality in local coastal waters; 15% of residents indicate they think it has become better over the past few years, 41% of residents think it has stayed the same, and 26% think it has become worse. Also of note, 18% of residents don't know how to answer this. Farming residents are more likely to think the water quality in local coastal waters has become better over the past few years (23%).

Overall, 29% of residents think the overall state of the environment has become better over the past few years. A further 27% of residents think it has become worse, and 41% think it has stayed the same. Year on year results show an overall 26% decrease in better ratings since 1998, and a 15% increase in worse ratings over the same time. Residents aged 60+ years (36%), farming residents (51%) and those with no Māori ancestry (31%) are more likely to think the environment has become better in the past few years.

## LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES

Residents were asked to rate their level of concern with specific environmental issues.

The majority of residents (77%) are concerned about water pollution from industry, with a further 14% indicating they aren't concerned. Year on year results show a 3% decrease in total concerned responses since 2000. Residents aged 35-59 years old (80%) are more likely to be concerned about water pollution from industry.

Seventy six per cent of residents are concerned about water pollution from farmland, with a further 17% of residents not concerned about this. Year on year results show a 5% increase since 2000, however this year's results remain on a par with results from 2006 and 2013. Residents aged 35-59 years old, (80%), urban residents (80%) and non farming residents (78%) are more likely to be concerned with this issue.

## SUMMARY OF FINDINGS

---

Three quarters (75%) of residents are concerned about pollution from towns and city areas, with a further 16% of residents not concerned about this. Total concerned results have consistently declined since 2000, while total unconcerned results have increased. Residents aged 35-59 (80%) and those with some Māori ancestry (80%) are more likely to be concerned about water pollution from towns and city areas.

Sixty four per cent of residents are concerned about the loss of natural beach character through development, with a further 26% not concerned about this. Total concern results have decreased 15% since 2006, but are on a par with results from 2000. Total unconcerned ratings have increased 7% since 2000. Residents aged 35-59 years old (68%) are more likely to be concerned with the loss of natural beach character through development.

Thirty seven per cent of residents are concerned about the construction of seawalls along the coast to protect property from long term coastal erosion. A further 42% of residents are not concerned with this, and 11% don't know how to rate this. Total concern has decreased 17% since 2006. Residents aged 60+ years (44%) are more likely to be concerned with this aspect.

Half of residents (50%) are concerned with the state of native bush and wetlands on private property, with a further 34% not concerned about this. Total concern has decreased 12% since 2006, however this is on a par with results from 2000. Residents aged under 20 years (68%), urban residents (53%) and non farming residents (51%) are more likely to be concerned with the state of native bush and wetlands on private property.

Fifty eight per cent of residents are concerned about the spread of cities and towns across farmland, while a further 32% of residents are not concerned with this. Total concern has decreased 11% from 2006, however this year's results are on a par with results from 2000. Female residents (63%), rural residents (63%) and farming residents (73%) are more likely to be concerned with this.

This year, residents were asked about their level of concern with activities damaging air quality in the region. Forty seven per cent of residents indicate they are concerned about this, while 39% indicate they are not concerned with this. Residents aged 20-34 (54%), urban residents (50%), non farming residents (48%) and those with some Māori ancestry (54%) are more likely to be concerned with this.

In 2016, residents were also asked about their level of concern regarding water quality in coastal and marine areas for the first time. Sixty five per cent of residents indicate they are concerned about this. A further 20% of residents indicate they are not concerned with the water quality in coastal and marine areas. Residents aged 35-59 years old (71%), urban residents (67%), non farming residents (66%) and those with some Māori ancestry (73%) are more likely to be concerned with this issue.

Also a new question this year, 67% of residents indicate they are concerned with the effects of climate change. Twenty five per cent of residents indicate they are not concerned with this. Female residents (71%), residents aged 20-34 years old (74%), urban residents (69%) and non farming residents (68%) are more likely to be concerned with the effects of climate change.

## KNOWLEDGE OF ENVIRONMENTAL ISSUES

Residents were then asked about their knowledge and understanding of a range of environmental issues which affect the region.

Over half (55%) of residents agree that pollution in rivers and streams comes mainly from farmland, while a further 31% of residents disagree with this. Total agree ratings remain on a par with previous years, however this has increased 20% since 2000. Total disagree ratings have decreased 18% over the same time. Male residents (60%), residents aged 60+ years (62%), urban residents (59%) and non farming residents (57%) are more likely to agree that pollution in rivers and streams comes mainly from farmland.

Fifty three per cent of residents agree that pollution in rivers and streams comes mainly from industry,

## SUMMARY OF FINDINGS

---

with 31% of residents disagreeing with this. Total agree ratings have increased 4% since 2013. Female residents (56%) and non farming residents (55%) are more likely to agree that pollution in rivers and streams comes mainly from industry.

Thirty seven per cent of residents agree that discharges of treated human sewage are the cause of pollution in our waterways, while 38% of residents disagree with this. Notably, 16% of residents don't know how to respond to this statement. Total agree ratings have decreased 11% since 2006, while neither agree nor disagree ratings have increased 5% over the same period. Residents aged 20-34 years old (43%) and those with some Māori ancestry (50%) are more likely to agree that discharges of treated human sewerage are the cause of pollution in our waterways.

This year, residents were asked about their level of agreement that air pollution comes mainly from home fires. A quarter (25%) of residents agree with this, while 62% disagree with this. Residents aged 60+ years (30%) and those with some Māori ancestry (30%) are more likely to agree with this statement.

Also new this year, 66% of residents agree that biggest driver of climate change is the increase in greenhouse gases. A further 22% of residents disagree with this. Residents aged 20-34 years old (76%), urban residents (69%), non farming residents (67%) and those with some Māori ancestry (71%) are more likely to agree with this.

### PERSONAL ENVIRONMENTAL ACTION

Residents were then asked about any environmentally friendly actions they had undertaken recently.

When asked about what actions they had taken to protect the environment, 77% of residents indicate they have recycled. At a lower level, picking up litter (20%), planting trees (19%) and using a compost heap for garden waste (18%) are also actions residents have taken to protect the environment.

Sixteen per cent of residents indicate they have been involved in public actions or meetings in the past twelve months. This is an increase from 2013's results, however, is a 10% decrease from 1998. Actions residents indicate they have been involved in include, taking a general environmentally friendly action (48%), signing a petition (24%), attending a meeting or public hearing (13%), taking part in a protest (12%) and donating or raising money for groups (12%). The majority of residents (77%) who have completed an action think their action was effective. A further 11% think the action was not effective and 12% are unsure how to rate this.

### ENVIRONMENTAL REGULATIONS AND CONTROLS

Residents were then asked a series of questions pertaining to environmental regulations and controls.

Forty two per cent of residents agree that the public have enough say in the way the environment is managed, a further 43% disagree that the public have enough say. Total agree has increased 5% since 1998 and 14% since 2000. Concurrently, total disagree has decreased 4% since 1998 and 13% since 2000. Residents aged 60+ years (47%) and farming residents (57%) are more likely to agree with this statement.

The majority of residents (91%) agree that Council should enforce its rules and laws to make sure the environment is well looked after. There is a small increase in total agree responses from 2013, however, results remain on a par with previous years. Residents aged 35-59 (93%), urban residents (92%) and non farming residents (91%) are more likely to agree with this statement.

A quarter (25%) of residents agree that land owners should be allowed to do what they like on their own land, while 47% disagree with this. Year on year results show a 12% decrease in total agreement since 2006, however this year's results are on a par with results from 1998. Residents aged under 20 years old (39%), residents aged 20-34 years old (38%) and residents with Māori ancestry (35%) are more likely to agree with this statement.

## SUMMARY OF FINDINGS

---

Forty eight per cent of residents agree that there is enough protection given to significant natural sites, while 30% of residents disagree with this and 13% are unsure how to rate this. Total agree responses have decreased 14% since 2006, and are on a par with results from 2003. Male residents (52%), residents aged 60+ years (54%), rural residents (54%), farming residents (63%) and those with no Māori ancestry (50%) are more likely to agree that enough protection is given to significant natural sites.

Over half (64%) of residents agree that urban sprawl and subdivisions threaten the natural environment, while 19% of residents disagree with this. These results are consistent with previous year's results. Residents aged 20-34 years old (70%) and rural residents (68%) are more likely to agree with this.

Three quarters (73%) of residents agree that government restrictions on private property are necessary so that the environment will not be harmed, while a further 13% of residents disagree with this. Total agree and disagree ratings remain on a par with previous years.

Eighty per cent of residents agree that Council should tighten its provision for construction of home and buildings in areas at risk from flooding and erosion. A further 11% of residents disagree with this. Total agree results have decreased 8% since 2006. Residents aged 35-59 years old (82%) and residents aged 60+ years (83%) are more likely to agree with this statement.

### **ECONOMY, BUSINESS AND THE ENVIRONMENT**

Residents were asked their agreement with different statements pertaining to the relationship between the economy, business and the environment.

The majority of residents (90%) agree that a healthy environment is necessary for a healthy economy. This result is on a par with previous year's results. Residents aged 60+ years (93%) are more likely to agree with this statement.

Ten per cent of residents agree that it is acceptable to sacrifice environmental quality for economic growth, while the majority of residents (77%) disagree with this. Total disagree ratings have decreased 5% since 2000. Male residents (11%) are more likely to agree that it is acceptable to sacrifice environmental quality for economic growth.

Eighty nine per cent of residents agree that environmental protection and economic development can go hand in hand, this year's results are on a par with previous years' results. Rural residents (91%) and those with no Māori ancestry (90%) are more likely to agree with this statement.

The majority of residents (88%) disagree that farming agricultural land at maximum productivity is acceptable, even if it results in polluted waterways, while 5% agree with this. This result is on a par with previous years. Residents aged 20-34 years old (8%) are more likely to agree with this statement.

Twenty seven per cent of residents agree that it is acceptable to let the Waikato farming economy decline in order to achieve a better environment, a further 49% of residents disagree with this. Total agreement has decreased 6% since 2006, and total disagreement has also decreased 7% in the same time.

Ninety per cent of residents disagree that the most important objective of any business should be to maximise profit even if that means damaging the environment, while only 6% of residents agree with this. Total disagreement has decreased 5% since 2000. Male residents (8%), and residents aged 20-34 years old (11%) are more likely to agree with this statement.

Sixty one per cent of residents agree that businesses take care to minimise negative impacts on the environment, while 19% disagree with this. These results remain on a par with results from 2013. Residents aged 35-59 years old (64%), those aged 60+ years (67%) and rural residents (65%) are more likely to agree with this.

Over half (57%) of residents agree that businesses usually find it too expensive to be environmentally

## SUMMARY OF FINDINGS

---

friendly, while 26% of residents disagree with this. Total agree scores have decreased 3% since 1998, while total disagree scores have increased 2% over the same time. Residents aged 20-34 years old (64%) are more likely to agree with this statement.

Most residents (96%) agree that businesses should be obligated to treat the environment well, this result is on a par with results from 2006. Non farming residents are more likely to agree with this statement (97%).

Eighty two per cent of residents 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. Total agree has decreased 8% since 2006. Urban residents (85%), non farming residents (84%) and those with some Māori ancestry (87%) are more likely to agree with this statement.

Sixty one per cent of residents agree that the public understands the importance of investing in water quality, a further 27% of residents disagree with this. Total agreement has increased 5% from 2013, while total disagreement has decreased 4%. Residents aged 35-59 years old (64%) and those aged 60+ years (72%) are more likely to agree with this statement.

### **NEW ECOLOGICAL PARADIGM**

A quarter of residents are defined as pro-ecological under the new ecological grouping (25%). Sixty three per cent of residents are defined as mid-ecological, and 12% are defined as anti-ecological. Since 2000, the proportion of residents defined as pro-ecological has decreased 11%, while those defined as mid-ecological has increased 9%.

Using the expanded ecological scale, 20% of residents are defined as pro-ecological, 76% are defined as mid-ecological and 5% are defined as anti-ecological. Year on year results show a small (2%) overall increase in the proportion of residents defined as pro-ecological since 2008, and a similar decrease in the proportion of residents defined as mid-ecological.

# TABLE OF CONTENTS

---

PROJECT OVERVIEW	9
ENVIRONMENTAL ISSUES	14
PERCEPTIONS OF CHANGES IN THE ENVIRONMENT	34
LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES	48
KNOWLEDGE OF ENVIRONMENTAL ISSUES	71
PERSONAL ENVIRONMENTAL ACTION	83
ENVIRONMENTAL REGULATIONS AND CONTROLS	93
ECONOMY, BUSINESS AND THE ENVIRONMENT	111
NEW ECOLOGICAL PARADIGM	134
CONCLUSIONS	143

# PROJECT OVERVIEW

# PROJECT OVERVIEW | BACKGROUND AND METHOD

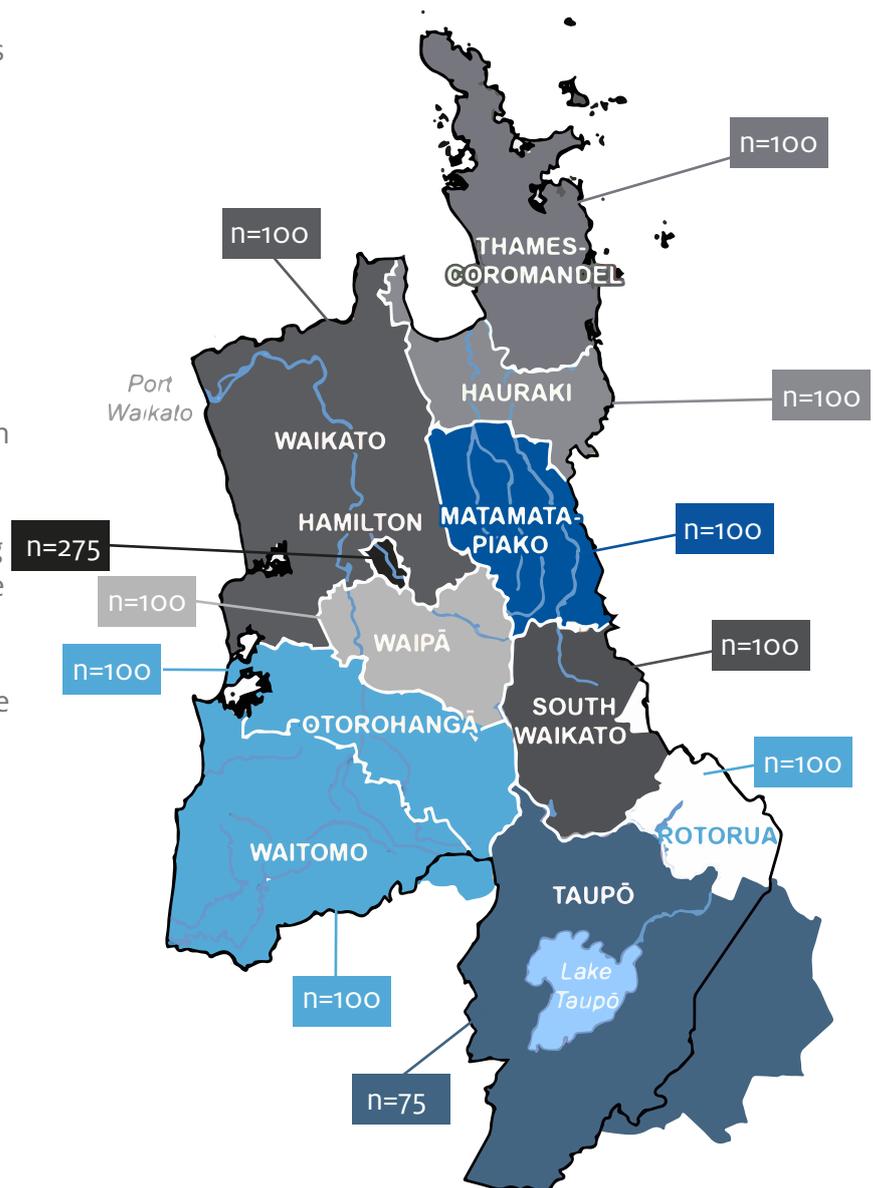
Waikato Regional Council (WRC) recognises that sustainable resource management requires an understanding of the region's residents' perceptions of the environment in which they live in. To assist in developing this understanding, WRC has undertaken surveys which track residents' awareness, attitudes, and actions towards the environment (Environmental Awareness, Attitudes, and Actions Survey) and also one which provides a perspective on the balance between the environment and the economy (New Ecological Paradigm Survey). Since 2006, these surveys have been run under a combined project.

The overall aim of this combined project is to compare and contrast changes in public perception of the environment over time, specifically the changes in attitudes and priorities that residents hold about environmental issues in the Waikato region.

The information from this survey will be used to:

- Anticipate public response to environmental policies and programmes.
- Evaluate current policies and programmes and gather public opinion on issues that contribute to policy development.
- Help WRC gain a better understanding of the views of residents regarding the environment; in particular, this work will help to provide context for the wider views of the community who are potentially less engaged than those who make submissions.
- Provide supporting information for Territorial Authorities (TAs) to assist in decision making and policy development.

The 2016 survey utilised a sequential mixed method approach to interviewing. This involved both telephone and intercept interviewing. Telephone interviewing was initially used to canvass the population, while intercept interviewing was used to ensure demographic representation of the region was achieved. Intercept interviewing was added to the method for this project for this year, as it is becoming increasingly hard to reach younger residents on landline. Thirteen per cent on the total sample was collected via intercept interviewing. A total of n=1,250 surveys were collected across the Waikato Region. The map below outlines the number of surveys collected from each district.



## PROJECT OVERVIEW | BACKGROUND AND METHOD

---

This report details results from surveys conducted in 1998, 2000, 2003, 2006, 2013 and 2016. The questionnaire used is similar to those used in previous years, and was designed in conjunction with WRC, and Versus Research. The time taken for participants to respond to the survey was, on average, 20 minutes.

Age and gender weightings have been applied to the final data set for this project. Weighting ensures that specific demographic groups are neither under- nor over-represented in the final data set and that each group is represented as it would be in the population.

Weighting gives greater confidence that the final results are representative of the Waikato region population overall and are not skewed by a particular demographic group. The proportions used for the gender and age weights are taken from the 2013 Census (Statistics New Zealand). The final weights applied to the sample are outlined in the table below:

	Proportion of residents	Weight factor used
Male 18-19	2%	0.95177
Female 18-19	2%	0.85971
Male 20-34	12%	1.39942
Female 20-34	13%	1.50019
Male 35-59	21%	1.21568
Female 35-59	23%	0.73222
Male 60+	15%	0.87985
Female 60+	13%	0.94070

# PROJECT OVERVIEW | SAMPLE PROFILE AND POPULATION COMPARISON

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

## 2016 SURVEY SAMPLE

## 2013 CENSUS: WAIKATO REGION POPULATION

### GENDER



57%



43%



51%



49%

### EMPLOYMENT STATUS



41%



19%

Other

40%



47%



15%

Other

38%

### INCOME

>\$30,000	\$30,001 - \$60,000	\$60,001 - \$150,000	\$150,00+
22%	26%	36%	6%

>\$30,000	\$30,001 - \$60,000	\$60,001 - \$150,000	\$150,00+
20%	23%	34%	8%

### AGE

>20	20-34	35-59	60+
4%	17%	48%	30%

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

### MĀORI ANCESTRY

Māori ancestry

22%

Non-Māori ancestry

78%



Māori ancestry

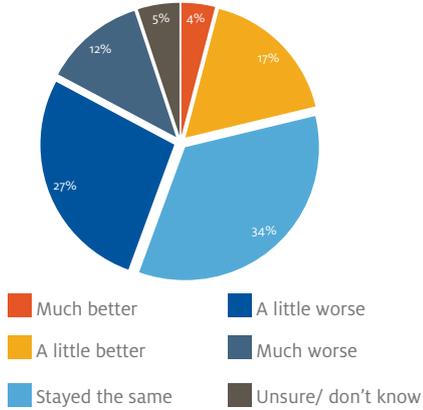
19%

Non-Māori ancestry

81%

# PROJECT OVERVIEW | HOW THE DATA IS PRESENTED

## 2016 RESULTS



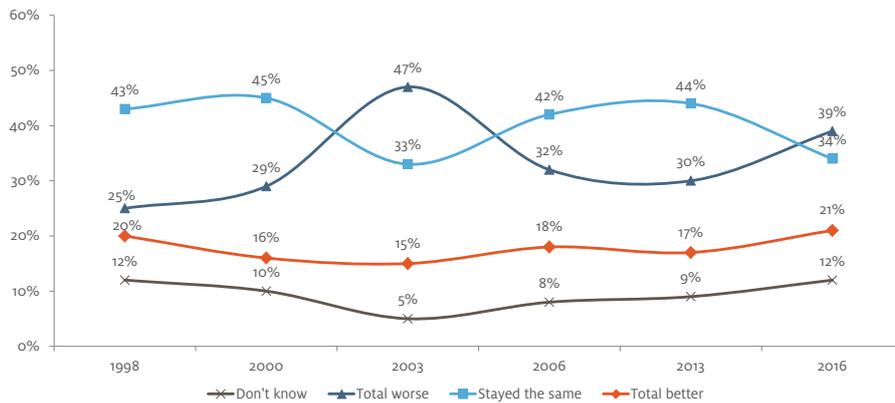
Pie charts show the total results for all residents for 2016. The text next to the chart explains the question asked, and the results.

Open ended questions were recorded verbatim, post-coded and grouped by theme. The results show total results from all residents from 2016. Only the top three responses within each group are listed.

## 2016 RESULTS

<b>Water pollution/ quality - total</b>	<b>59%</b>
Pollution/ quality	30%
Waikato River	13%
Availability and sustainability	4%
<b>Social issues - total</b>	<b>13%</b>
Pollution	3%
Global warming	2%
Congestion	2%
<b>Rubbish and recycling- total</b>	<b>8%</b>
Littering	4%
General	2%
Dumps/ landfills	1%
<b>Air pollution - total</b>	<b>2%</b>
General	1%

## 1998 - 2016 RESULTS



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

## KEY OF ICONS USED



Female



Farming Residents



Rural Residents



Māori ancestry Residents with some Māori ancestry



Male



Non Farming Residents



Urban Residents



Non-Māori ancestry Residents with no Māori ancestry

# ENVIRONMENTAL ISSUES



# ENVIRONMENTAL ISSUES | KEY FINDINGS

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

Questions asked within this section include:

- overall satisfaction with residents local environment in general;
- what the most important environmental issue facing the Waikato Region today is and;
- what the most important environmental issue facing the Waikato Region in five years will be.

## SUMMARY OF FINDINGS

### SATISFACTION WITH THE LOCAL ENVIRONMENT IN GENERAL



TOTAL SATISFIED TOTAL NOT SATISFIED

**91%**

**8%**

91% of residents are satisfied with their local environment.

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



Water pollution/ quality - total **59%**

Social issues - total **13%**

Rubbish and recycling - total **8%**

Air pollution - total **2%**

59% of residents indicate they think water pollution and quality is the most important environmental issue facing the Waikato Region today.

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



Water pollution/ quality - total **39%**

Social issues - total **36%**

Rubbish and recycling - total **5%**

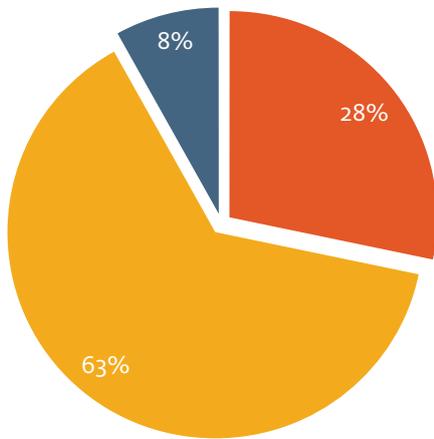
Air pollution - total **3%**

39% of residents indicate water pollution and quality and 36% indicate social issues will be the most important environmental issue facing the Waikato Region in five years time.

# ENVIRONMENTAL ISSUES | SATISFACTION WITH THE LOCAL ENVIRONMENT IN GENERAL



## 2016 RESULTS



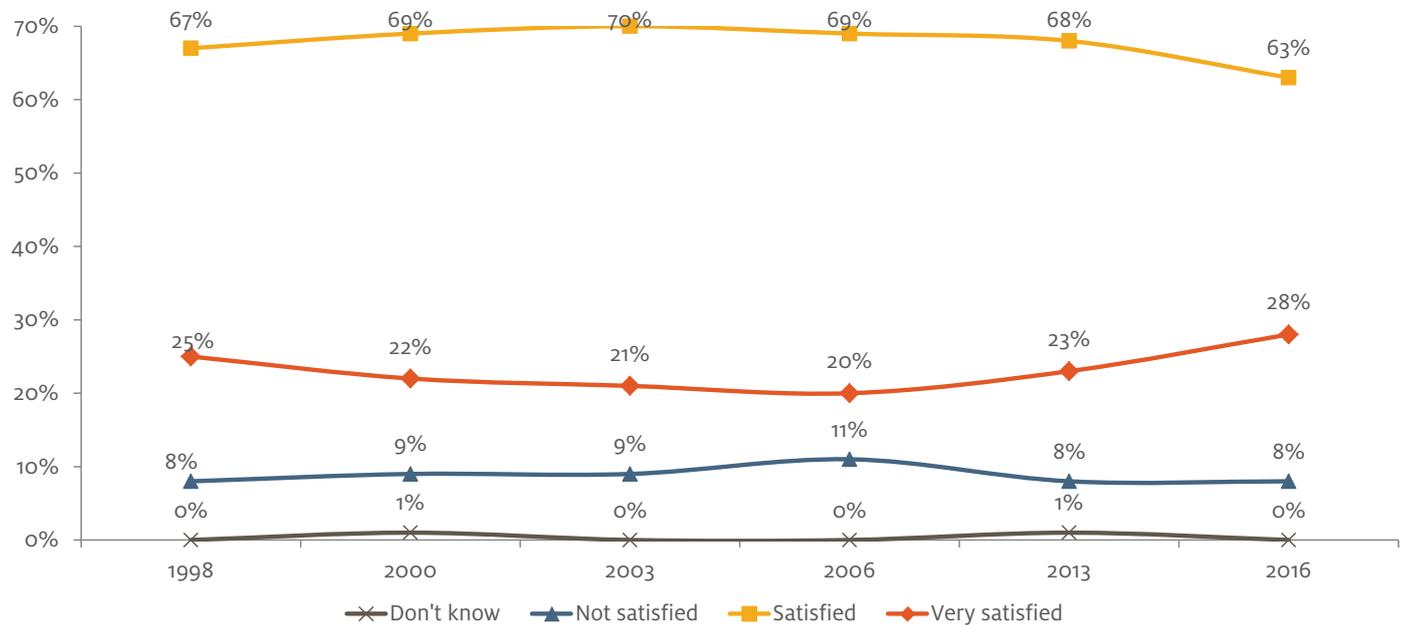
- Very satisfied (8-10 rating)
- Not satisfied (1-4 rating)
- Satisfied (5-7 rating)
- Don't know

## SUMMARY OF RESULTS

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

Overall, the majority of residents (91%) are satisfied (63%) or very satisfied (28%) with their local environment in general. A further 8% of residents are not satisfied with their local environment.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results overall for residents satisfaction with their local environment show minimal changes. Very satisfied ratings have increased 3% since 1998, while satisfied ratings have decreased 5% since 1998. Not satisfied results have remain on a par with previous years.

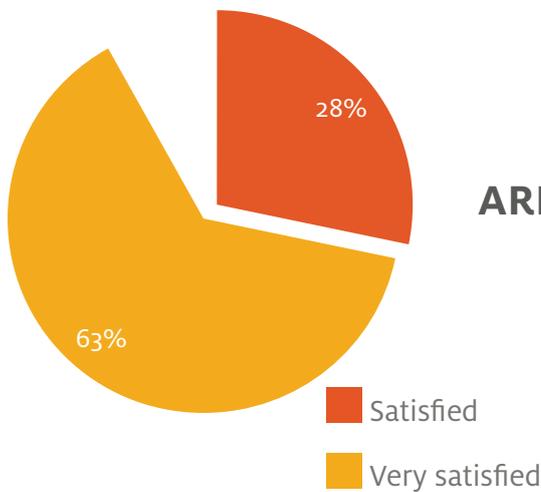
# ENVIRONMENTAL ISSUES | SATISFACTION WITH THE LOCAL ENVIRONMENT IN GENERAL



## INTERPRETING THESE RESULTS

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

The total satisfied score for this measure is 91% (63% satisfied and 28% very satisfied).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 91%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 91%.

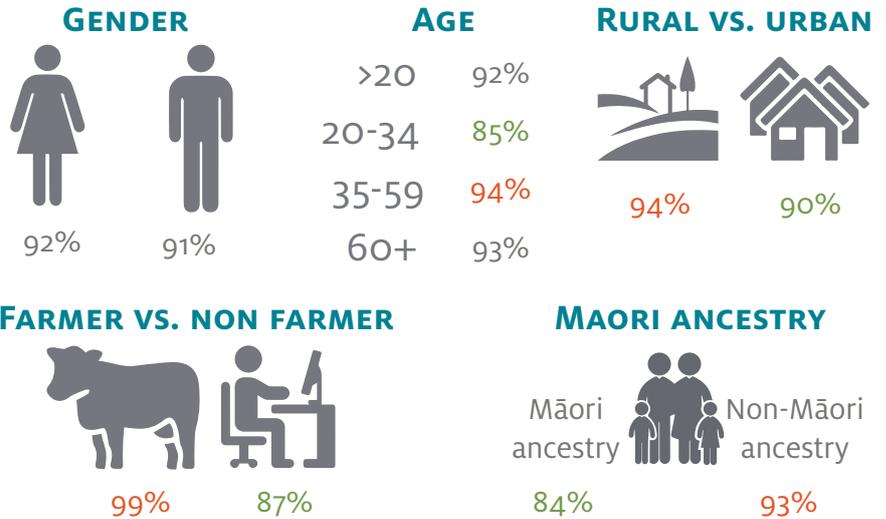


The highest significant score for this measure is 99%, collected from farming residents.

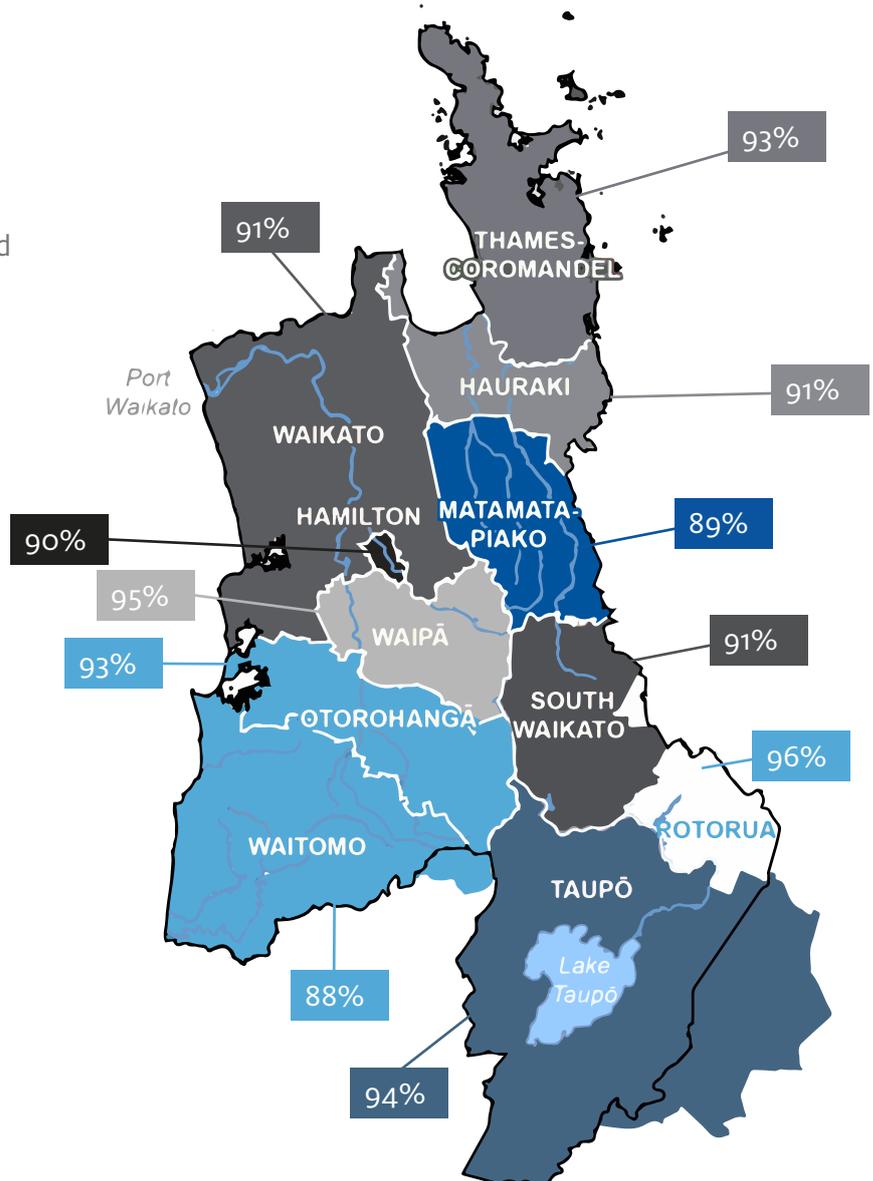


The lowest significant score for this measure is 84%, collected from residents with some Māori ancestry.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION



## 2016 RESULTS

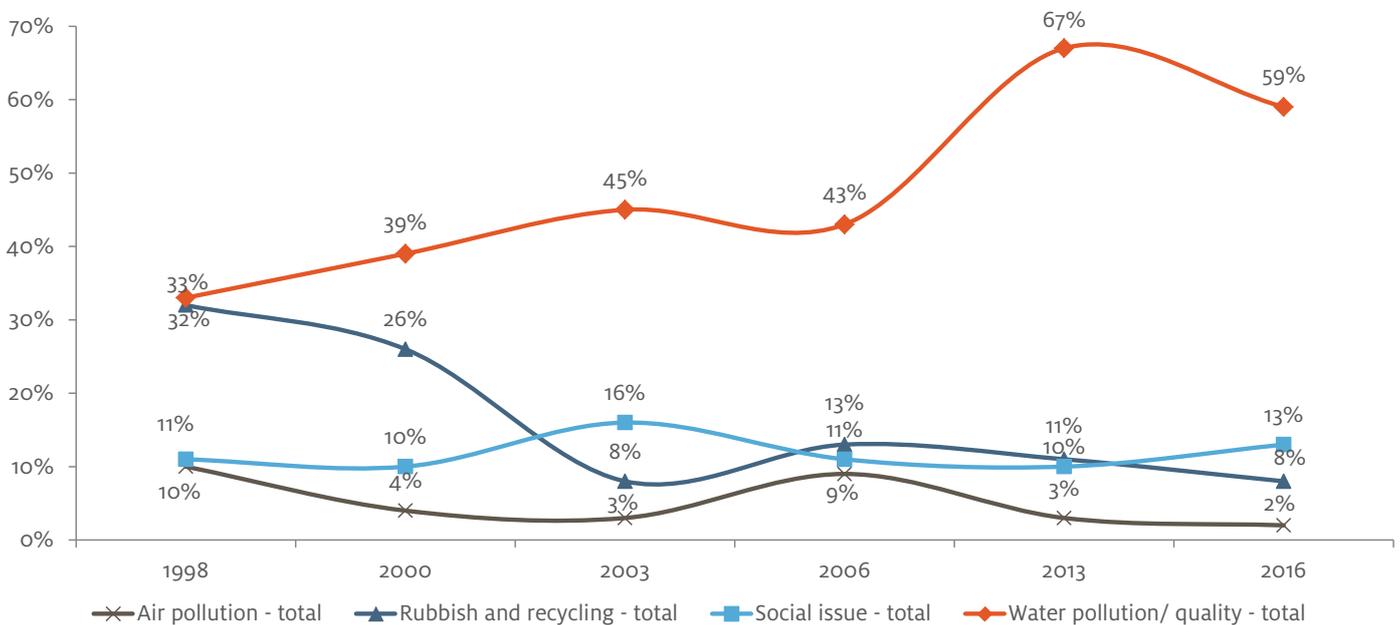
<b>Water pollution/ quality - total</b>	<b>59%</b>
Pollution/ quality	30%
Waikato River	13%
Availability and sustainability	4%
<b>Social issues - total</b>	<b>13%</b>
Pollution	3%
Global warming	2%
Congestion	2%
<b>Rubbish and recycling- total</b>	<b>8%</b>
Littering	4%
General	2%
Dumps/ landfills	1%
<b>Air pollution - total</b>	<b>2%</b>
General	1%

## SUMMARY OF RESULTS

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

Residents identify water pollution/ quality (59%) as the most important issue facing the Waikato region today. The Waikato River (13%) and the availability and sustainability of water for the future (4%) are the main issues, associated with water, identified by residents. At a lower level, social issues (13%) are also identified as the most important environmental issue facing the Waikato region today, specifically, pollution (3%), global warming (2%) and transport congestion (2%) are issues mentioned. Rubbish and recycling (8%) and air pollution (2%) are also mentioned by residents as issues facing the Waikato region.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results for with the most important environmental issue facing the Waikato region today have primarily decreased from last year. Residents mentioning water pollution/ quality as an issue have decreased 8% from 2013, however this year's results are 26% above results from 1998. Issues pertaining to rubbish and recycling have continued to decline,

now 30% below results from 1998. Social issues and air pollution have remained on a par with previous year's results.

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION



## 2016 RESULTS BY TERRITORIAL AUTHORITY (TA)

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

Detailed below are the results for each district, as well as by rural or non rural residents. Illustrative quotes have also been included to highlight specific areas of concern within each TA. Demographic information (gender and age) are also included in brackets at the end of the quote to provide context. Please note that only the top three responses from each category are listed.

### THAMES - COROMANDEL DISTRICT

<b>Water pollution/ quality - total</b>	<b>55%</b>
Pollution/ quality	34%
Agriculture - effluent/ run off	5%
Waikato River	4%
<b>Social issues - total</b>	<b>9%</b>
Pollution	3%
Over consumption of resources	2%
Global warming	2%
<b>Rubbish and recycling- total</b>	<b>6%</b>
Littering	4%
General	1%
Recycling	1%
<b>Air pollution - total</b>	<b>0%</b>

*“Water pollution, I think we really are battling to keep streams and rivers clean from farmlands. They should be fenced off. Stop cattle from grazing nearby.” (Male, 60+ years old)*

*“Pollution washing off all of the dairy farms, such as effluent.” (Female, 20-34 years old)*

*“I think the waterways need a lot of work, the farm runoff means they are not as clean as they should be.” (Female, 60+ years old)*

*“We need to stop the over mining and over fishing.” (Female, 35-59 years old)*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION



## HAURAKI DISTRICT

<b>Water pollution/ quality - total</b>	<b>61%</b>
Pollution/ quality	37%
Waikato River	8%
Agriculture - general	4%
<b>Social issues - total</b>	<b>14%</b>
Pollution	5%
Congestion	3%
Global warming	2%
<b>Rubbish and recycling- total</b>	<b>5%</b>
Littering	2%
General	1%
Dumps/ landfills	1%
<b>Air pollution - total</b>	<b>1%</b>
Farming	1%

*“The rivers, they are all disgusting and full of rubbish, it’s deathly.” (Male, 60+ years old)*

*“Water, the quality of water has become really bad lately.” (Female, 20-34 years old)*

*“Water quality, in the rivers. The effects of farming on the rivers.” (Male, 35-59 years old)*

*“I think it’s the mining, we think that they will mine underneath our houses.” (Female, 60+ years old)*

*“I get upset when I read about people finding irresponsible people dumping rubbish in a bush and littering.” (Male, 60+ years old)*

## WAIKATO DISTRICT

<b>Water pollution/ quality - total</b>	<b>50%</b>
Pollution/ quality	28%
Waikato River	14%
Agriculture - effluent/ run off	3%
<b>Social issues - total</b>	<b>23%</b>
Transport - needs to be more	5%
Global warming	4%
Pollution - general	3%
<b>Rubbish and recycling- total</b>	<b>11%</b>
Dumps/ landfills	3%
General	2%
Littering	2%
<b>Air pollution - total</b>	<b>5%</b>
General	3%

*“Polluted waterways, when I was a kid I could always swim in the river, but now I would never let my kids swim there because of what they dump in there.” (Female, 20-34 years old)*

*“All the cows around here, and all the pollution it is causing to the Waikato River.” (Female, 35-59 years old)*

*“The Waikato River is a mess, the land on the side of the river is disgusting and needs to be cleaned up.” (Male, 35-59 years old)*

*“Climate change. This is a very hot year, it is causing farms to dry out from a lack of water.” (Female, under 20 years old)*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION



## MATAMATA - PIAKO DISTRICT

<b>Water pollution/ quality - total</b>	<b>57%</b>	<i>“Keeping our rivers clean, obviously a big issue due to high farming density in the Waikato.” (Female, 35-59 years old)</i>
Pollution/ quality	27%	
Waikato River	16%	
Agriculture - waste in waterways	4%	
<b>Social issues - total</b>	<b>14%</b>	<i>“The effect of dairy farmers on the environment.” (Male, 35-59 years old)</i>
Transport - needs to be more	5%	<i>“The river and waterways, because they should be a lot cleaner.” (Female, 20-34 years old)</i>
Pollution - general	4%	
Industrial - general	2%	
<b>Rubbish and recycling- total</b>	<b>9%</b>	<i>“The rubbish around the place, in the towns and in the country side, I think it looks gross.” (Female, 60+ years old)</i>
Littering	5%	
General	3%	
Rubbish disposal	1%	
<b>Air pollution - total</b>	<b>0%</b>	<i>“The big industry pollution.” (Female, 20-34 years old)</i>

## HAMILTON CITY

<b>Water pollution/ quality - total</b>	<b>55%</b>	<i>“The river, I have heard that the river has a lot of waste in it.” (Female, under 20 years old)</i>
Pollution/ quality	23%	
Waikato River	19%	
Agriculture - waste in waterways	4%	<i>“Rubbish, people dumping stuff like couches and furniture on the side of the road.” (Female, 35-59 years old)</i>
<b>Social issues - total</b>	<b>12%</b>	
Global warming	4%	<i>“The Waikato River. The river runs through the region and farms, and the farmers and cows cause pollution in the waterways.” (Female, 60+ years old)</i>
Pollution - general	3%	
Transport - need more roads	1%	
<b>Rubbish and recycling- total</b>	<b>13%</b>	<i>“Clean waterways, I have lived in Hamilton all my life and I have seen the deterioration that has gone on in the waterways. When I was a kid, you could stand on the banks of the Waikato River and see the bottom.” (Male, 60+ years old)</i>
Littering	7%	
General	4%	
Recycling	1%	
<b>Air pollution - total</b>	<b>3%</b>	<i>“Climate change, we are going through more extreme weather events.” (Male, 60+ years old)</i>
General	2%	

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION



## WAIPĀ DISTRICT

<b>Water pollution/ quality - total</b>	<b>60%</b>	
Pollution/ quality	22%	<i>"Expansion of the city, there's no consideration for the number of people in the city." (Female, 20-34 years old)</i>
Availability and suitability for use	15%	
Waikato River	12%	<i>"Drought, because of the water alerts." (Female, 20-34 years old)</i>
<b>Social issues - total</b>	<b>11%</b>	
Pollution	2%	<i>"Waterways, the runoffs into them. Making sure farms aren't harming the waterways." (Male, 35-59 years old)</i>
Town planning	2%	
Global warming	2%	
<b>Rubbish and recycling- total</b>	<b>9%</b>	<i>"The water quality in the Waikato River." (Female, 35-59 years old)</i>
General	4%	
Littering	3%	<i>"Water, the amount we have, but we need to have more. There are more and more people coming into town." (Male, 60+ years old)</i>
Dumps/ landfills	2%	
<b>Air pollution - total</b>	<b>1%</b>	
Households	1%	

## OTOROHANGĀ DISTRICT

<b>Water pollution/ quality - total</b>	<b>74%</b>	
Pollution/ quality	32%	<i>"Cleaning up the rivers, as most of them are polluted." (Male, 60+ years old)</i>
Waikato River	15%	
Availability and suitability for use	6%	<i>"The health of the Waikato River; farmers and big corporations pumping toxins into it." (Male, 20-34 years old)</i>
<b>Social issues - total</b>	<b>7%</b>	
Pollution general	2%	
Land use	1%	<i>"Probably traffic, the dominance of trucks." (Male, 60+ years old)</i>
Transport - more roads needed	1%	
<b>Rubbish and recycling- total</b>	<b>6%</b>	<i>"Waste along the roadsides, and disposal of it." (Female, 35-59 years old)</i>
Littering	3%	
General	1%	
Rubbish disposal	1%	<i>"The weather. Too much sunshine, and I feel it's too dry. Global warming." (Female, 60+ years old)</i>
<b>Air pollution - total</b>	<b>0%</b>	

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION



## SOUTH WAIKATO DISTRICT

<b>Water pollution/ quality - total</b>	<b>52%</b>	<i>“Water, maintaining the quality of our lakes and rivers as well as respecting everyone who has access to them. Maintaining quality of water to keep our nation green.” (Female, 20-34 years old)</i>
Pollution/ quality	27%	
Waikato River	12%	
Availability and suitability for use	3%	
<b>Social issues - total</b>	<b>13%</b>	<i>“The rubbish, there is too much.” (Male, under 20 years old)</i>
Pollution - general	6%	
Land use	2%	
Global warming	2%	<i>“Clean rivers and lakes. I grew up in the Waikato and now there’s contamination from farming, I find this quite sad actually.” (Female, 60+ years old)</i>
<b>Rubbish and recycling- total</b>	<b>9%</b>	
Dumps/ landfills	3%	
Littering	3%	<i>“The water, the water in the lakes is very dirty and needs to be cleaned.” (Male, 60+ years old)</i>
Waste reduction	1%	
<b>Air pollution - total</b>	<b>5%</b>	<i>“The condition of the river, all the waterways that’s the big issue I think.” (Female, 35-59 years old)</i>
General	3%	

## WAITOMO DISTRICT

<b>Water pollution/ quality - total</b>	<b>63%</b>	<i>“Farming in general, effluent that’s going into the waterways.” (Male, 20-34 years old)</i>
Pollution/ quality	39%	
Waikato River	8%	
Agriculture - effluent/ run off	3%	<i>“The rivers are dirty, from industry and locals.” (Male, 20-34 years old)</i>
<b>Social issues - total</b>	<b>3%</b>	
Pollution - general	2%	<i>“Pollution - littering in urban areas and air pollution.” (Female, 35-59 years old)</i>
Congestion	1%	
Global warming	1%	
<b>Rubbish and recycling- total</b>	<b>7%</b>	<i>“Going from the news the other day - the state of the Waikato River is pretty disgusting.” (Female, 35-59 years old)</i>
Littering	6%	
General	1%	
<b>Air pollution - total</b>	<b>1%</b>	<i>“The quality of the water.” (Female, 60+ years old)</i>
General	1%	

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION



## TAUPŌ DISTRICT

<b>Water pollution/ quality - total</b>	<b>73%</b>	
Pollution/ quality	42%	<i>"Water quality. Lake Taupō to be specific and nutrient enhancements." (Male, 60+ years)</i>
Lake Taupō	4%	
Waikato River	4%	<i>"Quality of our waterways, our rivers and lakes." (Female, 35-59 years old)</i>
<b>Social issues - total</b>	<b>14%</b>	
Congestion	6%	
Pollution - general	4%	<i>"Pollution - rubbish, landfills, rubbish in the sea, lakes and rivers." (Male, 20-34 years old)</i>
Biodiversity and chemical use	2%	
<b>Rubbish and recycling- total</b>	<b>3%</b>	
General	1%	
Littering	1%	
Dumps/ landfills	1%	<i>"Transport - we don't have any infrastructure for anything but cars, it would be better if we had some rail or some decent roads to prevent congestion." (Male, 60+ years old)</i>
<b>Air pollution - total</b>	<b>1%</b>	
Vehicles	1%	

## ROTORUA DISTRICT

<b>Water pollution/ quality - total</b>	<b>65%</b>	
Pollution/ quality	37%	<i>"Pollution in the lakes." (Female, under 20 years old)</i>
Agriculture - waste in waterways	7%	<i>"Water quality in our lakes, rivers, sea - fisheries." (Female, 35-59 years old)</i>
Waikato River	5%	
<b>Social issues - total</b>	<b>20%</b>	
Congestion	12%	<i>"Waterways, farmers let effluent run off, into the rivers and streams." (Female, 35-59 years old)</i>
Global warming	3%	
Land use	2%	<i>"Cleanliness of water in general." (Male, 20-34 years old)</i>
<b>Rubbish and recycling- total</b>	<b>2%</b>	
Recycling	2%	<i>"No recycling removal." (Male, 20-34 years old)</i>
<b>Air pollution - total</b>	<b>0%</b>	

# ENVIRONMENTAL ISSUES | MOST IMPORTANT



## ENVIRONMENTAL ISSUE FACING THE WAIKATO REGION

Detailed below are the results for rural and non rural residents. Illustrative quotes have also been included to highlight specific areas of concern within each TA. Demographic information (gender and age) are also included in brackets at the end of the quote to provide context.

### RURAL RESIDENTS

<b>Water pollution/ quality - total</b>	<b>61%</b>	
Pollution/ quality	35%	<i>"Cleanliness, rubbish dumped on the side of the roads, and around the place." (Male, 35-59 years old)</i>
Waikato River	10%	
Availability and suitability for use	4%	<i>"The worst thing would be city people coming out and polluting on our roads, chucking their rubbish casually out on the road. As well as polluting our waterways by putting detergent down the drain, they get into the storm water and eventually end up in the Waikato River." (Male, 60+ years old)</i>
<b>Social issues - total</b>	<b>14%</b>	
Congestion	3%	
Pollution - general	3%	
Global warming	1%	
<b>Rubbish and recycling- total</b>	<b>7%</b>	
General	2%	<i>"Waterways, farmers let effluent run off into rivers and streams." (Female, 35-59 years old)</i>
Littering	2%	
Dumps/ landfills	1%	<i>"Climate change, the lakes and rivers are affected from farms and also the amount of deforestation." (Female, 60+ years old)</i>
<b>Air pollution - total</b>	<b>1%</b>	
General	1%	

### NON RURAL RESIDENTS

<b>Water pollution/ quality - total</b>	<b>58%</b>	<i>"Insufficient amount of water." (Female, 60+ years old)</i>
Pollution/ quality	28%	
Waikato River	14%	<i>"Water, I live next to the Waikato River. There's a lot of stuff dumped in there, it smells all the time. A lot of people go swimming in there too." (Male, 20-34 years old)</i>
Availability and suitability for use	4%	
<b>Social issues - total</b>	<b>12%</b>	
Pollution - general	4%	
Global warming	2%	<i>"I would say pollution. Possibly littering pollution from rubbish lying around." (Male, 20-34 years old)</i>
Transport - more roads needed	1%	
<b>Rubbish and recycling- total</b>	<b>9%</b>	
Littering	5%	<i>"Transport, roading and the airport. We're getting accused of lots of accidents, from everyone goes through this area." (Female, 60+ years old)</i>
General	2%	
Dumps/ landfills	1%	
<b>Air pollution - total</b>	<b>2%</b>	
General	1%	<i>"The use of plastic and landfills, we just keep adding to a problem that won't go away." (Female, 35-59 years old)</i>

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



## 2016 RESULTS

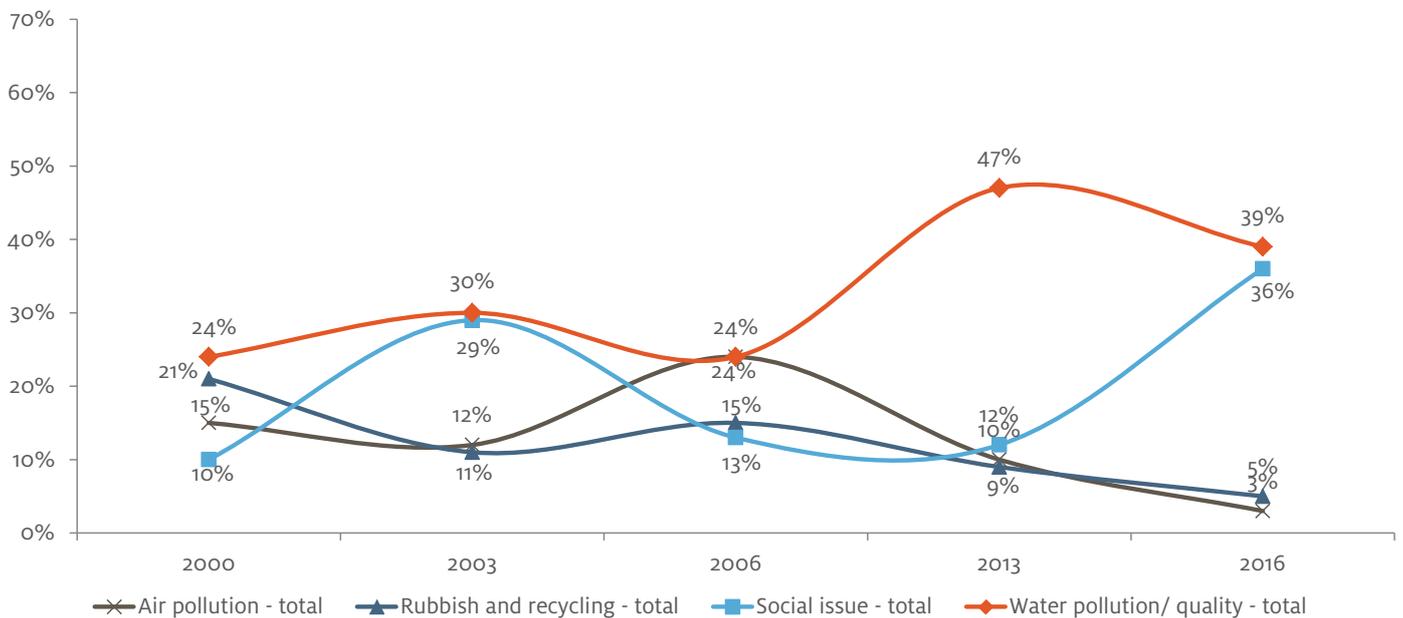
<b>Water pollution/ quality - total</b>	<b>39%</b>
Pollution/ quality	28%
Availability and suitability for use	4%
Agriculture - general	3%
<b>Social issues - total</b>	<b>36%</b>
Global warming	14%
Urban sprawl	6%
Pollution - general	6%
<b>Rubbish and recycling- total</b>	<b>5%</b>
Littering	2%
Waste - general	1%
Recycling	1%
<b>Air pollution - total</b>	<b>3%</b>
General	2%
Vehicles	1%

## SUMMARY OF RESULTS

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

Thirty nine per cent of residents indicated they think water pollution or quality will be the most important environmental issue facing the region in five years. Specifically, residents mention pollution and quality of the water (28%), the availability and suitability for use in the future (4%) and agricultural use (3%). Following this, 36% of residents indicate they think social issues will be the most important environmental issue in five years, specifically residents mention global warming (14%), urban sprawl (6%) and pollution in general (6%). At a lower level, residents also mention rubbish and recycling (5%) and air pollution (3%) as significant issues that will be facing the region in five years.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results show a shift from the 2013 results in regards to what residents think will be the most important environmental issue facing the region in five years. There has been a noticeable increase in residents mentioning social issues will be the most important environmental issue in five years, which has increased 24% since 2013. Issues

associated with water pollution and quality have decreased 8% from 2013, however this is still 15% above results from 2000.

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



## 2016 RESULTS BY TA

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

Detailed below are the results for each TA, as well as by rural or non rural residents. Illustrative quotes have also been included to highlight specific areas of concern within each TA. Demographic information (gender and age) are also included in brackets at the end of the quote for context. Please note that only the top three responses from each category are listed.

### THAMES - COROMANDEL DISTRICT

#### Water pollution/ quality - total 37%

Pollution/ quality 28%

Agriculture - waste in waterways 3%

Agriculture - general 3%

*“Pollution, highways, rubbish on beaches, plastic, air pollution, water pollution, all of which damages birds, fish, and God knows what else!” (Female, 60+ years old)*

#### Social issues - total 42%

Global warming 21%

Population increases 7%

Urban sprawl 5%

*“Increase to the population and how to efficiently use nature and it’s resources.” (Male, 20-34 years old)*

*“Global warming, I think the rivers will continue to decline as long as dairy is increasing. Unless something is done about it, because every drain on a farm leads to a stream and then to a river, so farmers need to be more careful and aware of that.” (Male, 60+ years old)*

#### Rubbish and recycling- total 5%

Littering 4%

Waste - general 1%

#### Air pollution - total 0%

*“Urban sprawl taking over farmland.” (Male, 35-59 years old).*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



## HAURAKI DISTRICT

<b>Water pollution/ quality - total</b>	<b>40%</b>
Pollution/ quality	26%
Agriculture - waste in waterways	3%
Availability and suitability for use	3%
<b>Social issues - total</b>	<b>35%</b>
Global warming	12%
Urban sprawl	10%
Pollution - general	7%
<b>Rubbish and recycling- total</b>	<b>7%</b>
Littering	4%
Recycling	2%
Waste - general	1%
<b>Air pollution - total</b>	<b>4%</b>
General	2%
Farms	1%

*“Water quality because it seems to be deteriorating all over the place with cows being allowed to walk into the streams.” (Female, 60+ years old)*

*“I think climate change is going to make everything so different for us, it has already with Summer and Winter and it’s certainly affecting the coastal areas.” (Female, 60+ years old)*

*“The sea, depletion of fish and lots of different toxins appearing everywhere.” (Female, 34-59 years old)*

## WAIKATO DISTRICT

<b>Water pollution/ quality - total</b>	<b>31%</b>
Pollution/ quality	25%
Agriculture - general	2%
Marine water quality	1%
<b>Social issues - total</b>	<b>46%</b>
Global warming	19%
Urban sprawl	12%
Pollution - general	8%
<b>Rubbish and recycling- total</b>	<b>6%</b>
Waste - general	2%
Rubbish disposal	1%
Littering	1%
<b>Air pollution - total</b>	<b>3%</b>
General	3%

*“Pollution in the waterways, because of the large farming area and areas where populations are growing.” (Female, 35-59 years old)*

*“Weather pattern changes from global warming, possibly causing more extremes.” (Female, 35-59 years old)*

*“Climate change, ozone wrecked and drying the earth out.” (Female, under 20 years old)*

*“Loss of land from over population.” (Male, under 20 years old)*

*“Can’t keep recycling, we will get to a stage where it’s polluting the air.” (Female, 60+ years old)*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



## MATAMATA - PIAKO DISTRICT

<b>Water pollution/ quality - total</b>	<b>40%</b>
Pollution/ quality	26%
Availability and suitability for use	5%
Agriculture - general	3%
<b>Social issues - total</b>	<b>43%</b>
Urban sprawl	11%
Global warming	10%
Population increases	8%
<b>Rubbish and recycling- total</b>	<b>6%</b>
Littering	2%
Dumps/ landfills	2%
Waste - general	2%
<b>Air pollution - total</b>	<b>0%</b>

*"I think it's the waterways, making sure there's enough water that's not polluted with rubbish and waste."  
(Female, 60+ years old)*

*"Water is going to be the biggest issue facing this planet because there's only so much of it and the more fresh water we waste, the less we have to access."  
(Female, 60+ years old)*

*"That sprawl and growth of humans that build houses."  
(Male, 20-34 years old)*

*"Pollution in our waters, that we won't be able to drink from or swim in, in the near future."  
(Female, 20-34 years old)*

## HAMILTON CITY

<b>Water pollution/ quality - total</b>	<b>36%</b>
Pollution/ quality	28%
Agriculture - general	3%
Waikato River	1%
<b>Social issues - total</b>	<b>39%</b>
Global warming	15%
Pollution - general	7%
Population increases	6%
<b>Rubbish and recycling- total</b>	<b>6%</b>
Littering	3%
Waste - general	1%
Recycling	1%
<b>Air pollution - total</b>	<b>4%</b>
General	2%
Vehicles	1%

*"Global warming because the rivers and streams are all rising. When we go to Whitianga, it isn't the same as it was 20 years ago. We have a place on the beach and over the last 20 years it has been mind-blowing what has changed, it's just not good."  
(Female, 35-59 years old)*

*"I think it's going to be water, quality and cost of clean water, meters and it'll cause a lot of problems for the house owners."  
(Female, 35-59 years old)*

*"New developments into the farmland areas, taking away natural land and characters, building new homes and roads will affect the environment."  
(Male, under 20 years old)*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



## WAIPĀ DISTRICT

<b>Water pollution/ quality - total</b>	<b>43%</b>
Pollution/ quality	30%
Availability and suitability for use	8%
Agriculture - general	3%
<b>Social issues - total</b>	<b>34%</b>
Urban sprawl	11%
Population increases	9%
Global warming	8%
<b>Rubbish and recycling- total</b>	<b>2%</b>
Waste - general	1%
Littering	1%
Recycling	1%
<b>Air pollution - total</b>	<b>2%</b>
General	1%
Vehicles	1%

*“The water quality, I would like to see improvement in the waters, Waikato River. I used to be able to swim in it, now it’s disgusting.” (Female, 35-59 years old)*

*“Water, as more water will be required for irrigation in farming.” (Male, 60+ years old)*

*“The expansion of the city. I think because they’re expanding, there’s less farm land available to buy and it’s more expensive.” (Female, 20-34 years old)*

*“Probably pollution from businesses. I think they need to be more strict.” (Male, 20-34 years old)*

*“I still think polluted water. In France they can’t drink their ground water. We are putting dairy farms right up into the Southern Alps, and that pollutes the cleanest water in the world for everyone between there and the coast, they can’t drink clean water and end up drinking someone else’s sewerage.” (Male, 60+ years old)*

## OTOROHANGĀ DISTRICT

<b>Water pollution/ quality - total</b>	<b>39%</b>
Pollution/ quality	25%
Availability and suitability for use	5%
Agriculture - effluent/ runoff	3%
<b>Social issues - total</b>	<b>29%</b>
Global warming	12%
Pollution - general	6%
Urban sprawl	4%
<b>Rubbish and recycling- total</b>	<b>5%</b>
Waste - general	3%
Littering	2%
<b>Air pollution - total</b>	<b>2%</b>
Vehicles	1%
Farms	1%

*“I suppose probably the air pollution, because there is a lot of people and a lot of cars.” (Male, 35-59 years old)*

*“Population explosion, which will make cities bigger and cause more pollution.” (Female, 35-59 years old)*

*“The effect of farming on the environment, effluent management.” (Female, 20-34 years old)*

*“Probably our natural waterways, as they’re quite highly polluted. We need water and so does everything else natural.” (Male, 20-34 years old)*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



## SOUTH WAIKATO DISTRICT

<b>Water pollution/ quality - total</b>	<b>39%</b>
Pollution/ quality	25%
Agriculture - general	6%
Availability and suitability for use	5%
<b>Social issues - total</b>	<b>35%</b>
Global warming	13%
Pollution - general	11%
Population increases	3%
<b>Rubbish and recycling- total</b>	<b>6%</b>
Littering	3%
Waste - general	2%
<b>Air pollution - total</b>	<b>7%</b>
General	5%
Smoking	1%

*“Farming. The government doesn’t do anything about restricting farmers about getting rid of waste.” (Female, 35-59 years old)*

*“Waterways, lakes and rivers because of what people do to contaminate the streams and lakes.” (Female, 60+ years old)*

*“Rubbish and human waste affecting drinkable water.” (Female, 20-34 years old)*

*“Pollution, keeping the waterways clear and fresh, keeping the farming community striving ahead.” (Male, 60+ years old)*

*“Global warming, more flooding will happen in low lying areas. It’s already happening.” (Male 20-34 years old)*

## WAITOMO DISTRICT

<b>Water pollution/ quality - total</b>	<b>40%</b>
Pollution/ quality	28%
Availability and suitability for use	4%
Agriculture - waste in waterways	2%
<b>Social issues - total</b>	<b>28%</b>
Global warming	13%
Urban sprawl	4%
Population increases	4%
<b>Rubbish and recycling- total</b>	<b>1%</b>
Littering	1%
<b>Air pollution - total</b>	<b>7%</b>
General	5%
Vehicles	1%

*“Water quality, we will have problems with effluent in the years to come, regardless of the measures taken.” (Male, 35-59 years old)*

*“Fencing of waterways and replanting native trees along waterways and swamps.” (Male, 20-34 years old)*

*“Water pollution and litter in general. Landfills getting filled up.” (Female, under 20 years old)*

*“Climate change. I’m referring to extreme temperatures and rising water levels.” (Female, 35-59 years old)*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



## TAUPŌ DISTRICT

<b>Water pollution/ quality - total</b>	<b>50%</b>
Pollution/ quality	38%
Agriculture - general	4%
Agriculture - waste in waterways	3%
<b>Social issues - total</b>	<b>28%</b>
Global warming	15%
Land use	3%
Pollution - general	3%
<b>Rubbish and recycling- total</b>	<b>4%</b>
Littering	4%
<b>Air pollution - total</b>	<b>2%</b>
General	2%

*“Carbon emissions - climate change.” (Male, 20-34 years old)*

*“People trying to get the maximum production out of their farming.” (Female, 35-59 years old)*

*“Pollution from diesel trucks on our highways is getting worse, such as heavy metals being thrown into the atmosphere. I need to filter my rain water because of this.” (Male, 60+ years old)*

*“Some of the cities are sprawling into country land.” (Female, 60+ years old)*

## ROTORUA DISTRICT

<b>Water pollution/ quality - total</b>	<b>45%</b>
Pollution/ quality	30%
Availability and suitability for use	6%
Agriculture - waste in waterways	4%
<b>Social issues - total</b>	<b>32%</b>
Global warming	16%
Urban sprawl	8%
Pollution - general	4%
<b>Rubbish and recycling- total</b>	<b>0%</b>
<b>Air pollution - total</b>	<b>2%</b>
General	2%

*“The water, the amount of water and keeping it clean.” (Female, 35-59 years old)*

*“Global warming, just the rising sea levels and melting ice caps.” (Female, 20-34 years old)*

*“Water quality, because it’s already the biggest issue as far as a farmer is concerned. It will still be there in five years.” (Male, 35-59 years old)*

*“Population explosion. People are what is causing all the issues. If we can’t stop it or slow it down, we have to learn to treat the environment better.” (Male, 60+ years old)*

# ENVIRONMENTAL ISSUES | MOST IMPORTANT ENVIRONMENTAL ISSUE IN FIVE YEARS



Detailed below are the results for rural and non rural residents. Illustrative quotes have also been included to highlight specific areas of concern within each TA. Demographic information (gender and age) are also included in brackets at the end of the quote to provide context.

## RURAL RESIDENTS

<b>Water pollution/ quality - total</b>	<b>40%</b>	<i>“Water pollution, water is pretty important and there is nothing more important than water.” (Male, 60+ years old)</i>
Pollution/ quality	28%	
Availability and suitability for use	4%	
Agriculture - general	3%	<i>“I think it’s the waterways, making sure there’s enough water thats not polluted with rubbish and waste.” (Female, 35-59 years)</i>
<b>Social issues - total</b>	<b>35%</b>	
Global warming	14%	
Urban sprawl	7%	<i>“New developments into the farmland areas, taking away natural land and characters, building new homes and roads will affect the environment.” (Male, under 20 years old)</i>
Population increases	4%	
<b>Rubbish and recycling- total</b>	<b>4%</b>	
Littering	2%	<i>“Air pollution from greenhouse gases will still be the most top issue for us.” (Female, 35-59 years old)</i>
Waste - general	2%	
<b>Air pollution - total</b>	<b>2%</b>	
General	1%	<i>“Probably urban development, adding to global warming and adding to the whole.” (Female, 35-59 years old)</i>
Vehicles	1%	

## NON RURAL RESIDENTS

<b>Water pollution/ quality - total</b>	<b>39%</b>	<i>“How to dispose of all our rubbish. The garbage you put out at the gate, where does it go out once we fill the landfills we have at the moment? Where does it go from there?” (Female, 35-59 years old)</i>
Pollution/ quality	28%	
Availability and suitability for use	3%	
Agriculture - general	3%	<i>“Increase to the population and how to efficiently use nature and it’s resources.” (Male, 20-34 years old)</i>
<b>Social issues - total</b>	<b>37%</b>	
Global warming	14%	
Pollution - general	7%	<i>“Water pollution from dirty rivers and rubbish.” (Female, under 20 years old)</i>
Urban sprawl	6%	
<b>Rubbish and recycling- total</b>	<b>5%</b>	<i>“Pressure on the environment by the population because that’s where housing on productive land happens.” (Male, 60+ years old)</i>
Littering	3%	
<b>Air pollution - total</b>	<b>4%</b>	<i>“They need to stop doing what they are doing. Cutting everything down and ruining the earth, people just can’t see sense, they think about themselves, not the future. It is a small place and once it’s gone, it’s gone. People need to think about this, earth is so small.” (Male, 35-59 years old)</i>
General	2%	
Vehicles	1%	

# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT



# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT |

## KEY FINDINGS

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

Questions asked in this section include perceptions that the following have become better, worse or stayed the same over the past few years:

- water quality in local streams, rivers, and lakes;
- the availability of waste recycling services and facilities in the area;
- air quality in the local area;
- the amount of litter on highways;
- water quality in local coastal waters and\*;
- the overall state of the local environment.

Total better and total worse scores for with each measure are shown below.

\* Indicates a new measures in 2016.

Note: The question wording used in 2003, 2006, 2013 and 2016 for this section differs from the wording used in 1998 and 2000, therefore, comparisons over time should be interpreted with caution.

### SUMMARY OF FINDINGS

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



TOTAL BETTER  
**21%**

TOTAL WORSE  
**39%**

39% of residents think water quality in local streams, rivers, and lakes has become worse over the past few years.

#### WATER QUALITY IN LOCAL COASTAL WATERS



TOTAL BETTER  
**15%**

TOTAL WORSE  
**26%**

26% of residents think the water quality in local coastal waters have become worse over the past few years.

#### AVAILABILITY OF WASTE RECYCLING SERVICES AND FACILITIES



TOTAL BETTER  
**43%**

TOTAL WORSE  
**14%**

43% of residents think the availability of waste recycling services are facilities have become better over the past few years.

#### AMOUNT OF LITTER ON HIGHWAYS



TOTAL BETTER  
**24%**

TOTAL WORSE  
**45%**

45% of residents think the amount of litter on highways has become worse over the past few years.

#### AIR QUALITY IN THE LOCAL AREA



TOTAL BETTER  
**18%**

TOTAL WORSE  
**11%**

18% of residents think air quality in their local area has become better over the past few years.

#### OVERALL STATE OF THEIR LOCAL ENVIRONMENT



TOTAL BETTER  
**29%**

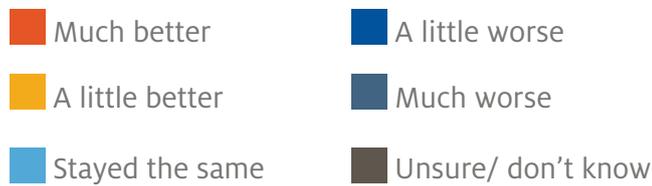
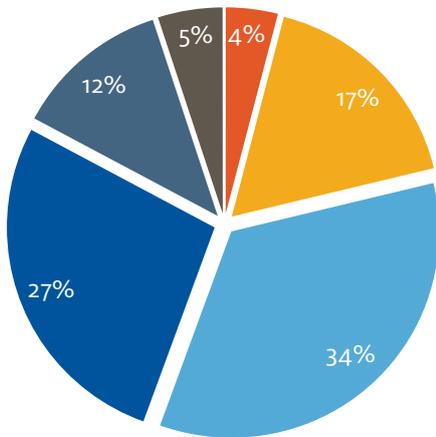
TOTAL WORSE  
**27%**

29% of residents think the overall state of their local environment has become better over the past few years.

# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT | WATER QUALITY IN LOCAL STREAMS, RIVERS AND LAKES



## 2016 RESULTS

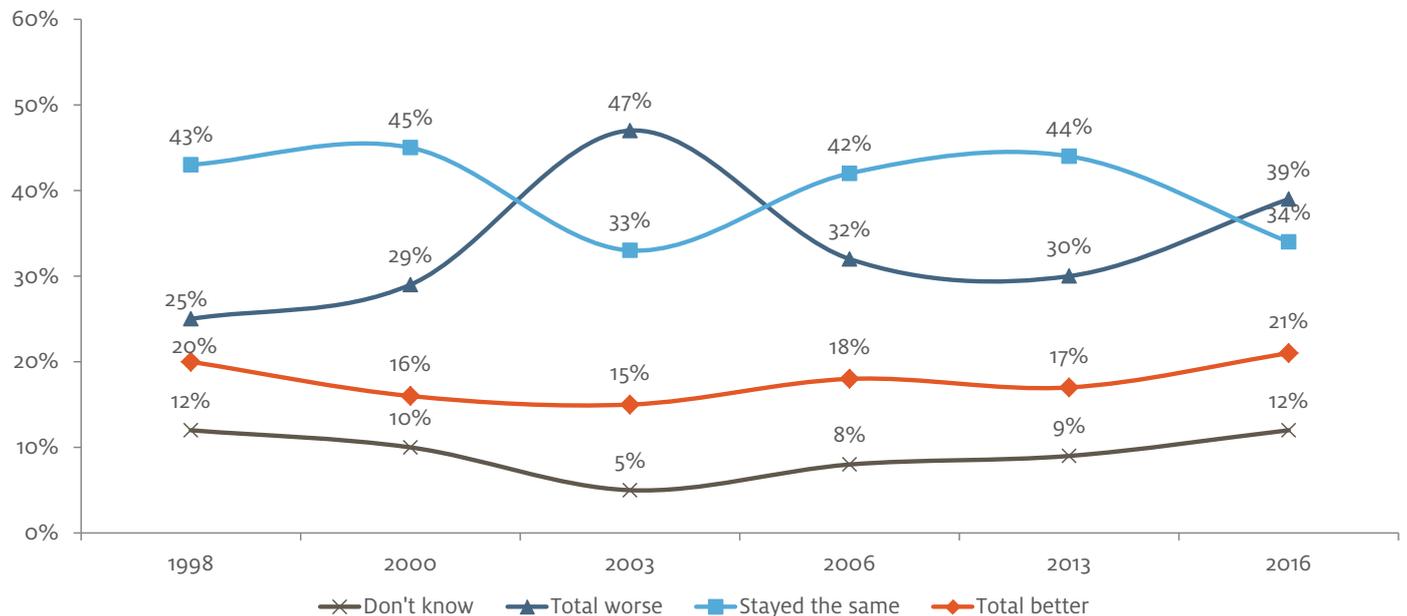


## SUMMARY OF RESULTS

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

Twenty one per cent of residents think the water quality in their local streams, rivers and lakes has become a little better (17%) or much better (4%) over the past few years. Thirty four per cent of residents think the water quality has remained the same, and 39% think the water quality has become a little worse (27%) or much worse (12%) over the past few years.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

This year, a slightly larger proportion of residents think the water quality in local streams, rivers, and lakes has become better (increased 4% from 2013). A smaller proportion of residents think the water quality has remained the same (decreased 10% from 2013), this result is on a par with results from 2003. The proportion of residents who rate the

water quality as worse have also increased this year (increased 9% from 2013), and over time, worse ratings have increased 14% since 1998.

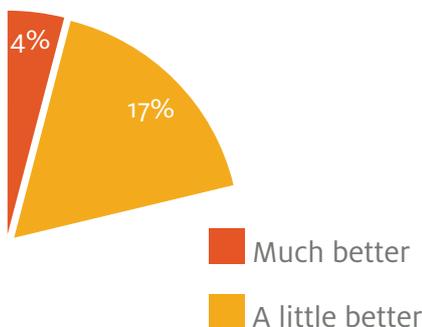
# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT | WATER QUALITY IN LOCAL STREAMS, RIVERS AND LAKES



## INTERPRETING THESE RESULTS

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

The total better score for this measure is 21% (17% a little better and 4% much better).



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

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

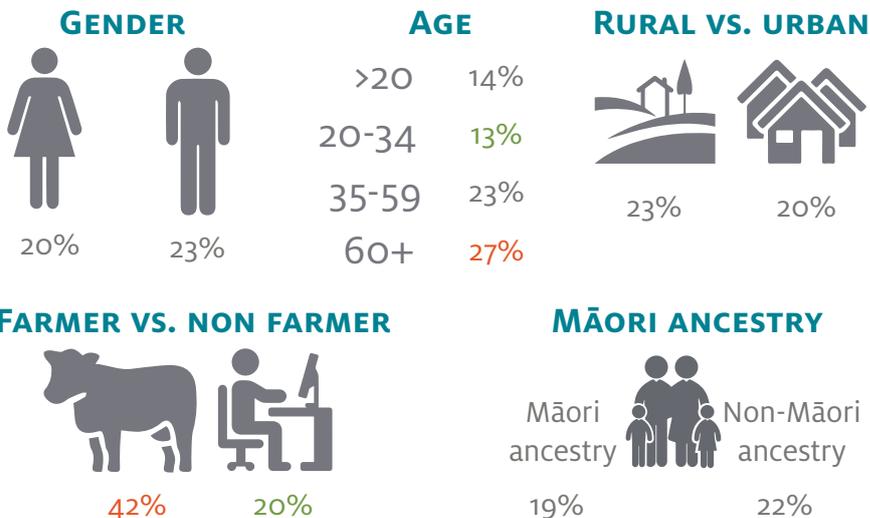


The highest significant score for this measure is 42%, collected from farmers.

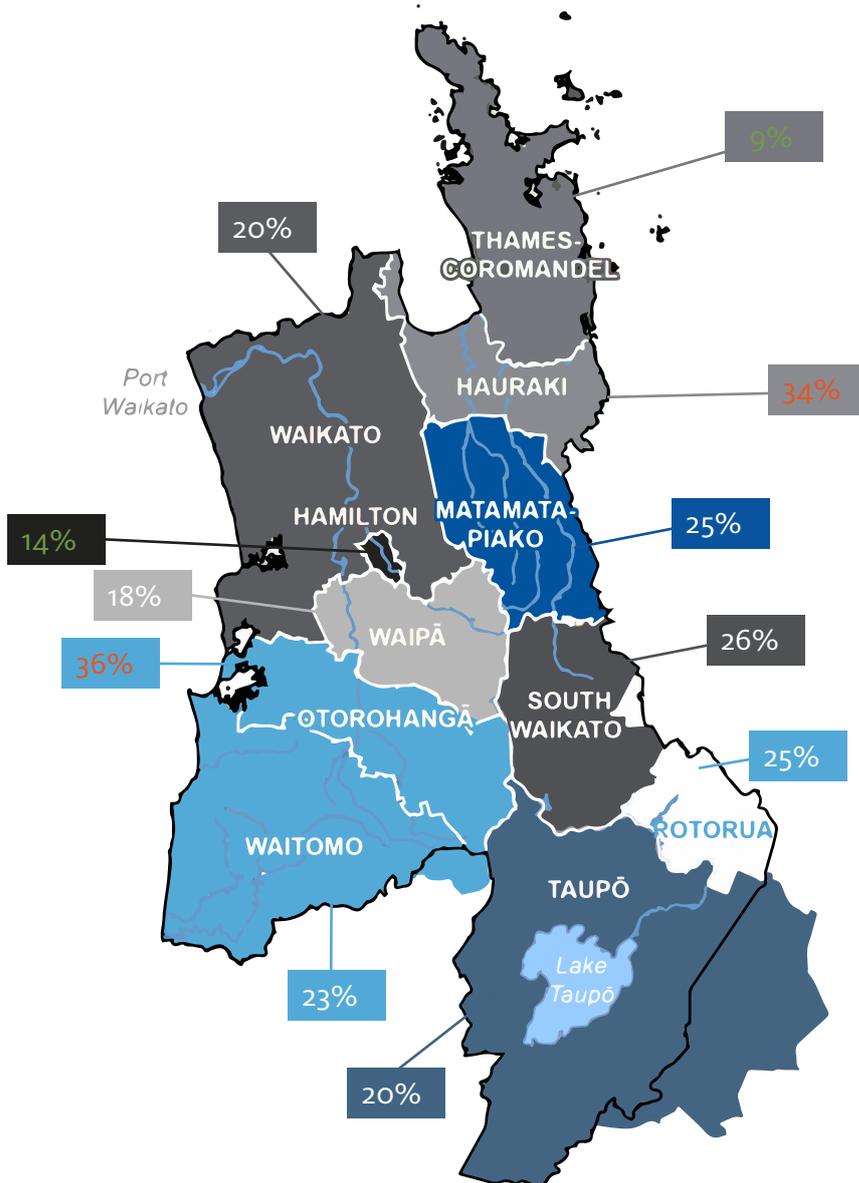


The lowest significant score for this measure is 9%, collected from Thames-Coromandel residents.

## DEMOGRAPHIC DIFFERENCES



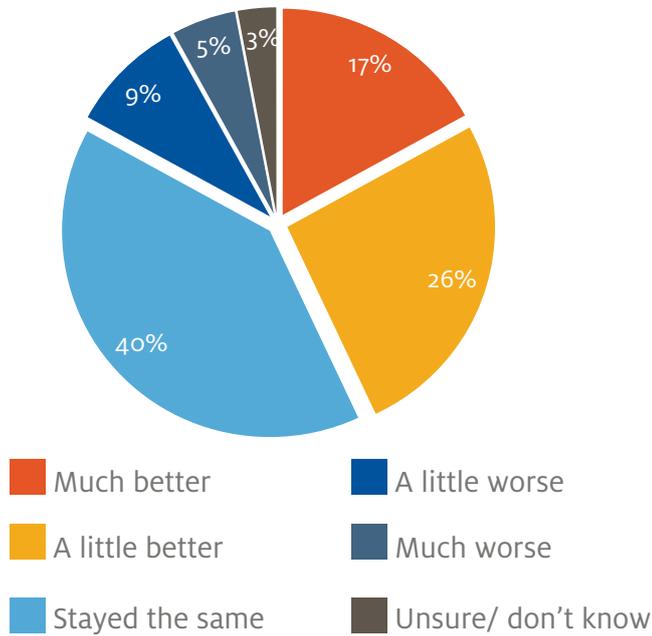
## AREA DIFFERENCES



# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT | AVAILABILITY OF WASTE RECYCLING SERVICES AND FACILITIES



## 2016 RESULTS

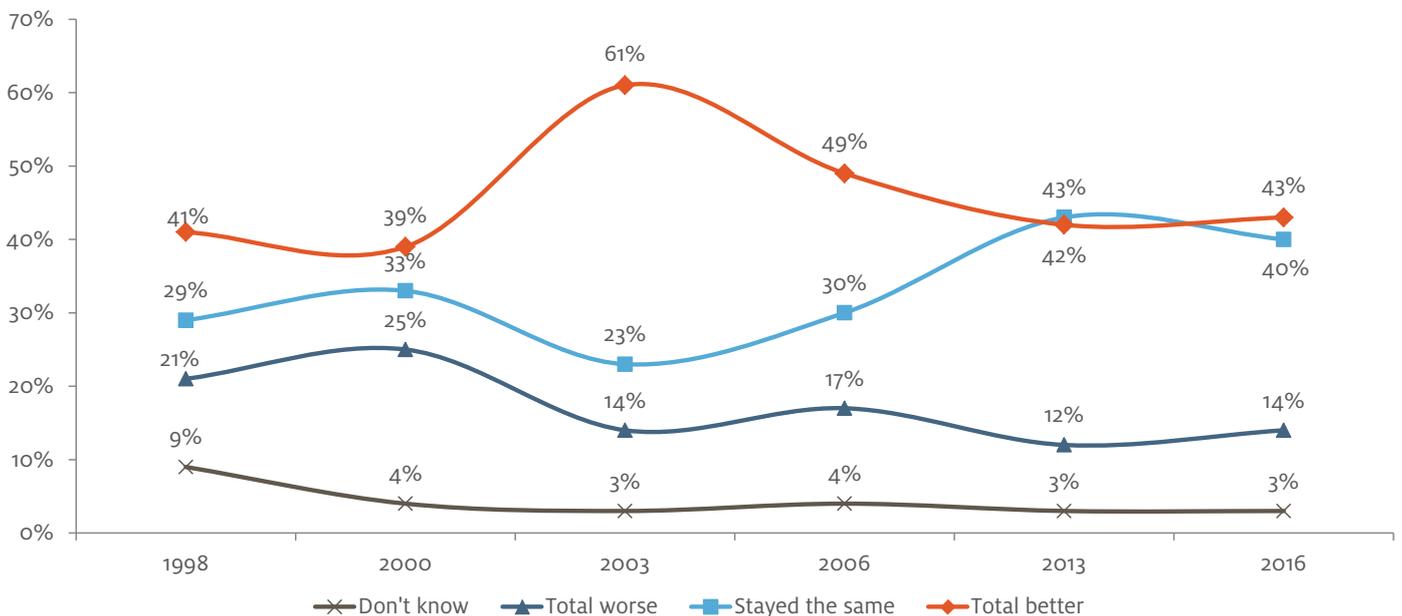


## SUMMARY OF RESULTS

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

This year, 43% of residents think the availability of waste recycling services and facilities has become little better (26%) or much better (17%) over the last few years. A further 40% of residents think the availability of these services and facilities has stayed the same over the past few years, while 14% think the availability of these services and facilities has become worse (9%) or much worse (5%) over the past few years.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

This year's results for the availability of waste and recycling services and facilities remain on a par with 2013's results. The proportion of better ratings are similar to the 1998 results, however this year's result is 18% below 2003 results. Over time, don't know responses have decreased from 9% in 1998 to 3% this year. The proportion of residents who rate this

as worse have also show a downward trend since 1998, decreasing 7%. The proportion of residents mentioning that the services and facilities have stayed the same has fluctuated, however an upward trend can be seen overall, with this year's results 11% above the result from 1998.

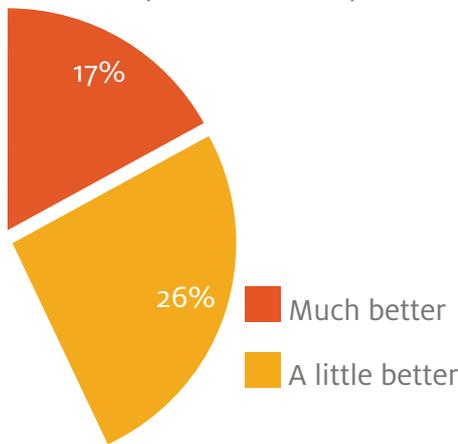
# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT | AVAILABILITY OF WASTE RECYCLING SERVICES AND FACILITIES



## INTERPRETING THESE RESULTS

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

The total better score for this measure is 43% (26% a little better and 17% much better).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 43%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 43%.

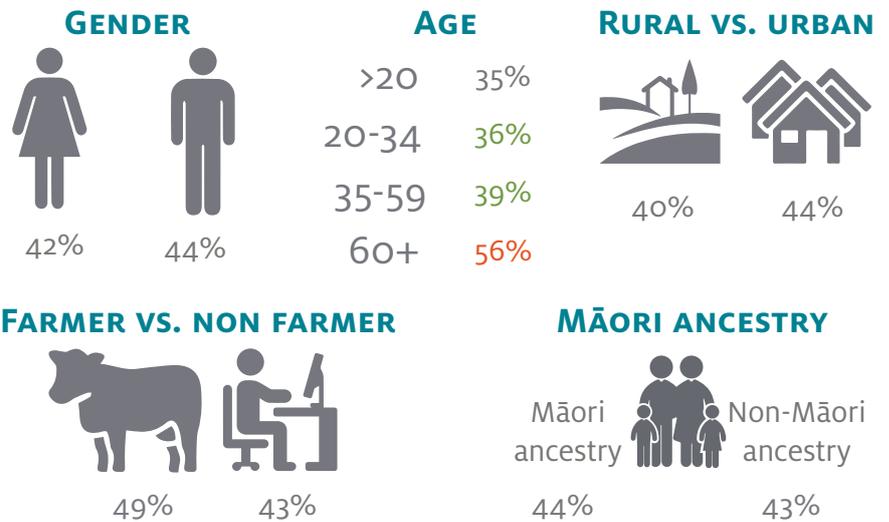


The highest significant score for this measure is 62%, collected from Thames - Coromandel residents.

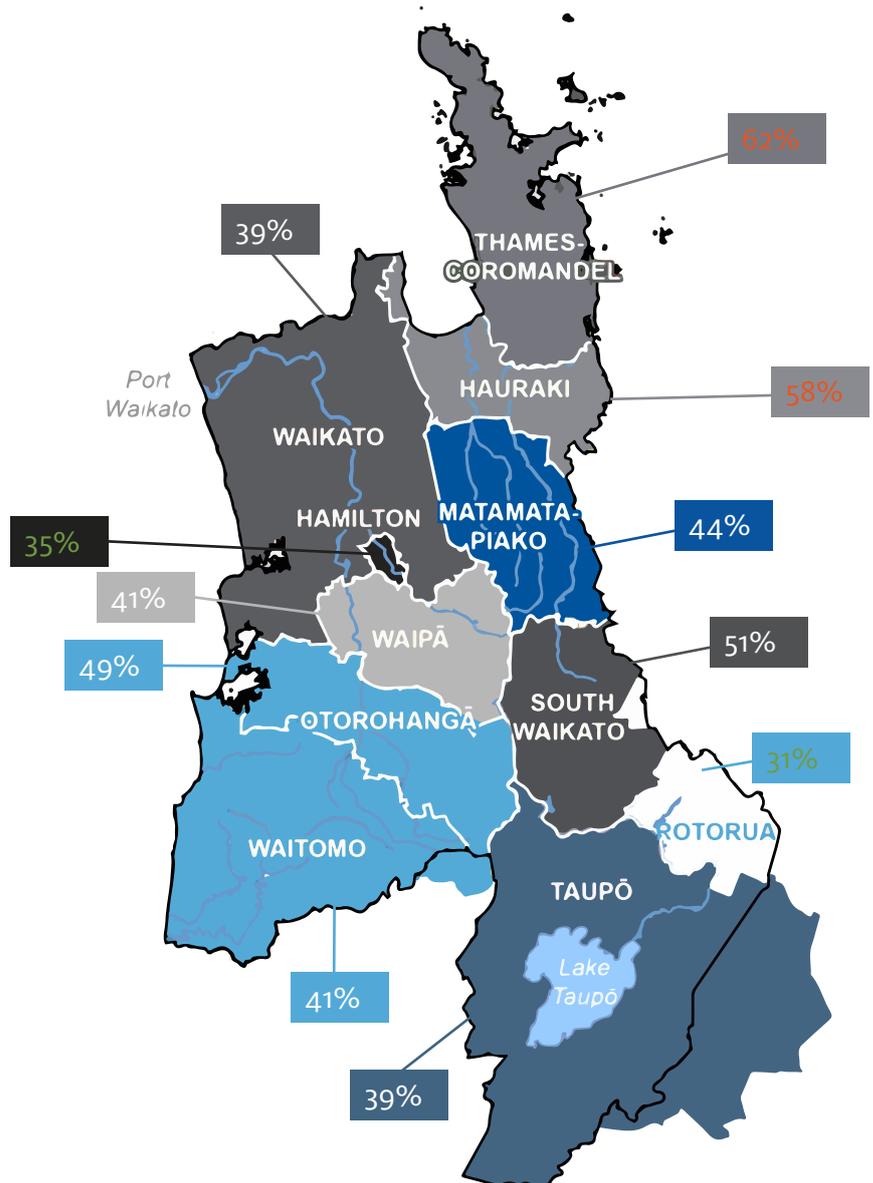


The lowest significant score for this measure is 31%, collected from Rotorua residents.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES

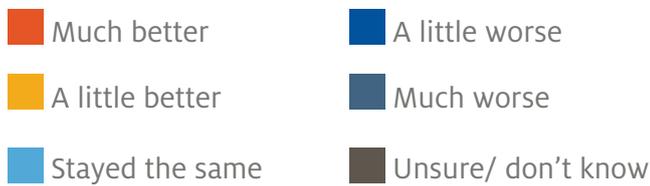
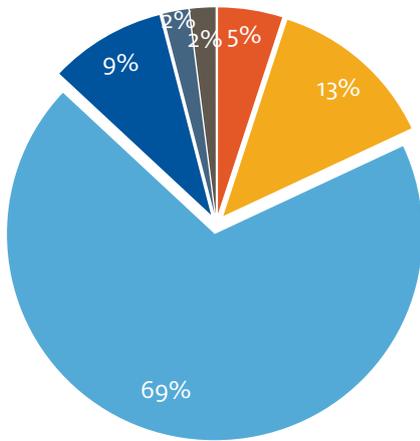


# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT |

## THE AIR QUALITY IN YOUR LOCAL AREA



### 2016 RESULTS

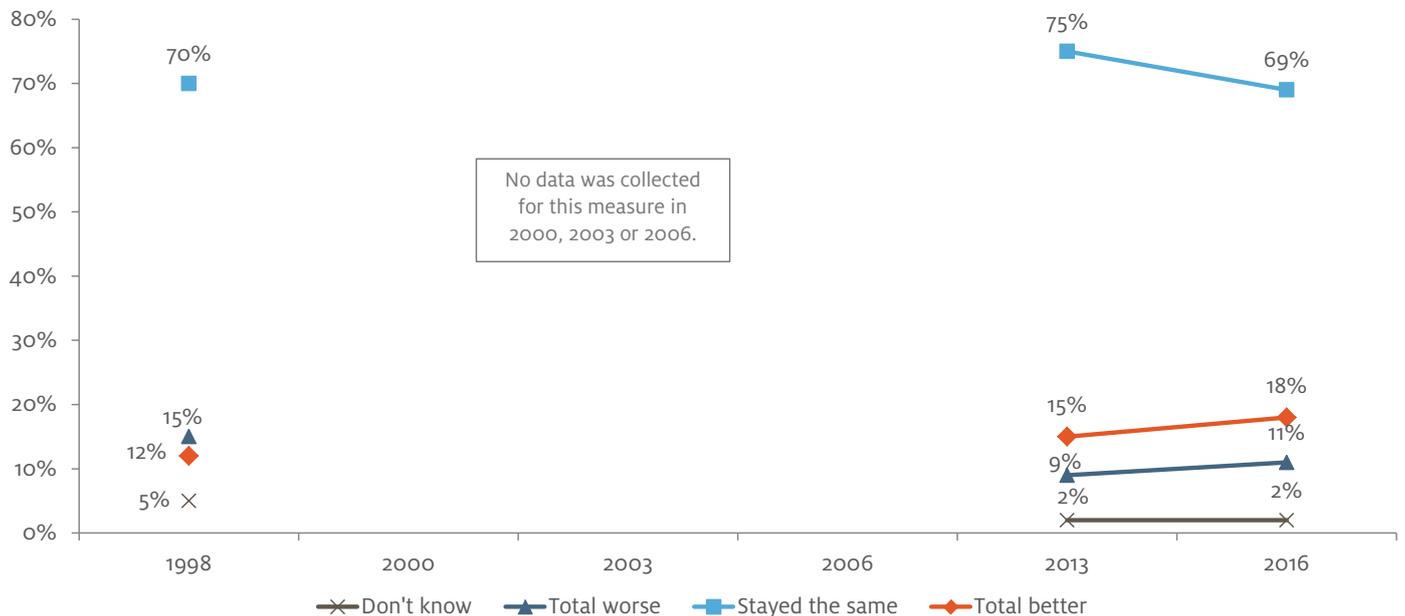


### SUMMARY OF RESULTS

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

Overall, 18% of residents think the air quality in their local area has become a little better (13%) or much better (5%) over the past few years. The majority of residents (69%) think the air quality in their local area has remained the same over the past few years, while 11% think it has become a little worse (9%) or much worse (2%) over the past few years.

### 1998 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Year on year changes with air quality in residents local region has become better, worse or stayed the same are minimal. The proportion of residents indicating air quality has remained the same has decreased 7% this year, while the proportion of residents who rate the air quality as better has increased 3% from 2013 and 6% from 1998. The

proportion of residents who rate the air quality as worse has also increased 2% this year.

# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT |

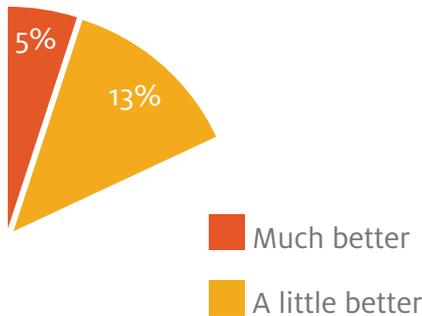
## THE AIR QUALITY IN YOUR LOCAL AREA



### INTERPRETING THESE RESULTS

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

The total better score for this measure is 18% (13% a little better and 5% much better).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 18%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 18%.

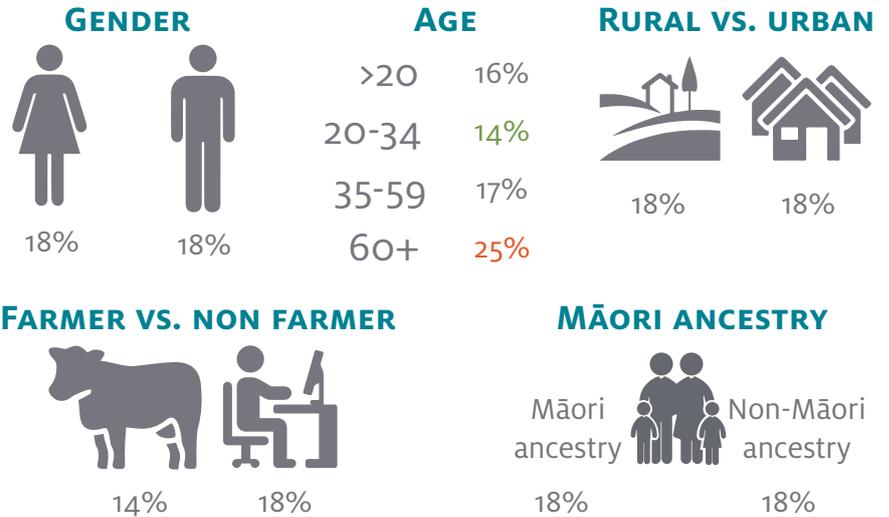


The highest significant score for this measure is 33%, collected from South Waikato residents.

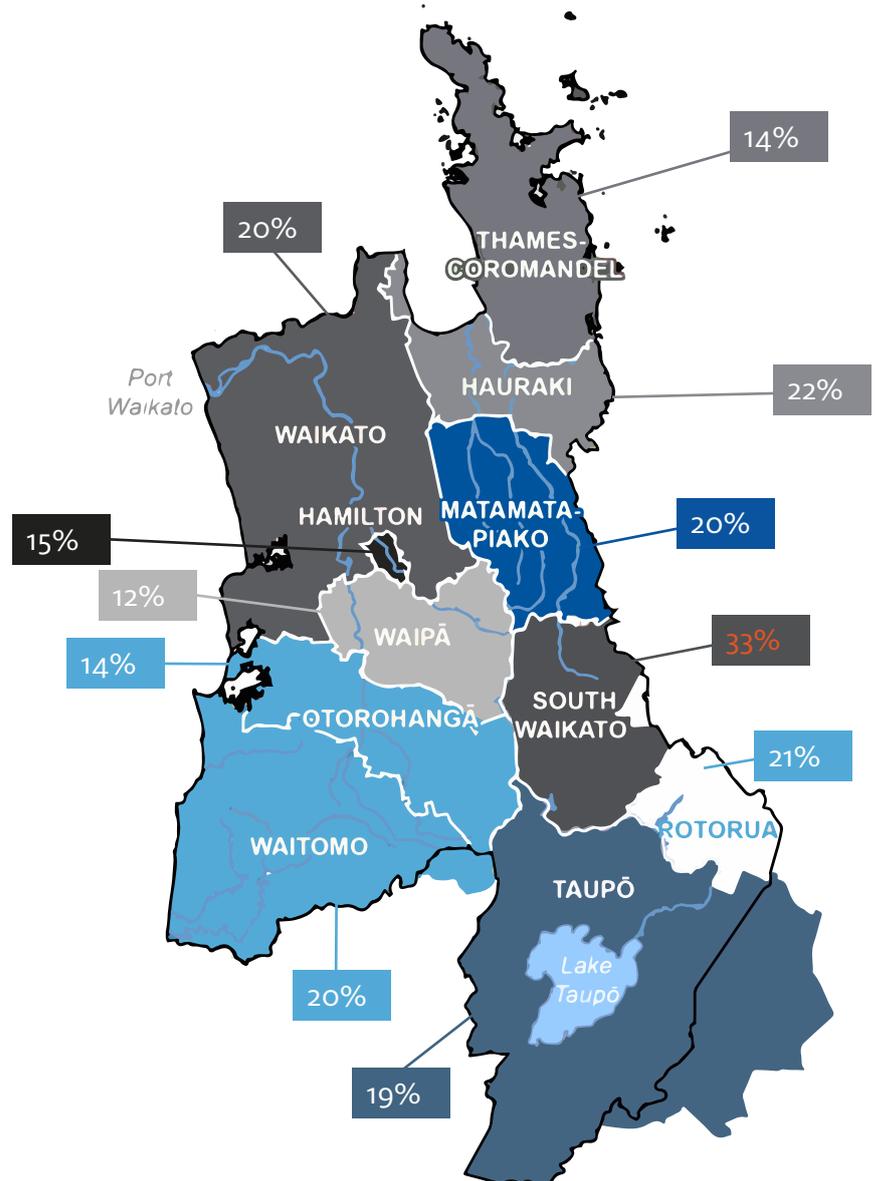


The lowest significant score for this measure is 14%, collected from residents aged 20-34 years old.

### DEMOGRAPHIC DIFFERENCES



### AREA DIFFERENCES

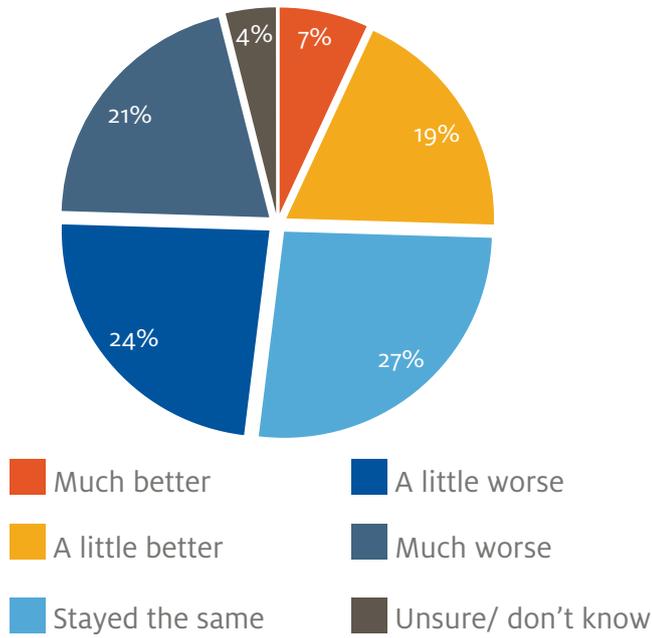


# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT |

## THE AMOUNT OF LITTER ON OUR HIGHWAYS



### 2016 RESULTS

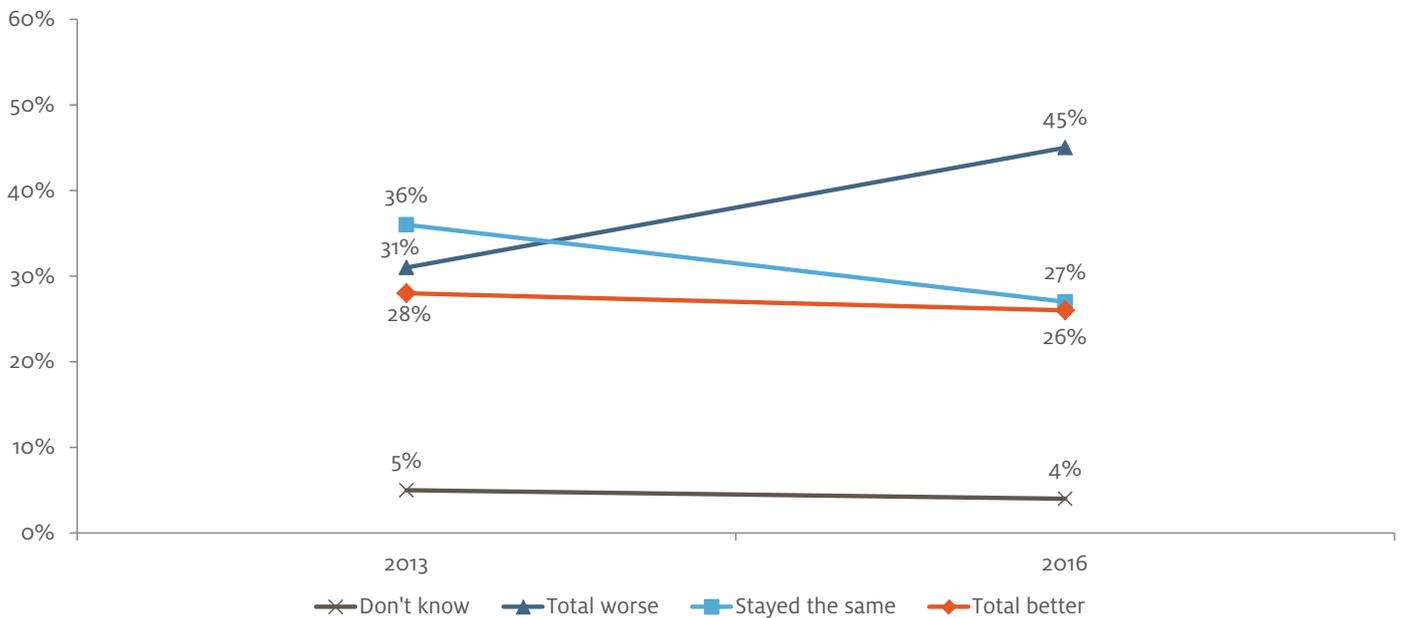


### SUMMARY OF RESULTS

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

Overall, 26% of residents think the amount of litter on our highways has become a little better (19%) or much better (7%) over the past few years. A quarter (27%) of residents think the amount of litter on our highways has stayed the same over the past few years. A further 45% of residents think the amount of litter on our highways has become a little worse (24%) or much worse (21%) over the past few years.

### 2013 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Year on year changes show a 14% increase in worse ratings since 2013 in perceptions around the amount of litter on our highways. There has also been a 9% decrease in the proportion of residents indicating the amount of litter on our highways has remained the same. The proportion of residents rating this as better or don't know have remained on a par with 2013's results.

# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT |

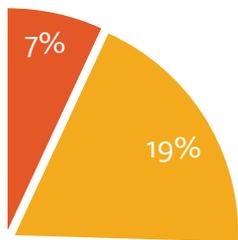
## THE AMOUNT OF LITTER ON OUR HIGHWAYS



### INTERPRETING THESE RESULTS

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

The total better score for this measure is 26% (19% a little better and 7% much better).



■ Much better  
■ A little better

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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 26%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 26%.

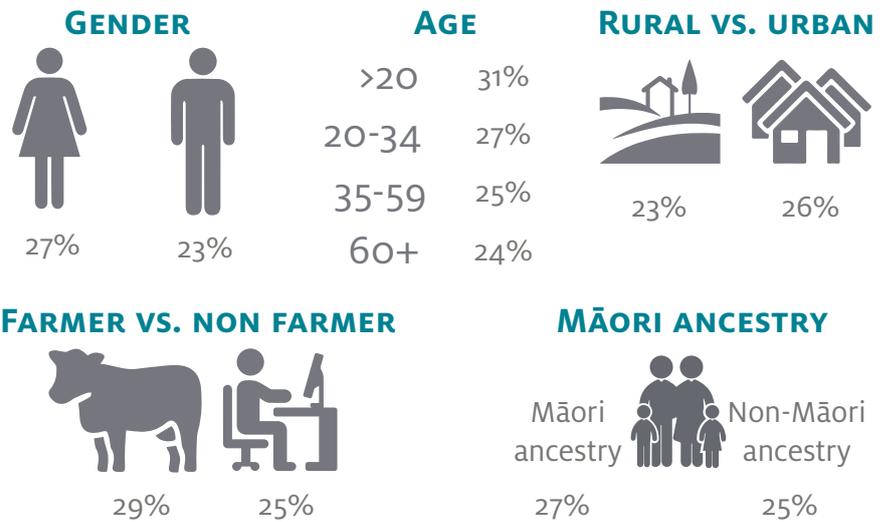


The highest significant score for this measure is 38%, collected from Otorohangā residents.

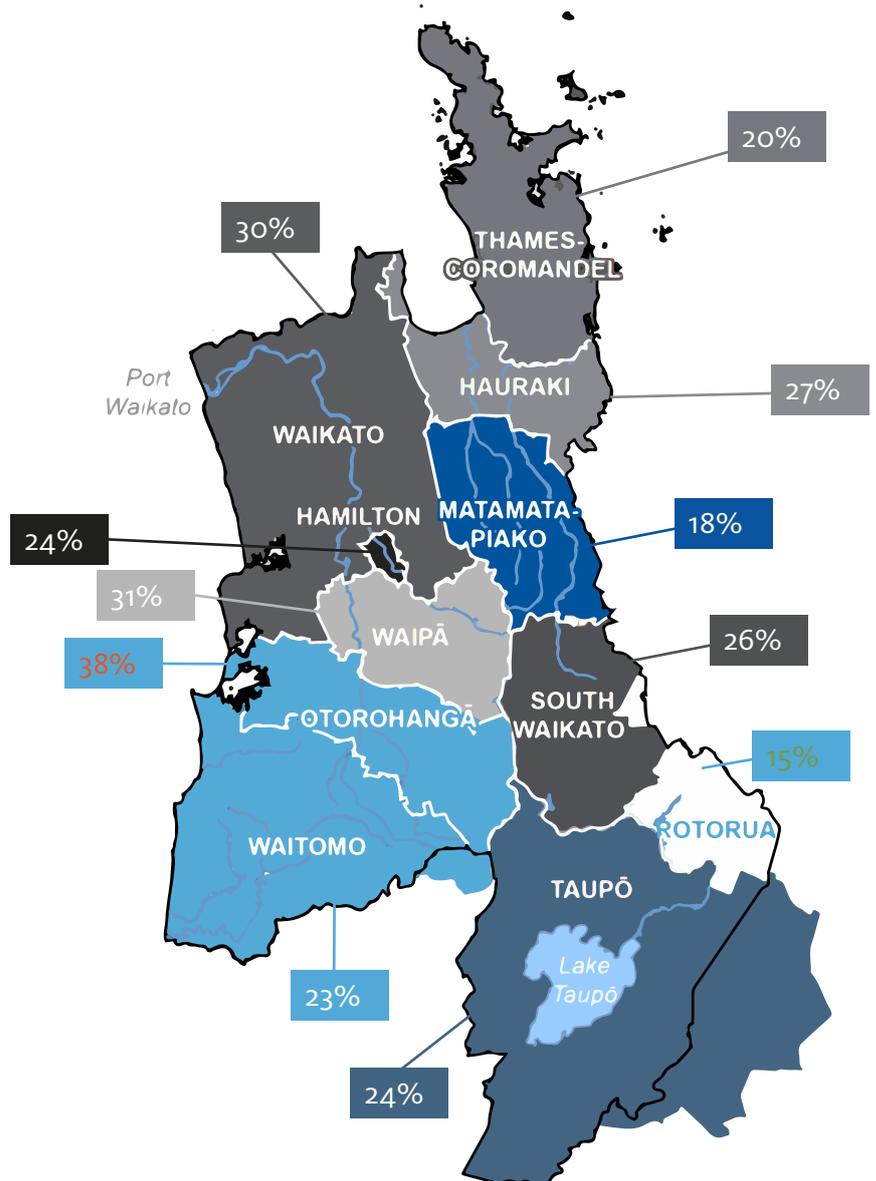


The lowest significant score for this measure is 15%, collected from residents Rotorua residents.

### DEMOGRAPHIC DIFFERENCES



### AREA DIFFERENCES

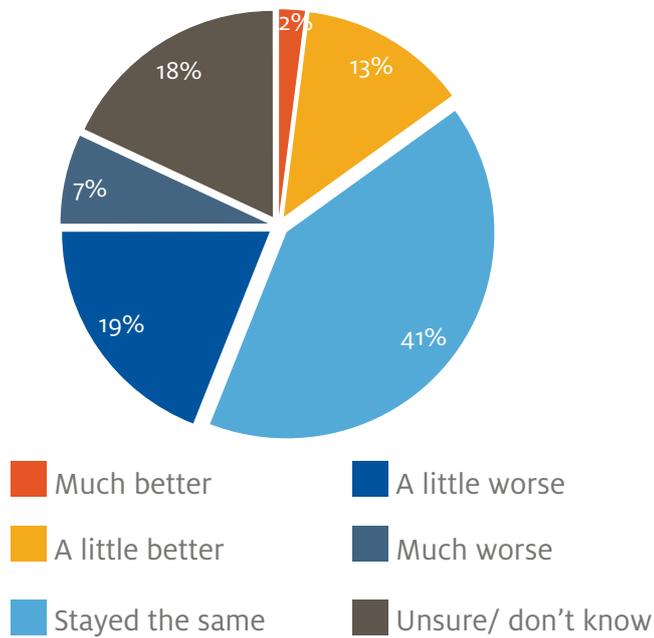


# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT |

## WATER QUALITY IN LOCAL COASTAL WATERS



### 2016 RESULTS



### SUMMARY OF RESULTS

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

Fifteen per cent of residents think the water quality in local coastal waters has become a little better (13%) or much better (2%) over the past few years. A further 41% think the water quality has remained the same over the past few years. Twenty six per cent of residents think the water quality has become a little worse (19%) or much worse (7%) over the past few years. Also of note, 18% of residents are unsure how to rate this.

This question was included for the first time in 2016, therefore there are no comparisons to previous years.

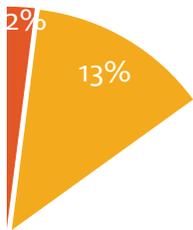
# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT | WATER QUALITY IN LOCAL COASTAL WATERS



## INTERPRETING THESE RESULTS

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

The total better score for this measure is 15% (13% a little better and 2% much better).



■ Much better  
■ A little better

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

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

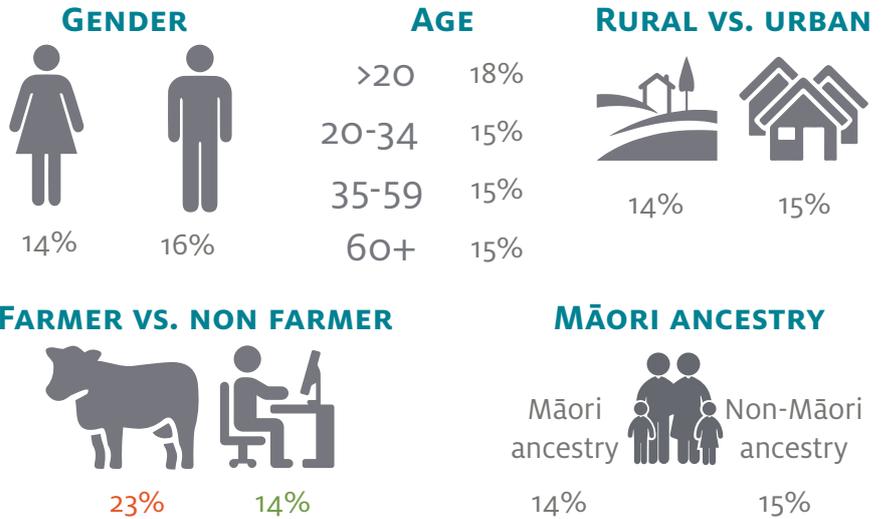


The highest significant score for this measure is 23%, collected from farming residents.

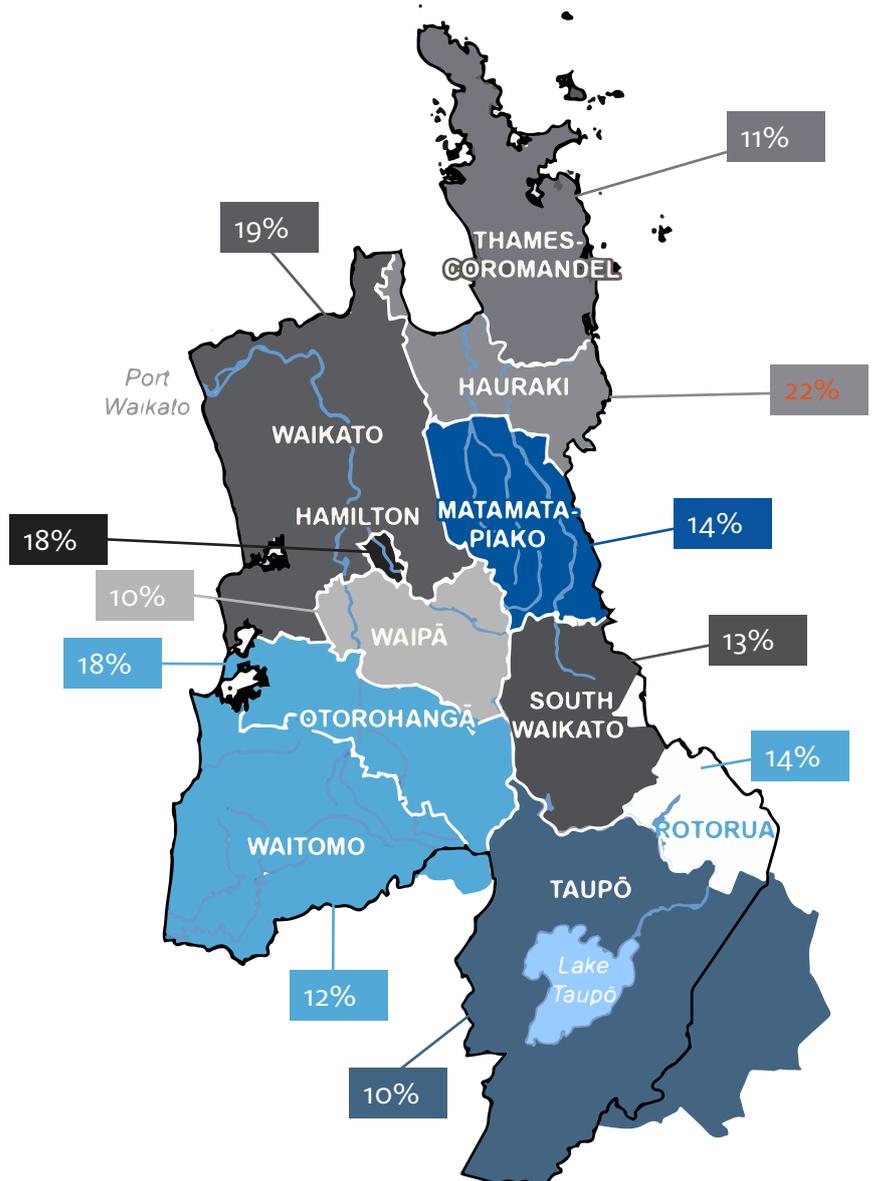


The lowest significant score for this measure is 14%, collected from non farming residents.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES

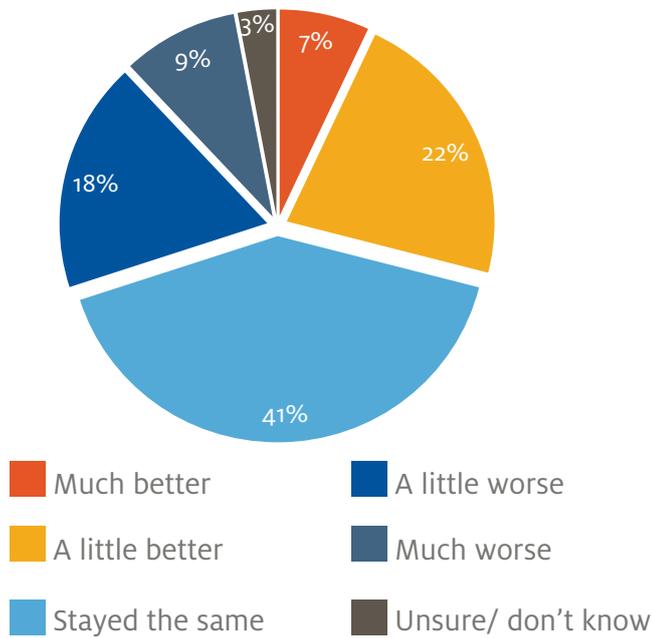


# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT |

## OVERALL STATE OF THE LOCAL ENVIRONMENT



### 2016 RESULTS

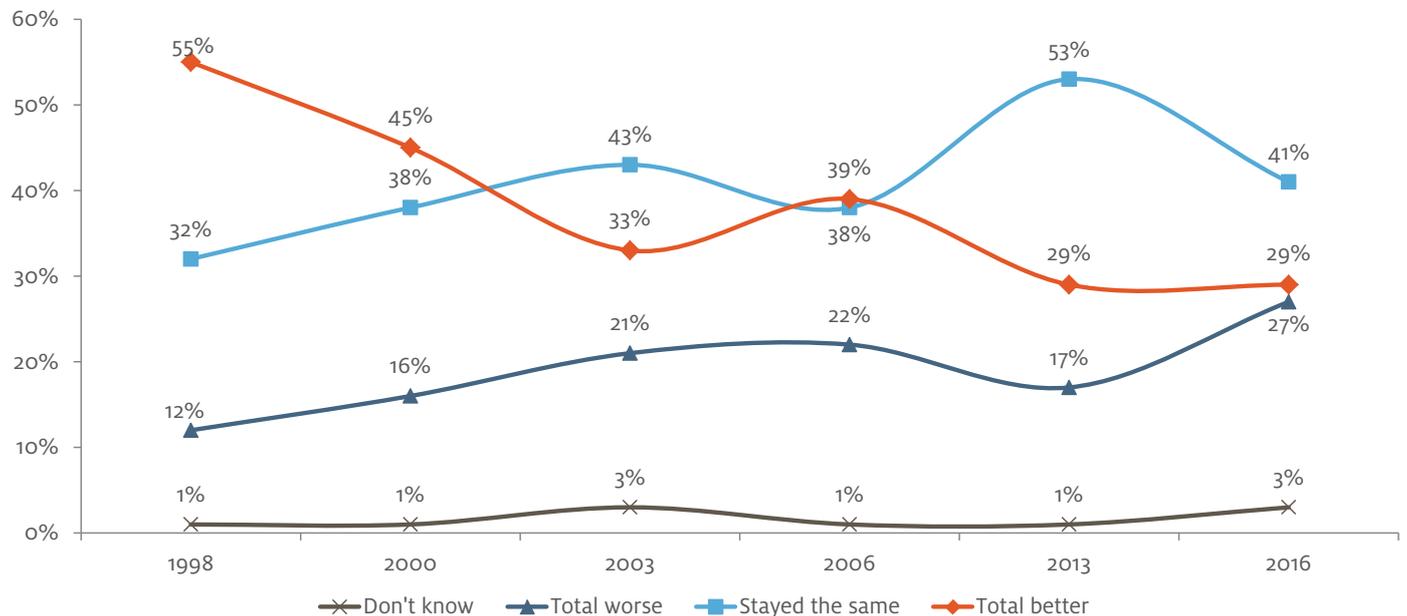


### SUMMARY OF RESULTS

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

Overall, 29% of residents think the overall state of the local environment has become a little better (22%) or much better (7%) over the past few years. A further 41% of residents think the environment has stayed the same over the past few years. Twenty seven per cent of residents indicate they think the overall state of the environment has become a little worse (18%) or much worse (9%) over the past few years.

### 1998 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Year on year changes in ratings of the overall state of the environment show an increase in worse ratings. The proportion of residents rating this as worse has increased 10% from 2013, and 15% since 1998. The proportion of better ratings remain on a par with the 2013 results, however they have decreased 26% from the 1998 results. The proportion of residents rating

the overall state of the environment as the same as previous years has also decreased 12% from the 2013 results, but have increased 9% since 1998.

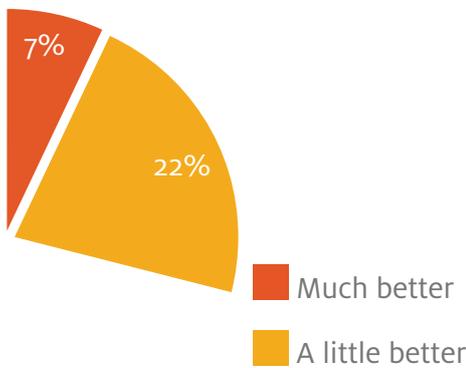
# PERCEPTIONS OF CHANGES IN THE ENVIRONMENT | OVERALL STATE OF THE LOCAL ENVIRONMENT



## INTERPRETING THESE RESULTS

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

The total better score for this measure is 29% (22% a little better and 7% much better).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 29%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 29%.

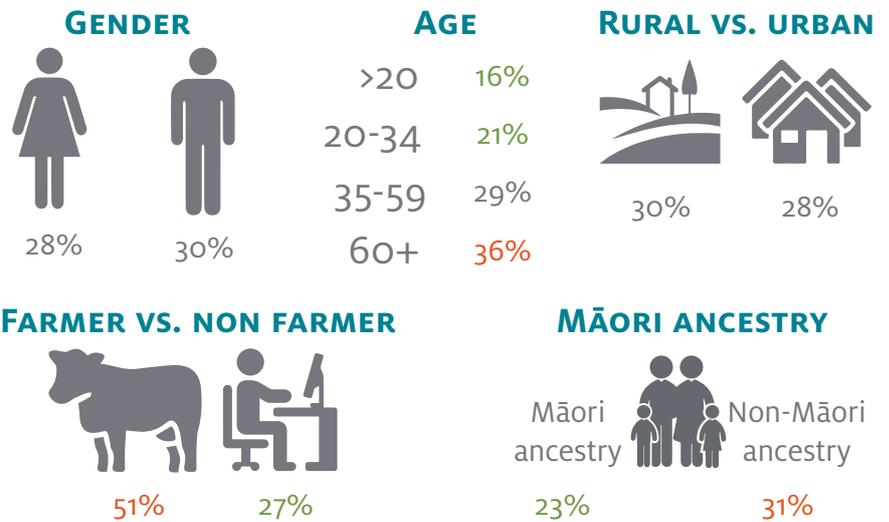


The highest significant score for this measure is 51%, collected from farming residents.

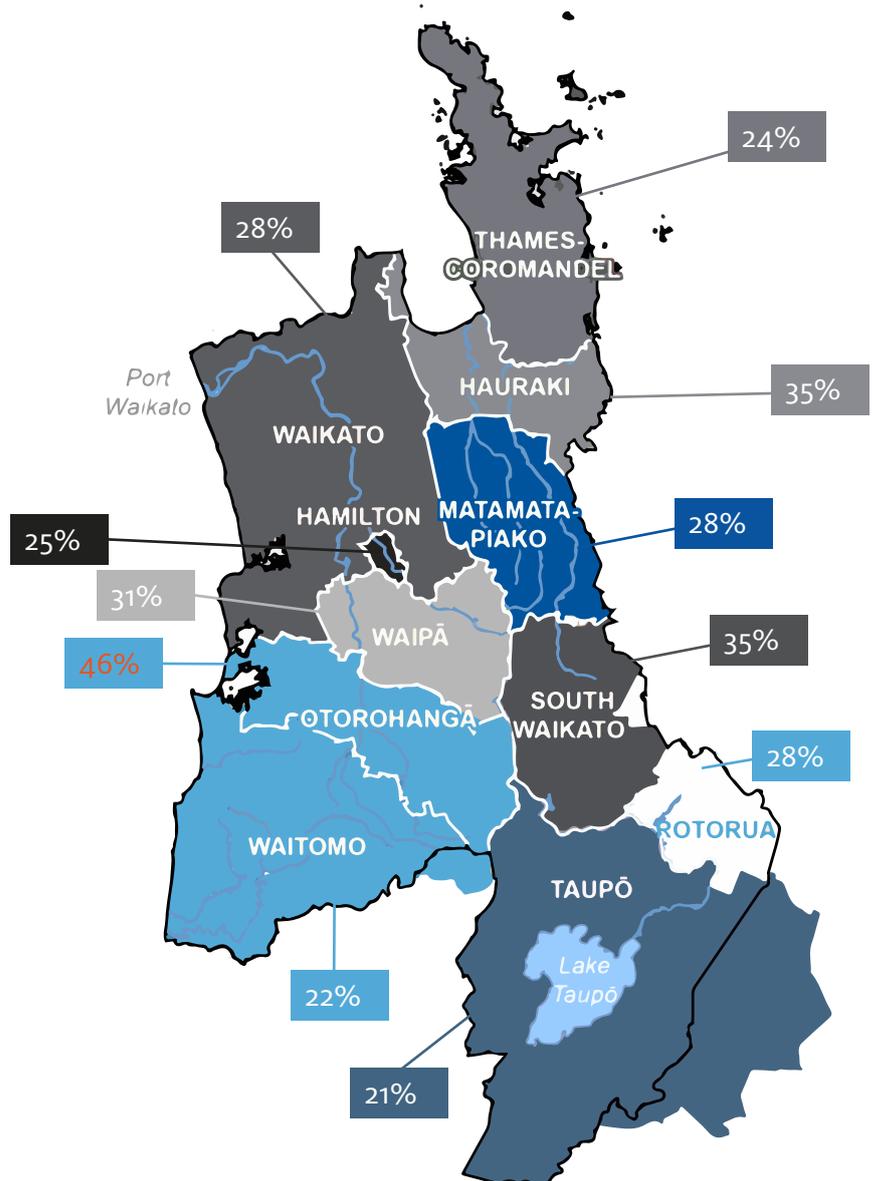


The lowest significant score for this measure is 16%, collected from residents aged 20 years and under.

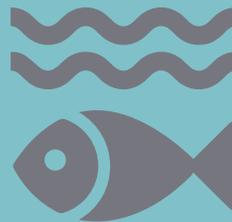
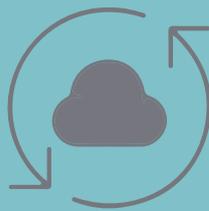
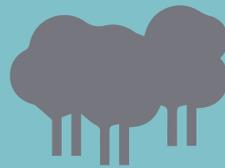
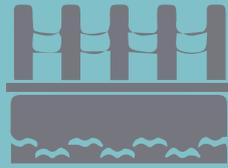
## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES



# LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES |

## KEY FINDINGS

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

Questions asked within this section include:

- water pollution from industry;
- water pollution from farmland;
- water pollution from towns and city areas;
- loss of natural character of the region's beaches through development;
- construction of rock and concrete seawalls along the coast to protect property from long term coastal erosion;
- the state of native bush and wetlands on private property;
- the spread of cities/ towns across farmland;
- activities damaging air quality in the region\*;
- water quality in coastal and marine areas and\*;
- effect of climate change\*.

\* Indicates a new measures in 2016.

Total concerned and total unconcerned scores are shown below.

### SUMMARY OF FINDINGS

#### WATER POLLUTION FROM INDUSTRY



TOTAL CONCERNED    TOTAL UNCONCERNED

**77%**

**14%**

77% of residents are concerned about water pollution from industry.

#### WATER POLLUTION FROM FARMLAND



TOTAL CONCERNED    TOTAL UNCONCERNED

**76%**

**17%**

76% of residents are concerned about water pollution from farmland.

#### WATER POLLUTION FROM TOWNS AND CITY AREAS



TOTAL CONCERNED    TOTAL UNCONCERNED

**75%**

**16%**

75% of residents are concerned about water pollution from towns and city areas.

#### WATER QUALITY IN COASTAL AND MARINE AREAS



TOTAL CONCERNED    TOTAL UNCONCERNED

**65%**

**20%**

65% of residents are concerned about water quality in coastal and marine areas.

# LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES |

## KEY FINDINGS

---

### LOSS OF NATURAL BEACH CHARACTER THROUGH DEVELOPMENT

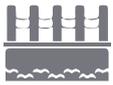


TOTAL CONCERNED  
**64%**

TOTAL UNCONCERNED  
**26%**

64% of residents are concerned about the loss of natural beach character through development.

### CONSTRUCTION OF SEAWALLS



TOTAL CONCERNED  
**37%**

TOTAL UNCONCERNED  
**42%**

42% of residents are not concerned about the construction of seawalls along the coast to protect property from long term coastal erosion.

### STATE OF NATIVE BUSH AND WETLANDS ON PRIVATE PROPERTY



TOTAL CONCERNED  
**50%**

TOTAL UNCONCERNED  
**34%**

50% of residents are concerned about the state of native bush and wetlands on private property.

### SPREAD OF CITIES/TOWNS ACROSS FARMLAND



TOTAL CONCERNED  
**58%**

TOTAL UNCONCERNED  
**32%**

58% of residents are concerned about the spread of cities and towns across farmland.

### ACTIVITIES DAMAGING AIR QUALITY



TOTAL CONCERNED  
**47%**

TOTAL UNCONCERNED  
**39%**

47% of residents are concerned about activities damaging air quality in the region.

### EFFECTS OF CLIMATE CHANGE



TOTAL CONCERNED  
**67%**

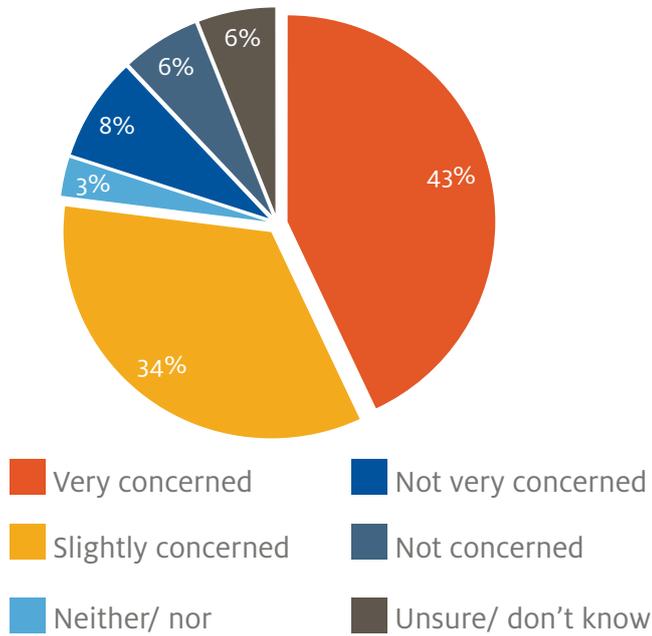
TOTAL UNCONCERNED  
**25%**

67% of residents are concerned about the effects of climate change.

# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER POLLUTION FROM INDUSTRY



## 2016 RESULTS

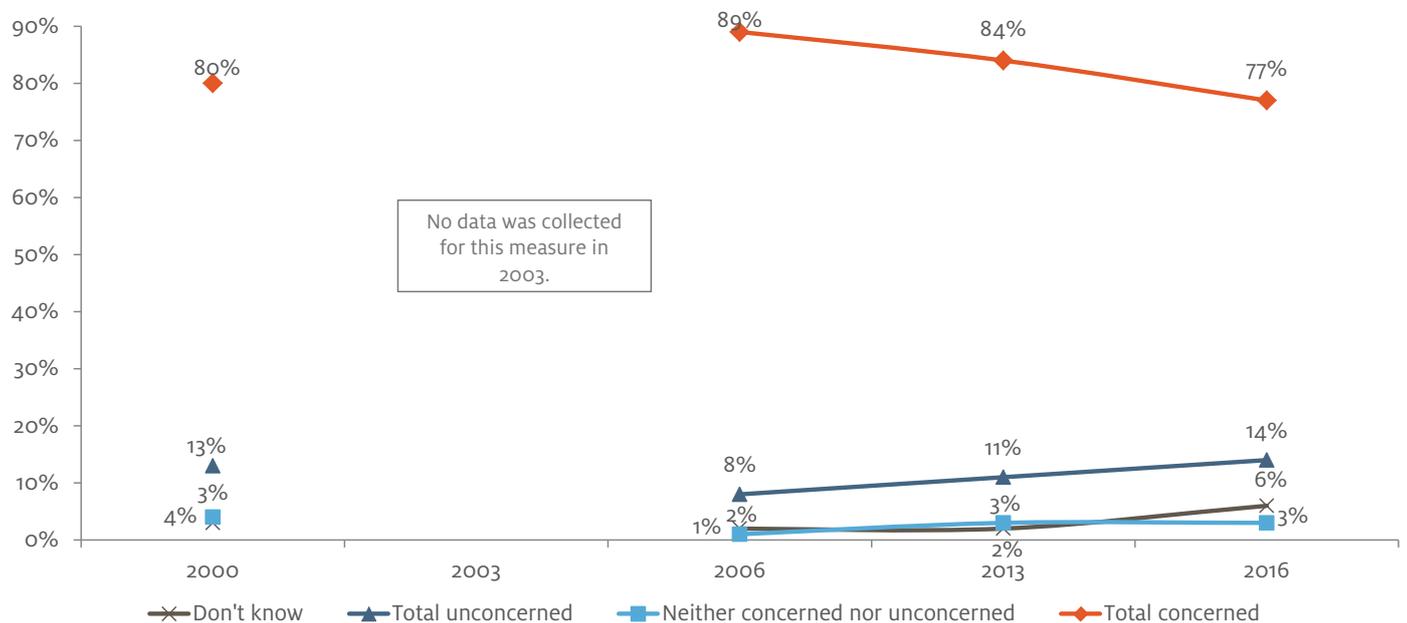


## SUMMARY OF RESULTS

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

The majority of residents (77%) indicate they are slightly concerned (34%) or very concerned (43%) with water pollution from industry in the Waikato region. A further 3% of residents are neither concerned nor unconcerned, and 14% of residents are not very concerned (8%) or not concerned (6%) with water pollution from industry in the Waikato region.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

In terms of residents concern with water pollution from industry, year on year changes show an 8% decrease from 2013 results. Concurrently, total unconcerned residents have increased 6% since 2006. Neither nor ratings and don't know responses have remained on a par with previous year's results.

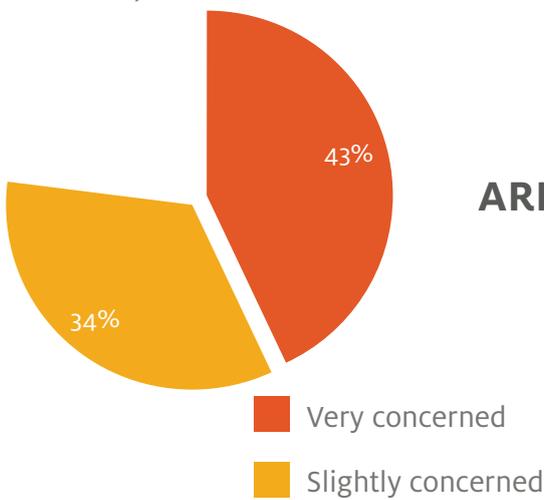
# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER POLLUTION FROM INDUSTRY



## INTERPRETING THESE RESULTS

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

The total concerned score for this measure is 77% (34% slightly concerned and 43% very concerned).



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

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

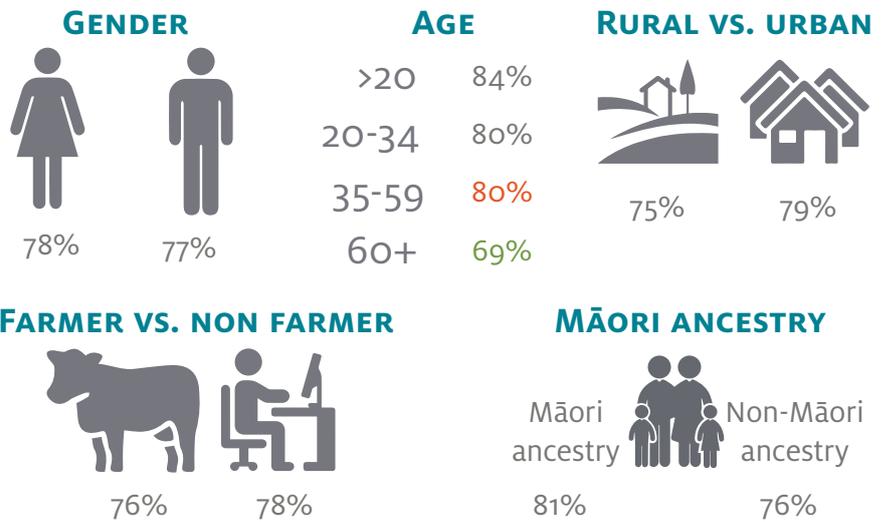


The highest significant score for this measure is 82%, collected from Hamilton residents.

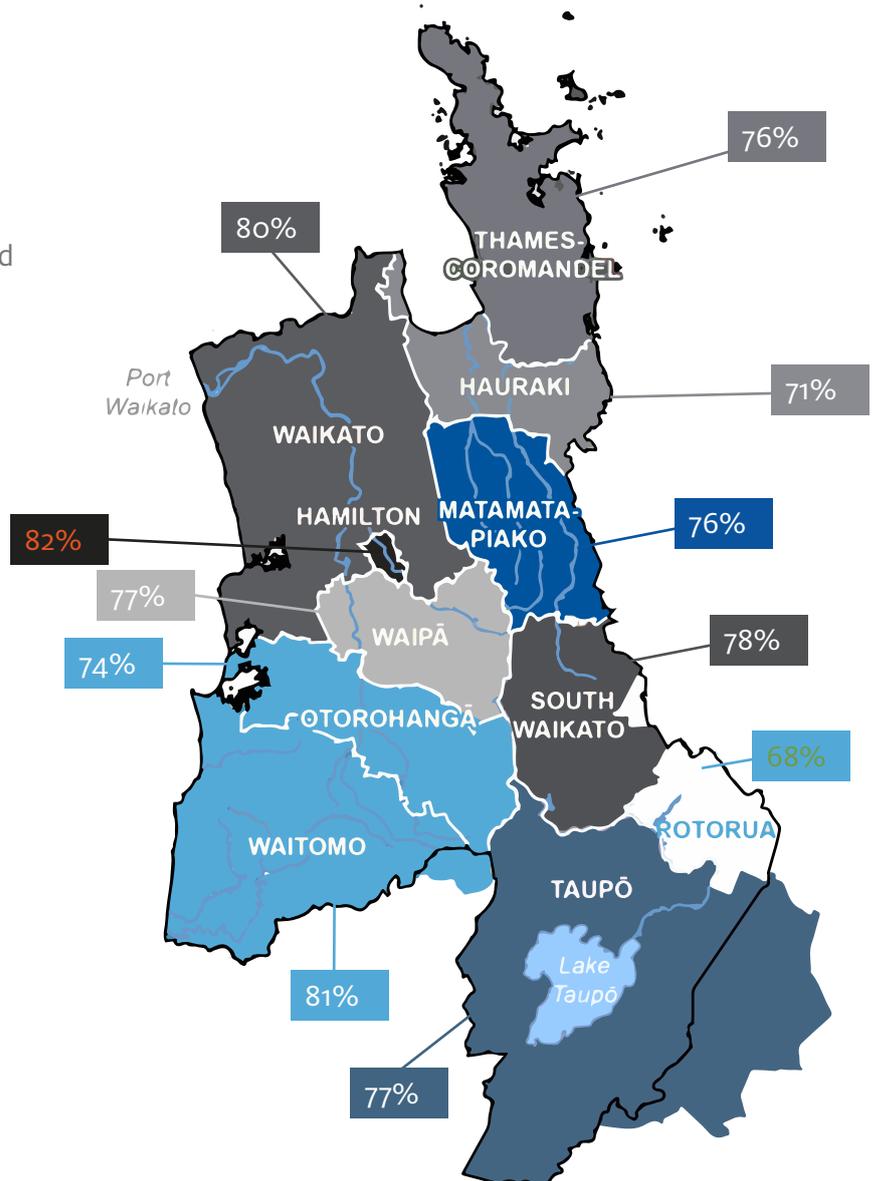


The lowest significant score for this measure is 68%, collected from Rotorua residents.

## DEMOGRAPHIC DIFFERENCES



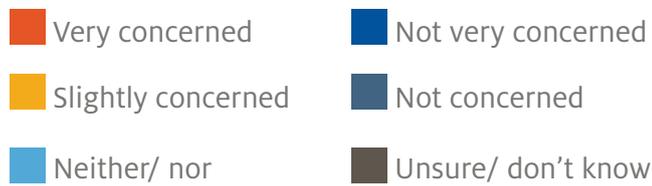
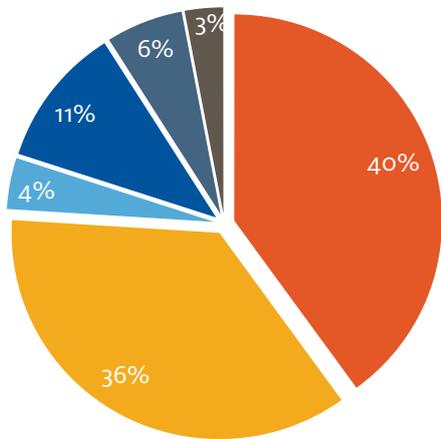
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER POLLUTION FROM FARMLAND



## 2016 RESULTS

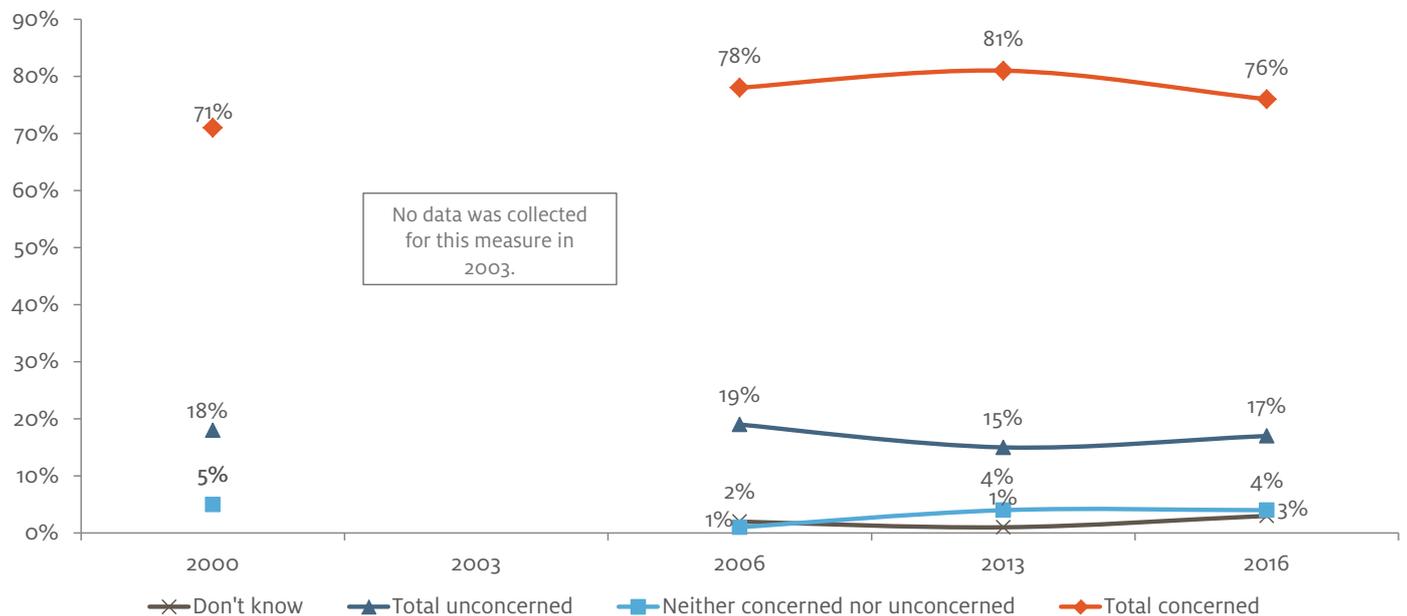


## SUMMARY OF RESULTS

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

Seventy six per cent of residents are slightly concerned (36%) or very concerned (40%) with water pollution from farmland. A further 17% are not very concerned (11%) or not concerned at all (6%) with water pollution from farmland, while 4% are neither concerned nor unconcerned.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Levels of concern regarding water pollution from farmland remain fairly consistent over time. Most notably, total concern has decreased 5% from 2013, however this has increased 5% since 2000. Total unconcerned results and neither concerned nor unconcerned results have remained on a par with previous year's results.

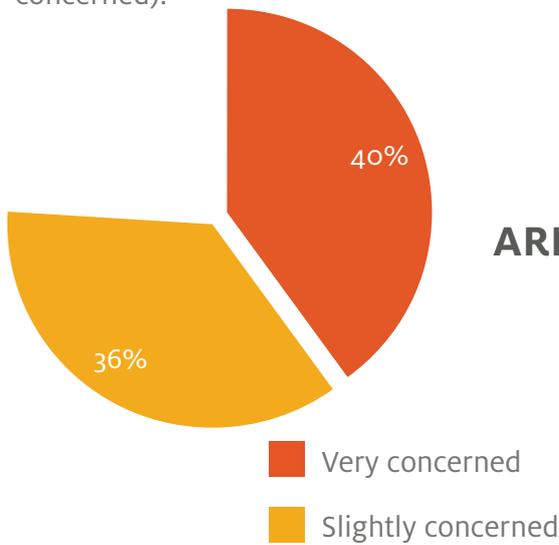
# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER POLLUTION FROM FARMLAND



## INTERPRETING THESE RESULTS

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

The total concerned score for this measure is 76% (36% slightly concerned and 40% very concerned).



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

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

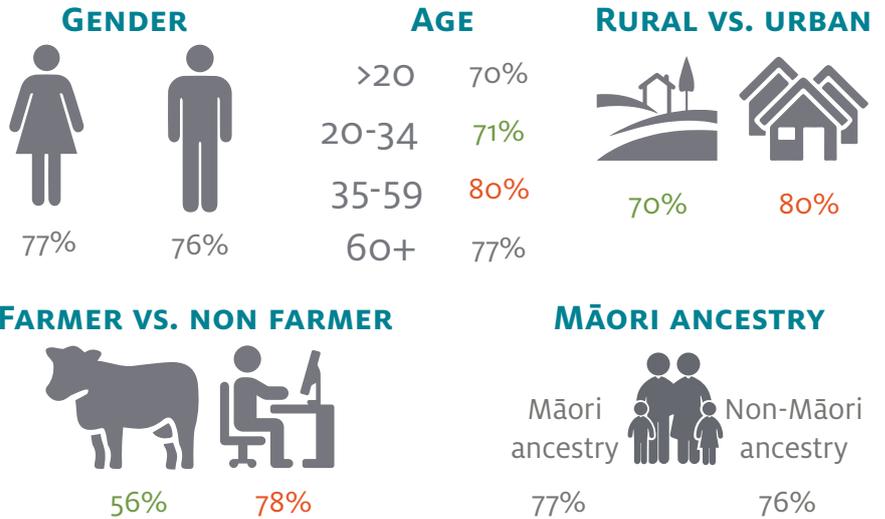


The highest significant score for this measure is 90%, collected from Taupō residents.

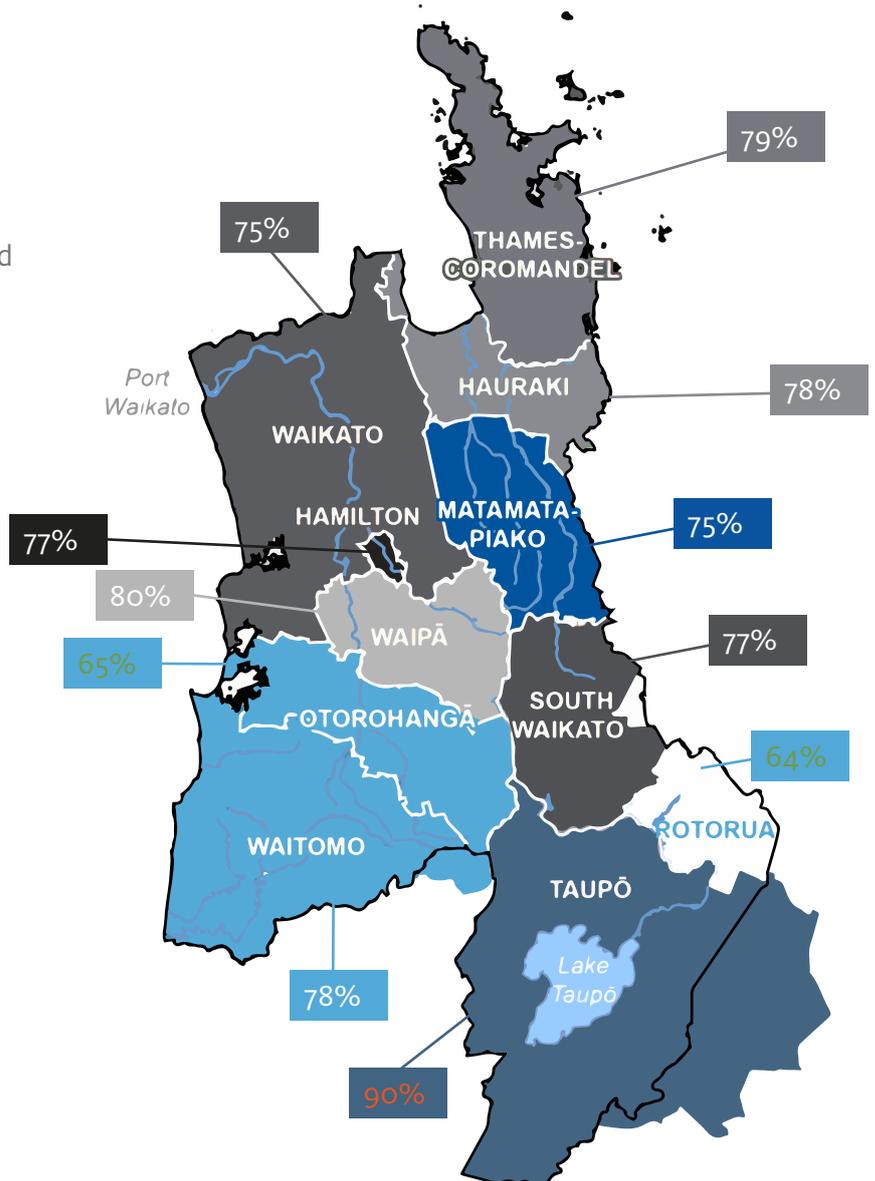


The lowest significant score for this measure is 56%, collected from farming residents.

## DEMOGRAPHIC DIFFERENCES



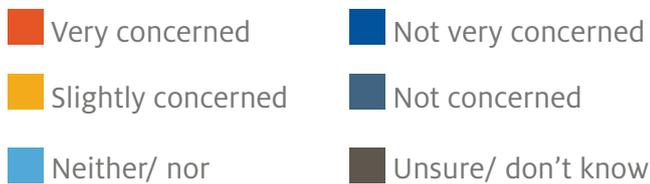
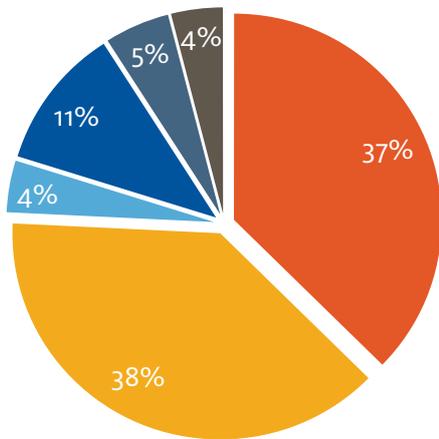
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER POLLUTION FROM TOWNS AND CITY AREAS



## 2016 RESULTS

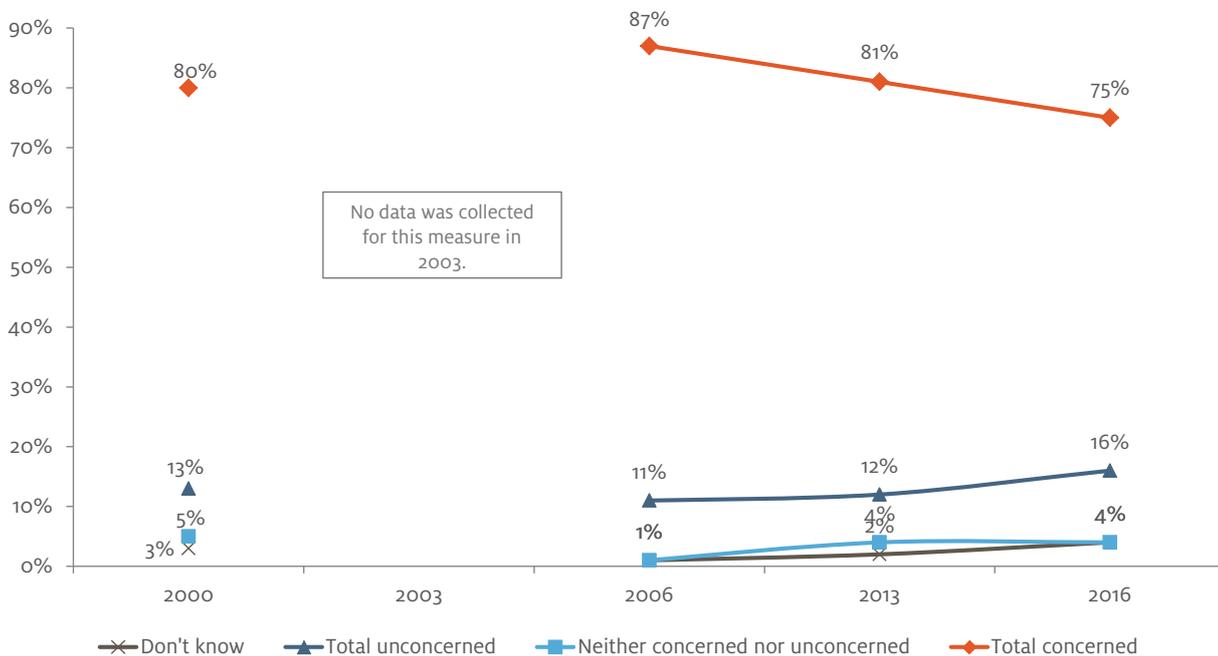


## SUMMARY OF RESULTS

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

Three quarters (75%) of residents are slightly concerned (38%) or very concerned (37%) with water pollution from towns and city areas. A further 16% of residents are not very concerned (11%) or not concerned (5%) at all about water pollution from towns and city areas. Four per cent of residents are neither concerned nor unconcerned about water pollution from towns and city areas.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes show a decrease in the total concerned with water pollution from towns and city areas, which is 6% below the 2013 results, and 12% below the results from 2006. Concurrently, total unconcerned results have increased 4% from 2013, and 5% from 2006. Neither concerned nor unconcerned ratings remain on a par with previous year's results.

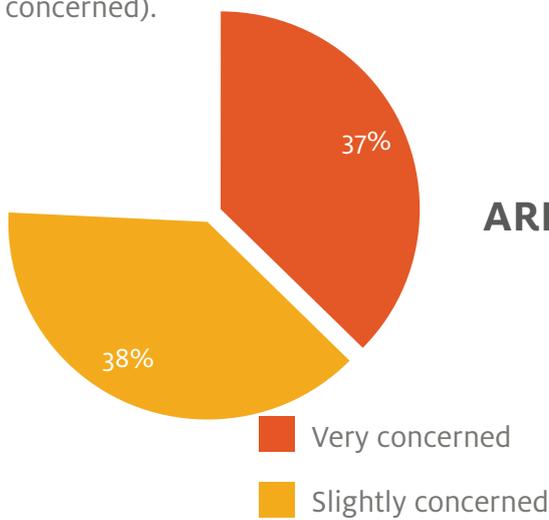
# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER POLLUTION FROM TOWNS AND CITY AREAS



## INTERPRETING THESE RESULTS

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

The total concerned score for this measure is 75% (38% slightly concerned and 37% very concerned).



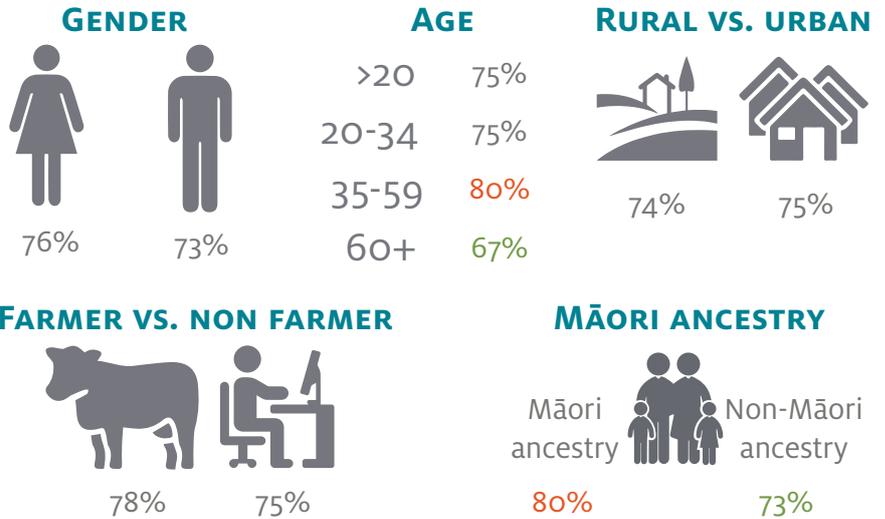
The result shown below each icon indicates the total concerned score for this measure for that group of people.

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

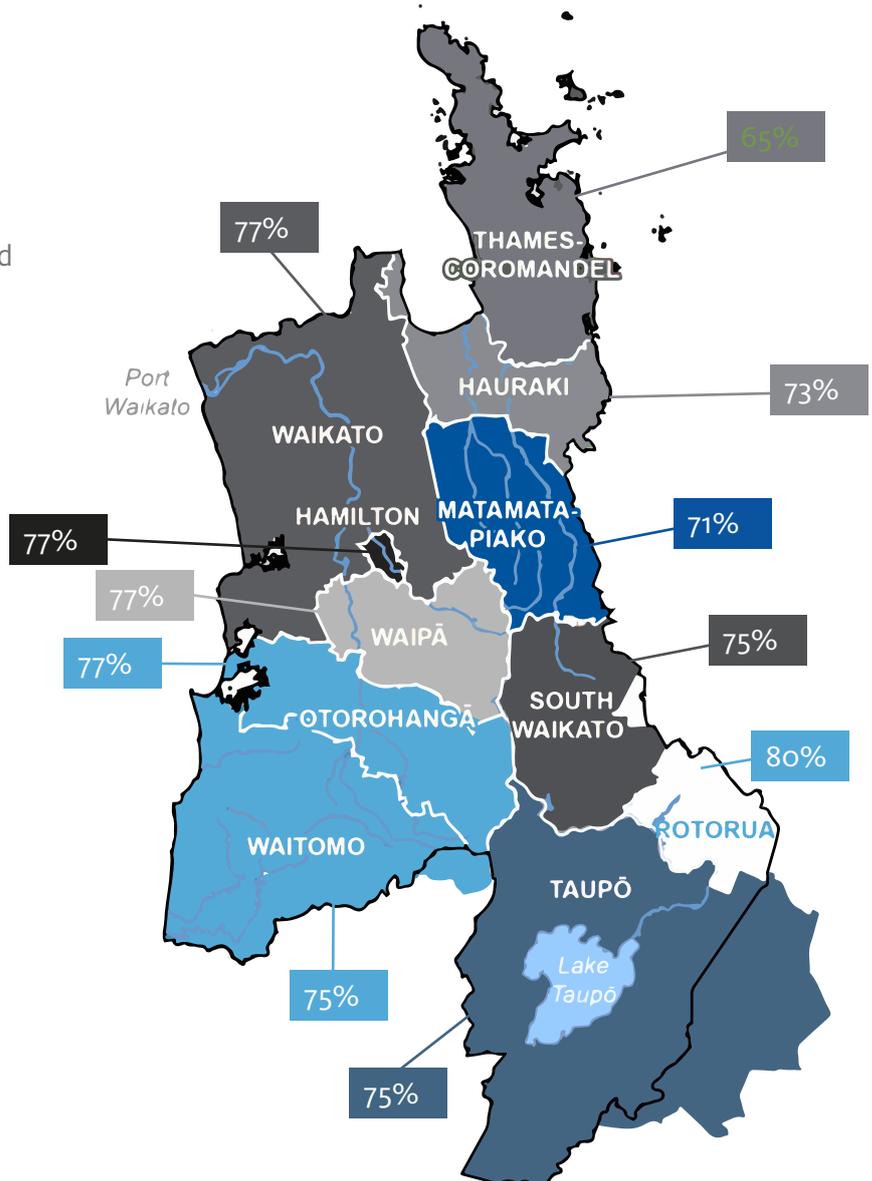
← The highest significant score for this measure is 80%, collected from residents aged 35-59, or residents with Māori ancestry.

→ The lowest significant score for this measure is 65%, collected from Thames-Coromandel residents.

## DEMOGRAPHIC DIFFERENCES



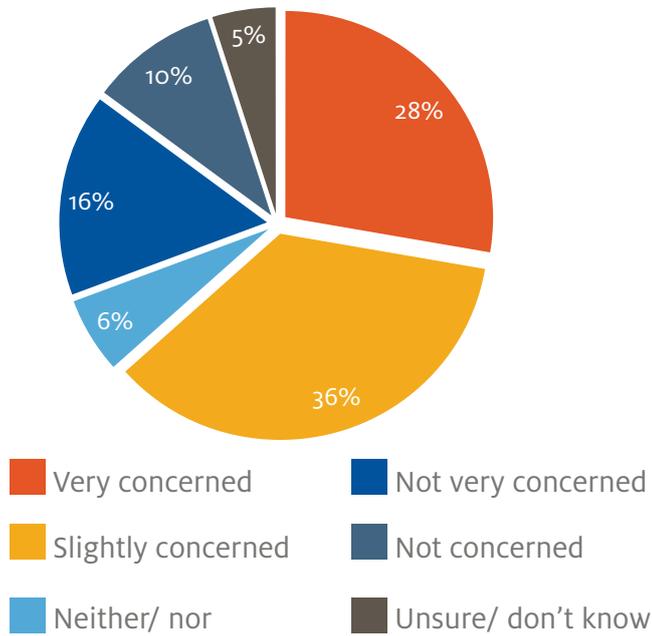
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | LOSS OF NATURAL BEACH CHARACTER THROUGH DEVELOPMENT



## 2016 RESULTS

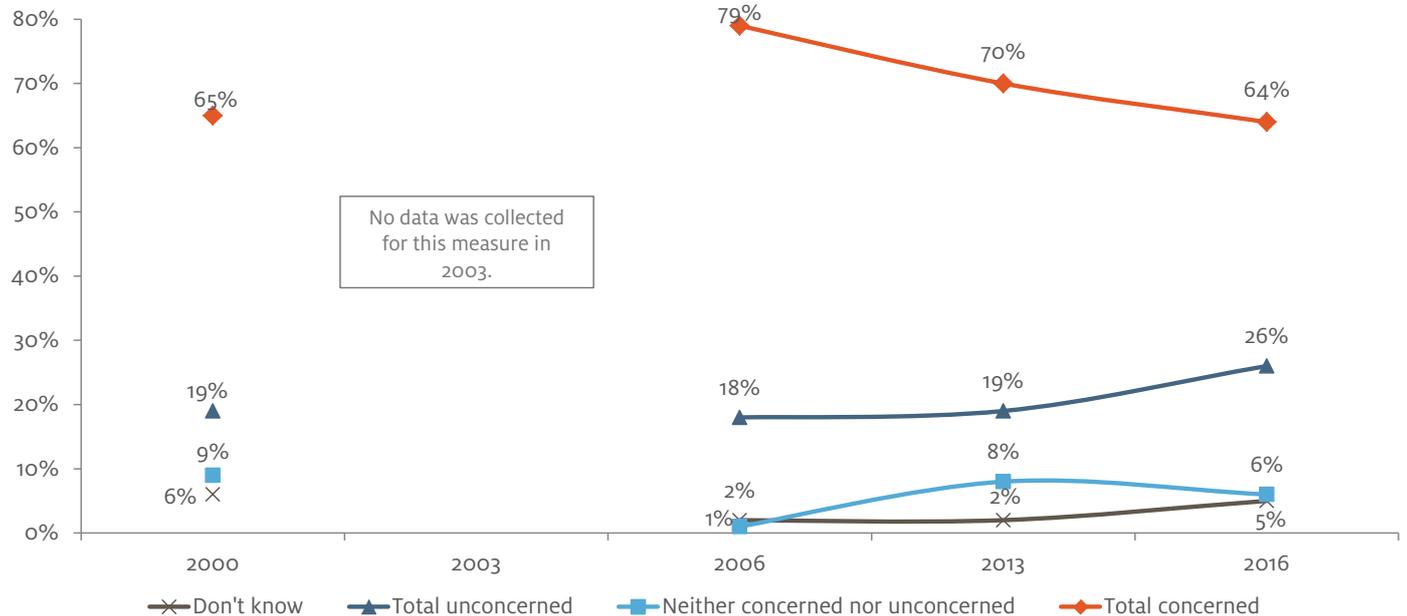


## SUMMARY OF RESULTS

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

Overall, 64% of residents are slightly concerned (36%) or very concerned (28%) with the loss of character of the region's beaches through development. A further quarter (26%) of residents are not very concerned (16%) or not concerned (10%) at all. Six per cent of residents are neither concerned nor unconcerned with the loss of natural character of the region's beaches through development.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes for concern regarding the loss of natural character of the region's beaches through development show a consistent decline in total concerned results. Total concern has decreased 15% since 2006, however this year's total concern results are on a par with results from 2000. Concurrently, total unconcerned results have increased 8% since

2006. Don't know responses have increased from 2% in 2006, to 5% from 2013.

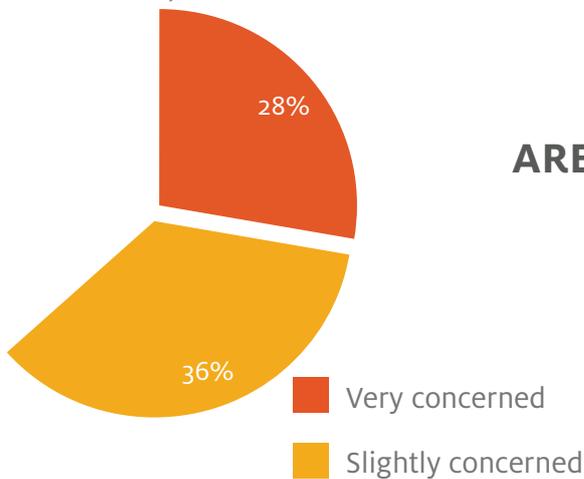
# CONCERN REGARDING ENVIRONMENTAL ISSUES | LOSS OF NATURAL BEACH CHARACTER THROUGH DEVELOPMENT



## INTERPRETING THESE RESULTS

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

The total concerned score for this measure is 64% (36% slightly concerned and 28% very concerned).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 64%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 64%.

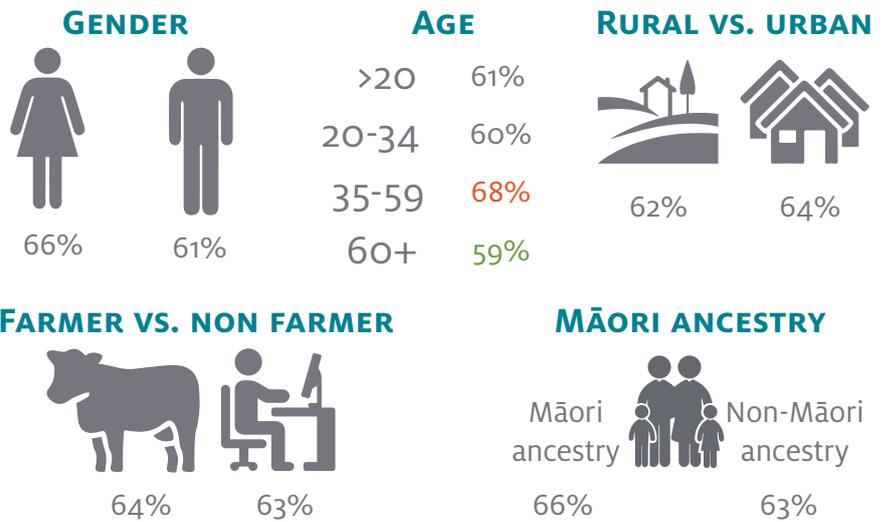


The highest significant score for this measure is 68%, collected from residents aged 35-59 years old.

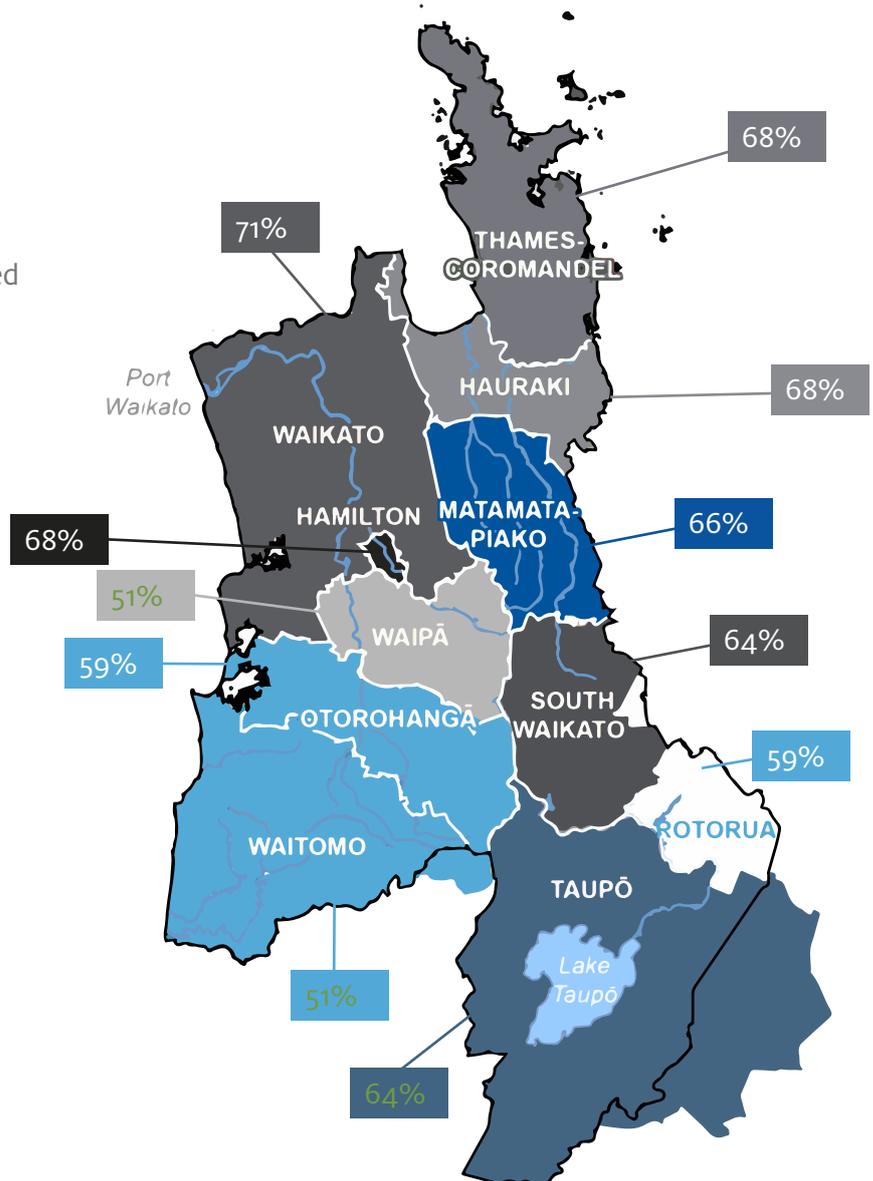


The lowest significant score for this measure is 51%, collected from Waitomo residents and Waipā residents.

## DEMOGRAPHIC DIFFERENCES



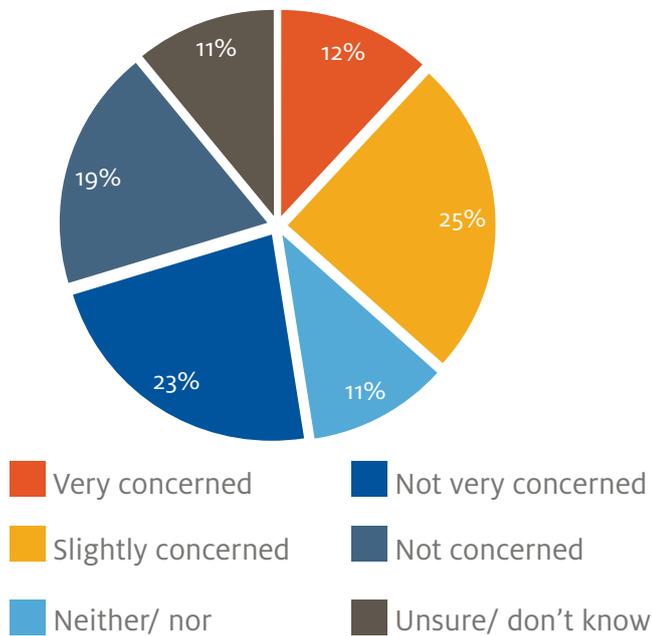
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | CONSTRUCTION OF SEAWALLS



## 2016 RESULTS

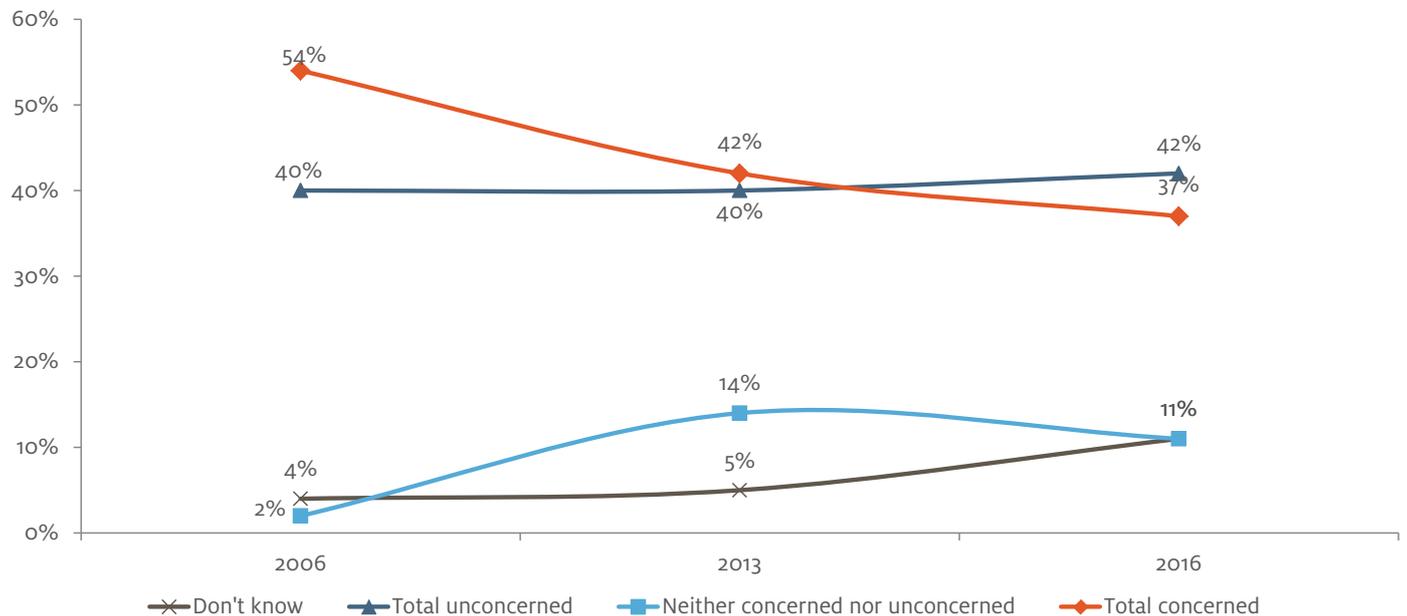


## SUMMARY OF RESULTS

Residents were asked about their level of concern regarding the construction of rock and concrete seawalls along the coast to protect property from long term coastal erosion.

Just over a third (37%) of residents are slightly concerned (25%) or very concerned (12%) with the construction of rock and concrete seawalls along the coast to protect property from long term coastal erosion. Eleven per cent of residents are neither concerned nor unconcerned, while 42% are not very concerned (23%) or not concerned (19%) at all with the construction of seawalls to protect property from long term coastal erosion. A further 11% of residents are unsure how concerned they are with this.

## 2006 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Total concern with the construction of rock and concrete seawalls along the coast to protect property from long term coastal damage, has decreased 17% since 2006. A small increase in total unconcerned ratings can also be seen, with this increasing 2% since 2006. Neither concerned nor unconcerned results have increased 9% since 2006, however they

have decreased 3% from 2013. Don't know responses have also increased 7% from 2006, and 6% from 2013.

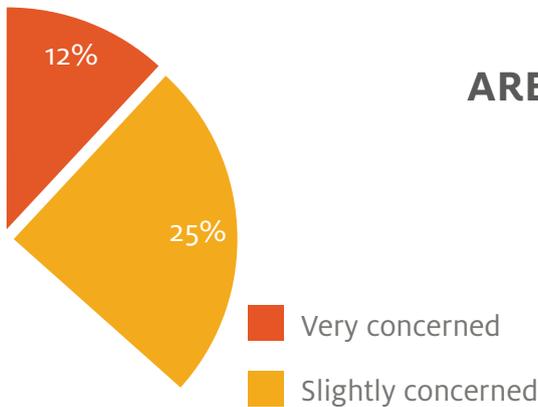
# CONCERN REGARDING ENVIRONMENTAL ISSUES | CONSTRUCTION OF SEAWALLS



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern regarding the construction of rock and concrete seawalls along the coast to protect property from long term coastal erosion.

The total concerned score for this measure is 37% (25% slightly concerned and 12% very concerned).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 37%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 37%.

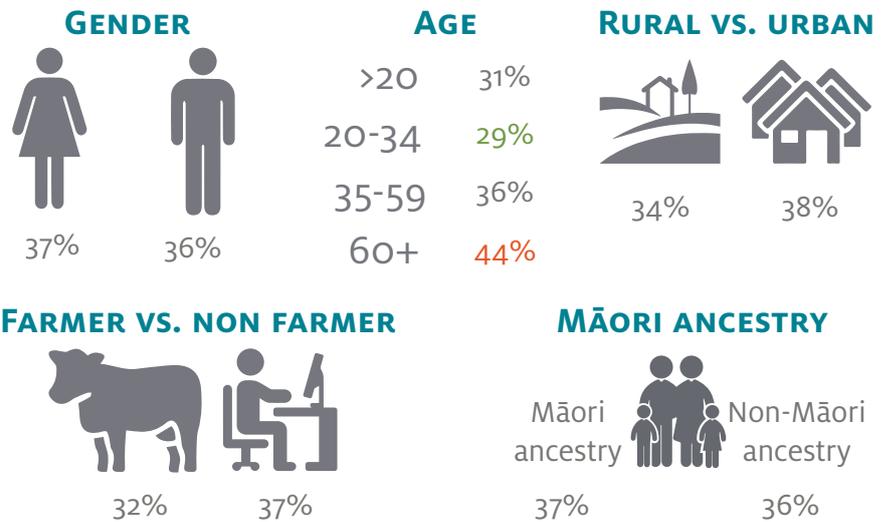


The highest significant score for this measure is 51%, collected from Hauraki residents.

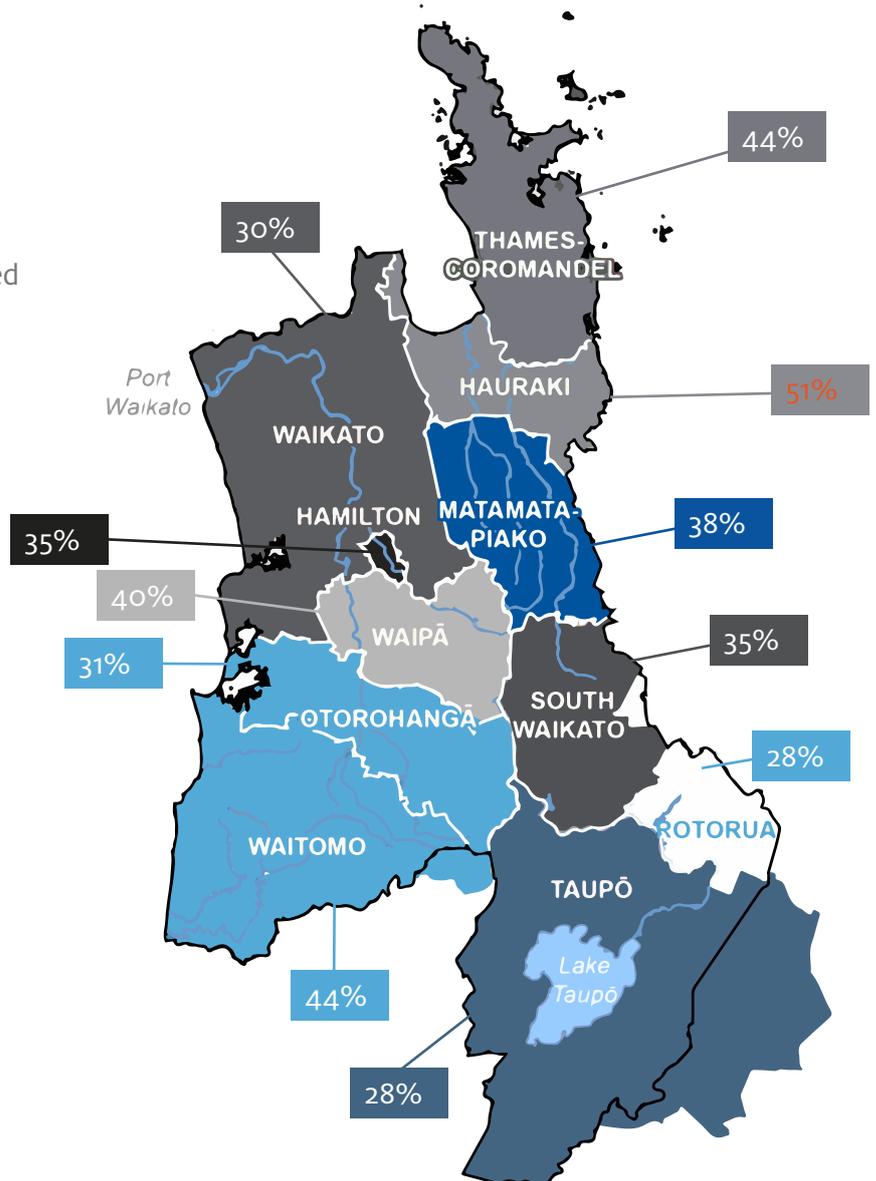


The lowest significant score for this measure is 29%, collected from residents aged 20-34 years old.

## DEMOGRAPHIC DIFFERENCES



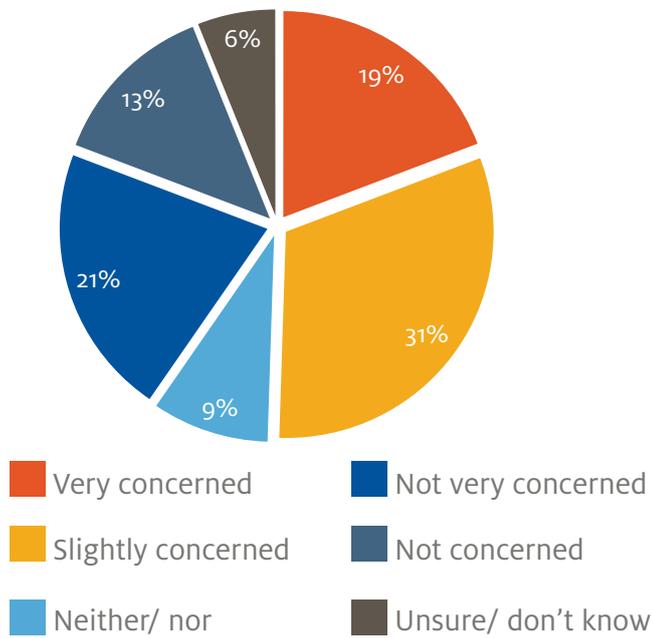
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | STATE OF NATIVE BUSH AND WETLANDS ON PRIVATE PROPERTY



## 2016 RESULTS

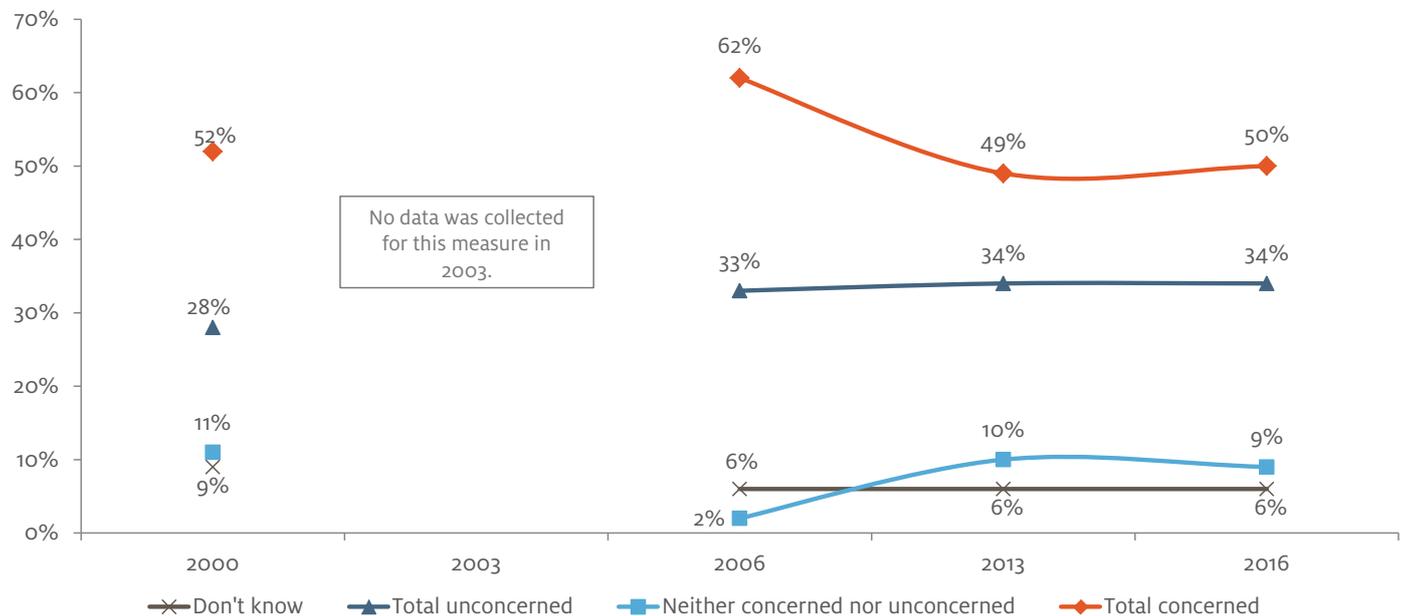


## SUMMARY OF RESULTS

Residents were asked their level of concern regarding the state of native bush and wetlands on private property.

Half (50%) of residents are slightly concerned (31%) or very concerned (19%) with the state of native bush and wetlands on private property. A third of residents are not very concerned (21%) or not concerned (13%) at all with this. A further 9% of residents are neither concerned nor unconcerned, while 6% are unsure of their level of concern regarding this.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year trends with concern with the state of native bush and wetland on private property show a decrease in concern. Total concern has decreased 12% from 2006, however this year's result is similar to results from 2000. Total unconcerned ratings remain similar to 2006 and 2013, but have increased 6% from 2000. Neither concerned nor unconcerned

ratings have also increased 7% since 2006, however they are again on a par with results from 2000.

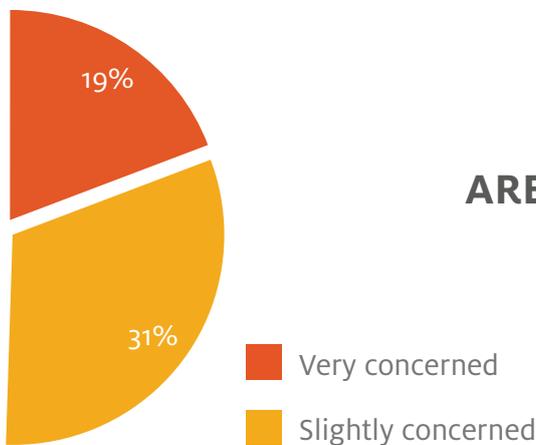
# CONCERN REGARDING ENVIRONMENTAL ISSUES | STATE OF NATIVE BUSH AND WETLANDS ON PRIVATE PROPERTY



## INTERPRETING THESE RESULTS

Residents were asked their level of concern regarding the state of native bush and wetlands on private property.

The total concerned score for this measure is 50% (31% slightly concerned and 19% very concerned).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 50%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 50%.

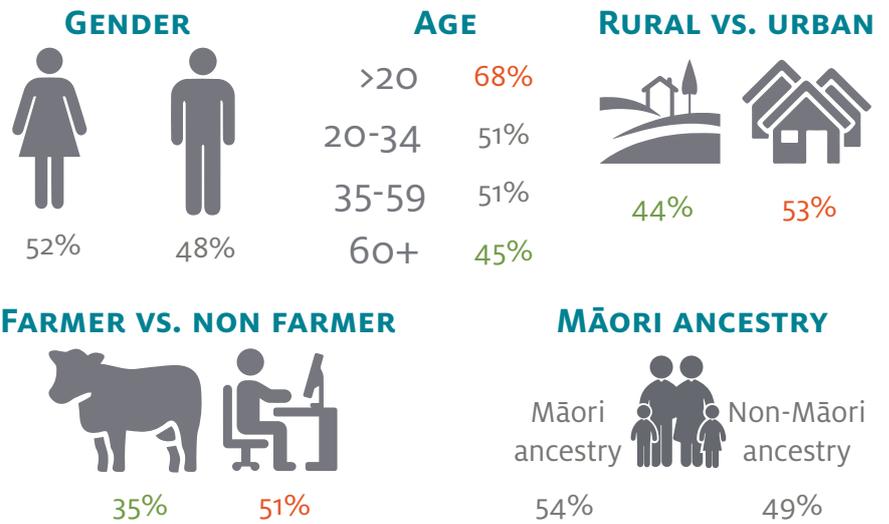


The highest significant score for this measure is 68%, collected from residents aged 20 years old and under.

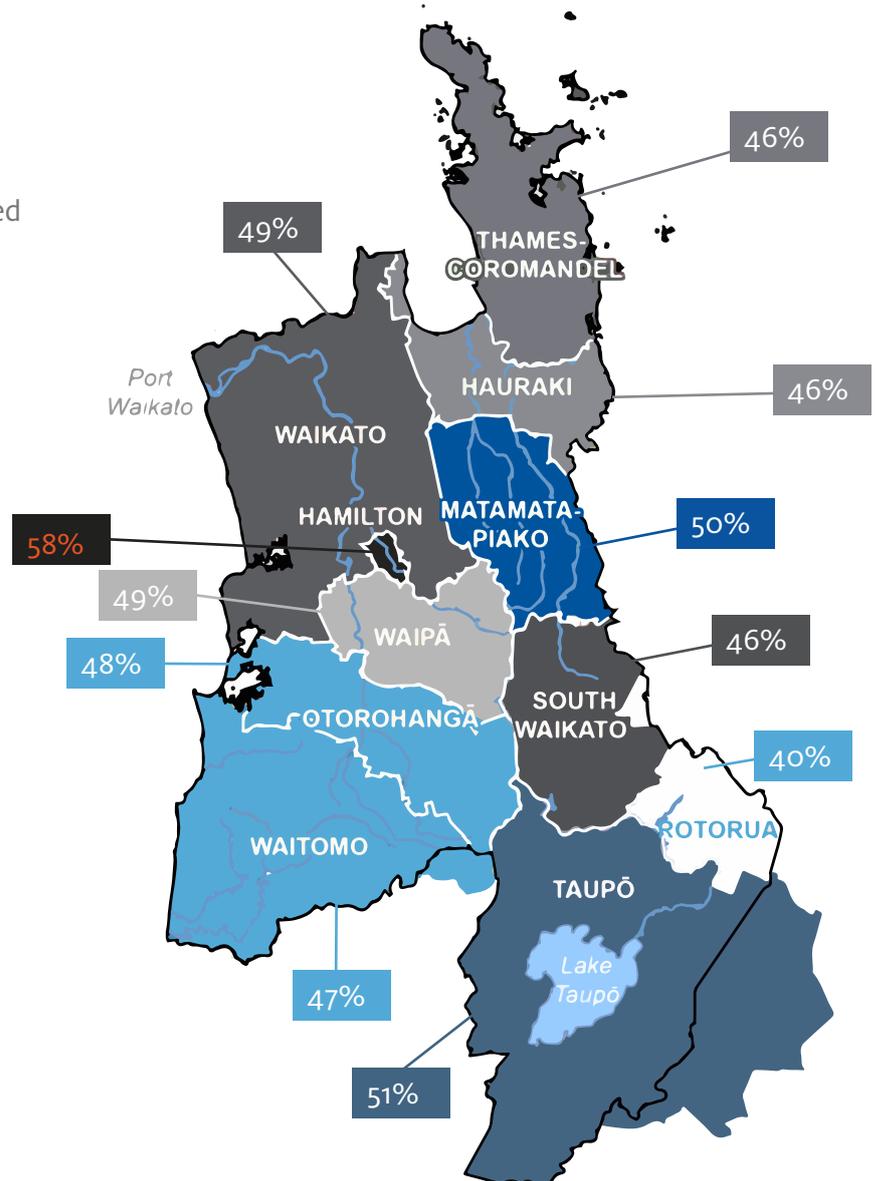


The lowest significant score for this measure is 35%, collected from farming residents.

## DEMOGRAPHIC DIFFERENCES



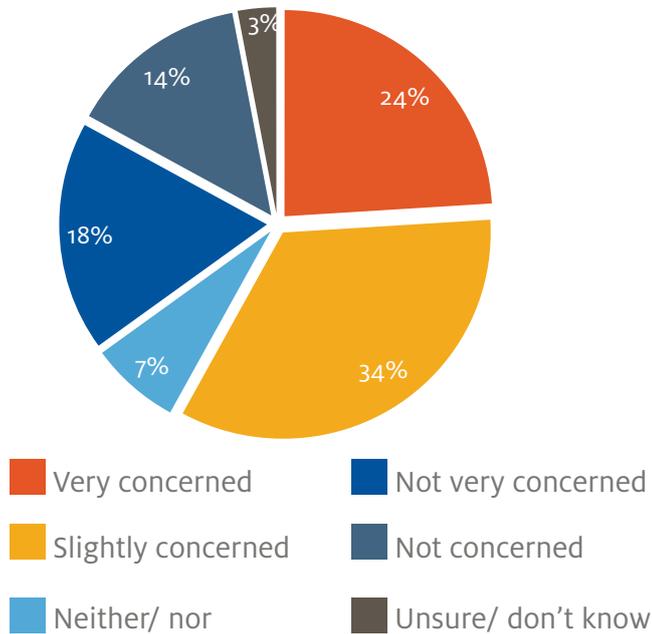
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | SPREAD OF CITIES/TOWNS ACROSS FARMLAND



## 2016 RESULTS

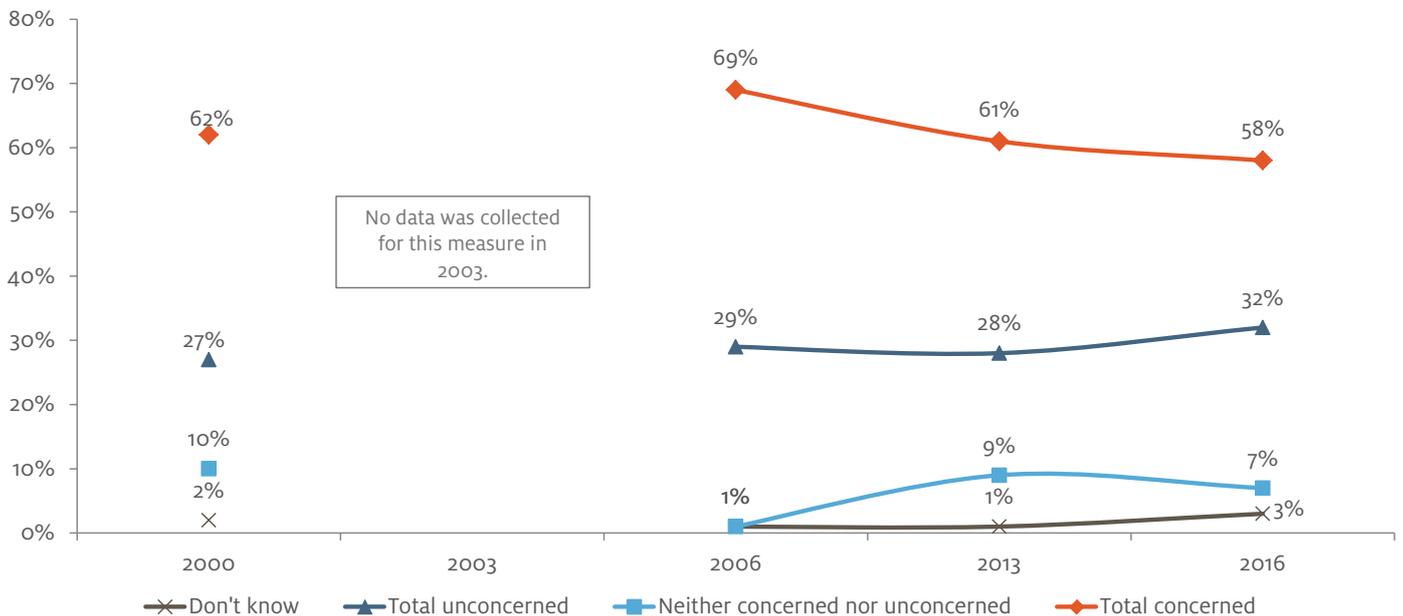


## SUMMARY OF RESULTS

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

Over half (58%) of residents are slightly concerned (34%) or very concerned (24%) with the spread of cities and towns across farmland. Seven per cent of residents indicate they are neither concerned nor unconcerned, while 32% of residents are not very concerned (18%) or not concerned (14%) at all with this.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes with the level of concern with the spread of cities and towns across farmland has decreased over time. Total concern results have decreased 11% since 2006, and are 4% below results from 2000. Concurrently, total unconcerned results have increased 5% since 2000. Total neither concerned nor unconcerned ratings have increased 6% from 2006.

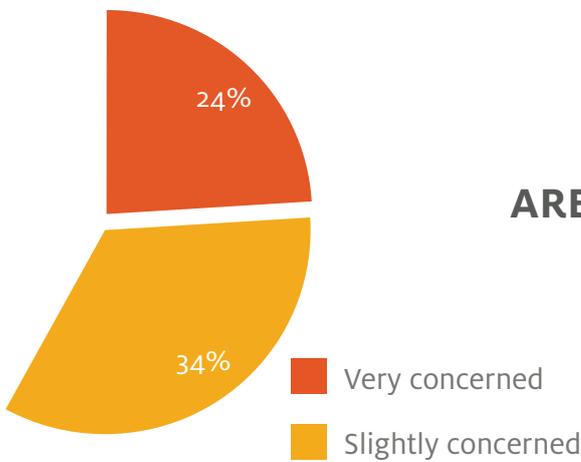
# CONCERN REGARDING ENVIRONMENTAL ISSUES | SPREAD OF CITIES/TOWNS ACROSS FARMLAND



## INTERPRETING THESE RESULTS

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

The total concerned score for this measure is 58% (34% slightly concerned and 24% very concerned).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 58%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 58%.

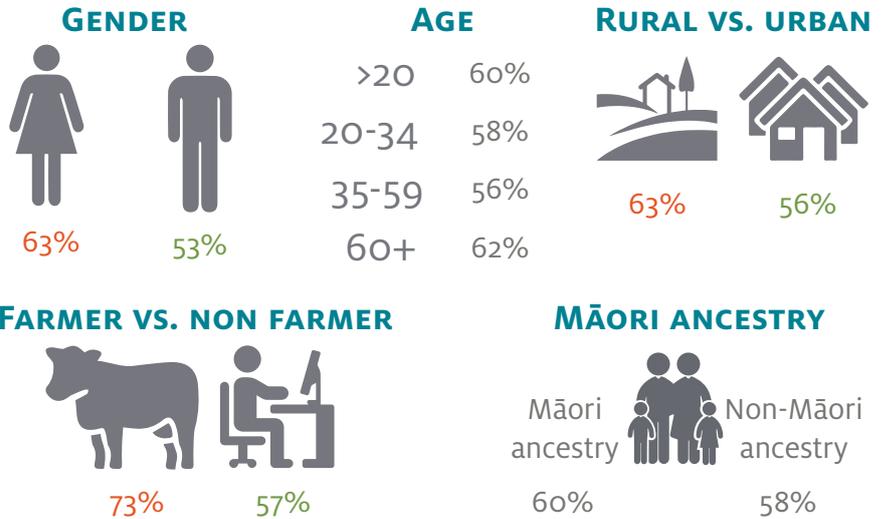


The highest significant score for this measure is 73%, collected from farming residents.

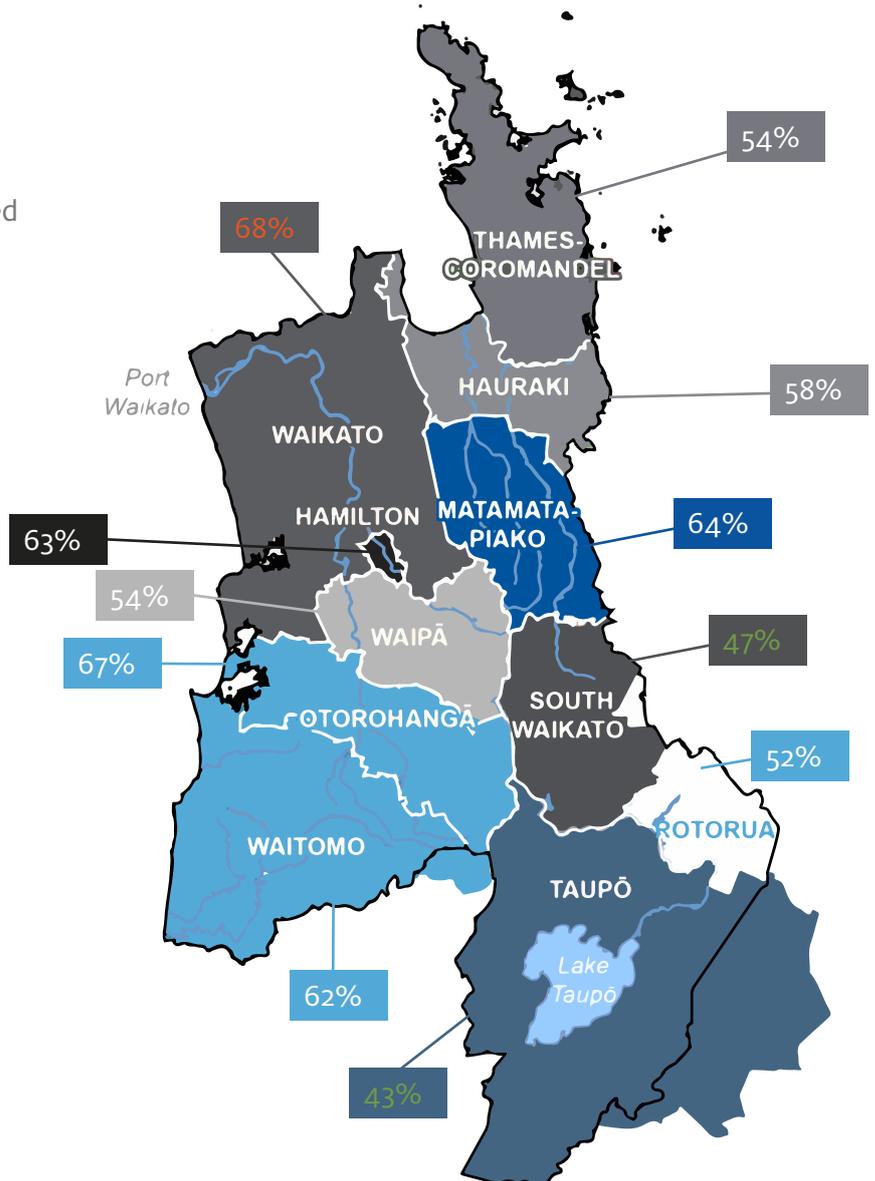


The lowest significant score for this measure is 43%, collected from Taupō residents.

## DEMOGRAPHIC DIFFERENCES



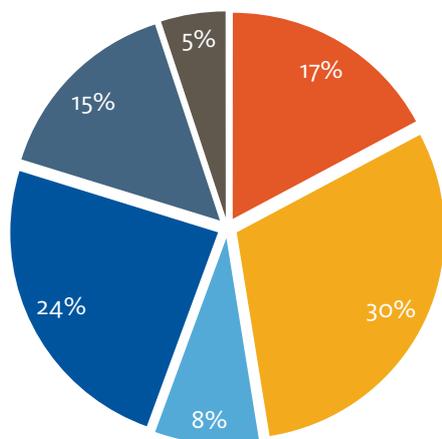
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | ACTIVITIES DAMAGING AIR QUALITY



## 2016 RESULTS



- Very concerned
- Slightly concerned
- Neither/ nor
- Not very concerned
- Not concerned
- Unsure/ don't know

## SUMMARY OF RESULTS

Residents were asked about their level of concern with activities damaging air quality in the region.

Almost half (47%) of residents are slightly concerned (30%) or very concerned (17%) with activities damaging air quality in the region. A further 8% are neither concerned nor unconcerned, and 39% are not very concerned (24%) or not concerned (15%) at all with activities damaging air quality in the region. Five per cent of residents are unsure how concerned they are with this.

This question was included for the first time in 2016, therefore there are no comparisons to previous years.

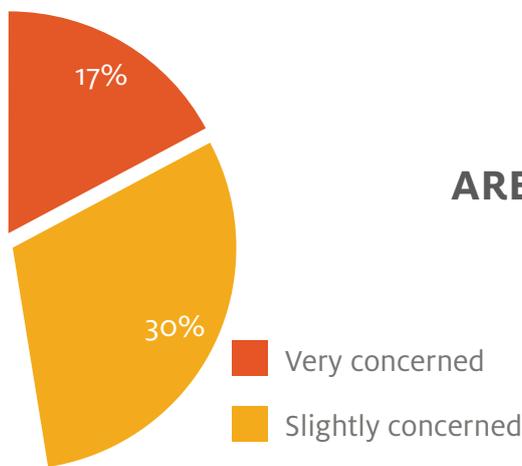
# CONCERN REGARDING ENVIRONMENTAL ISSUES | ACTIVITIES DAMAGING AIR QUALITY



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern with activities damaging air quality in the region.

The total concerned score for this measure is 47% (30% slightly concerned and 17% very concerned).



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

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

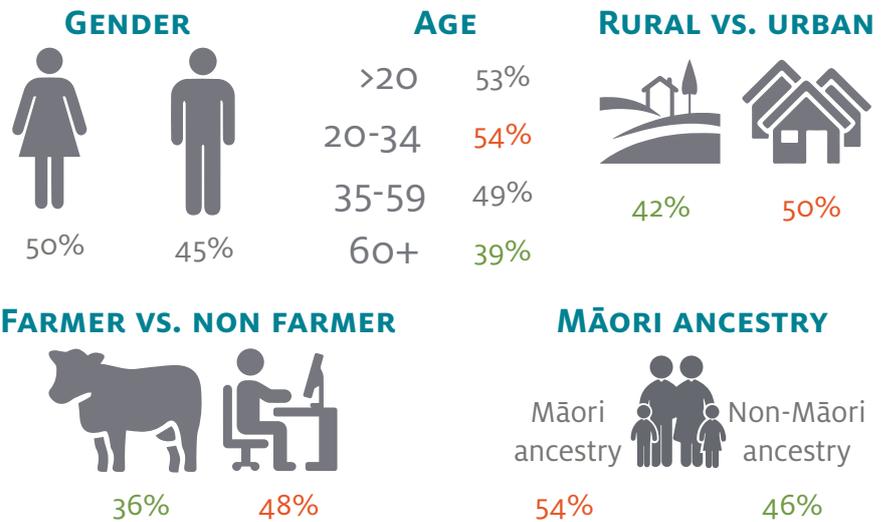


The highest significant score for this measure is 61%, collected from Hamilton residents.

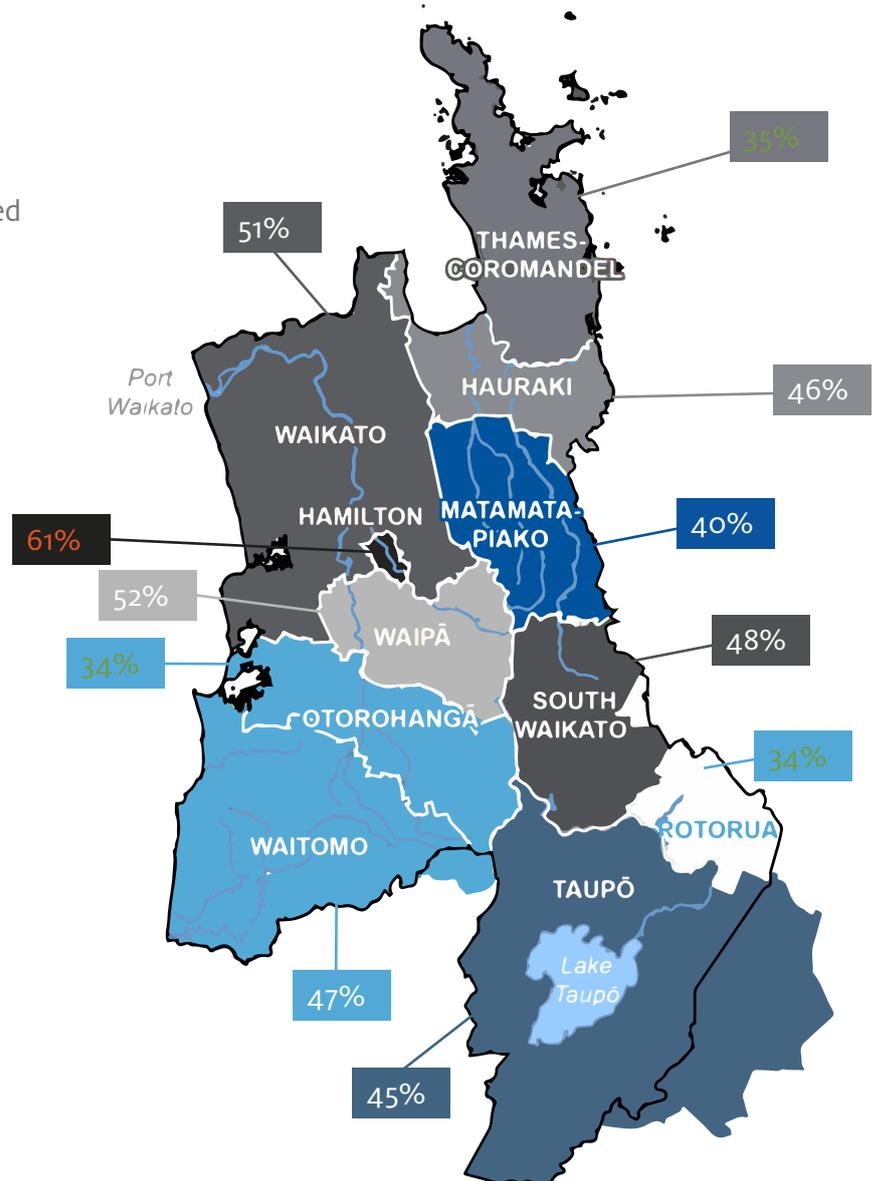


The lowest significant score for this measure is 34%, collected from Otorohangā residents and Rotorua residents.

## DEMOGRAPHIC DIFFERENCES



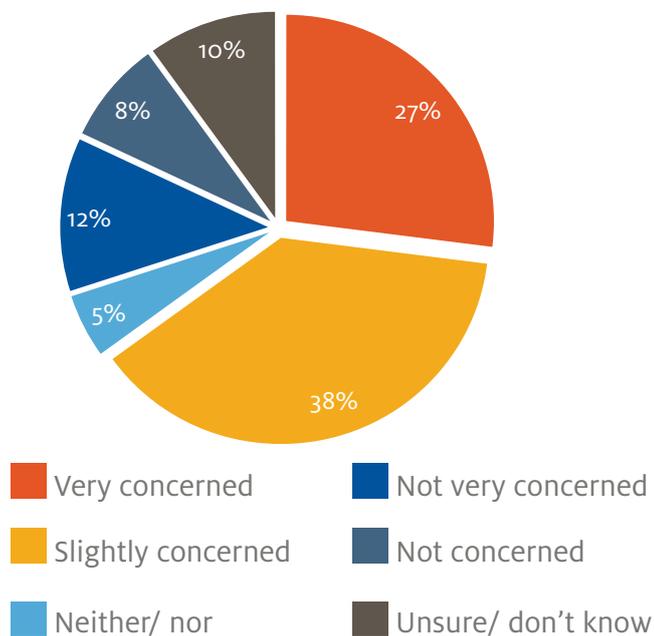
## AREA DIFFERENCES



# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER QUALITY IN COASTAL AND MARINE AREAS



## 2016 RESULTS



## SUMMARY OF RESULTS

Residents were asked about their level of concern with the water quality in coastal and marine areas.

Sixty five per cent of residents are slightly concerned (38%) or very concerned (27%) with the water quality in coastal and marine areas. A further 5% are neither concerned nor unconcerned, while 20% are not very concerned (12%) or not concerned (8%) at all. Ten per cent of residents are unsure how concerned they are with this.

This question was included for the first time in 2016, therefore there are no comparisons to previous years.

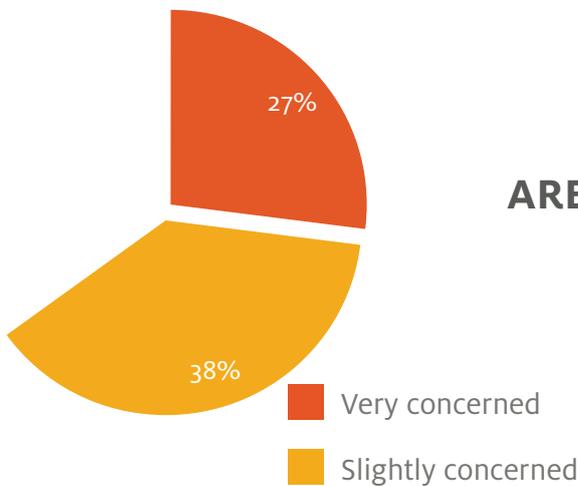
# CONCERN REGARDING ENVIRONMENTAL ISSUES | WATER QUALITY IN COASTAL AND MARINE AREAS



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern with the water quality in coastal and marine areas.

The total concerned score for this measure is 65% (38% slightly concerned and 27% very concerned).



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

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

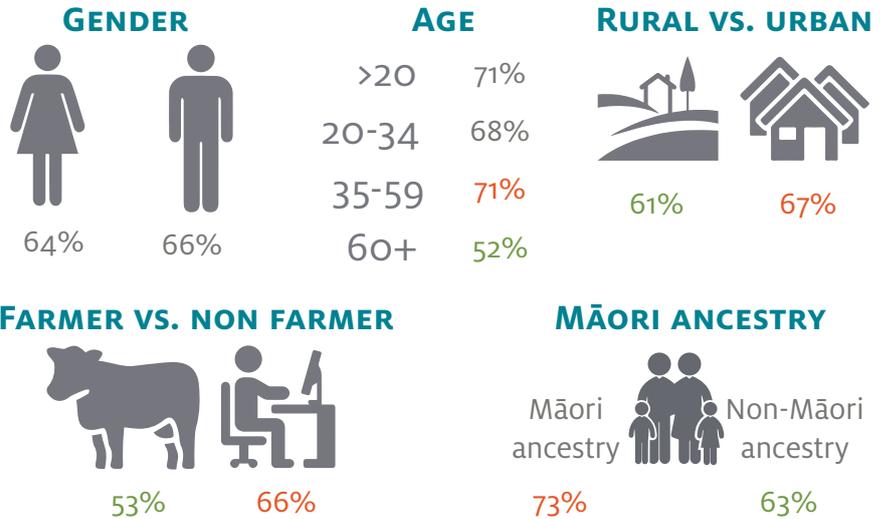


The highest significant score for this measure is 74%, collected from Hauraki residents.

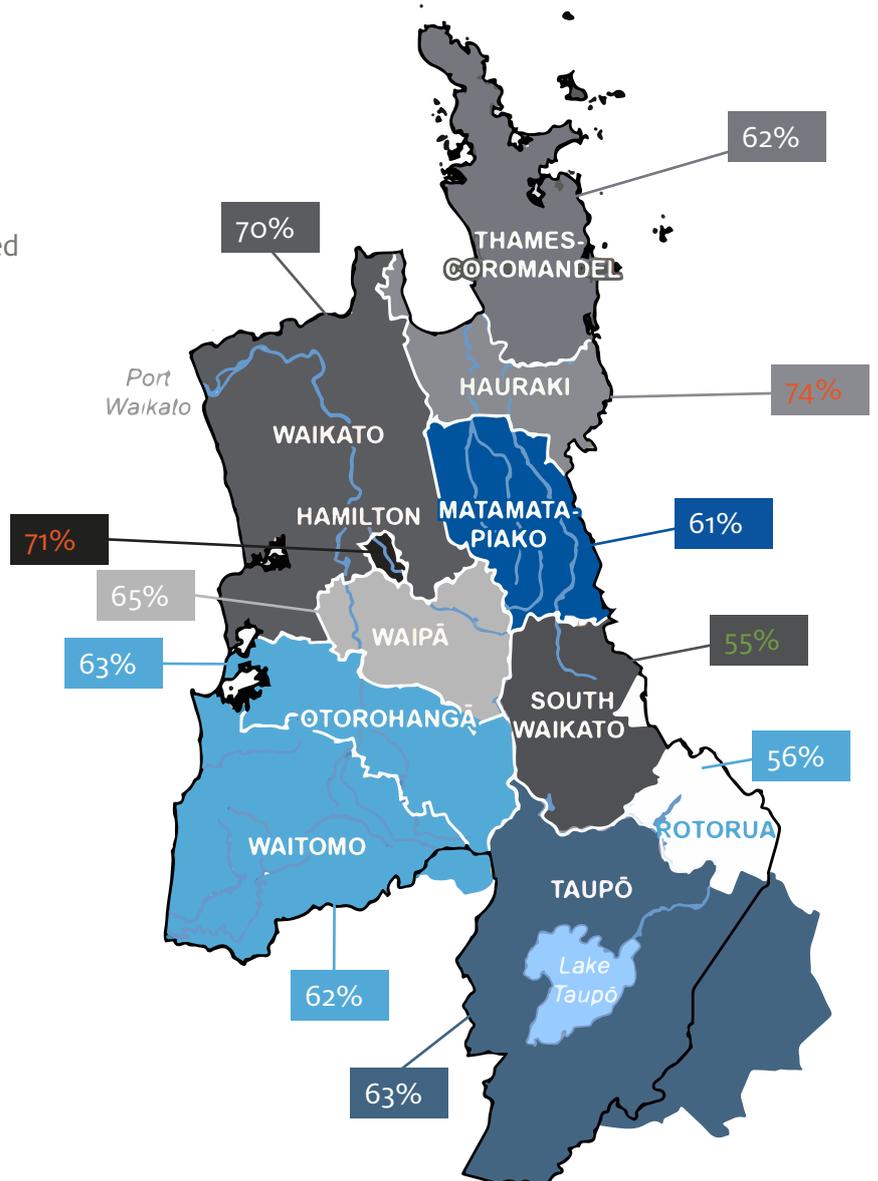


The lowest significant score for this measure is 52%, collected from residents aged 60+ years old.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES

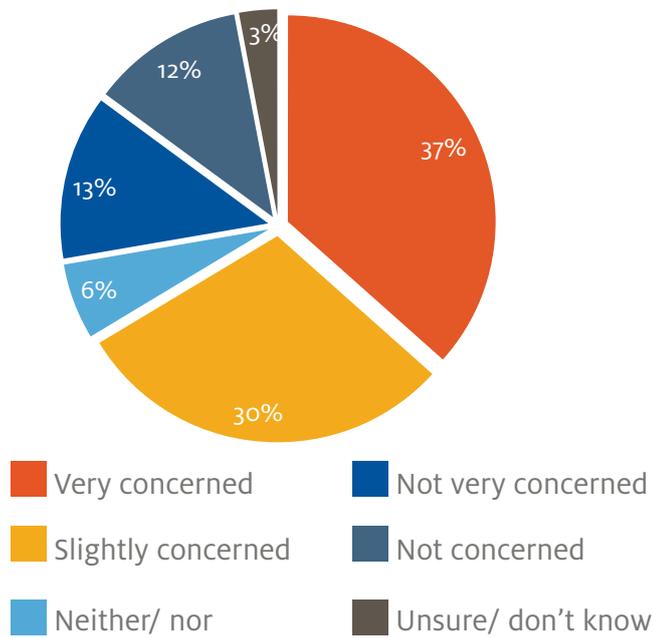


# CONCERN REGARDING ENVIRONMENTAL ISSUES |

## EFFECTS OF CLIMATE CHANGE



### 2016 RESULTS



### SUMMARY OF RESULTS

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

Sixty seven per cent of residents are slightly concerned (30%) or very concerned (37%) with the effects of climate change. Six per cent of residents are neither concerned nor unconcerned. With a quarter of residents (25%) indicating they are not very concerned (13%) or not concerned (12%) at all with the effects of climate change.

This question was included for the first time in 2016, therefore there are no comparisons to previous years.

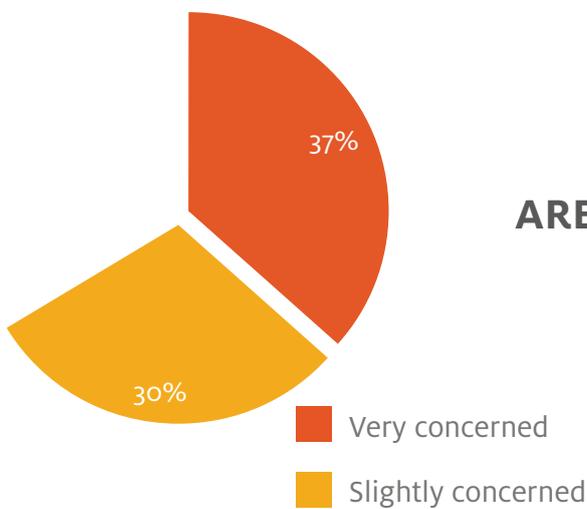
# CONCERN REGARDING ENVIRONMENTAL ISSUES | EFFECTS OF CLIMATE CHANGE



## INTERPRETING THESE RESULTS

Residents were asked about their level of concern with the effect of climate change.

The total concerned score for this measure is 67% (30% slightly concerned and 37% very concerned).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 67%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 67%.

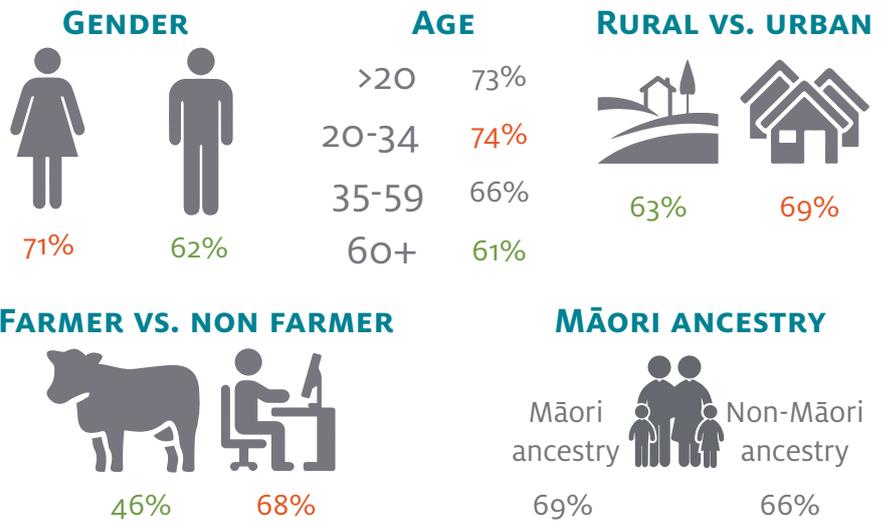


The highest significant score for this measure is 74%, collected from residents aged 20-34 years old.

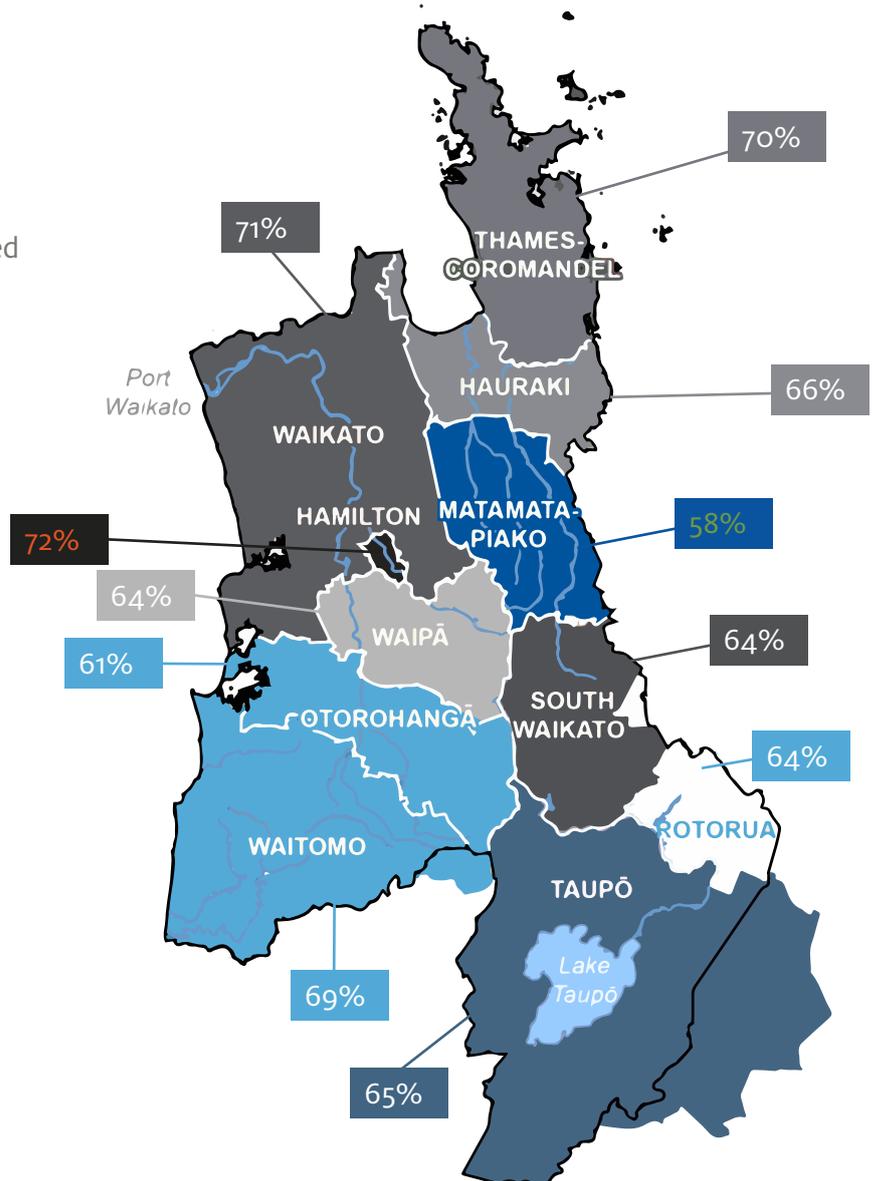


The lowest significant score for this measure is 46%, collected from farming residents.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# KNOWLEDGE OF ENVIRONMENTAL ISSUES



# KNOWLEDGE OF ENVIRONMENTAL ISSUES | KEY FINDINGS

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

Questions within this section include level of agreement regarding:

- pollution in the region's rivers and streams comes mainly from farmland;
- pollution in the region's rivers and streams comes mainly from industry;
- in this region, discharges of treated human sewage are a major cause of pollution in our waterways;
- air pollution come mainly from home fires and\*;
- the biggest driver of climate changes is the increase in greenhouse gases from human activity\*.

\* Indicates a new measures in 2016.

Note: The rating scale used in 2006, 2013 and 2016 for the questions in this section differs from the rating scale used in 2000. In particular, in the previous measure, a three point scale was used (agree, disagree, depends), whereas in 2006, 2013 and 2016, a five point scale was used (strongly agree, agree, disagree, strongly disagree, neither agree nor disagree). Therefore, comparisons over time should be interpreted with caution.

Total agree and total disagree scores for each measure are shown below.

## SUMMARY OF FINDINGS

### POLLUTION IN RIVERS AND STREAMS MAINLY FROM FARMLAND



TOTAL AGREE

**55%**

TOTAL DISAGREE

**31%**

55% of residents agree that pollution in the region's rivers and streams comes mainly from farmland.

### POLLUTION IN RIVERS AND STREAMS MAINLY FROM INDUSTRY



TOTAL AGREE

**53%**

TOTAL DISAGREE

**31%**

53% of residents agree that pollution in the region's rivers and streams comes mainly from industry.

### DISCHARGES OF TREATED HUMAN SEWAGE



TOTAL AGREE

**37%**

TOTAL DISAGREE

**38%**

38% of residents disagree that in this region, discharges of treated human sewage are a major cause of pollution in our waterways.

### AIR POLLUTION COME MAINLY FROM HOME FIRES



TOTAL AGREE

**25%**

TOTAL DISAGREE

**62%**

62% of residents disagree that air pollution comes mainly from people's home fires.

### GREENHOUSE GASES BIGGEST DRIVER OF CLIMATE CHANGE



TOTAL AGREE

**66%**

TOTAL DISAGREE

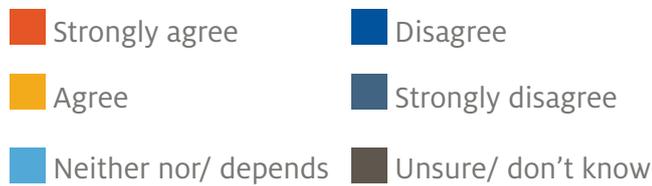
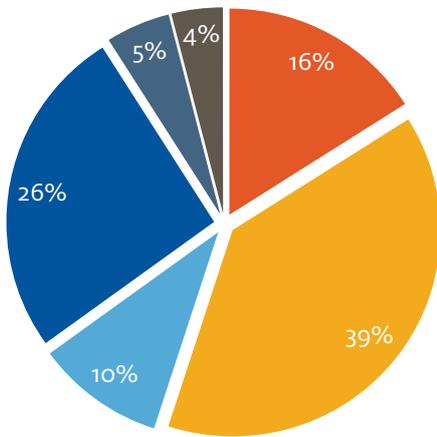
**22%**

66% of residents agree that the biggest driver of climate change is the increase in greenhouse gases from human activity.

# KNOWLEDGE OF ENVIRONMENTAL ISSUES | POLLUTION IN RIVERS AND STREAMS MAINLY FROM FARMLAND



## 2016 RESULTS

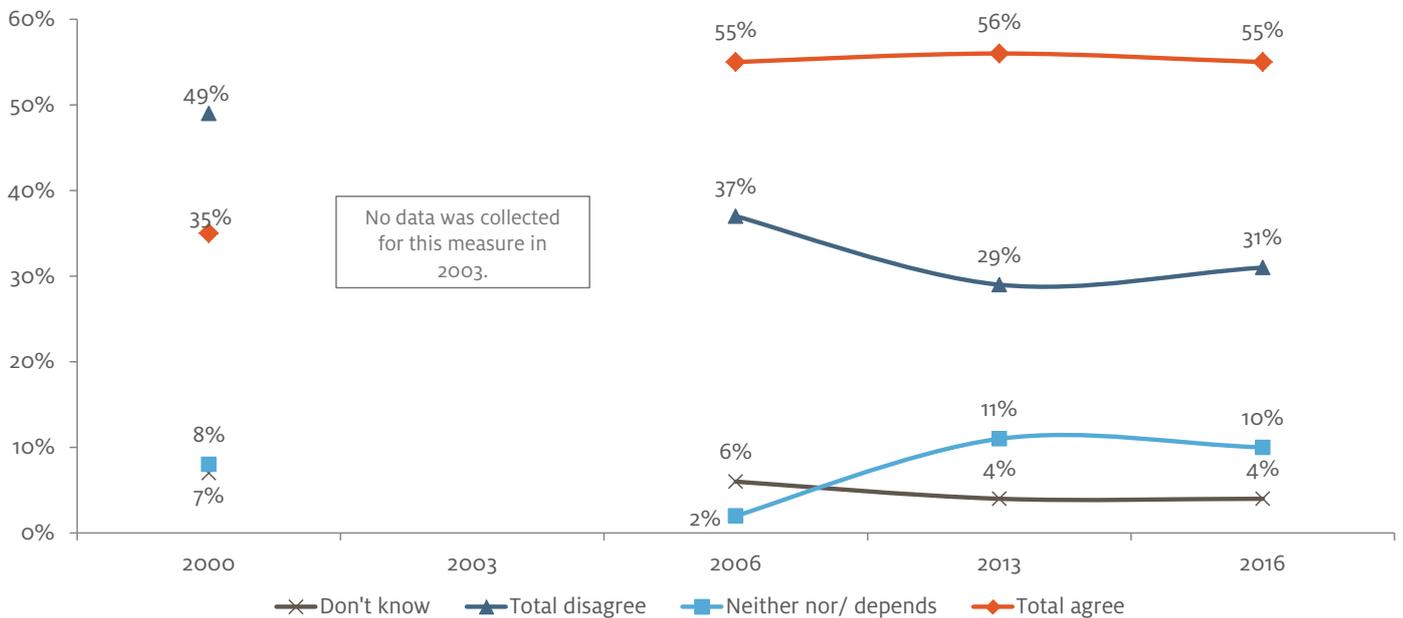


## SUMMARY OF RESULTS

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

Over half (55%) of residents agree (39%) or strongly agree (16%) that pollution in the region's rivers and streams come mainly from farmland. A further third (31%) of residents disagree (26%) or strongly disagree (5%) with this. Ten per cent of residents indicate they neither agree nor disagree, and 4% of residents don't know how to answer this.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes show a 20% increase in agreement that pollution in the region's rivers and streams comes mainly from farmland since 2000. Concurrently, disagreement has decreased 18% over the same time period. Neither agree nor disagree responses have increased 8% since 2006, however this year's result is only 3% above results from 2000.

Don't know responses have decrease 4% since 2000.

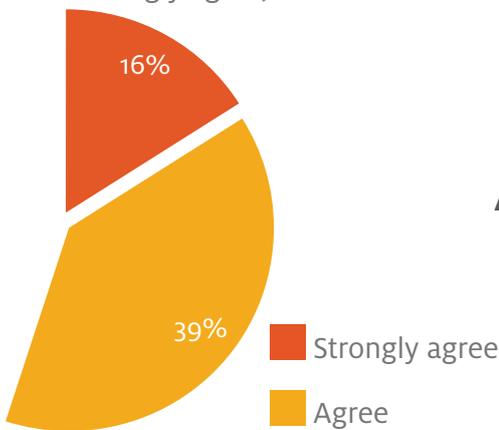
# KNOWLEDGE OF ENVIRONMENTAL ISSUES | POLLUTION IN RIVERS AND STREAMS MAINLY FROM FARMLAND



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 55% (39% agree and 16% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 55%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 55%.

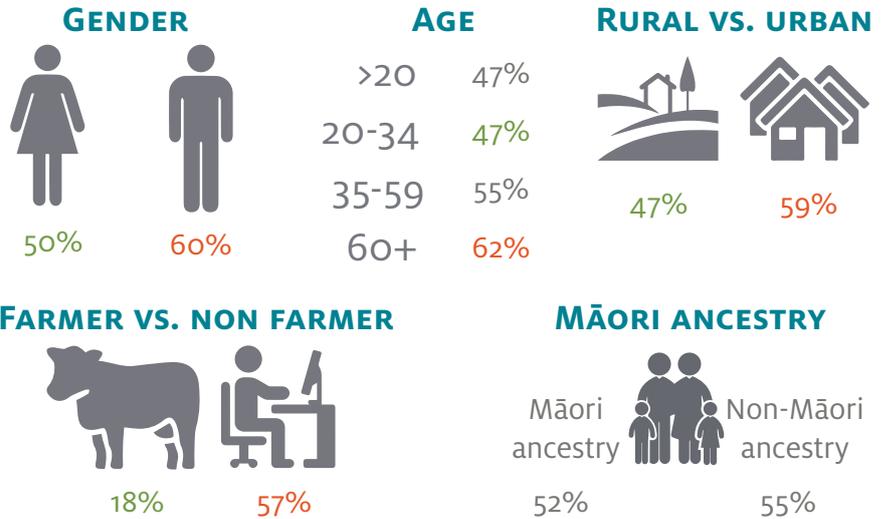


The highest significant score for this measure is 67%, collected from Taupō residents.

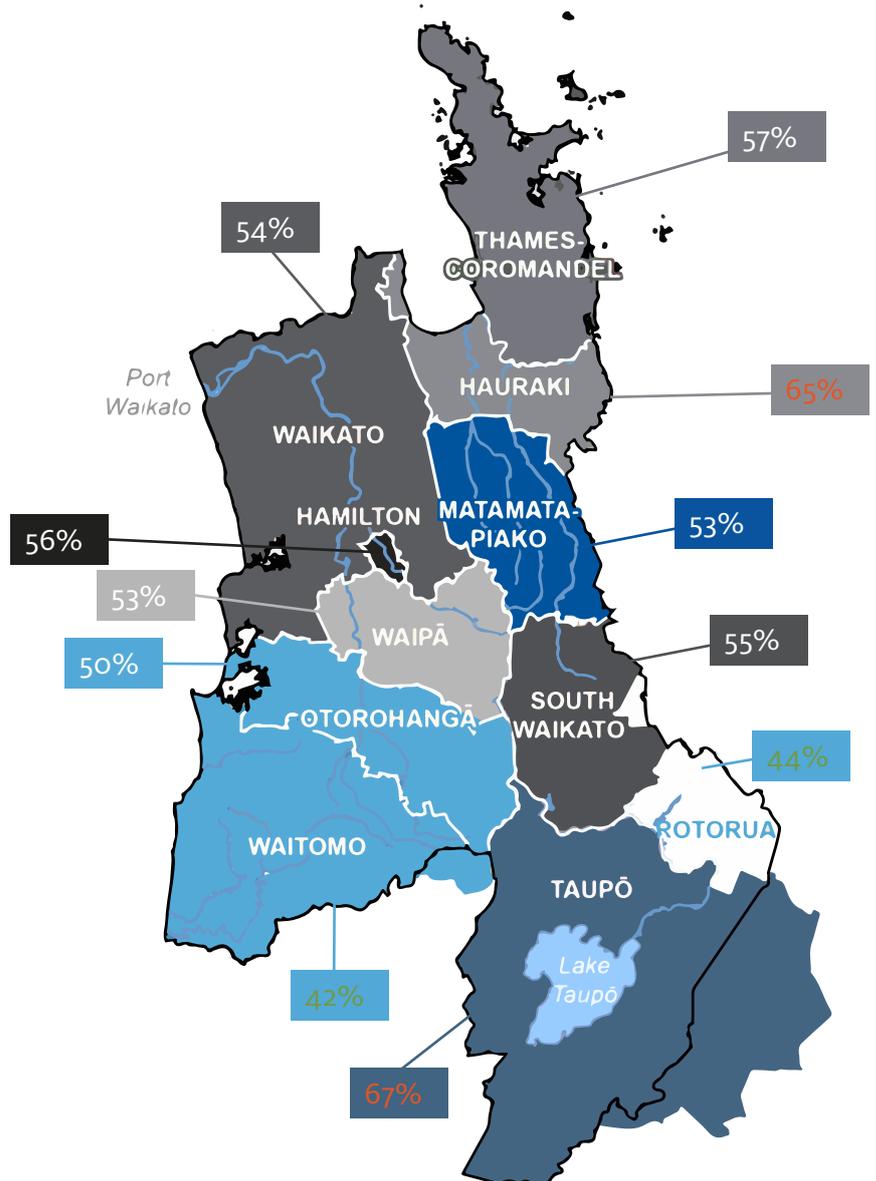


The lowest significant score for this measure is 18%, collected from farming residents.

## DEMOGRAPHIC DIFFERENCES



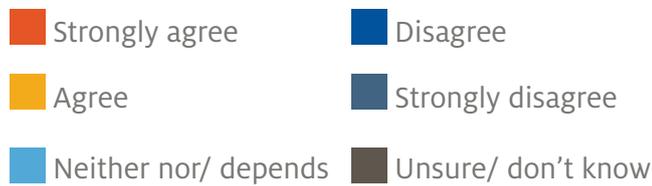
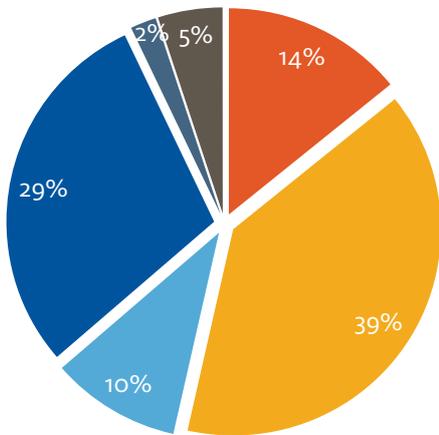
## AREA DIFFERENCES



# KNOWLEDGE OF ENVIRONMENTAL ISSUES | POLLUTION IN RIVERS AND STREAMS MAINLY FROM INDUSTRY



## 2016 RESULTS

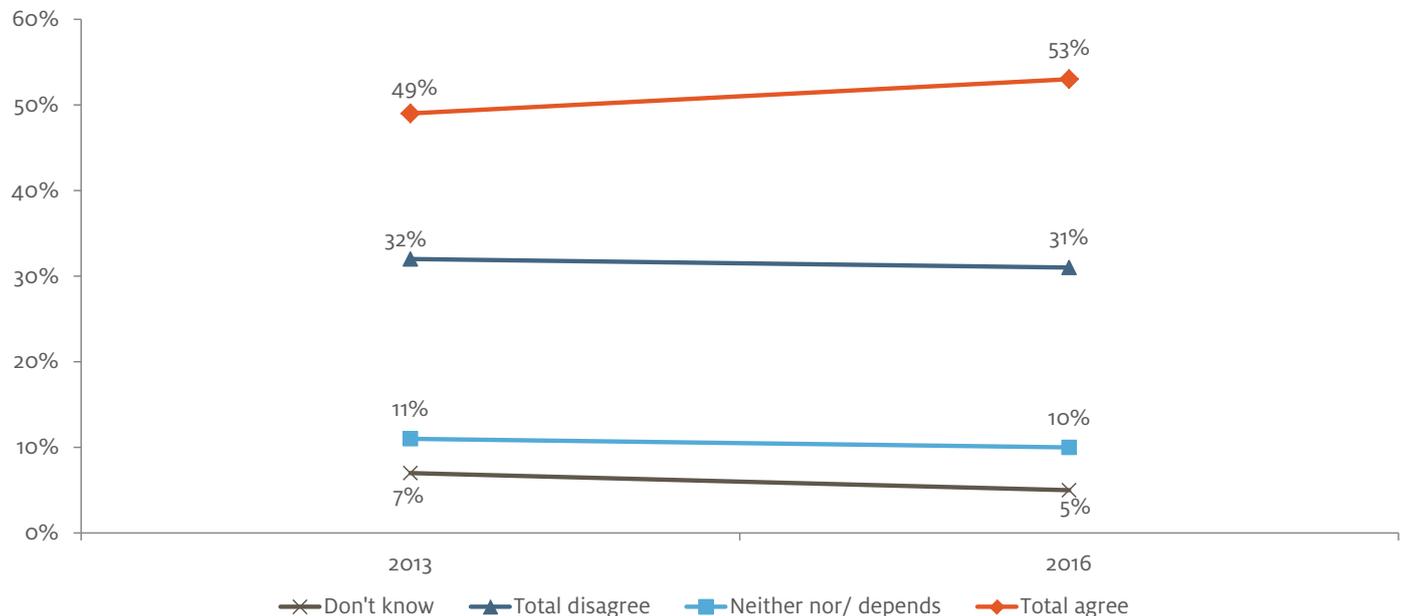


## SUMMARY OF RESULTS

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

Over half (53%) of residents agree (39%) or strongly agree (14%) that pollution in the region's rivers and streams comes mainly from industry. A further 10% of residents neither agree nor disagree with this, and 31% disagree (29%) or strongly disagree (2%) that pollution in the region's rivers and streams comes mainly from industry.

## 2013 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

In terms of year on year changes in agreement that pollution in the region's rivers and streams comes mainly from industry, agreement has increased 4% since 2013. Total disagree and neither nor ratings remain on a par with the results from 2013.

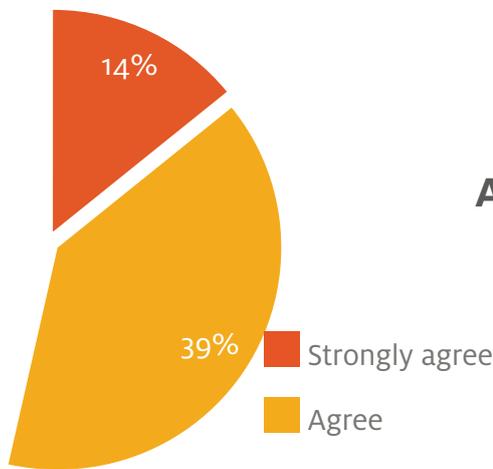
# KNOWLEDGE OF ENVIRONMENTAL ISSUES | POLLUTION IN RIVERS AND STREAMS MAINLY FROM INDUSTRY



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 53% (39% agree and 14% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 53%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 53%.

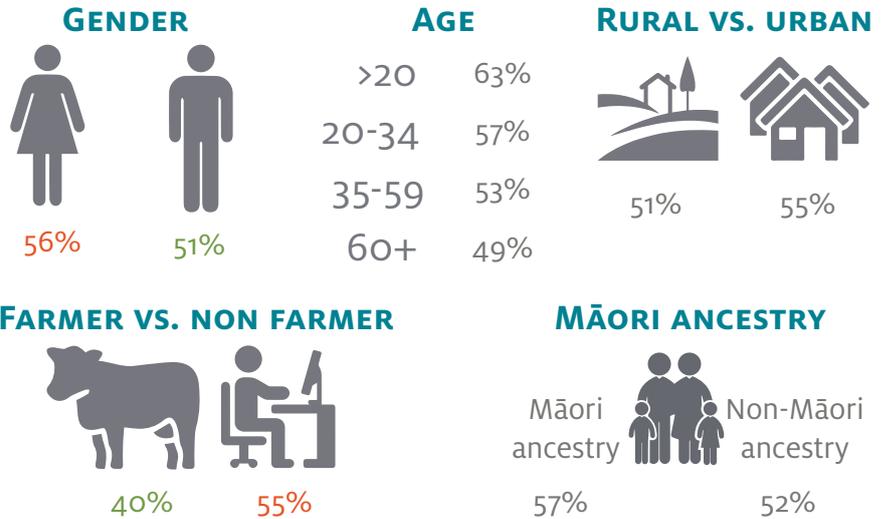


The highest significant score for this measure is 56%, collected from female residents.

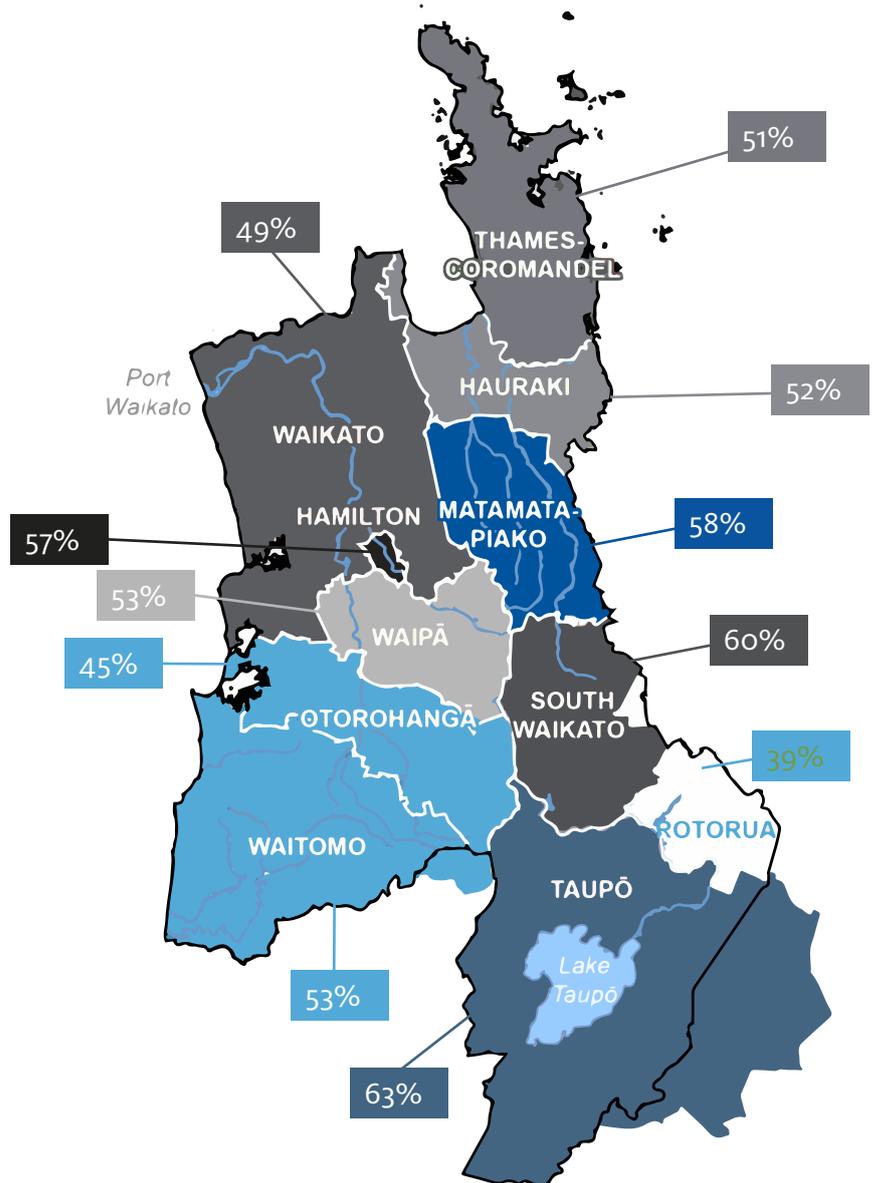


The lowest significant score for this measure is 39%, collected from Rotorua residents.

## DEMOGRAPHIC DIFFERENCES



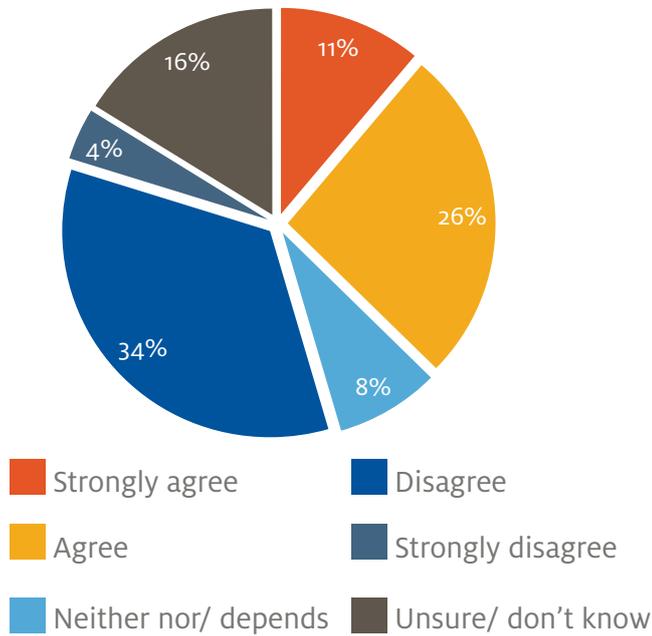
## AREA DIFFERENCES



# KNOWLEDGE OF ENVIRONMENTAL ISSUES | DISCHARGES OF TREATED HUMAN SEWAGE



## 2016 RESULTS

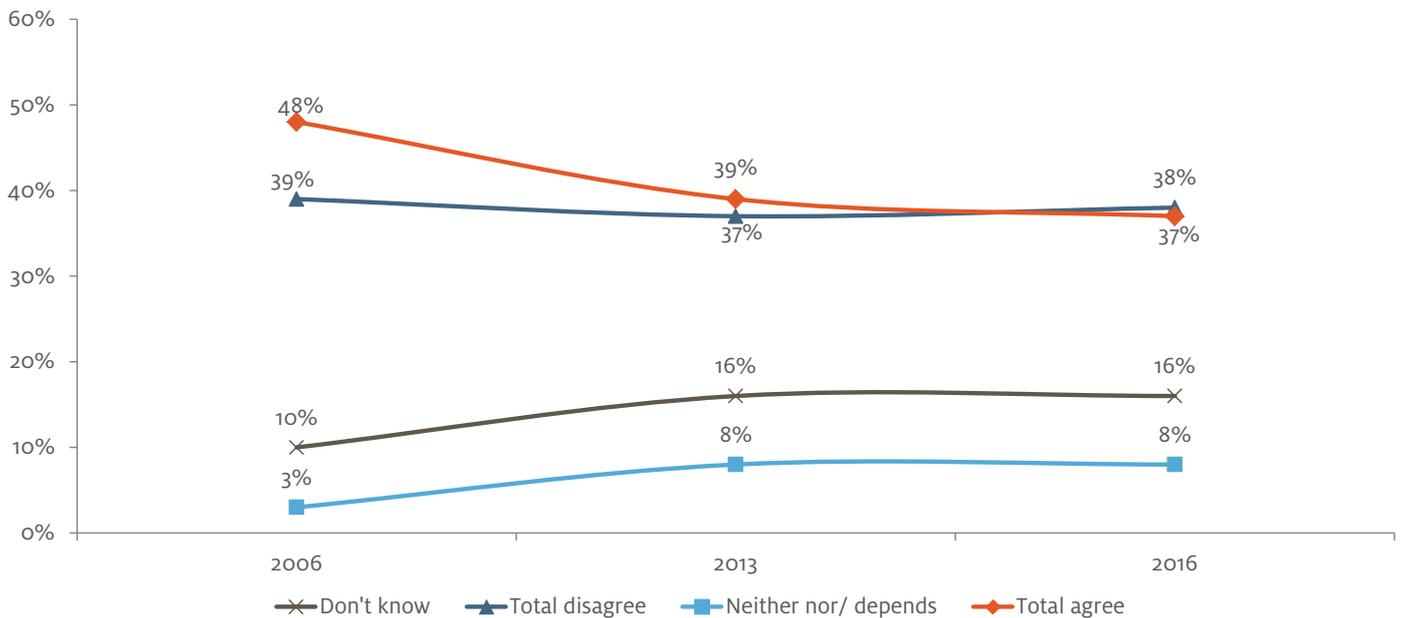


## SUMMARY OF RESULTS

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

Thirty seven per cent of residents agree (26%) or strongly agree (11%) that in this region, discharges of treated human sewage are a major cause of pollution in our waterways. Eight per cent neither agree or disagree with this, while 38% disagree (34%) or strongly disagree (4%) with it. Notably, 16% of residents don't know how to rate this.

## 2006 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes show a consistent decrease in agreement that in this region, discharges of treated human sewage are a major cause of pollution in our waterways, with total agreement declining 11% since 2006. Neither agree nor disagree responses have increased 5% since 2006, and don't know responses have also increased 6% in the same time period.

Total disagreement has remained on a par with results from previous years.

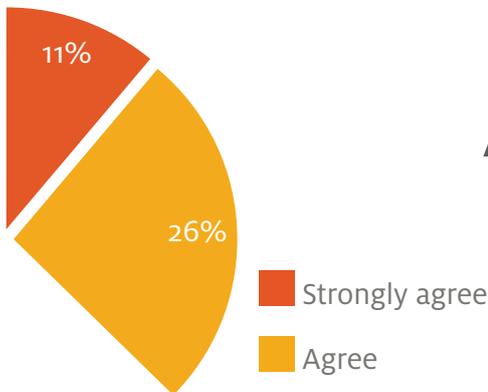
# KNOWLEDGE OF ENVIRONMENTAL ISSUES | DISCHARGES OF TREATED HUMAN SEWAGE



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 37% (26% agree and 11% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 37%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 37%.

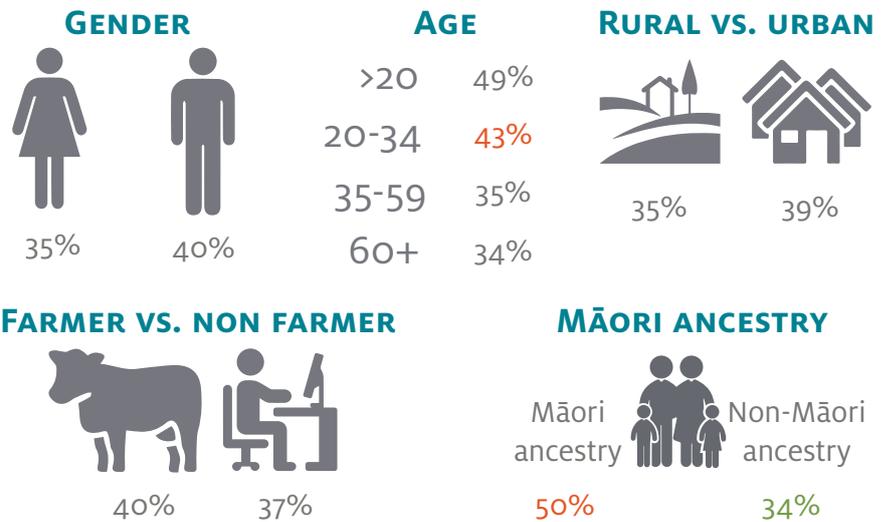


The highest significant score for this measure is 50%, collected from residents with Māori ancestry.

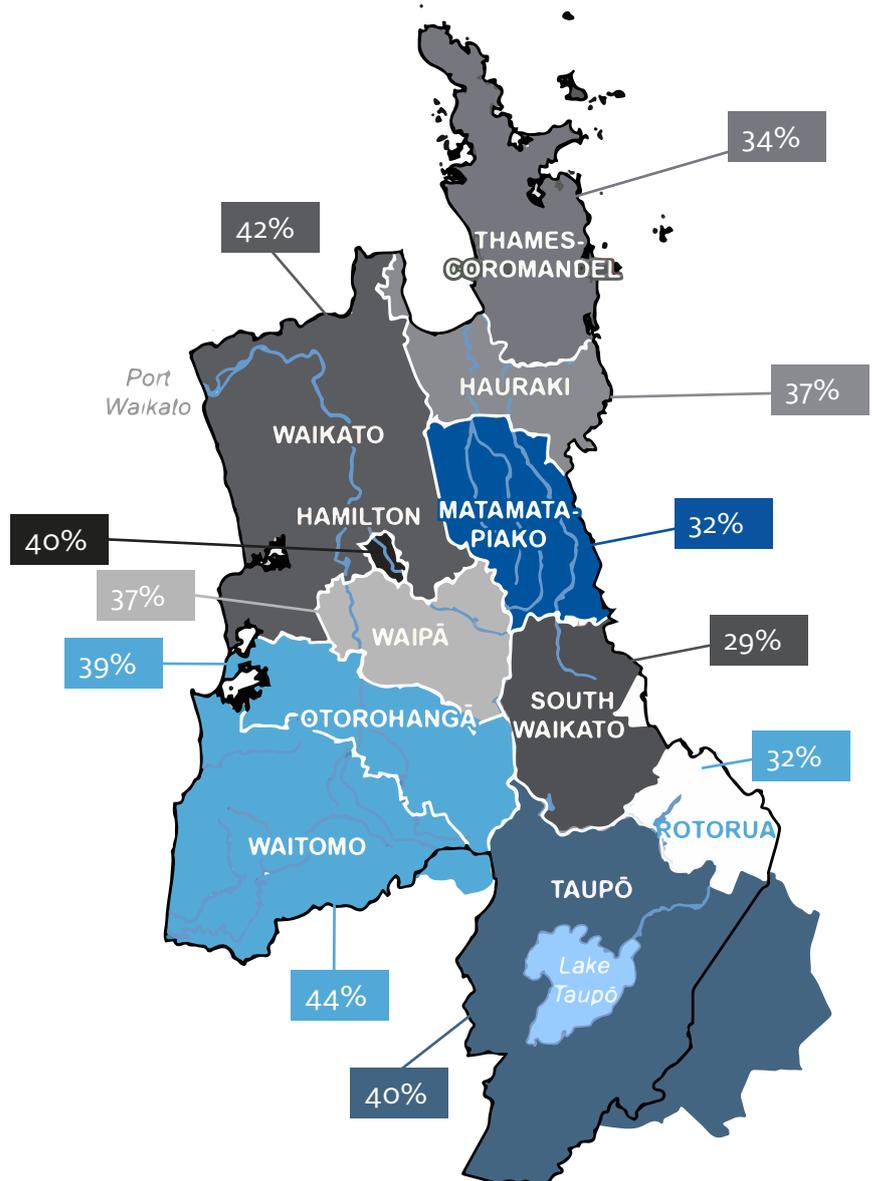


The lowest significant score for this measure is 34%, collected from residents without Māori ancestry.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES

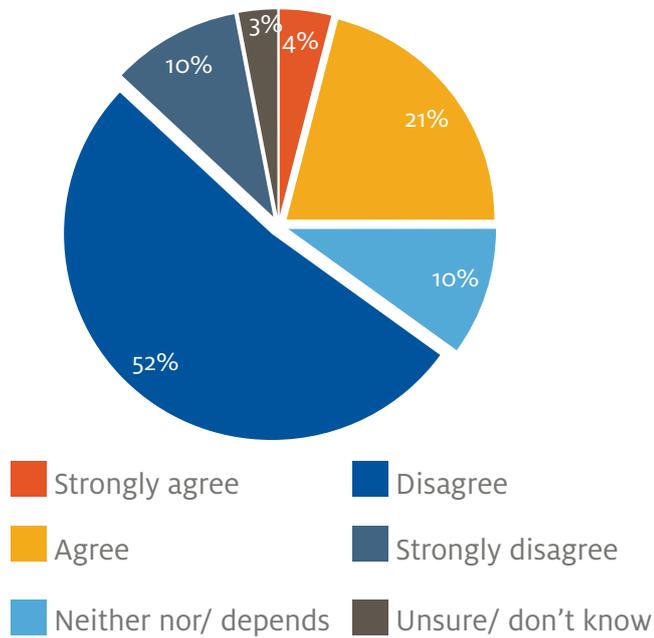


# KNOWLEDGE OF ENVIRONMENTAL ISSUES |

## AIR POLLUTION COME MAINLY FROM HOME FIRES



### 2016 RESULTS



### SUMMARY OF RESULTS

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

A quarter of residents (25%) agree (21%) or strongly agree (4%) that air pollution comes mainly from home fires. Sixty two per cent of residents disagree (52%) or strongly disagree (10%) that air pollution comes mainly from home fires. A further 10% of residents neither agree nor disagree with this.

This question was included for the first time in 2016, therefore there are no comparisons to previous years.

# KNOWLEDGE OF ENVIRONMENTAL ISSUES |

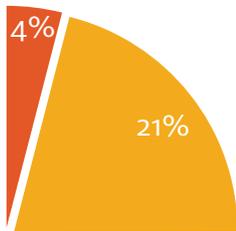
## AIR POLLUTION COME MAINLY FROM HOME FIRES



### INTERPRETING THESE RESULTS

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

The total agree score for this measure is 25% (21% agree and 4% strongly agree).



■ Strongly agree  
■ Agree

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

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

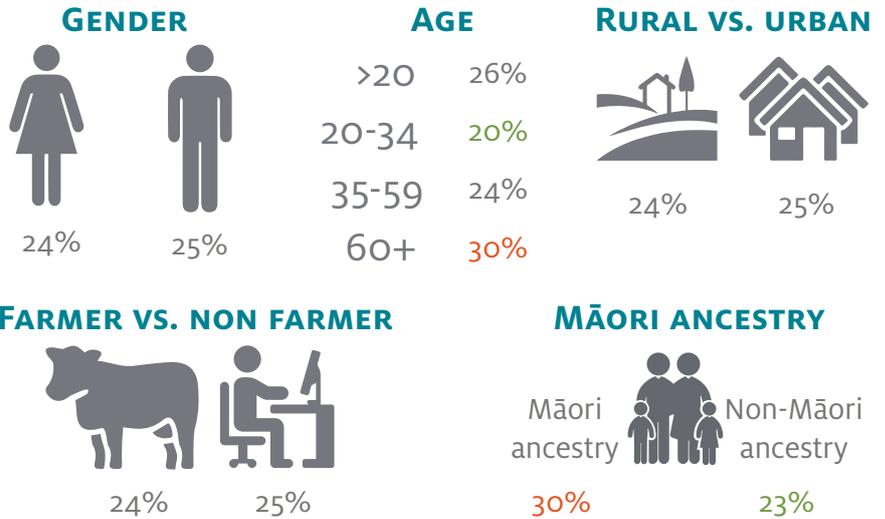


The highest significant score for this measure is 39%, collected from South Waikato residents.

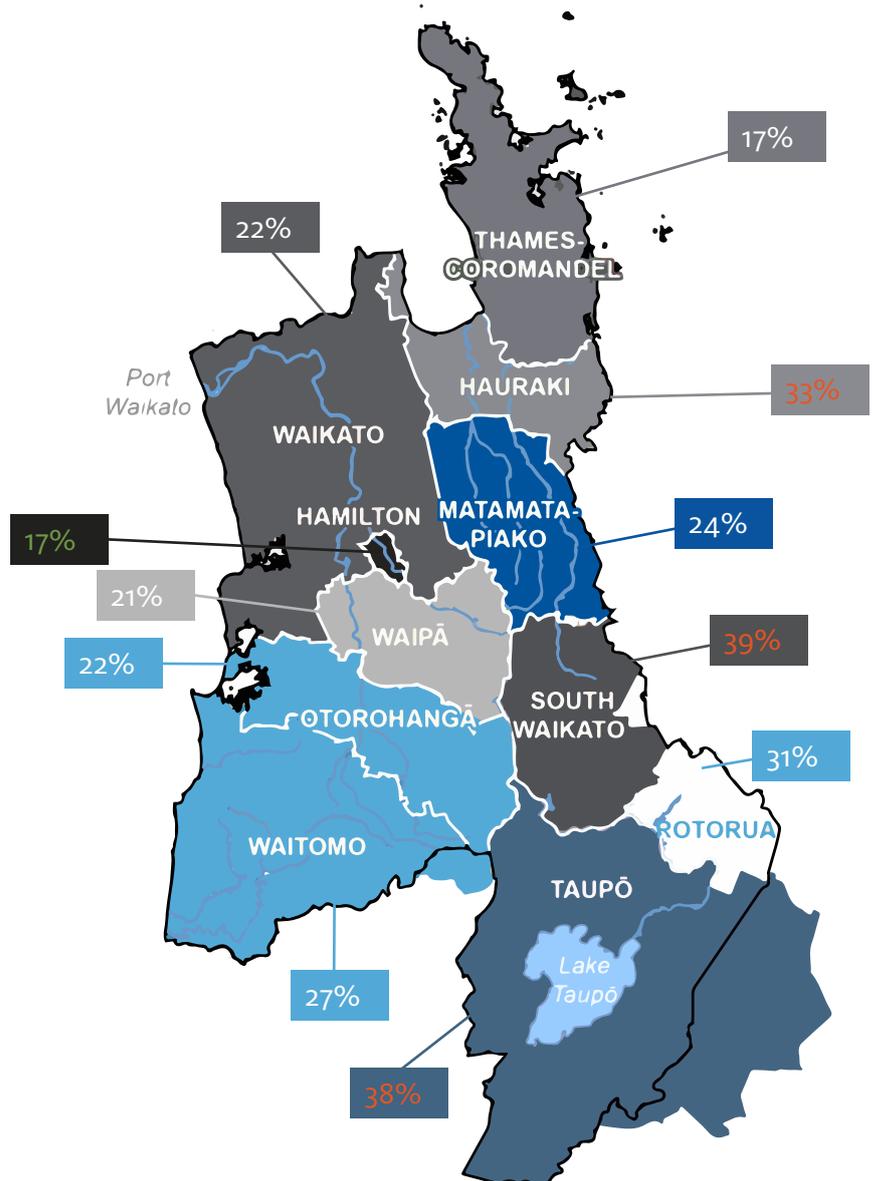


The lowest significant score for this measure is 17%, collected from Hamilton residents.

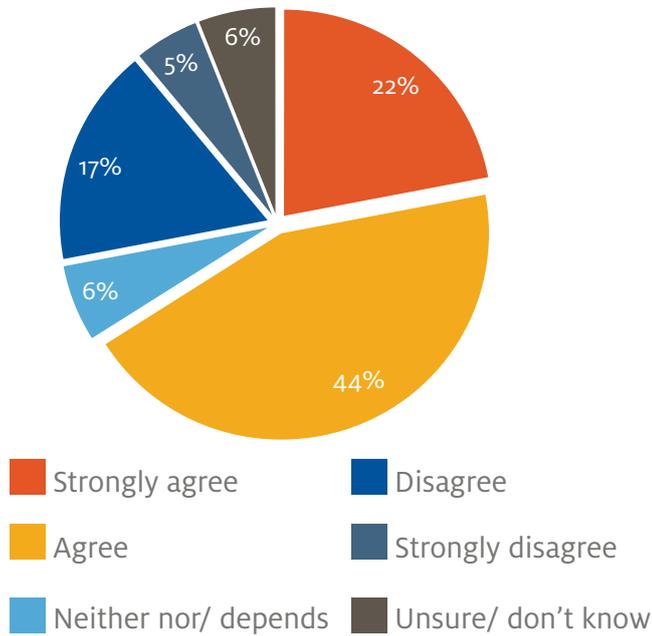
### DEMOGRAPHIC DIFFERENCES



### AREA DIFFERENCES



### 2016 RESULTS



### SUMMARY OF RESULTS

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

Sixty six per cent of residents agree (44%) or strongly agree (22%) that the biggest driver of climate change is the increase if greenhouse gases from human activities. A further 6% of residents neither agree nor disagree with this, while 22% of residents disagree (17%) or strongly disagree (5%) with this and 6% don't know how to rate this.

This question was included for the first time in 2016, therefore there are no comparisons to previous years.

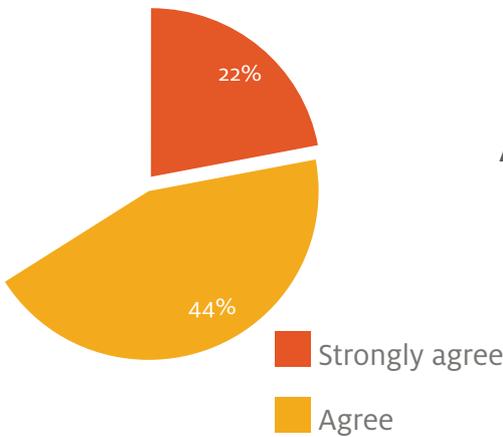
# KNOWLEDGE OF ENVIRONMENTAL ISSUES | GREENHOUSE GASES BIGGEST DRIVER OF CLIMATE CHANGE



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 66% (44% agree and 22% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 66%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 66%.

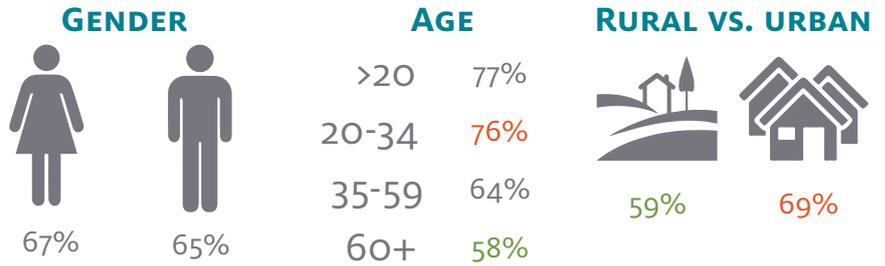


The highest significant score for this measure is 76%, collected from residents aged 20-34 years old.

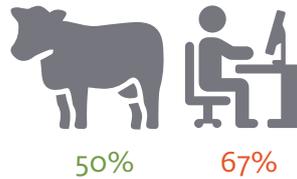


The lowest significant score for this measure is 50%, collected from farming residents.

## DEMOGRAPHIC DIFFERENCES



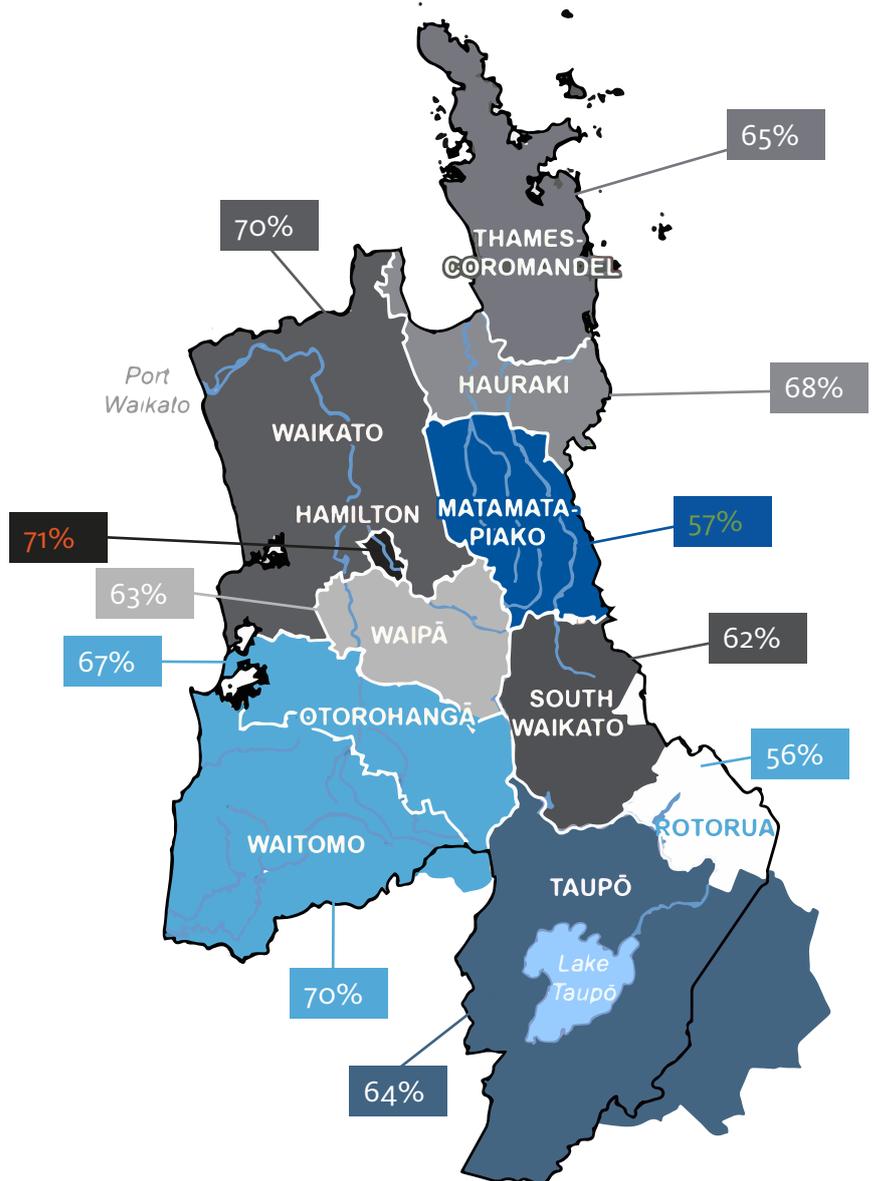
## FARMER VS. NON FARMER



## MĀORI ANCESTRY



## AREA DIFFERENCES



# PERSONAL ENVIRONMENTAL ACTION



# PERSONAL ENVIRONMENTAL ACTION | KEY FINDINGS

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

Questions asked within this section include:

- actions taken in the previous twelve months to protect the environment;
- involvement in any kind of public action;
- the specific public action residents took part in and;
- the perceived effectiveness of the public actions.

## SUMMARY OF FINDINGS

### ACTIONS TAKEN TO PROTECT THE ENVIRONMENT



Recycling - total	<b>77%</b>
Picked up litter or rubbish	<b>20%</b>
Planted trees/ plants	<b>19%</b>
Compost heap for garden waste	<b>18%</b>
Saved water	<b>18%</b>

77% of residents indicate they have recycled in the last twelve months.

### INVOLVEMENT IN PUBLIC ACTIONS/ MEETINGS



TOTAL INVOLVED  
**16%**

16% of residents have been involved in a public action or meeting.

### ACTIONS TAKEN



Took environmentally friendly action	<b>48%</b>
Signed a petition	<b>24%</b>
Attended a meeting or public hearing	<b>13%</b>
Took part in a protest	<b>12%</b>
Donate/ raised money for groups	<b>12%</b>

48% of residents who have been involved in a public action, indicate they took an environmentally friendly action.

### EFFECTIVENESS OF ACTIONS TAKEN



TOTAL EFFECTIVE TOTAL NOT EFFECTIVE  
**77%** **11%**

77% of these residents think the public action they took was effective.

# PERSONAL ENVIRONMENTAL ACTIONS |

## ACTIONS TAKEN TO PROTECT THE ENVIRONMENT



### 2016 RESULTS

Recycling - total	77%
Picked up litter or rubbish	20%
Planted trees/ plants	19%
Compost heap for garden waste	18%
Saved water	18%
Reduced rubbish/ waste	16%
Compost heap for kitchen waste	14%
Disposed rubbish/ waste properly	13%
Used car less often	12%
Saved electricity	12%
Recycled clothing	12%
Used environmentally friendly products	7%
Grown organically	6%
Reduced chemical use	6%

### SUMMARY OF RESULTS

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

Three quarters of residents (77%) indicate they have recycled in the last 12 months. At a lower level, residents mention they have picked up litter or rubbish (20%), planted trees or plants (19%), used a compost heap for garden waste (18%), saved water (18%) and reduced their rubbish or waste (16%).

### 2003 - 2016 RESULTS

	2003	2006	2013	2016
Recycling - general	-	1%	64%	77%
Picked up litter or rubbish	3%	2%	7%	20%
Planted trees/ plants	15%	13%	16%	19%
Compost heap for garden waste	9%	9%	13%	18%
Saved water	4%	4%	15%	18%
Reduced rubbish/ waste	5%	7%	3%	16%
Compost heap for Kitchen waste	8%	6%	-	14%
Disposed rubbish/ waste properly	12%	17%	3%	13%
Used car less often	7%	10%	11%	12%
Saved electricity	8%	4%	8%	12%
Recycled clothes	3%	9%	1%	12%
Used environmentally friendly products	4%	4%	4%	7%
Grown organically	2%	1%	1%	6%
Reduce chemical use	0.5%	4%	4%	6%

# PERSONAL ENVIRONMENTAL ACTIONS |

## ACTIONS TAKEN TO PROTECT THE ENVIRONMENT



### 2016 RESULTS BY TA

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

The results below show the top three results for each TA, as well as rural and non rural residents.

#### THAMES - COROMANDEL DISTRICT

Recycling - total	79%
Planted trees/ plants	27%
Compost heap for garden waste	27%

#### HAURAKI DISTRICT

Recycling - total	74%
Planted trees/ plants	22%
Compost heap for garden	21%

#### WAIKATO DISTRICT

Recycling - total	74%
Disposed of rubbish/ waste correctly	21%
Planted trees/ plants	19%

#### MATAMATA - PIAKO DISTRICT

Recycling - total	74%
Planted trees/ plants	21%
Reduced rubbish/ waste	18%

#### HAMILTON CITY

Recycling - total	85%
Picked up litter or rubbish	27%
Saved water	21%

#### WAI PĀ DISTRICT

Recycling - total	80%
Compost heap for garden waste	21%
Planted trees/ plants	20%

#### OTOROHANGĀ DISTRICT

Recycling - total	71%
Picked up litter or rubbish	18%
Saved water	17%

#### SOUTH WAIKATO DISTRICT

Recycling - total	79%
Reduced rubbish/ waste	17%
Saved electricity	16%

#### WAITOMO DISTRICT

Recycling - total	71%
Saved water	22%
Planted trees/ plants	18%

#### TAUPŌ DISTRICT

Recycling - total	81%
Compost heap for garden waste	23%
Reduced rubbish/ waste	22%

#### ROTORUA DISTRICT

Recycling - total	67%
Compost heap for garden waste	17%
Compost heap for kitchen waste	16%

#### RURAL RESIDENTS

Recycling - total	74%
Compost heap for garden waste	18%
Picked up litter or rubbish	16%

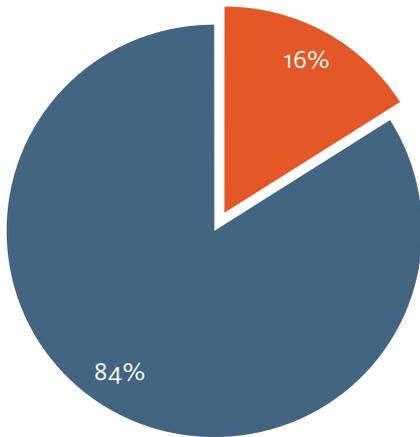
#### NON RURAL RESIDENTS

Recycling - total	82%
Picked up litter or rubbish	22%
Saved water	19%

# PERSONAL ENVIRONMENTAL ACTIONS | INVOLVEMENT IN PUBLIC ACTIONS/MEETINGS



## 2016 RESULTS



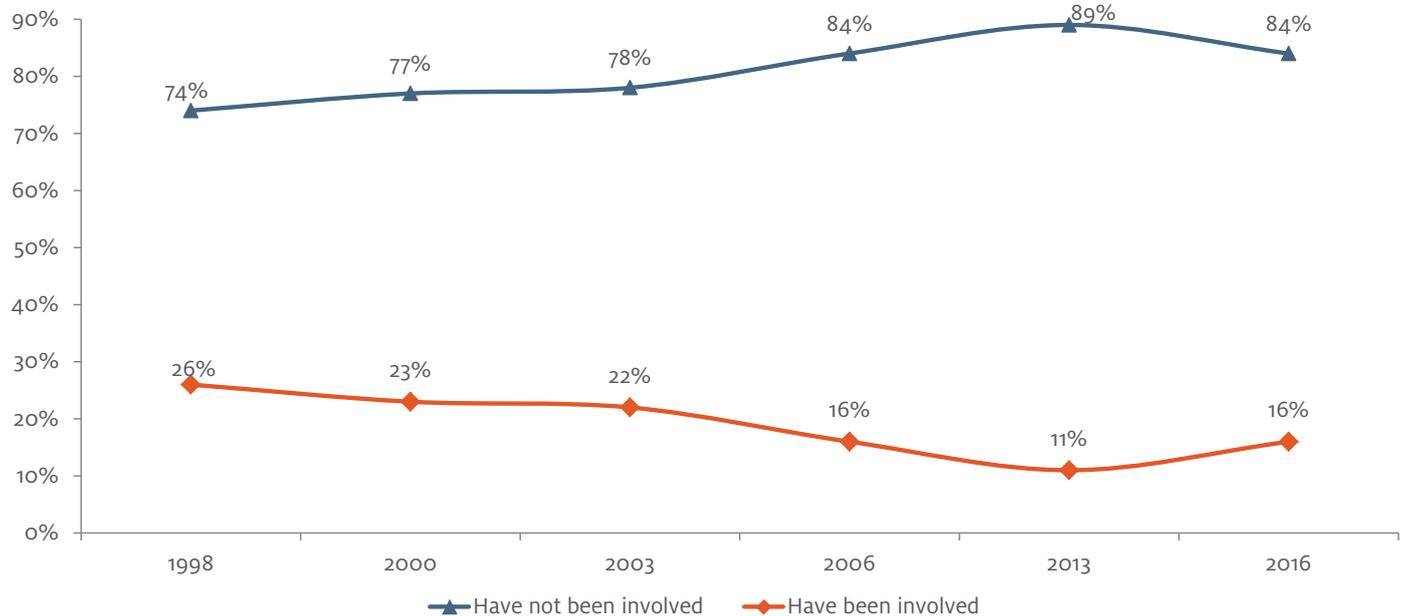
■ Have been involved    
 ■ Have not been involved

## SUMMARY OF RESULTS

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

Sixteen per cent of residents indicate they have taken a public action with the aim of protecting the environment in the past year.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Involvement in public actions has decreased over time, with this year's result 10% below results from 1998. Encouragingly, this year's result showed a 5% increase from 2013's result.

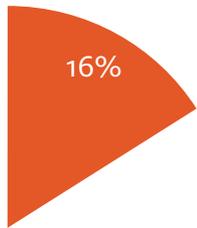
# PERSONAL ENVIRONMENTAL ACTIONS | INVOLVEMENT IN PUBLIC ACTIONS/MEETINGS



## INTERPRETING THESE RESULTS

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

The total involvement for this measure is 16%.



■ Have been involved

The result shown below each icon indicates the have been involved score for this measure for that group of people.

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 16%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 16%.



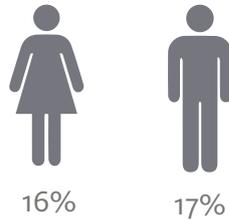
The highest significant score for this measure is 23%, collected from Taupō residents.



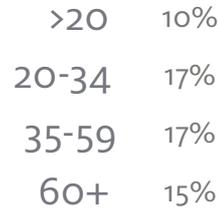
The lowest significant score for this measure is 9%, collected from Matamata - Piako residents.

## DEMOGRAPHIC DIFFERENCES

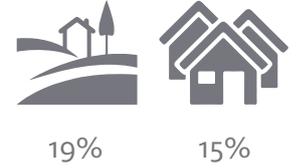
### GENDER



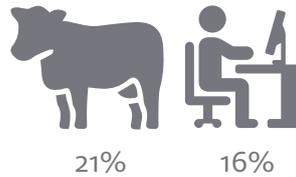
### AGE



### RURAL VS. URBAN



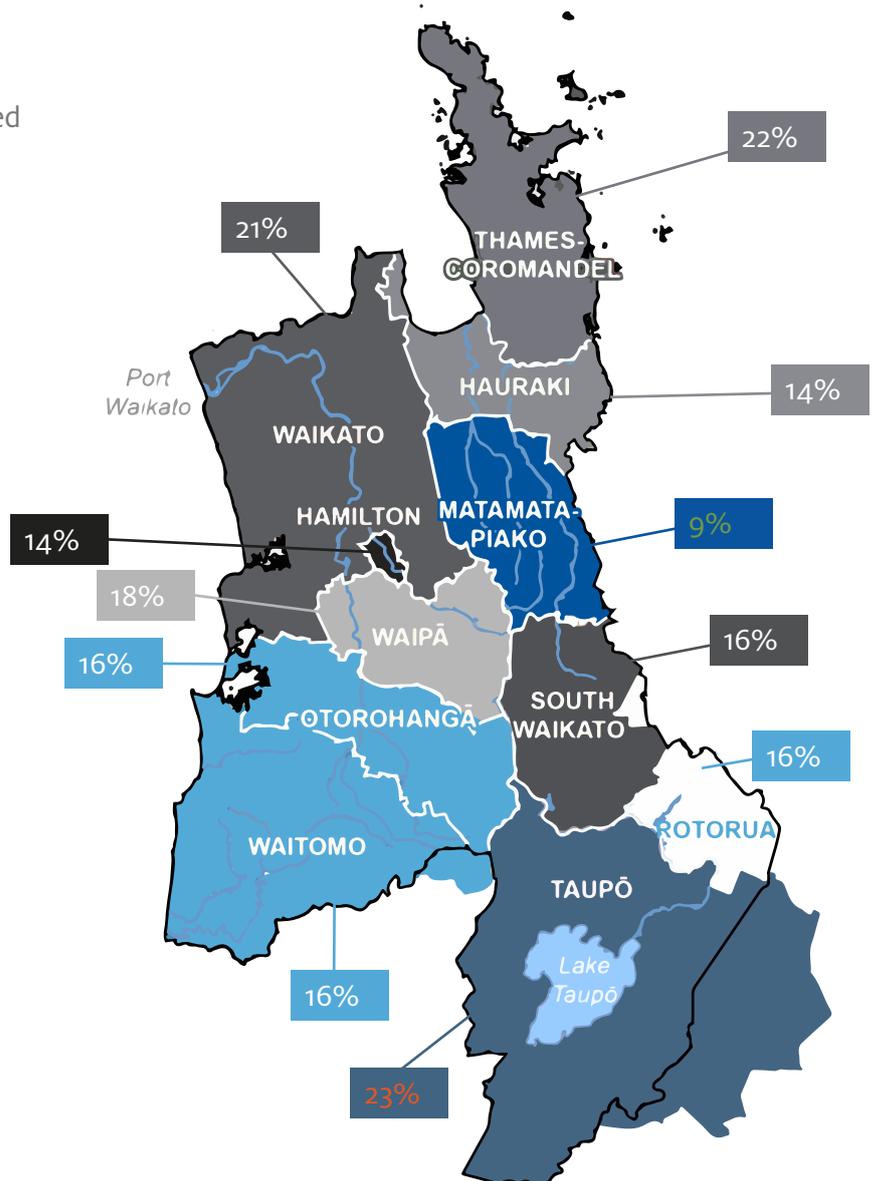
### FARMER VS. NON FARMER



### MĀORI ANCESTRY



## AREA DIFFERENCES





## 2016 RESULTS

Took environmentally friendly action	48%
Signed a petition	24%
Attended a meeting or public hearing	13%
Took part in a protest	12%
Donate/ raised money for groups	12%
Joined/ belong to/ started an action group	7%
Educated people on issues	5%
Made a formal submission	4%
Filled out a survey	3%
Complained to a council or organisation	2%
Work/ consult to an agency with environmental responsibilities	2%

## SUMMARY OF RESULTS

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=201) were asked what specific action they have taken.

Almost half (48%) of these residents indicate they have taken a general environmentally friendly action, such as planting trees or removing pests. Following this, residents mentioned they have signed a petition (24%), attended a meeting or public hearing (13%), taken part in a protest (12%), donated or raised money for an environmental group (12%) or joined/ belong to/ or started an action group (7%).

## 1998 - 2016 RESULTS

	1998	2000	2003	2006	2013	2016
Took environmentally friendly action	-	-	5%	3%	20%	48%
Signed a petition	-	5%	25%	6%	5%	24%
Attended a meeting or public hearing	38%	43%	41%	42%	7%	13%
Took part in a protest	11%	2%	10%	6%	7%	12%
Donated/ raised money for groups	-	-	1%	2%	5%	12%
Joined/ belong to/ started an action group	5%	18%	15%	25%	31%	7%
Educated people on issues	-	-	-	3%	4%	5%
Made a formal submission	25%	13%	13%	9%	12%	4%
Filled out a survey	-	-	-	-	3%	3%
Complained to a council or organisation	14%	8%	6%	8%	7%	2%
Work/ consult to an agency with environmental responsibilities	-	-	3%	3%	7%	2%



## 2016 RESULTS BY TA

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=201) were asked what specific action they have taken.

The results on this page show the top three actions taken by residents within each TA, as well as for rural and non rural residents.

### THAMES - COROMANDEL DISTRICT

Took environmentally friendly action	42%
Donate/ raised money for groups	18%
Complained to a council or organisation	18%

### HAURAKI DISTRICT

Took environmentally friendly action	26%
Signed a petition	25%
Attended a meeting or public hearing	24%

### WAIKATO DISTRICT

Took environmentally friendly action	58%
Signed a petition	41%
Took part in a protest	36%

### MATAMATA - PIAKO DISTRICT

Took environmentally friendly action	42%
Signed a petition	32%
Took part in a protest	31%

### HAMILTON DISTRICT

Took environmentally friendly action	42%
Signed a petition	24%
Took part in a protest	22%

### WAI PĀ DISTRICT

Took environmentally friendly action	56%
Signed a petition	21%
Attended a meeting or public hearing	21%

### OTOROHANGĀ DISTRICT

Took environmentally friendly action	51%
Signed a petition	16%
Attended a meeting or public hearing	13%

### SOUTH WAIKATO DISTRICT

Took environmentally friendly action	42%
Signed a petition	31%
Educated people on an issue	13%

### WAITOMO DISTRICT

Took environmentally friendly action	47%
Signed a petition	45%
Educated people on an issue	18%

### TAUPŌ DISTRICT

Took environmentally friendly action	81%
Attended a meeting or public hearing	18%
Educated people on an issue	14%

### ROTORUA DISTRICT

Attended a meeting or public hearing	44%
Signed a petition	24%
Followed council rules/ good farming practices	14%

### RURAL RESIDENTS

Took environmentally friendly action	44%
Attended a meeting or public hearing	18%
Signed a petition	17%

### NON RURAL RESIDENTS

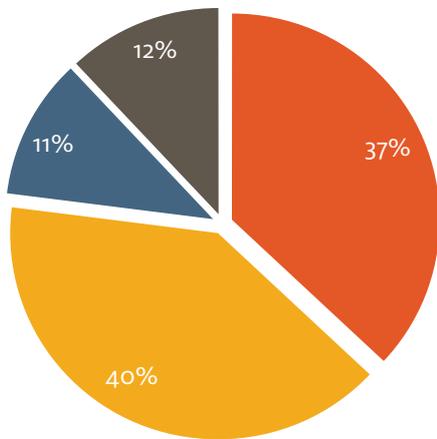
Took environmentally friendly action	50%
Signed a petition	29%
Donate/ raised money for groups	16%

# PERSONAL ENVIRONMENTAL ACTIONS |

## EFFECTIVENESS OF ACTIONS TAKEN



### 2016 RESULTS

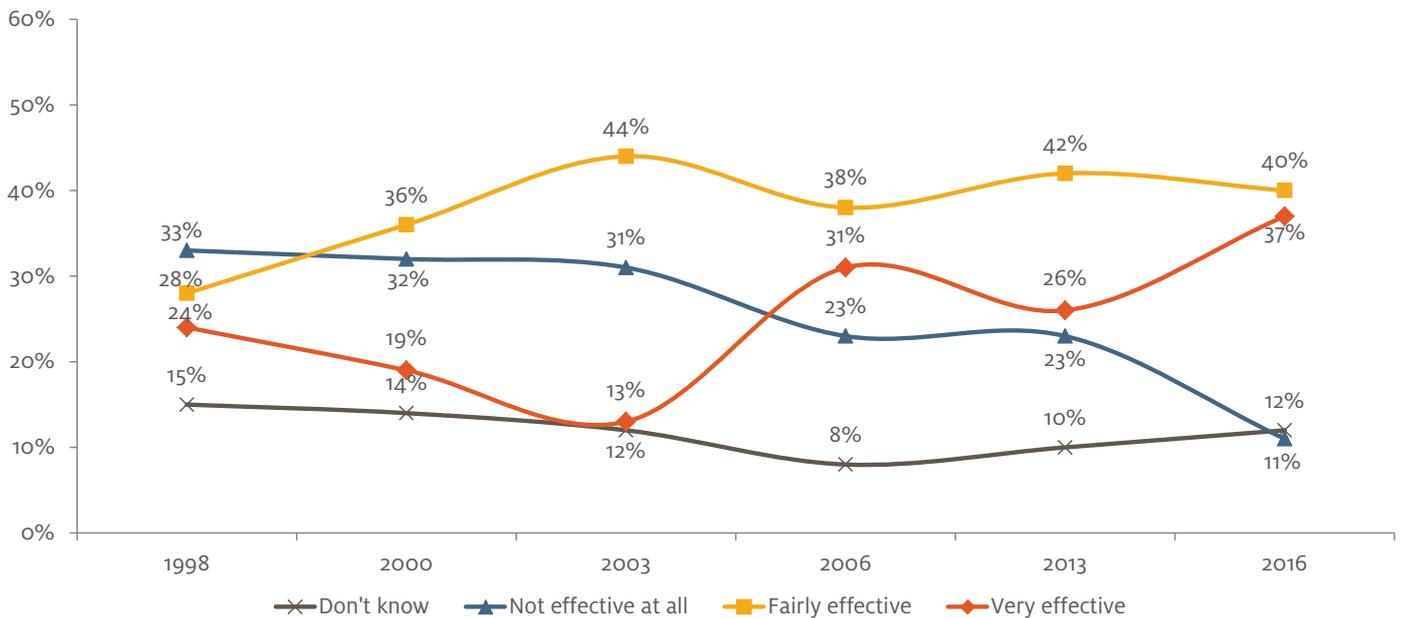


### SUMMARY OF RESULTS

All residents who have been involved in any kind of public action, meeting, official hearing or consent process (n=201) were asked generally how effective they thought these actions were, using a scale of not effective at all, fairly effective and very effective.

Overall, 77% of residents thought the action they took was fairly effective (40%) or very effective (37%). A further 11% of residents indicate they thought their action was not effective at all, and 12% didn't know how effective their action was.

### 1998 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Year on year changes with perceived effectiveness of actions are varied. Over time both fairly effective and very effective ratings have increased since 1998. Very effective ratings have increased 13% since 1998, and have increased 24% since 2003. Fairly effective ratings have increased 12% since 1998, however they have decreased 4% since 2003. Concurrently, not

effective ratings have decreased 22% since 1998.

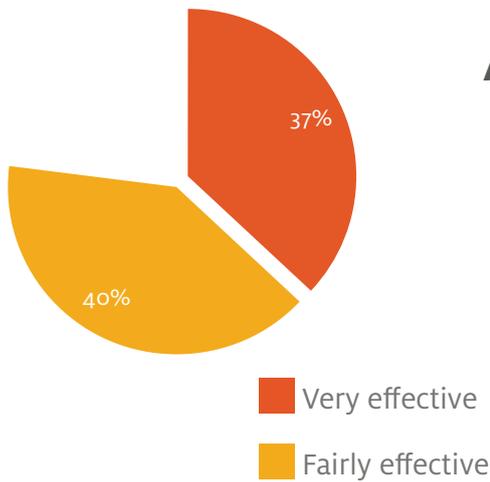
# PERSONAL ENVIRONMENTAL ACTIONS | EFFECTIVENESS OF ACTIONS TAKEN



## INTERPRETING THESE RESULTS

All residents who have been involved in any kind of public action, meeting, official hearing or consent process (n=201) were asked generally how effective they think these actions were, using a scale of not effective at all, fairly effective and very effective.

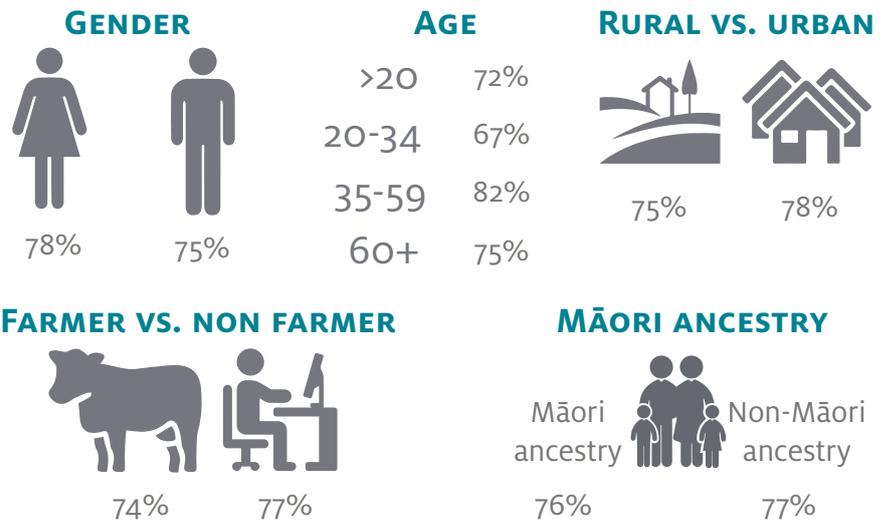
The total effective score for this measure is 77% (40% fairly effective and 37% very effective).



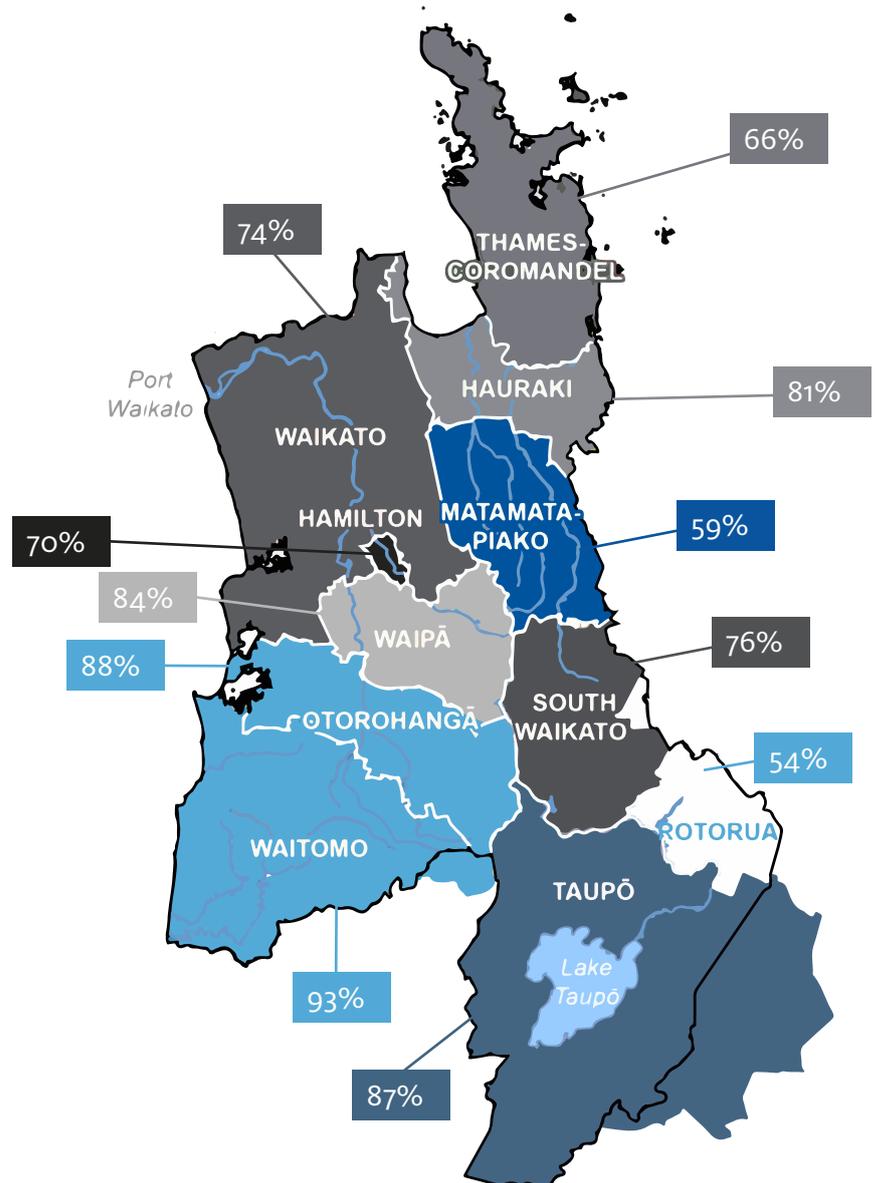
The result shown below each icon indicates the total effective score for this measure for that group of people.

There are no significant differences noted for this measure.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# ENVIRONMENTAL REGULATIONS AND CONTROLS



# ENVIRONMENTAL REGULATIONS AND CONTROLS |

## KEY FINDINGS

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

Questions within this section include levels of agreement with:

- the public having enough say in the way the environment is managed;
- Council should enforce its rules and laws to make sure that the environment is well looked after;
- landowners should be allowed to do what they like on their own land;
- there is enough protection given to local significant sites;
- urban sprawl and subdivisions threaten the natural environment;
- government restrictions on private property are necessary so that the environment will not be harmed and;
- Council should tighten its provision for the construction of homes and buildings in areas at risk of flooding and erosion.

Total agree and total disagree scores for each measure are shown below.

Note: The rating scale used in 2003, 2006, 2013 and 2016 for the questions in this section differs from the rating scale used in 1998 and 2000. Therefore, comparisons over time should be interpreted with caution.

### SUMMARY OF FINDINGS

#### PUBLIC SAY IN THE WAY THE ENVIRONMENT IS MANAGED



TOTAL AGREE  
**42%**

TOTAL DISAGREE  
**43%**

42% of residents agree that the public have enough say in the way the environment is managed.

#### COUNCIL ENFORCEMENT OF RULES AND LAWS



TOTAL AGREE  
**91%**

TOTAL DISAGREE  
**4%**

91% of residents agree that Council should enforce its rules and laws to make sure that the environment is well looked after.

#### LANDOWNERS AND THEIR OWN LAND



TOTAL AGREE  
**25%**

TOTAL DISAGREE  
**47%**

47% of residents disagree that landowners should be allowed to do what they like on their own land.

#### GOVERNMENT RESTRICTIONS ON THE USE OF PRIVATE PROPERTY



TOTAL AGREE  
**73%**

TOTAL DISAGREE  
**12%**

73% of residents agree that government restrictions on private property are necessary so that the environment will not be harmed.

#### COUNCIL PROVISION FOR CONSTRUCTION IN AT RISK AREAS



TOTAL AGREE  
**80%**

TOTAL DISAGREE  
**11%**

80% of residents agree that Council should tighten its provision for the construction of homes and buildings in areas at risk of flooding and erosion.

#### PROTECTION OF SIGNIFICANT NATURAL SITES



TOTAL AGREE  
**48%**

TOTAL DISAGREE  
**30%**

48% of residents agree that there is enough protection of significant natural sites.

#### THREAT OF URBAN SPRAWL AND SUBDIVISIONS TO NATURAL ENVIRONMENT



TOTAL AGREE  
**64%**

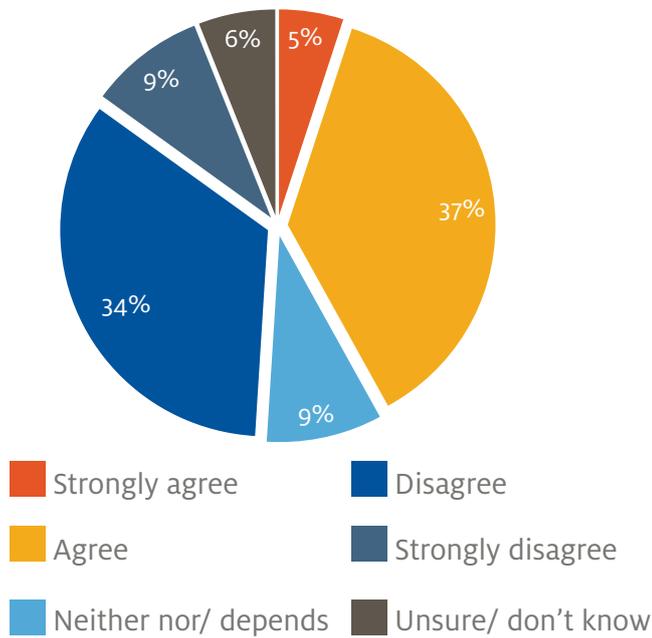
TOTAL DISAGREE  
**19%**

64% of residents agree that urban sprawl and subdivisions threaten the natural environment.

# ENVIRONMENTAL REGULATIONS AND CONTROLS | PUBLIC SAY IN THE WAY THE ENVIRONMENT IS MANAGED



## 2016 RESULTS

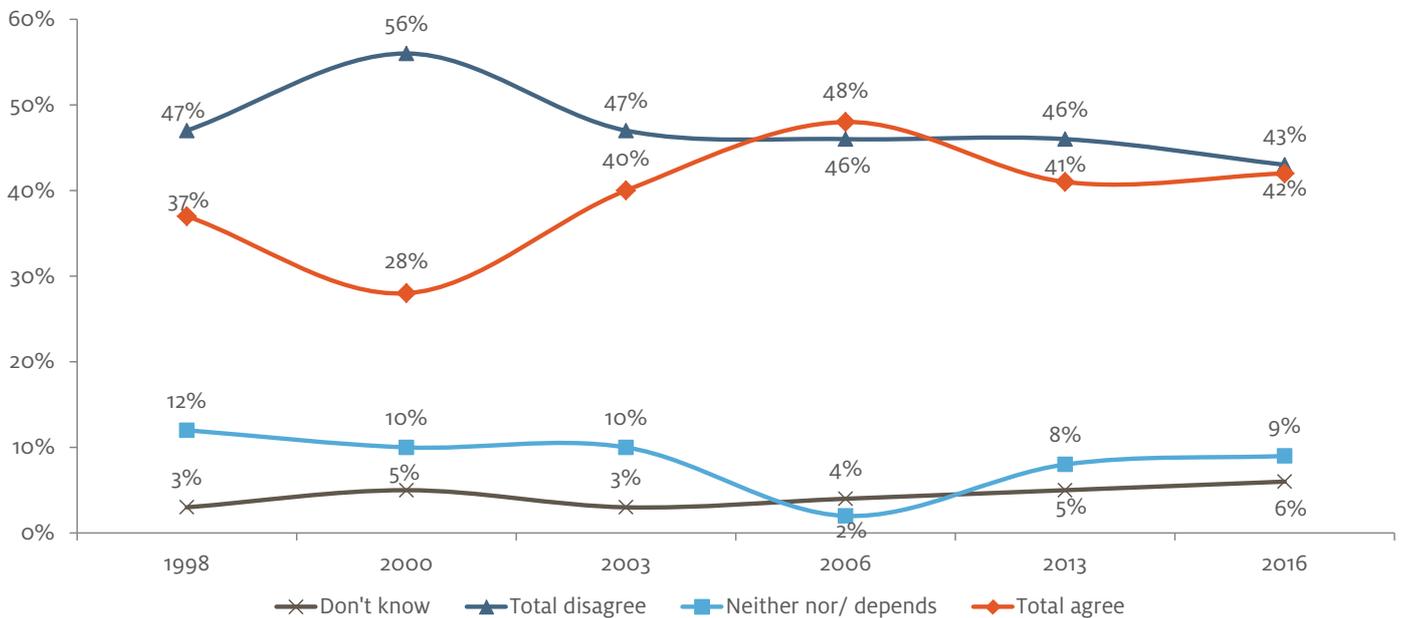


## SUMMARY OF RESULTS

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

Forty two per cent of residents agree (37%) or strongly agree (5%) that the public have enough say in the way the environment is managed. Similarly, 43% of residents disagree (34%) or strongly disagree (9%) that the public have enough say in the way the environment is managed. A further 9% of residents neither agree nor disagree, and 6% are unsure how to rate this.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes show an overall increase in agreement that the public have enough say in the way the environment is managed, with total agreement increasing 5% from 1998, and 14% from 2000. Total disagree ratings have also followed the same trend, decreasing since 2003 and are now 4% below 1998's results.

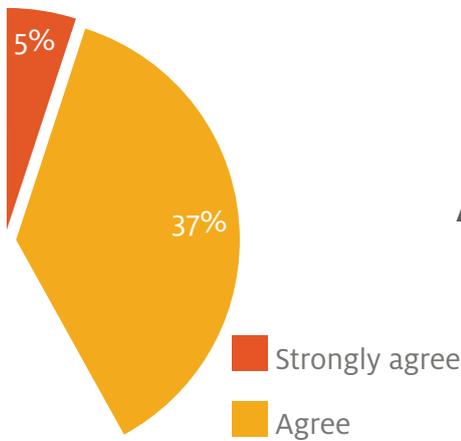
# ENVIRONMENTAL REGULATIONS AND CONTROLS | PUBLIC SAY IN THE WAY THE ENVIRONMENT IS MANAGED



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 42% (37% agree and 5% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 42%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 42%.



The highest significant score for this measure is 57%, collected from Otorohangā and farming residents.



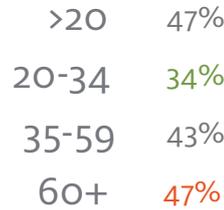
The lowest significant score for this measure is 34%, collected from residents aged 20-34 years old.

## DEMOGRAPHIC DIFFERENCES

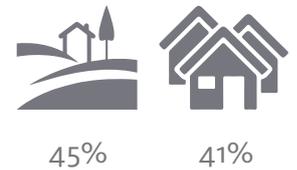
### GENDER



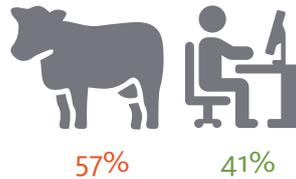
### AGE



### RURAL VS. URBAN



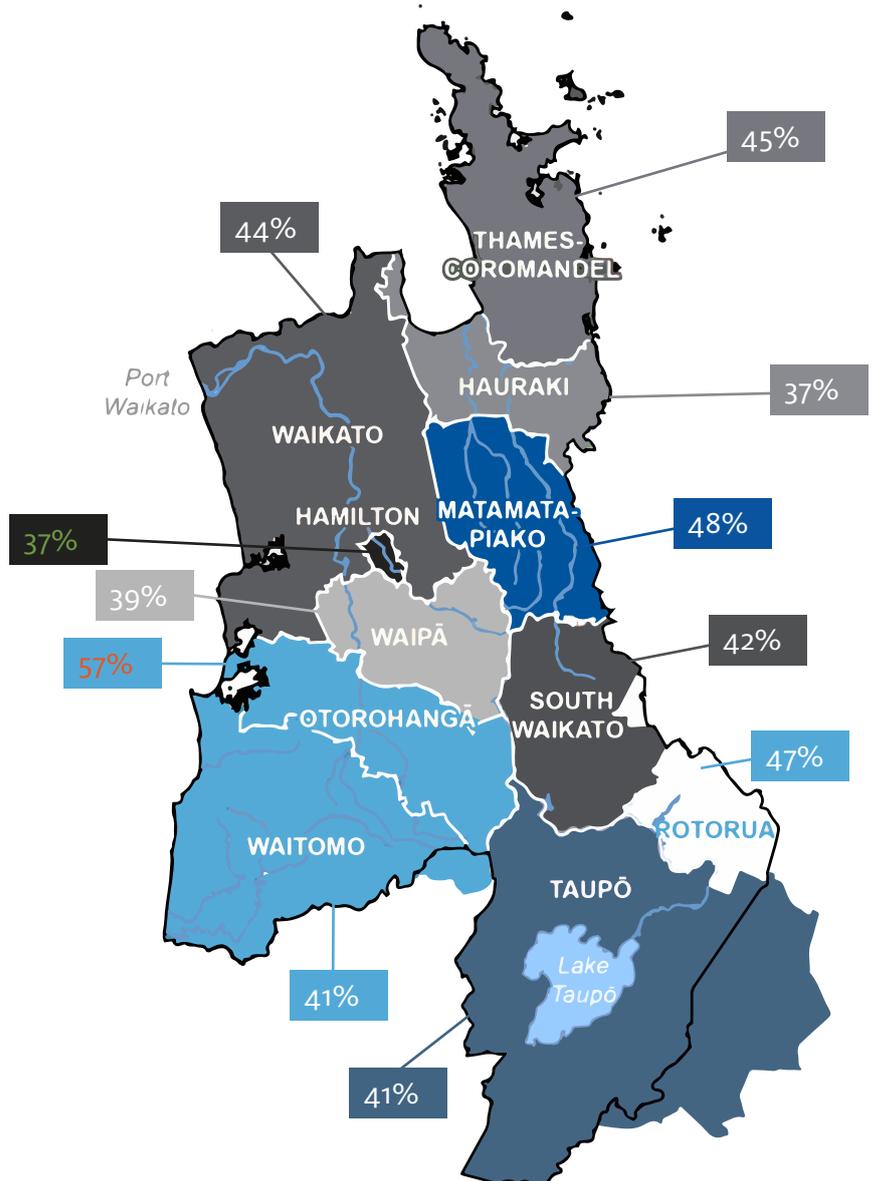
### FARMER VS. NON FARMER



### MĀORI ANCESTRY



## AREA DIFFERENCES

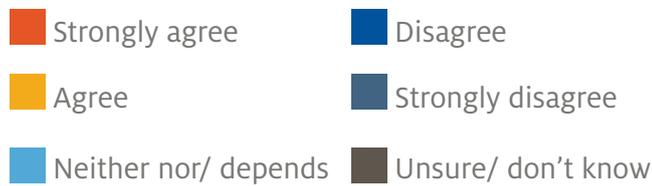
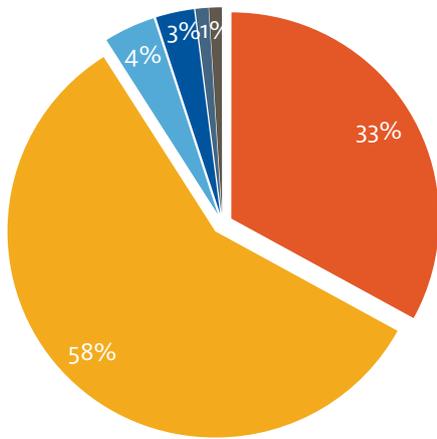


# ENVIRONMENTAL REGULATIONS AND CONTROLS |

## COUNCIL ENFORCEMENT OF RULES AND LAWS



### 2016 RESULTS

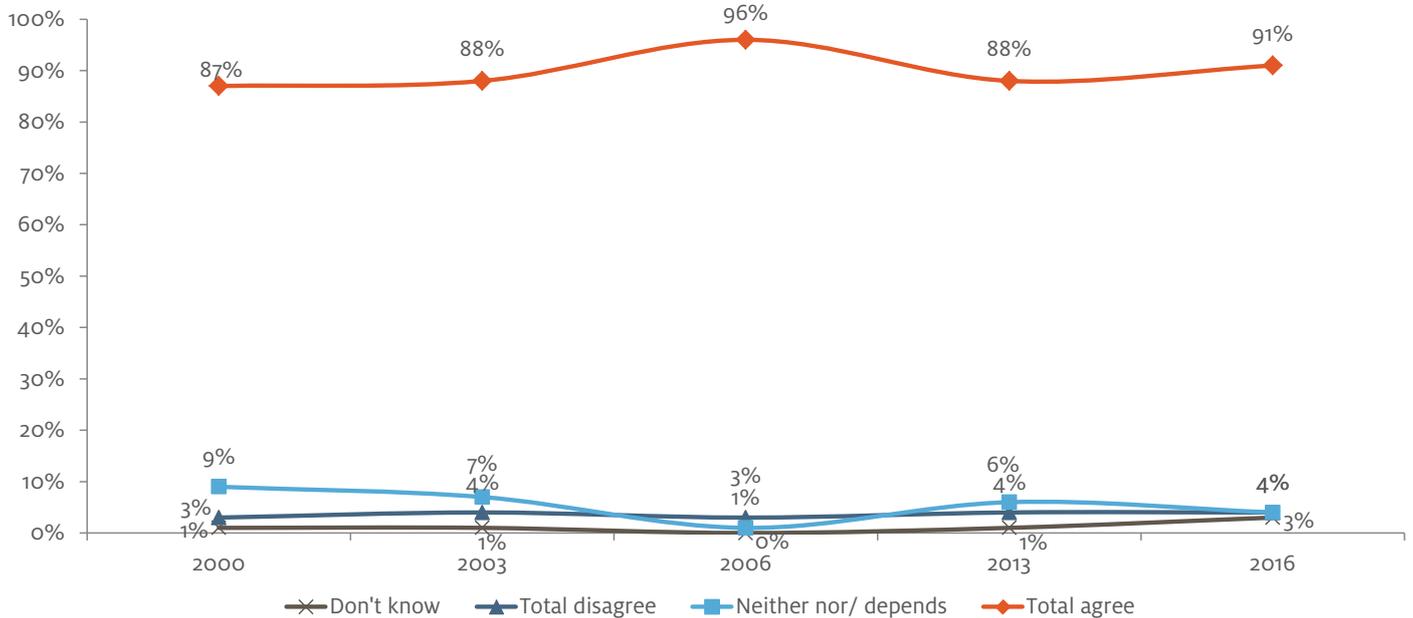


### SUMMARY OF RESULTS

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

The majority of residents (91%) agree (58%) or strongly agree (33%) that Council should enforce its rules and laws to make sure that the environment is well looked after. Four per cent of residents disagree (3%) or strongly disagree (1%) with this, while 4% neither agree nor disagree.

### 2000 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Trends over time show a relatively consistent pattern in levels of agreement that Council should enforce its rules and laws to make sure that the environment is well looked after. This year's total agree results are 4% above results from 2000. Neither nor ratings have also decreased 5% from 2000.

# ENVIRONMENTAL REGULATIONS AND CONTROLS |

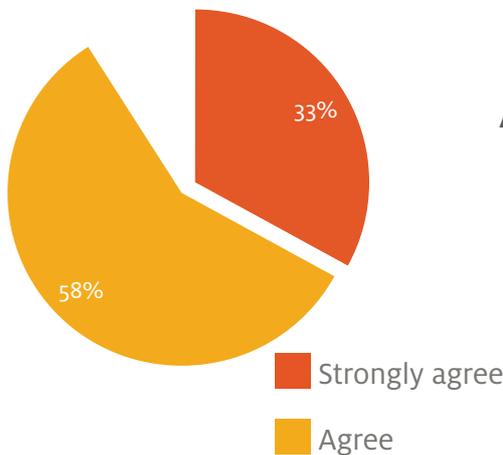
## COUNCIL ENFORCEMENT OF RULES AND LAWS



### INTERPRETING THESE RESULTS

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

The total agree score for this measure is 91% (58% agree and 33% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 91%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 91%.

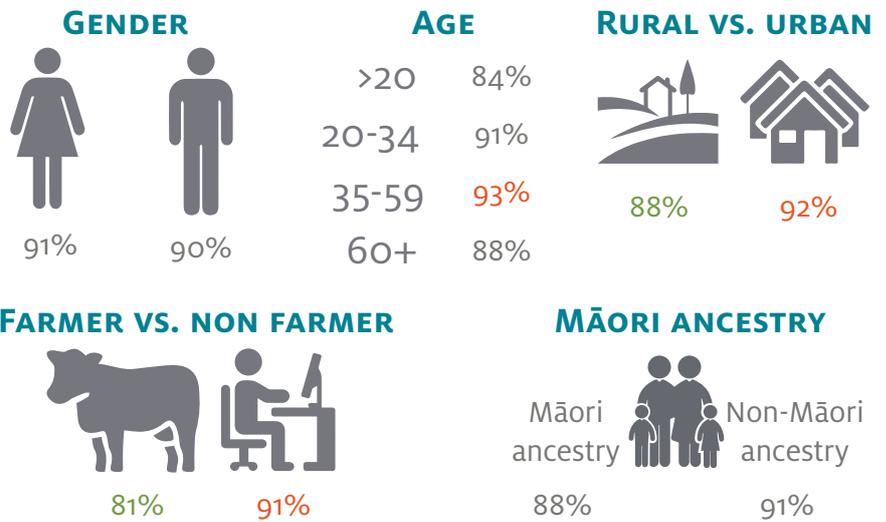


The highest significant score for this measure is 97%, collected from Taupō residents.

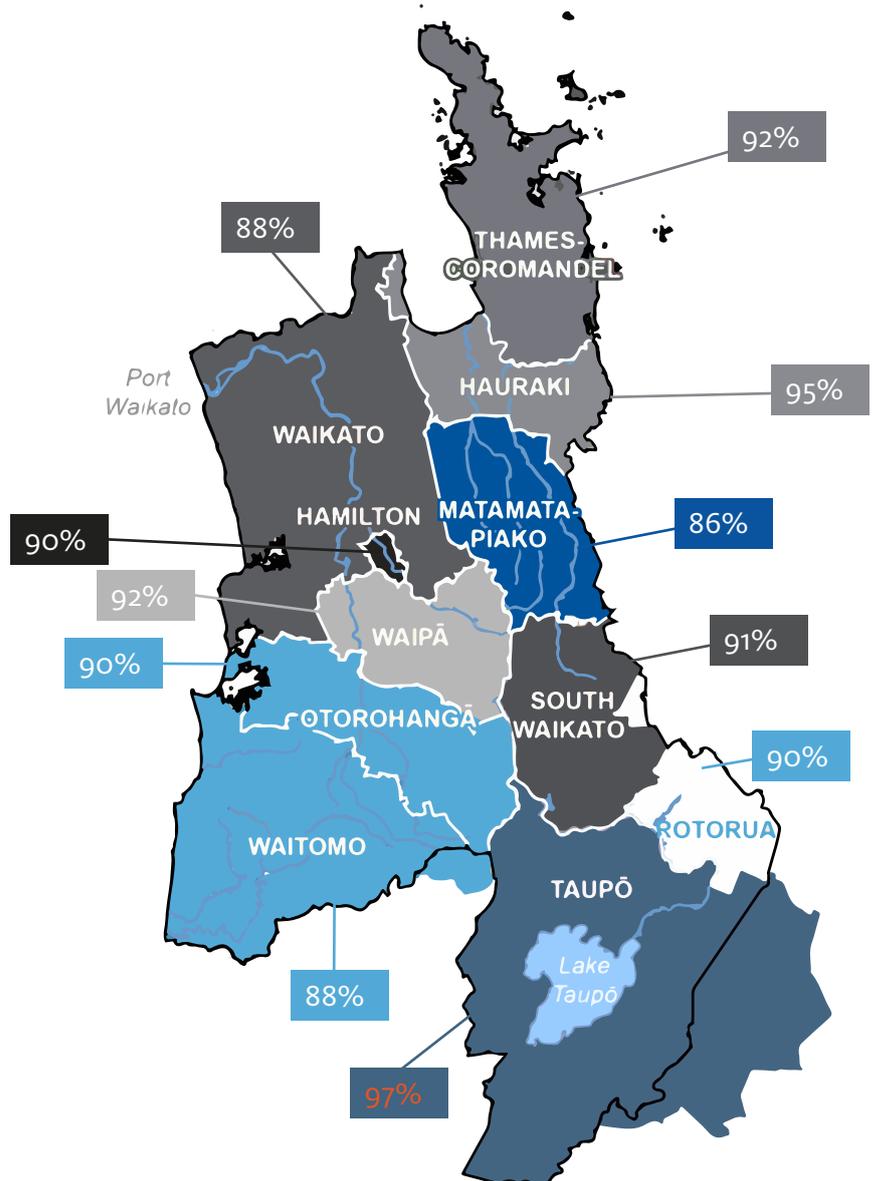


The lowest significant score for this measure is 81%, collected from farming residents.

### DEMOGRAPHIC DIFFERENCES



### AREA DIFFERENCES

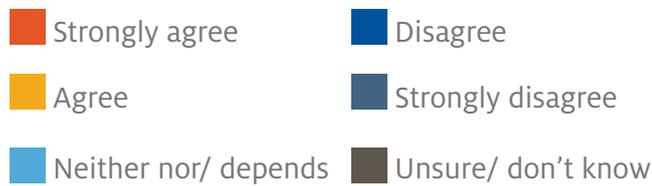
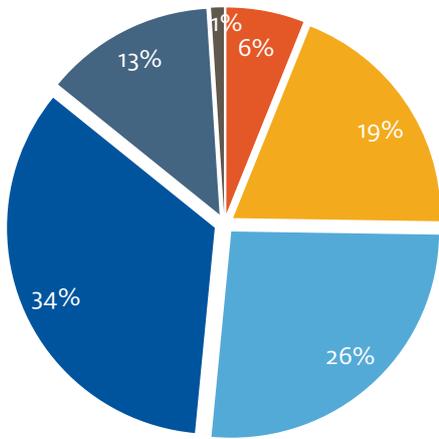


# ENVIRONMENTAL REGULATIONS AND CONTROLS |

## LAND OWNERS AND THEIR OWN LAND



### 2016 RESULTS

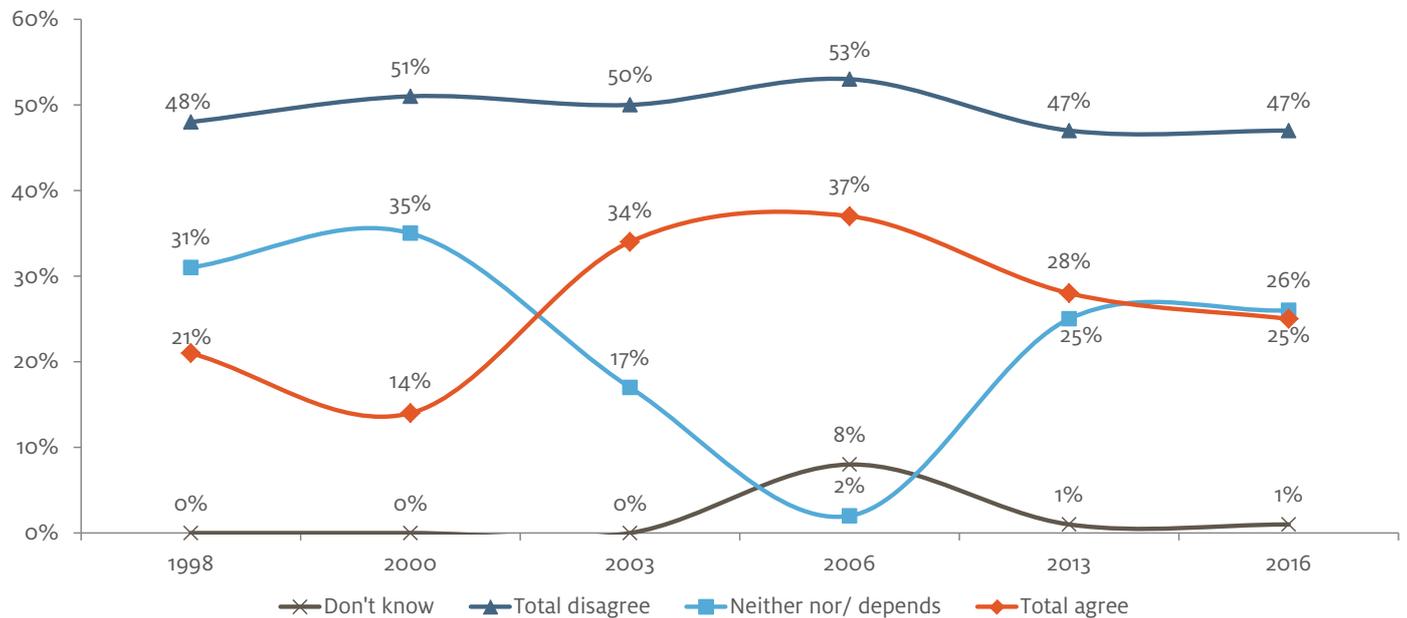


### SUMMARY OF RESULTS

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

A quarter (25%) of residents agree (19%) or strongly agree (6%) that landowners should be allowed to do what they like on their own land. A further quarter (26%) of residents neither agree nor disagree with this, however 47% of residents disagree (34%) or strongly disagree (13%) that landowners should be allowed to do what they like on their own land.

### 1998 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Year on year changes with levels of agreement that landowners should be allowed to do what they like on their own land are minimal, with this year's results on a par with results from 2013. Of note, total agreement has increased 4% since 1998. Total disagree ratings are on a par with previous years' results.

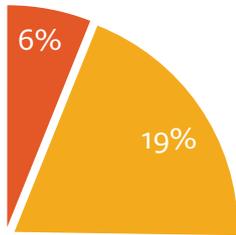
# ENVIRONMENTAL REGULATIONS AND CONTROLS | LAND OWNERS AND THEIR OWN LAND



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 25% (19% agree and 6% strongly agree).



■ Strongly agree  
■ Agree

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

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

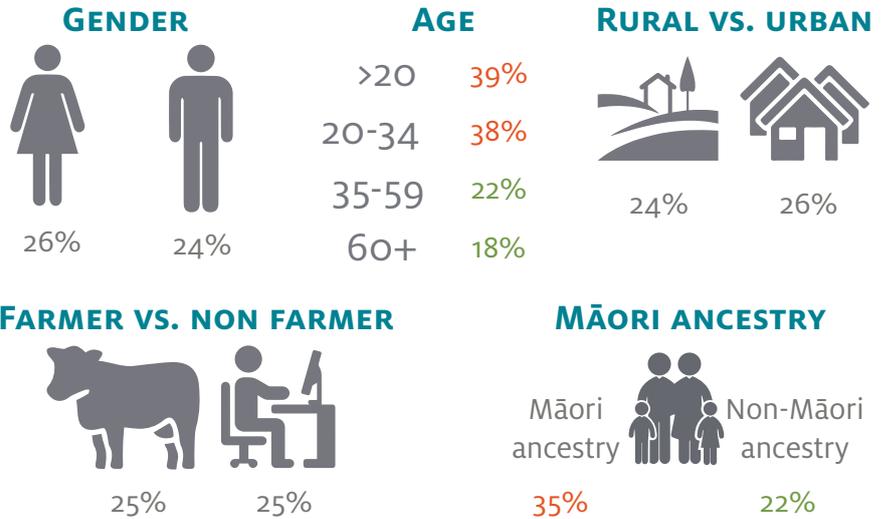


The highest significant score for this measure is 39%, collected from residents aged under 20 years.

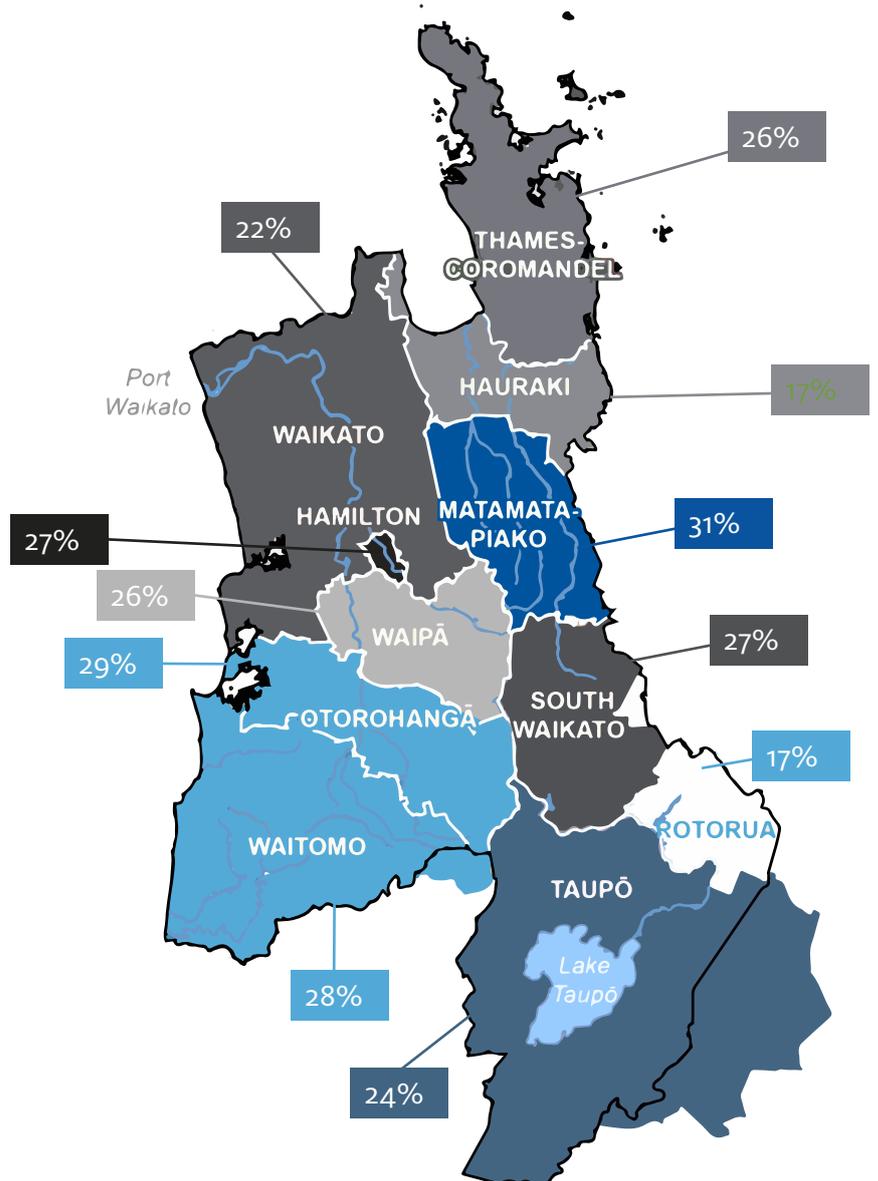


The lowest significant score for this measure is 17%, collected from Hauraki residents.

## DEMOGRAPHIC DIFFERENCES



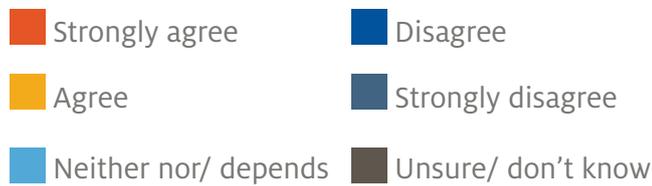
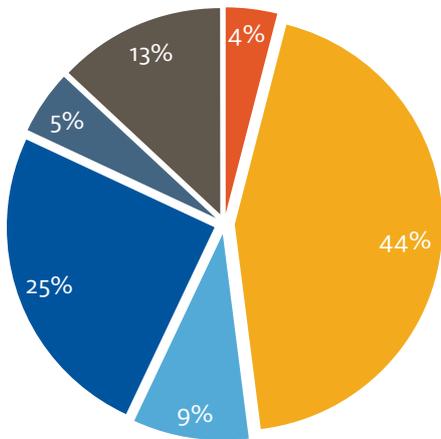
## AREA DIFFERENCES



# ENVIRONMENTAL REGULATIONS AND CONTROLS | PROTECTION OF SIGNIFICANT NATURAL SITES



## 2016 RESULTS

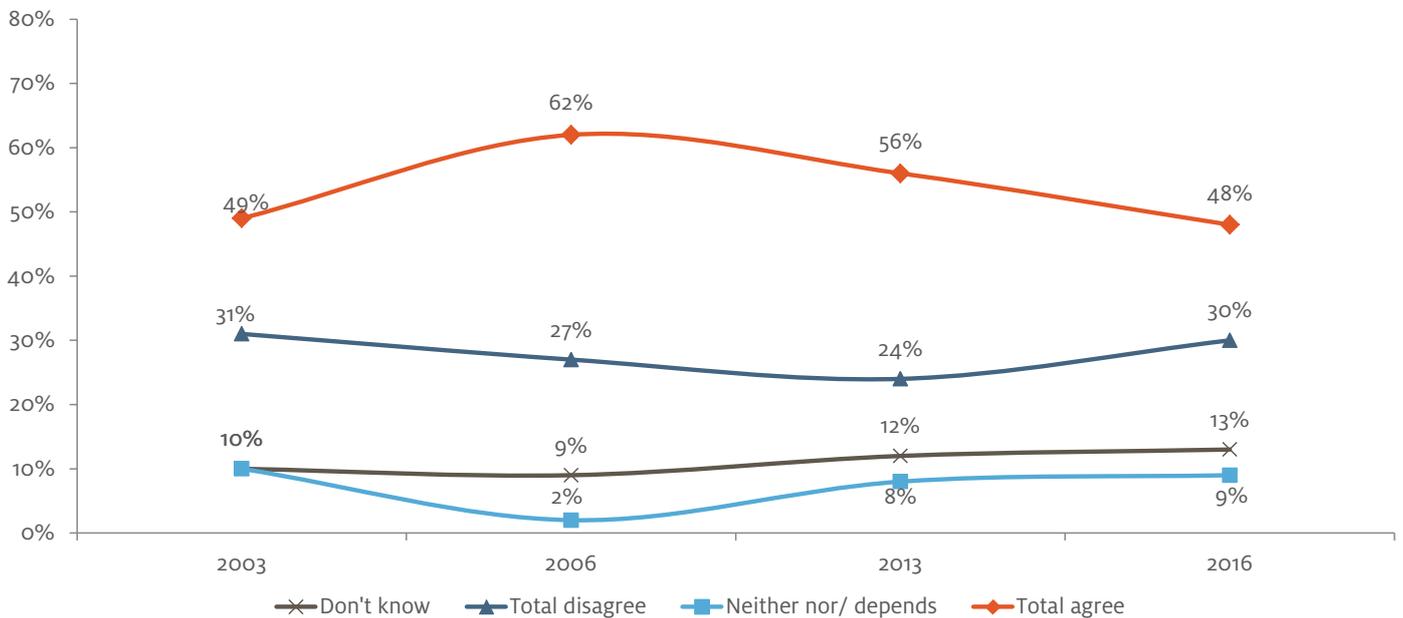


## SUMMARY OF RESULTS

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

Overall, 48% of residents agree (44%) or strongly agree (4%) that enough protection is given to local significant sites. A third (30%) of residents disagree (25%) or strongly disagree (5%) that enough protection is given. Nine per cent of residents neither agree nor disagree with this, and 13% are unsure how to rate this.

## 2003 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year comparisons in agreement that there is enough protection given to local significant sites show a 14% decrease in total agreement since 2006, however this year's results are on a par with results from 2003. Total disagree and neither nor ratings remain on a par with previous years' results.

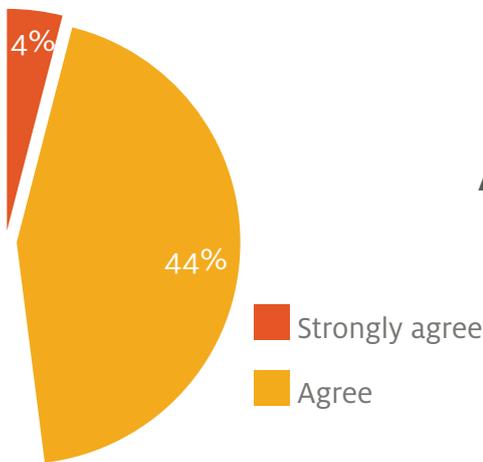
# ENVIRONMENTAL REGULATIONS AND CONTROLS | PROTECTION OF SIGNIFICANT NATURAL SITES



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 48% (44% agree and 4% strongly agree).



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

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

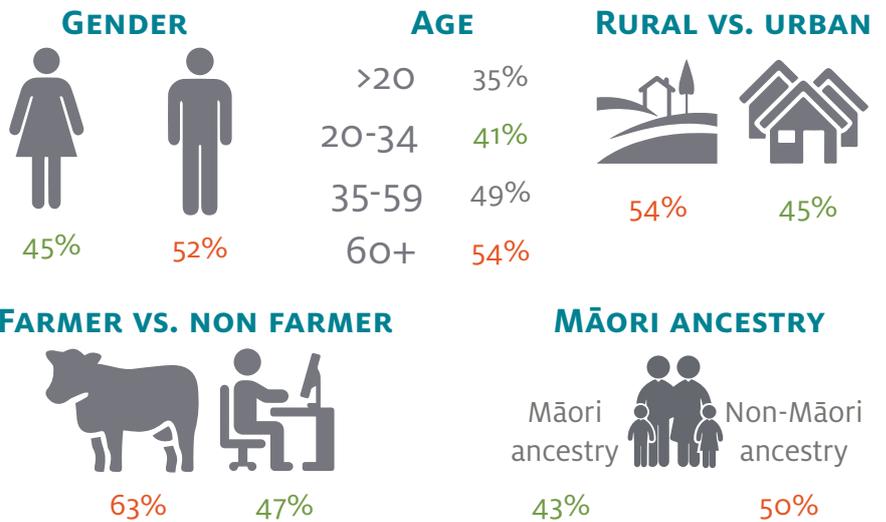


The highest significant score for this measure is 65%, collected from Waitomo residents.

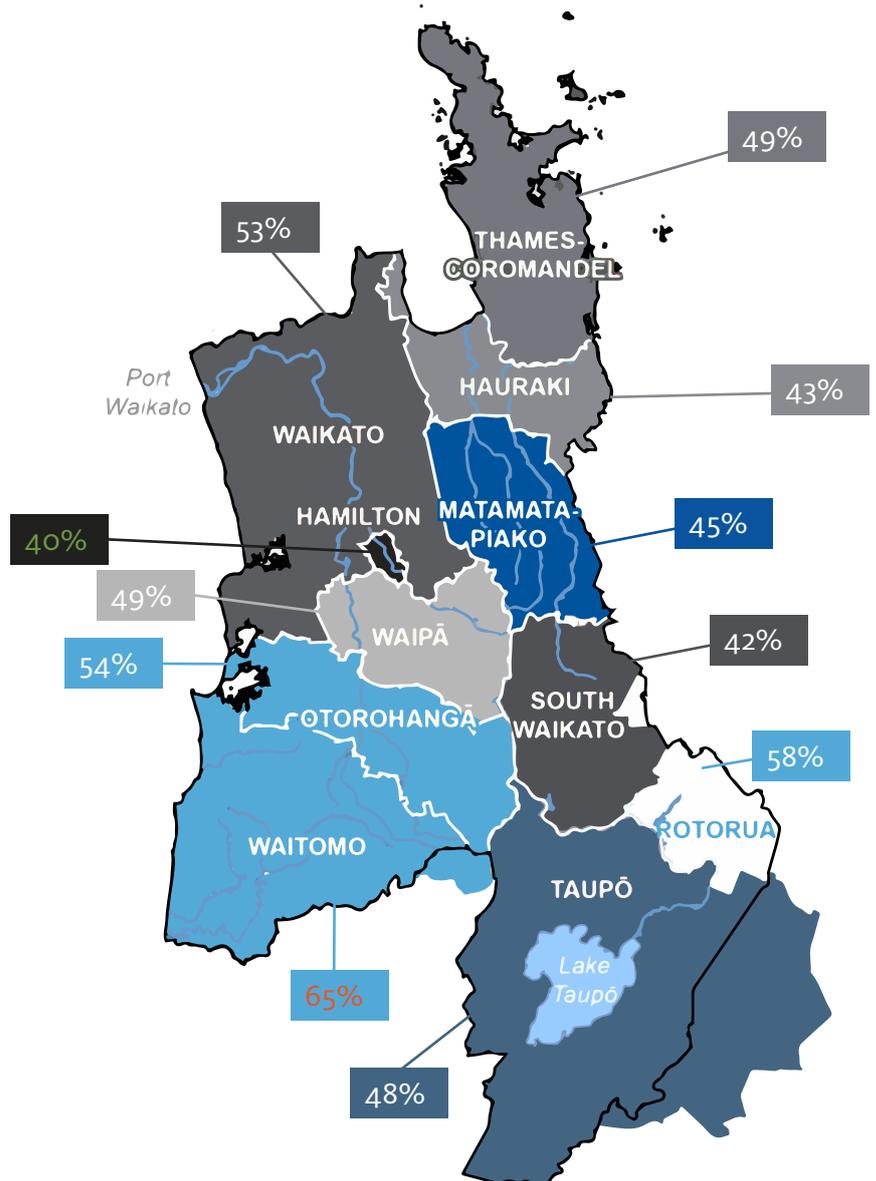


The lowest significant score for this measure is 40%, collected from Hamilton residents.

## DEMOGRAPHIC DIFFERENCES



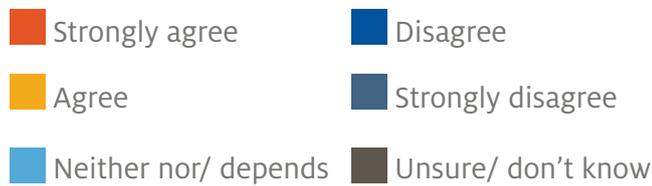
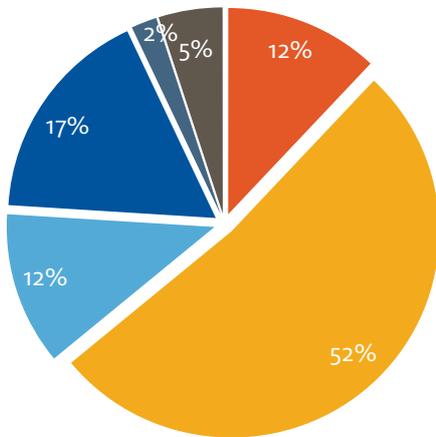
## AREA DIFFERENCES



# ENVIRONMENTAL REGULATIONS AND CONTROLS | THREAT OF URBAN SPRAWL TO NATURAL ENVIRONMENT



## 2016 RESULTS

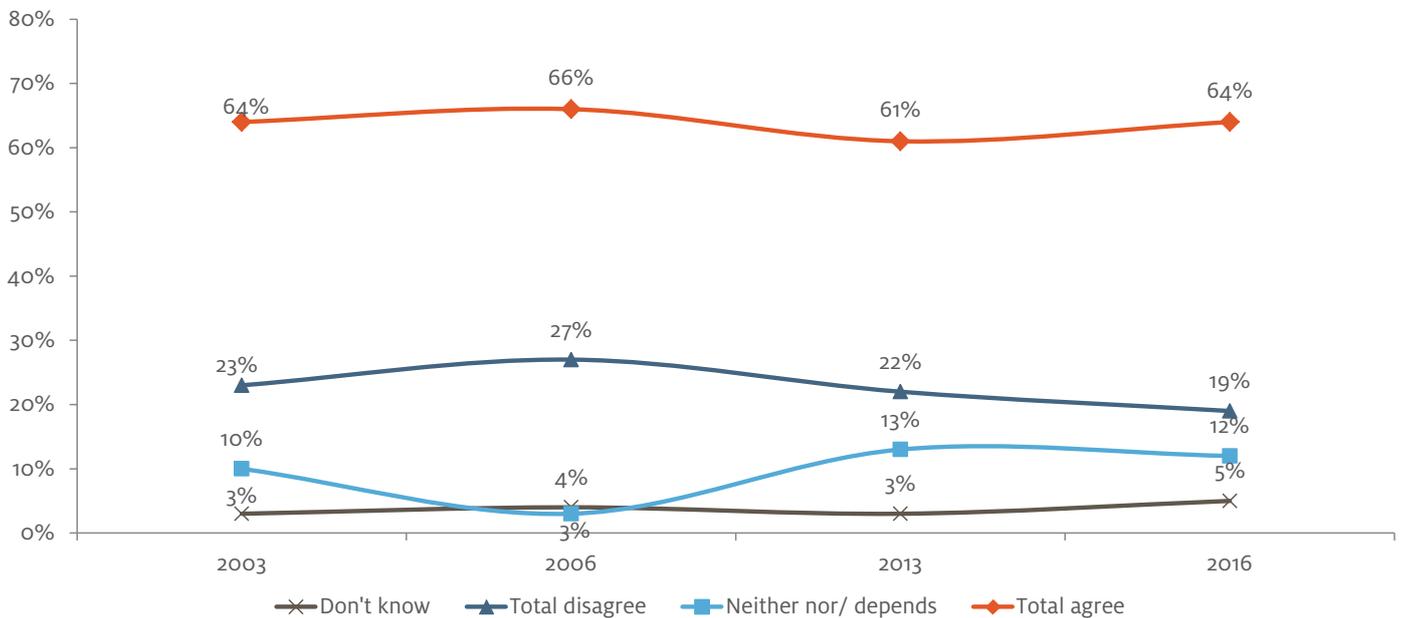


## SUMMARY OF RESULTS

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

Overall, 64% of residents agree (52%) or strongly agree (12%) that urban sprawl and subdivisions threaten the natural environment. A further 12% neither agree nor disagree with this, and 19% disagree (17%) or strongly disagree (2%). The remaining 5% of residents are unsure how to rate this.

## 2003 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results for level of agreement that urban sprawl and subdivisions threaten the natural environment show minimal changes, with this year's results on a par with previous years' results.

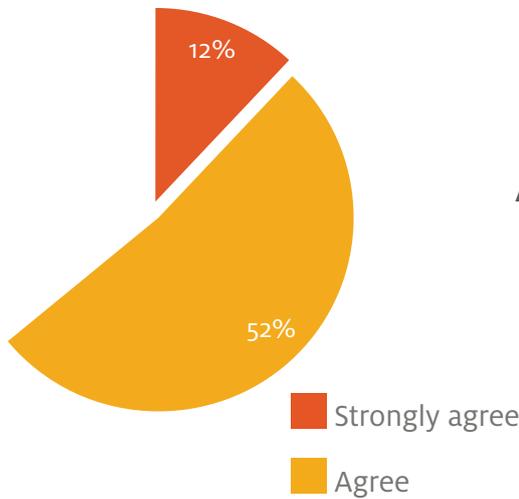
# ENVIRONMENTAL REGULATIONS AND CONTROLS | THREAT OF URBAN SPRAWL TO NATURAL ENVIRONMENT



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 64% (52% agree and 12% strongly agree).



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

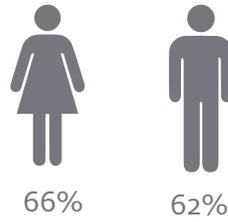
**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 64%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 64%.

← The highest significant score for this measure is 70%, collected from residents aged 20-34 years old.

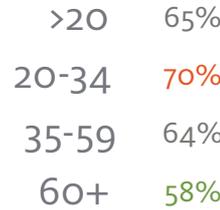
→ The lowest significant score for this measure is 58%, collected from residents aged 60+ years.

## DEMOGRAPHIC DIFFERENCES

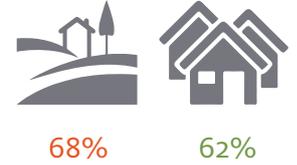
### GENDER



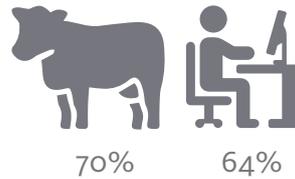
### AGE



### RURAL VS. URBAN



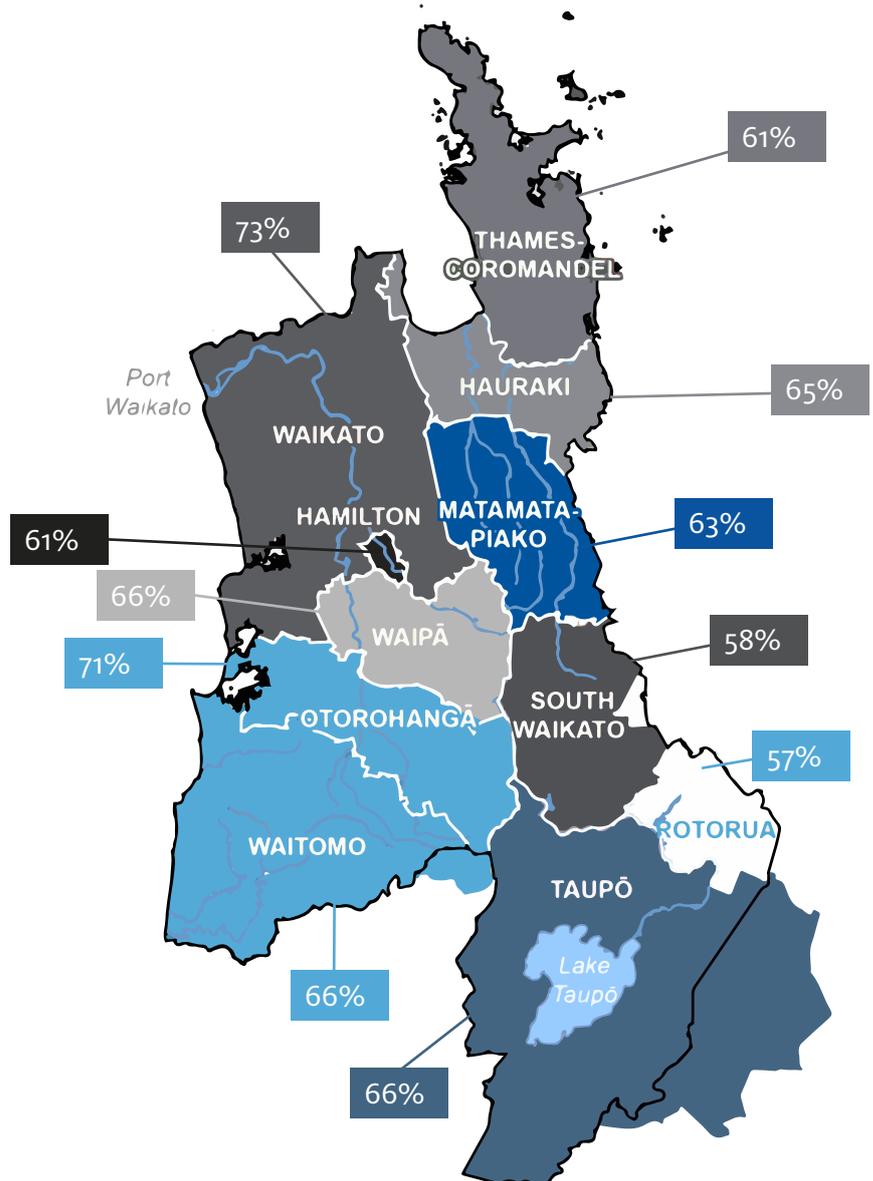
### FARMER VS. NON FARMER



### MĀORI ANCESTRY



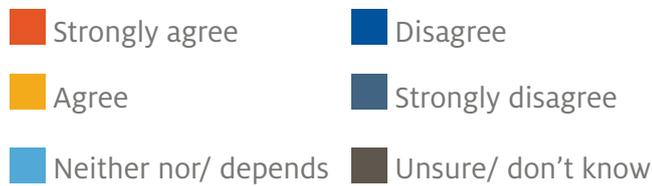
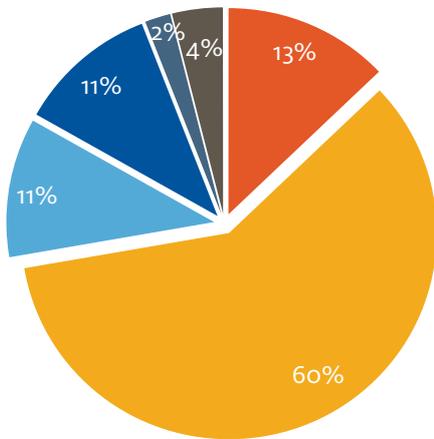
## AREA DIFFERENCES



# ENVIRONMENTAL REGULATIONS AND CONTROLS | RESTRICTIONS ON THE USE OF PRIVATE PROPERTY



## 2016 RESULTS

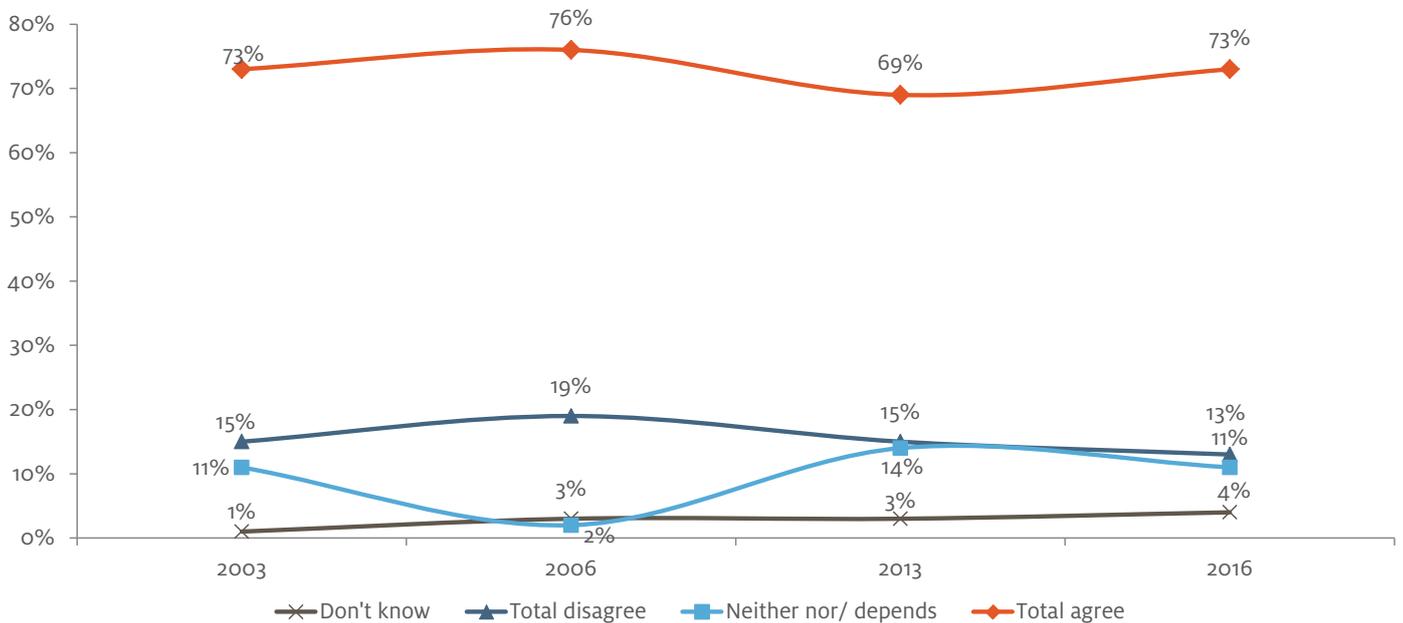


## SUMMARY OF RESULTS

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

Three quarters (73%) of residents agree (60%) or strongly agree (13%) that government restrictions on private property are necessary so that the environment will not be harmed. A further 11% neither agree nor disagree with this, and 13% disagree (11%) or strongly disagree (2%) that government restrictions are necessary.

## 2003 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results with level of agreement that government restrictions on private property are necessary so that the environment will not be harmed show minimal changes, with this year's results on a par with results from 2003. Notably this year, total agree has increased 4% from 2013.

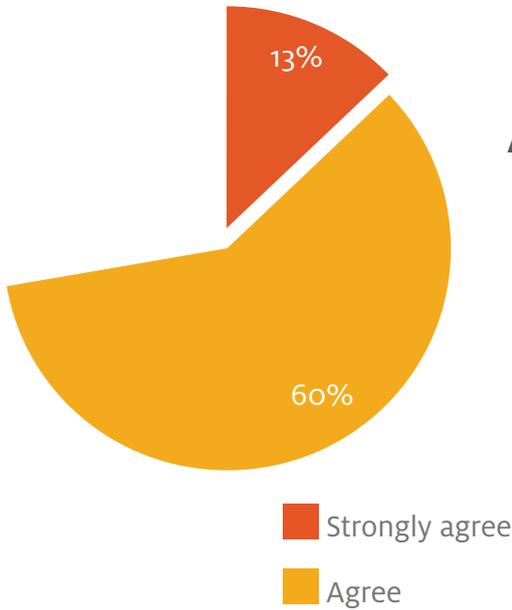
# ENVIRONMENTAL REGULATIONS AND CONTROLS | RESTRICTIONS ON THE USE OF PRIVATE PROPERTY



## INTERPRETING THESE RESULTS

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

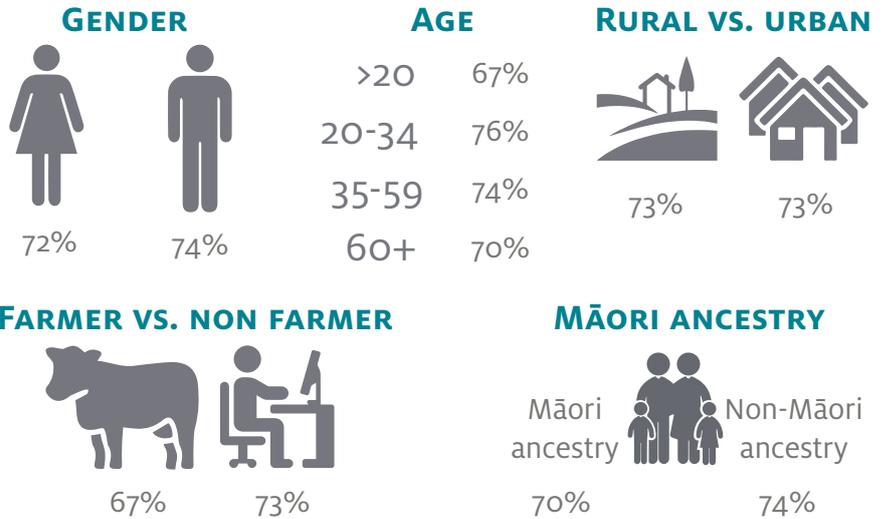
The total agree score for this measure is 73% (60% agree and 13% strongly agree).



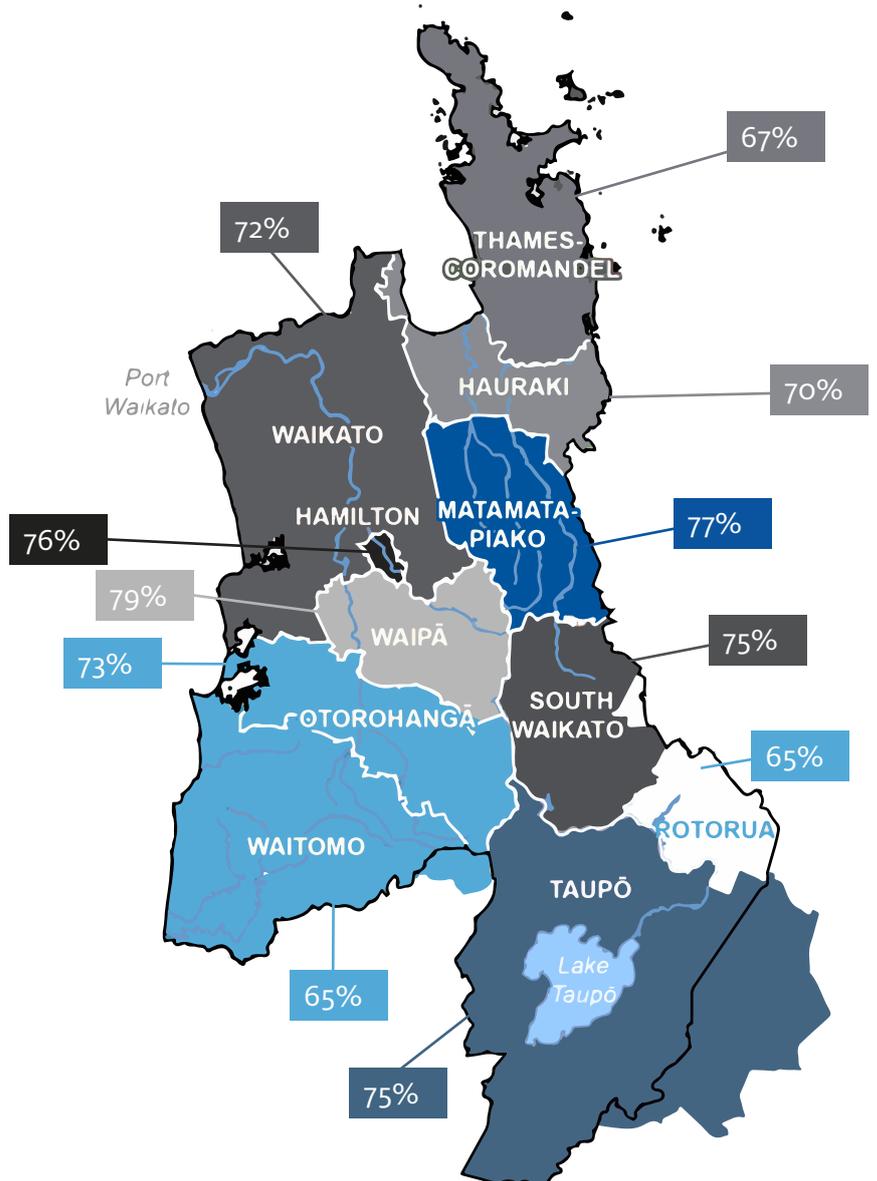
The result shown below each icon indicates the total agree score for this measure for that group of people.

There are no significant differences recorded for this question.

## DEMOGRAPHIC DIFFERENCES



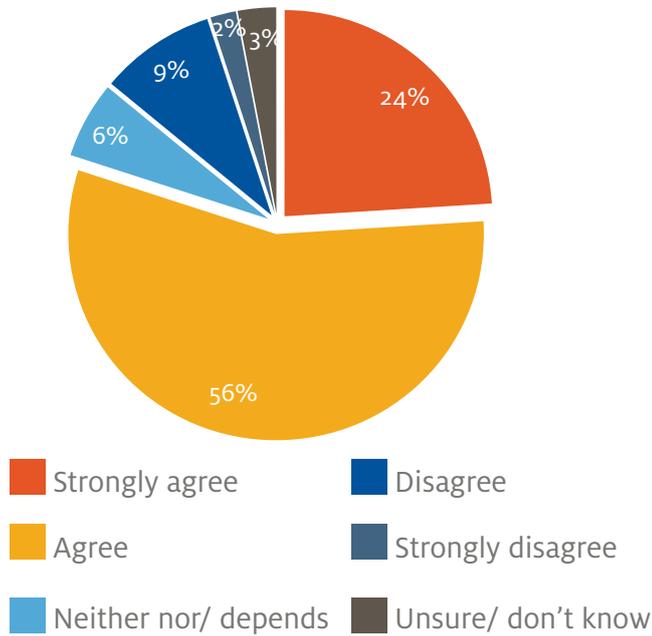
## AREA DIFFERENCES



# ENVIRONMENTAL REGULATIONS AND CONTROLS | PROVISION FOR CONSTRUCTION IN AT RISK AREAS



## 2016 RESULTS

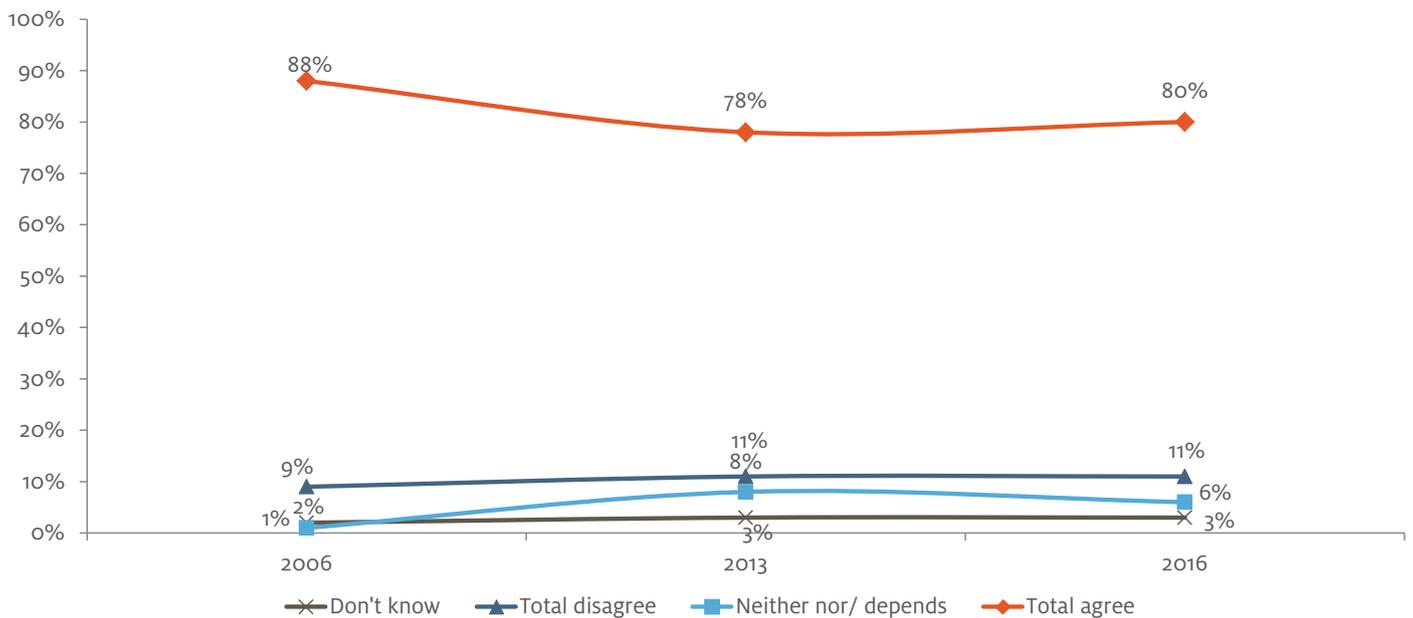


## SUMMARY OF RESULTS

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

The majority of residents (80%) agree (56%) or strongly agree (24%) that Council should tighten its provision for the construction of homes and buildings in areas at risk of flooding and erosion. Six per cent of residents neither agree nor disagree with this, while 11% a disagree (9%) or strongly disagree (2%) that Council should tighten its provision for this.

## 2006 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes show an 8% decrease in total agreement that Council should tighten its provision for the construction of homes and buildings in areas at risk from flooding and erosion since 2006. Total disagree, neither nor and don't know ratings remain on a par with previous years' results.

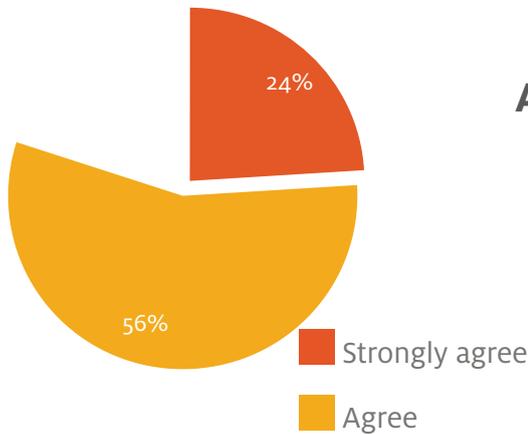
# ENVIRONMENTAL REGULATIONS AND CONTROLS | PROVISION FOR CONSTRUCTION IN AT RISK AREAS



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 80% (56% agree and 24% strongly agree).



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

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

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

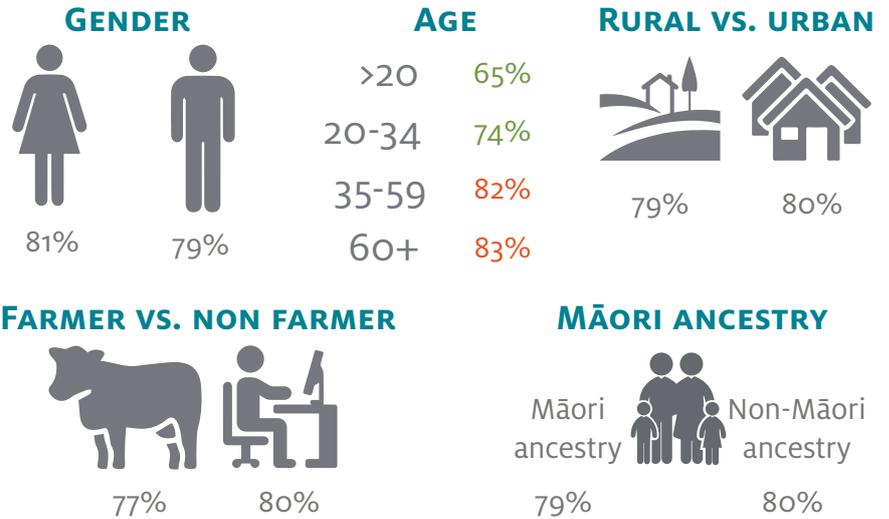


The highest significant score for this measure is 83%, collected from residents aged 60+ years.

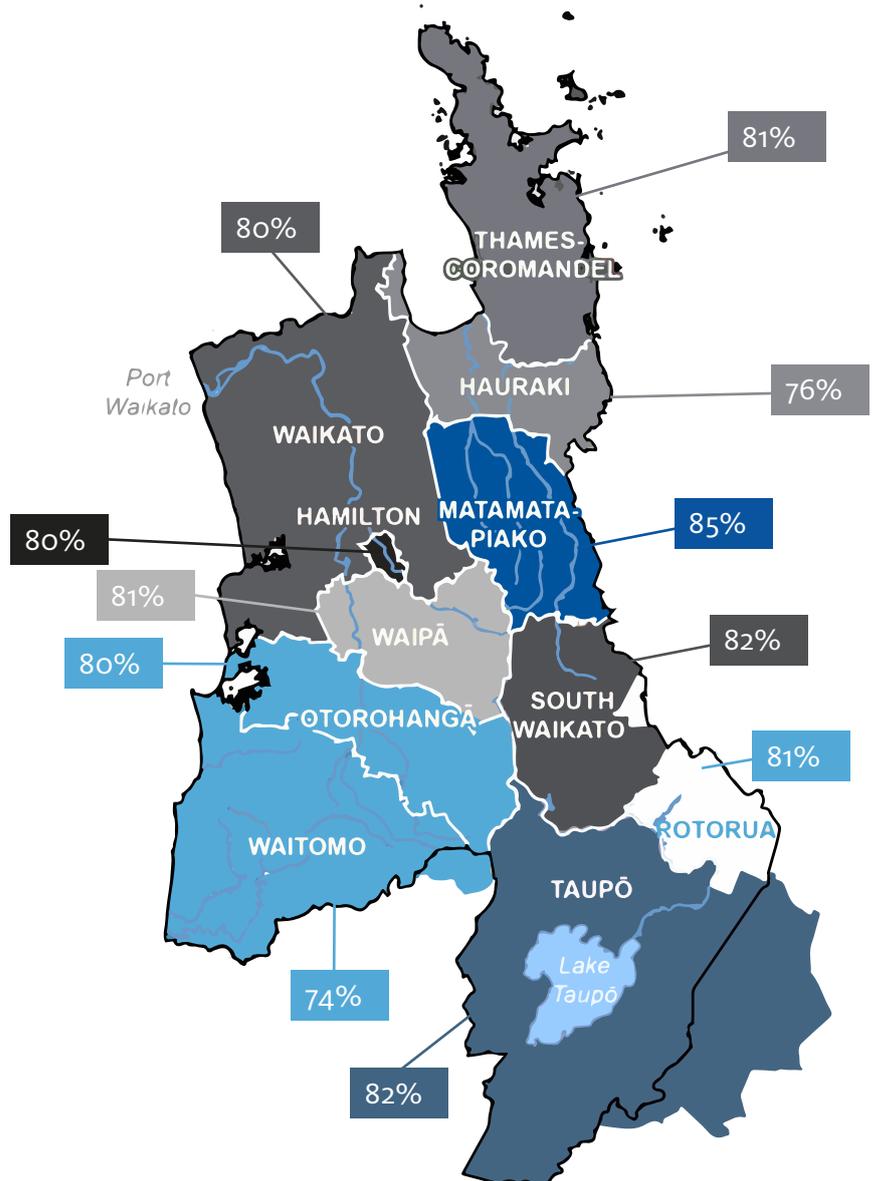


The lowest significant score for this measure is 65%, collected from residents aged under 20 years.

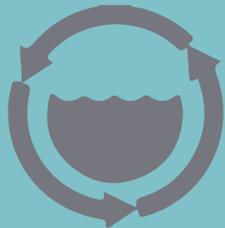
## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# ECONOMY, BUSINESS AND THE ENVIRONMENT



# ECONOMY, BUSINESS AND THE ENVIRONMENT |

## KEY FINDINGS

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

Questions asked within this section include agreement with:

- a healthy environment is necessary for a healthy economy;
- it is okay to sacrifice environmental quality for economic growth;
- environmental protection and economic development go hand in hand;
- farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways;
- it is acceptable to let the Waikato farming economy to decline in order to achieve a better environment;
- the most important objective of any business should be to maximise profit even if that means damaging the environment;
- businesses take care to minimise negative impacts on the environment;
- businesses usually find it too expensive to be environmentally friendly;
- businesses should be obligated to treat the environment well;
- water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards and;
- the public understands the importance of investing in water quality.

Total agree and total disagree scores associated with each measure are shown below.

Note: The rating scale used in 2003, 2006, 2013 and 2016 for the questions in this section differs from the rating scale used in 2000. A three-point scale was previously used (agree, disagree, depends), whereas in 2003, 2006, 2013 and 2016 a five-point scale was used (strongly agree, agree, disagree, strongly disagree, neither agree nor disagree). Therefore, comparisons over time should be interpreted with caution.

## SUMMARY OF FINDINGS

### HEALTHY ENVIRONMENT, HEALTHY ECONOMY



TOTAL AGREE

**90%**

TOTAL DISAGREE

**4%**

90% of residents agree that a healthy environment is necessary for a healthy economy.

### ENVIRONMENTAL QUALITY VS. ECONOMIC GROWTH

GROWTH



TOTAL AGREE

**10%**

TOTAL DISAGREE

**77%**

77% of residents disagree that it is okay to sacrifice environmental quality for economic growth.

### ENVIRONMENTAL PROTECTION AND ECONOMIC DEVELOPMENT



TOTAL AGREE

**89%**

TOTAL DISAGREE

**2%**

89% of residents agree that environmental protection and economic development can go hand in hand.

# ECONOMY, BUSINESS AND THE ENVIRONMENT |

## KEY FINDINGS

### FARM PRODUCTIVITY AND WATERWAYS



TOTAL AGREE

**5%**

TOTAL DISAGREE

**88%**

88% of residents disagree that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways.

### DECLINE IN FARM ECONOMY TO ACHIEVE BETTER ENVIRONMENT



TOTAL AGREE

**27%**

TOTAL DISAGREE

**49%**

49% of residents also disagree that it is acceptable to let the Waikato farming economy decline in order to achieve a better environment.

### BUSINESS PROFIT AND THE ENVIRONMENT



TOTAL AGREE

**6%**

TOTAL DISAGREE

**90%**

90% of residents disagree that the most important objective of any business should be to maximise profit even if that means damaging the environment.

### BUSINESSES MINIMISE NEGATIVE IMPACTS



TOTAL AGREE

**61%**

TOTAL DISAGREE

**19%**

61% of residents agree that businesses take care to minimise negative impacts on the environment.

### ENVIRONMENTALLY FRIENDLY BEHAVIOUR



TOTAL AGREE

**57%**

TOTAL DISAGREE

**26%**

57% of residents agree that businesses usually find it too expensive to be environmentally friendly.

### BUSINESSES' OBLIGATION TO THE ENVIRONMENT



TOTAL AGREE

**96%**

TOTAL DISAGREE

**0%**

96% of residents agree that businesses should be obligated to treat the environment well.

### THE EXPENSE OF MEETING ENVIRONMENTAL STANDARDS



TOTAL AGREE

**82%**

TOTAL DISAGREE

**8%**

82% of residents agree that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards.

### PUBLIC UNDERSTANDING OF INVESTMENT IN WATER QUALITY



TOTAL AGREE

**61%**

TOTAL DISAGREE

**27%**

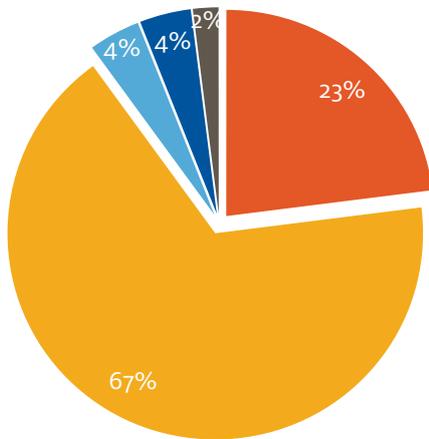
61% of residents agree that the public understands the importance of investing in water quality.

# ECONOMY, BUSINESS AND THE ENVIRONMENT |

## HEALTHY ENVIRONMENT, HEALTHY ECONOMY



### 2016 RESULTS



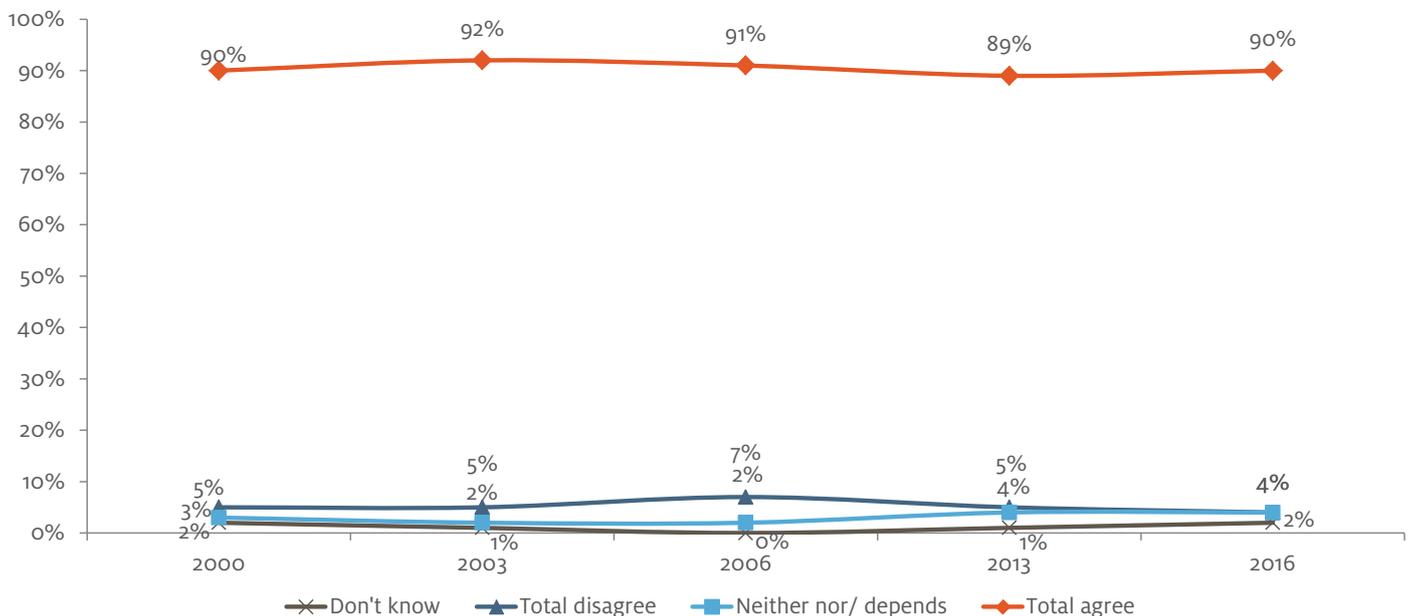
- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Neither nor/ depends
- Unsure/ don't know

### SUMMARY OF RESULTS

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

Almost all (90%) of residents agree (67%) or strongly agree (23%) that a healthy environment is necessary for a healthy economy. Four per cent of residents neither agree nor disagree with this, and 4% disagree that a healthy environment is necessary for a healthy economy.

### 2000 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

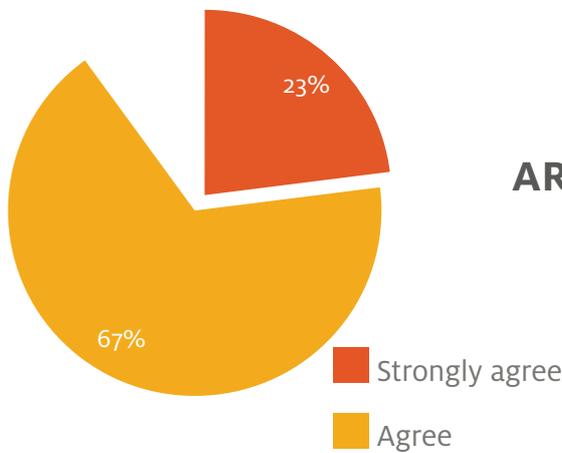
Year on year results show minimal changes in results with levels of agreement that a healthy environment is necessary for a healthy economy, with this year's results on a par with results from previous years.



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 90% (67% agree and 23% strongly agree).



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

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

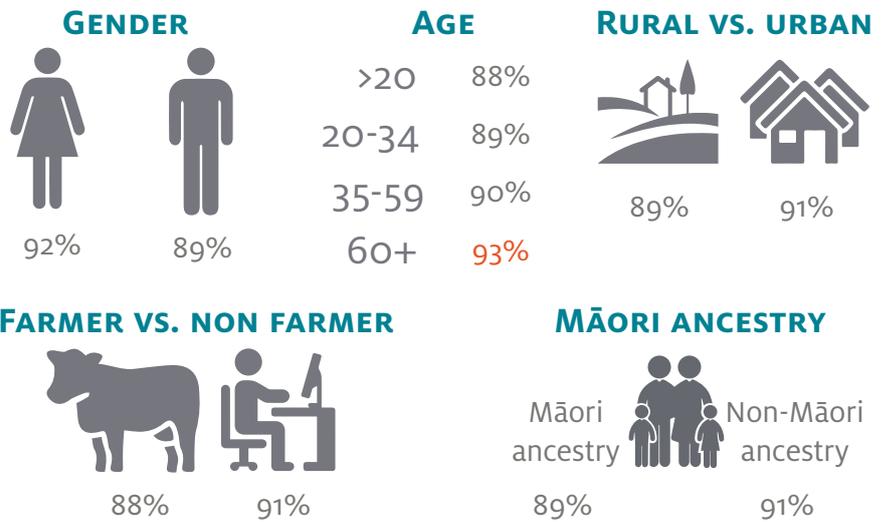


The highest significant score for this measure is 98%, collected from Taupō residents.

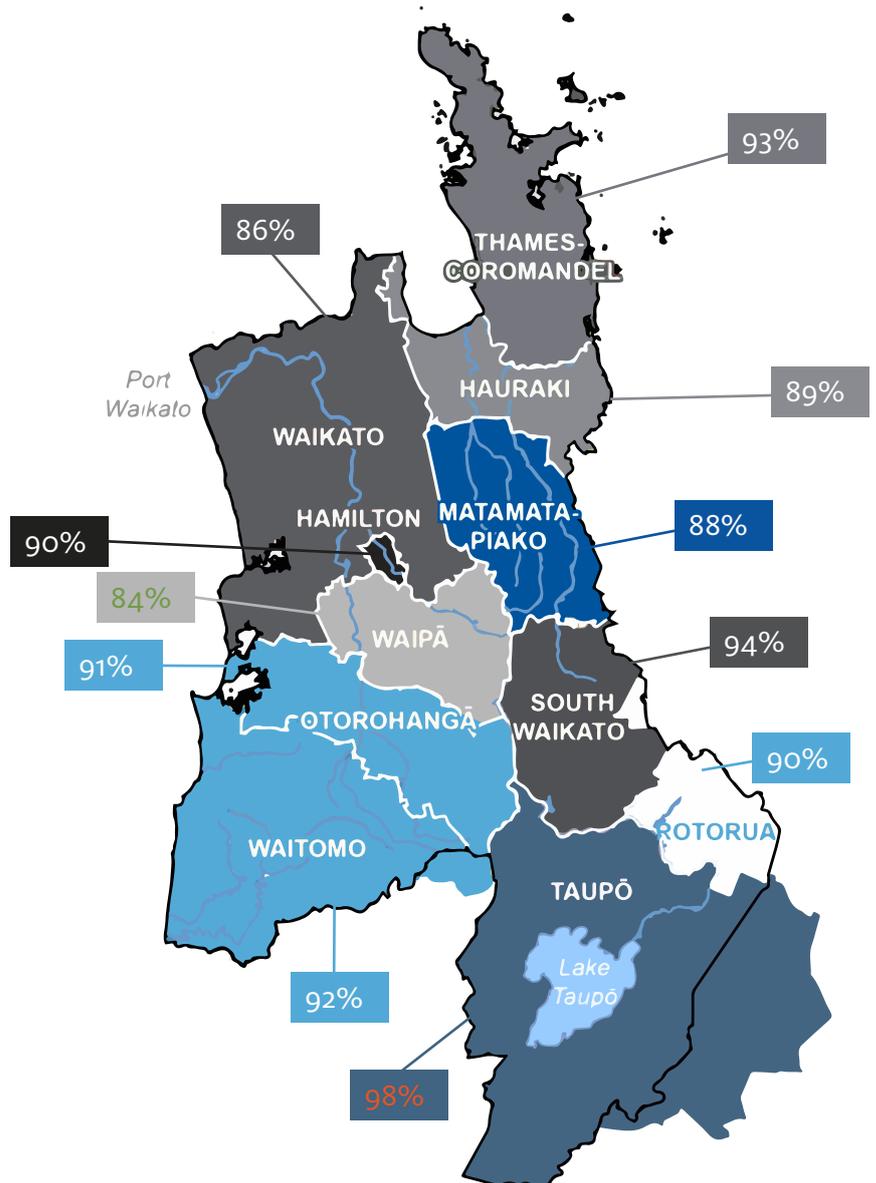


The lowest significant score for this measure is 84%, collected from Waipā residents.

## DEMOGRAPHIC DIFFERENCES



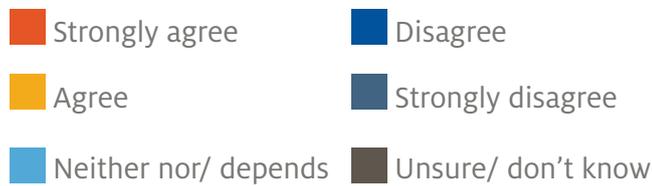
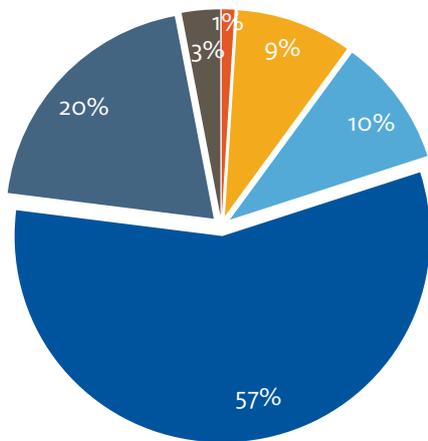
## AREA DIFFERENCES



# ECONOMY, BUSINESS AND THE ENVIRONMENT | ENVIRONMENTAL QUALITY VS. ECONOMIC GROWTH



## 2016 RESULTS

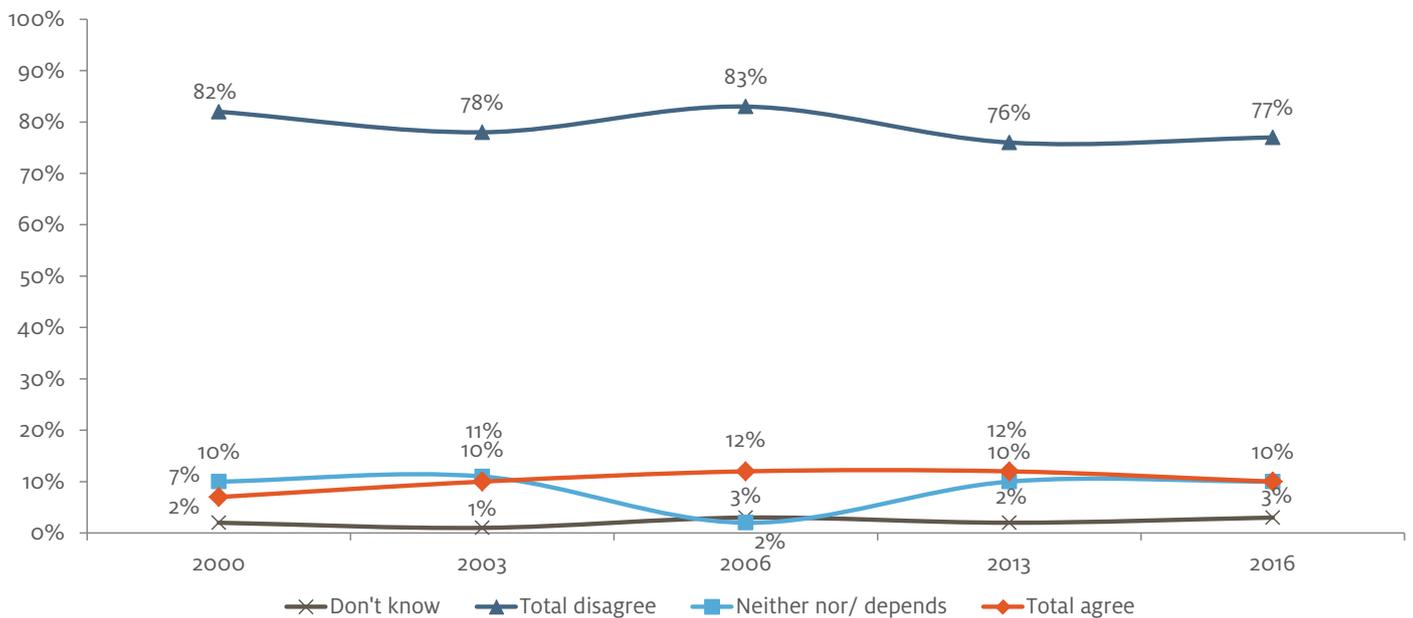


## SUMMARY OF RESULTS

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

Ten per cent of residents agree (9%) or strongly agree (1%) that it is okay to sacrifice environmental quality for economic growth. Ten per cent of residents neither agree nor disagree with this, while the majority of residents (77%) disagree (57%) or strongly disagree (20%) that it is okay to sacrifice environmental quality for economic growth.

## 2000 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes in agreement that it is okay to sacrifice environmental quality for economic growth, show a small decrease in total disagree results. This year's total disagree results are 5% below results from 2000, however they are on a par with results from 2003 and 2013. All other results remain on a par with results from 2000.

# ECONOMY, BUSINESS AND THE ENVIRONMENT | ENVIRONMENTAL QUALITY VS. ECONOMIC GROWTH



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 10% (9% agree and 1% strongly agree).



■ Strongly agree  
■ Agree

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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 10%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 10%.

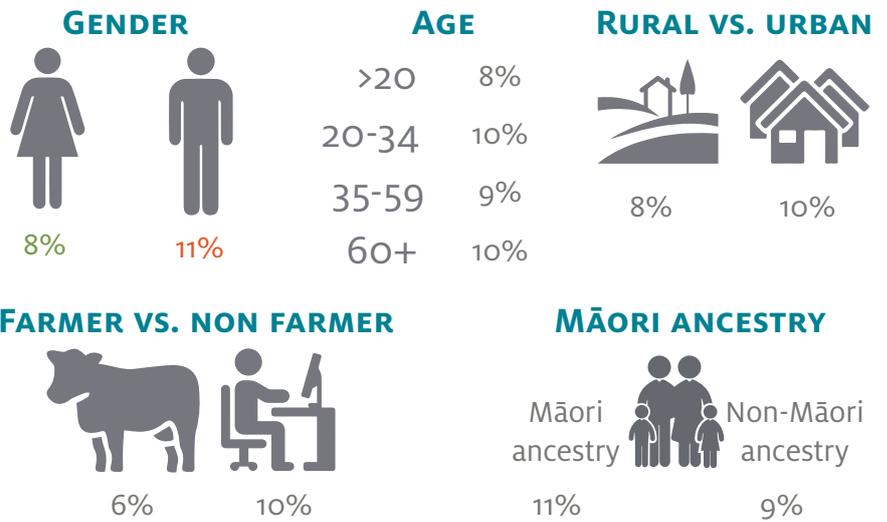


The highest significant score for this measure is 11%, collected from male residents.

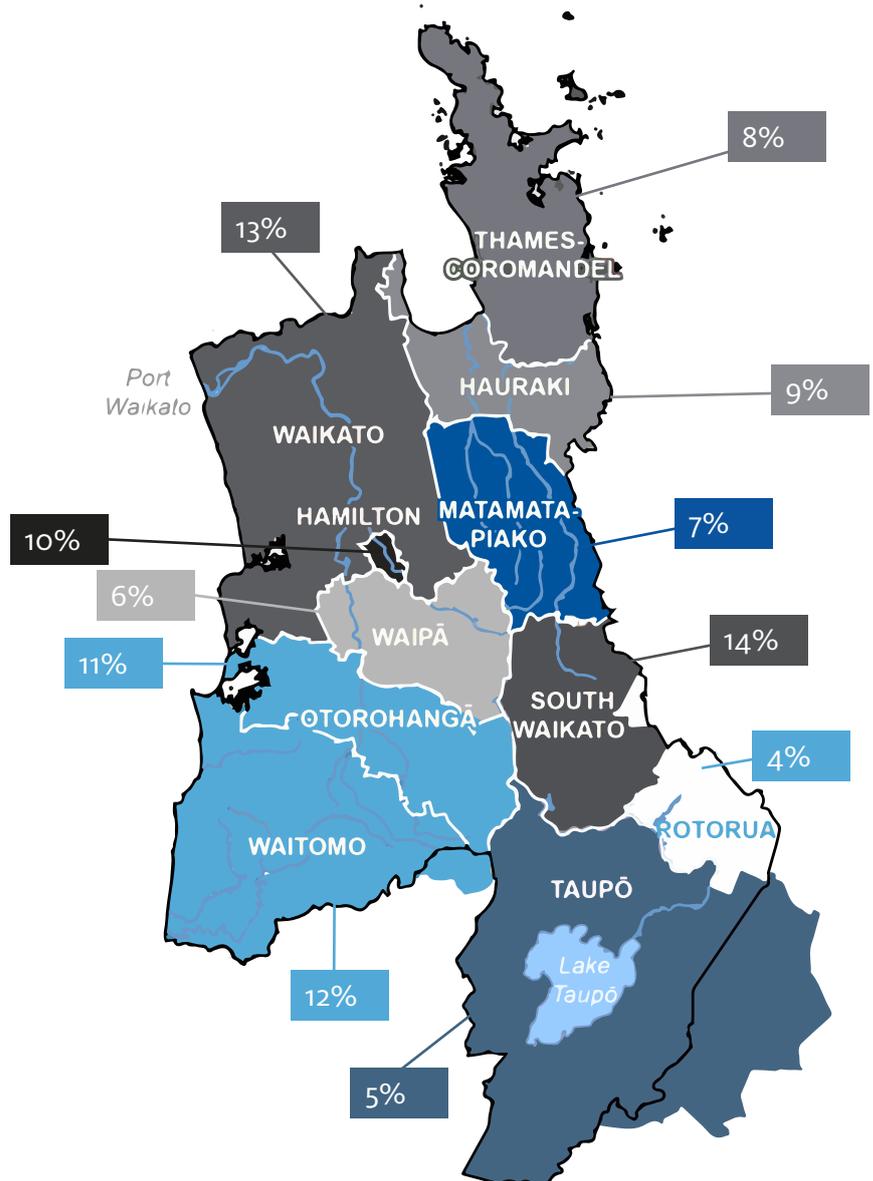


The lowest significant score for this measure is 8%, collected from female residents.

## DEMOGRAPHIC DIFFERENCES

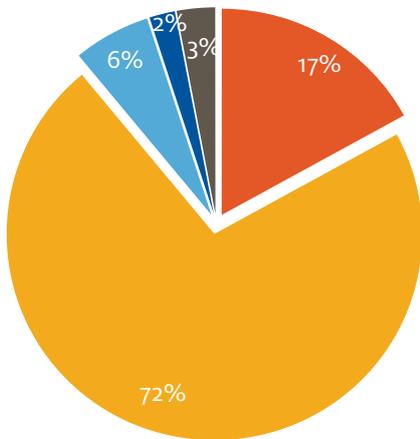


## AREA DIFFERENCES





**2016 RESULTS**



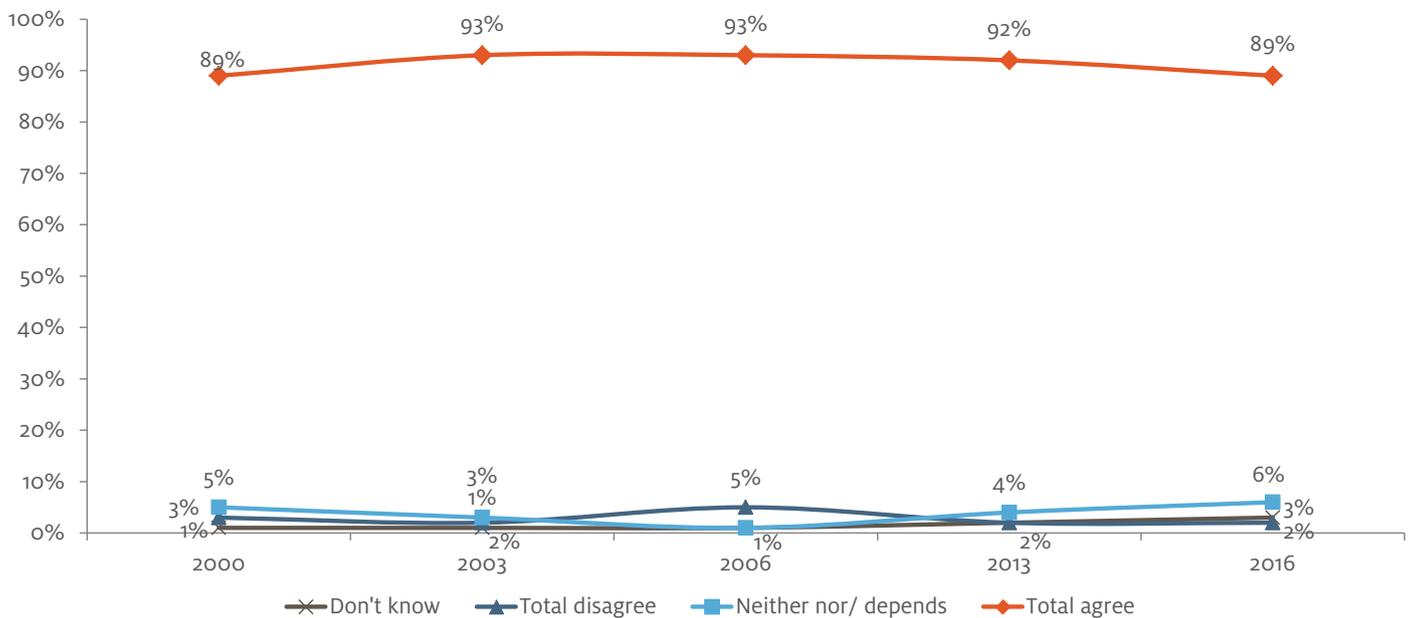
- Strongly agree
- Disagree
- Agree
- Strongly disagree
- Neither nor/ depends
- Unsure/ don't know

**SUMMARY OF RESULTS**

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

Most residents (89%) agree (72%) or strongly agree (17%) that environmental protection and economic development can go hand in hand. A further 6% of residents neither agree nor disagree with this, while 2% disagree and 3% don't know how to rate this.

**2000 - 2016 RESULTS**



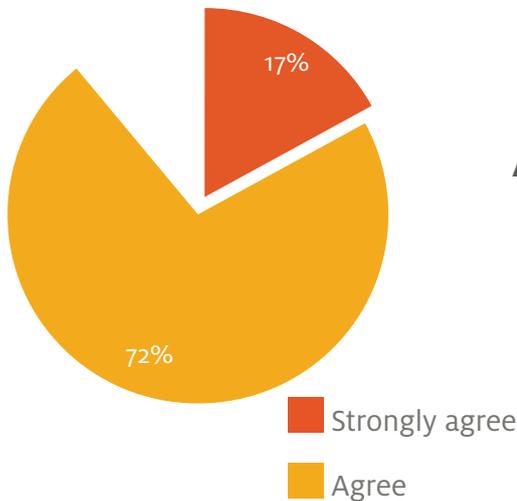
**COMPARISON WITH PREVIOUS YEARS**

Year on year changes show minimal differences in agreement that environmental protection and economic development can go hand in had. This year's results are on a par with results from 2000. Total agree score for this year is 4% below results from 2006. All other results remain on a par with previous years.

## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 89% (72% agree and 17% strongly agree).



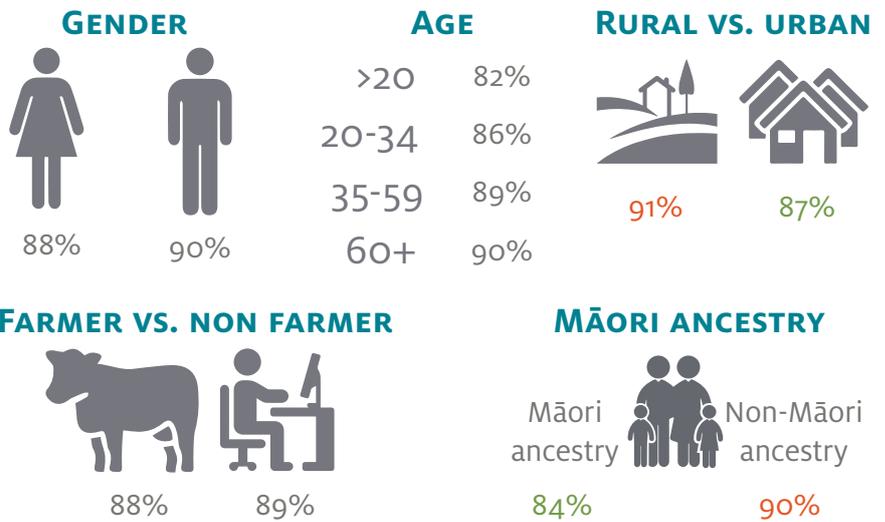
The result shown below each icon indicates the total agree score for this measure for that group of people.

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

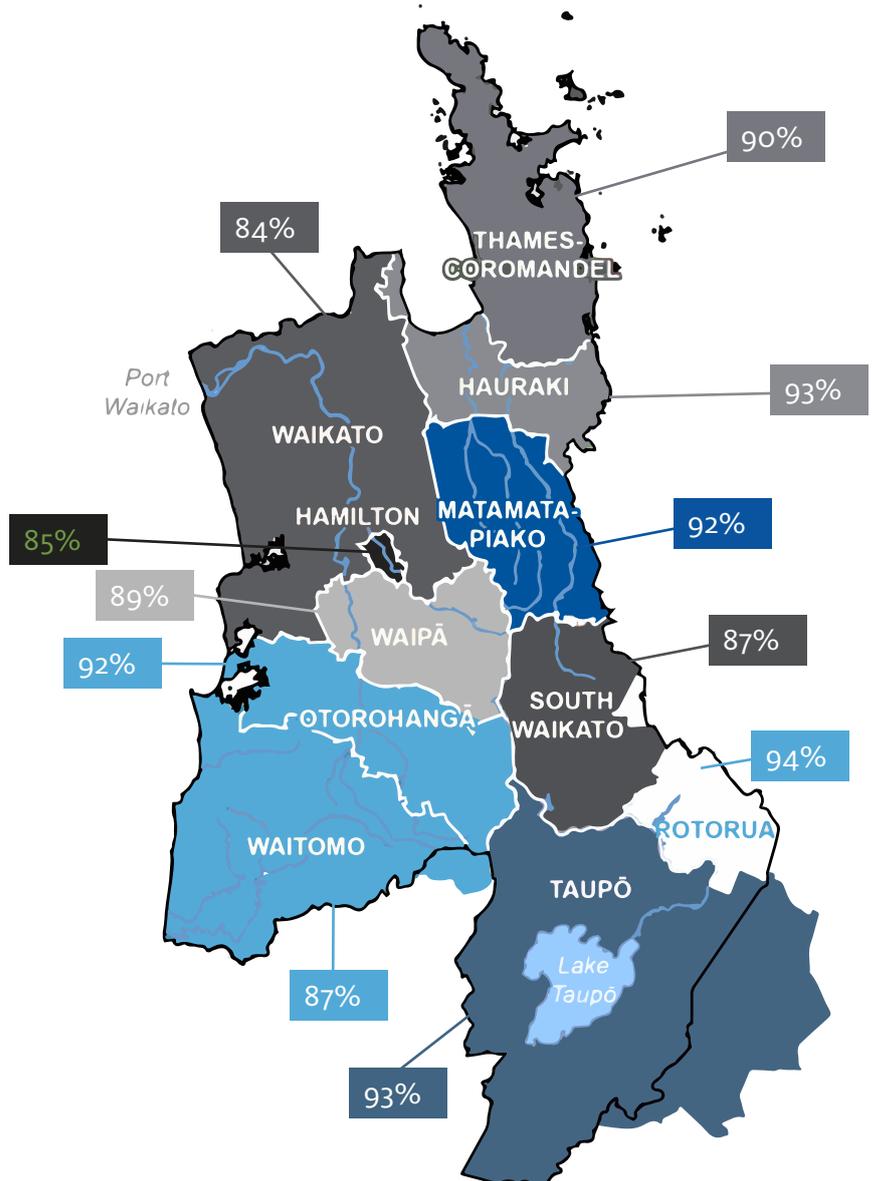
← The highest significant score for this measure is 91%, collected from rural residents.

→ The lowest significant score for this measure is 84%, collected from residents with Māori ancestry.

## DEMOGRAPHIC DIFFERENCES

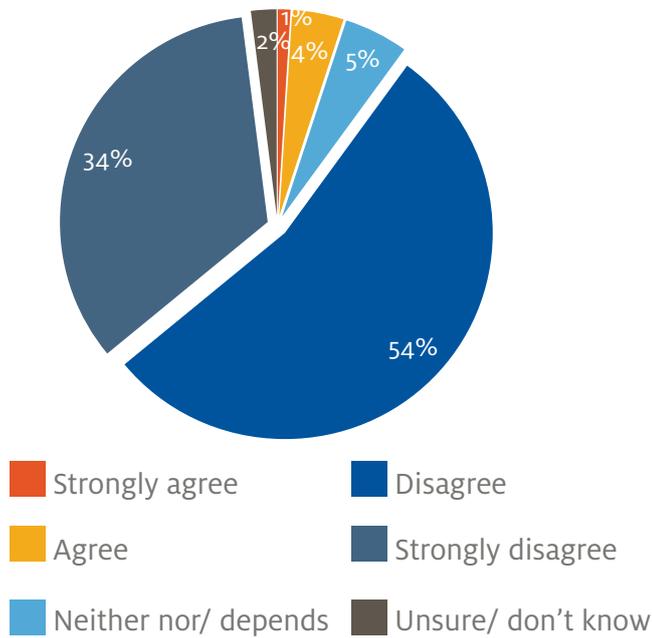


## AREA DIFFERENCES





### 2016 RESULTS

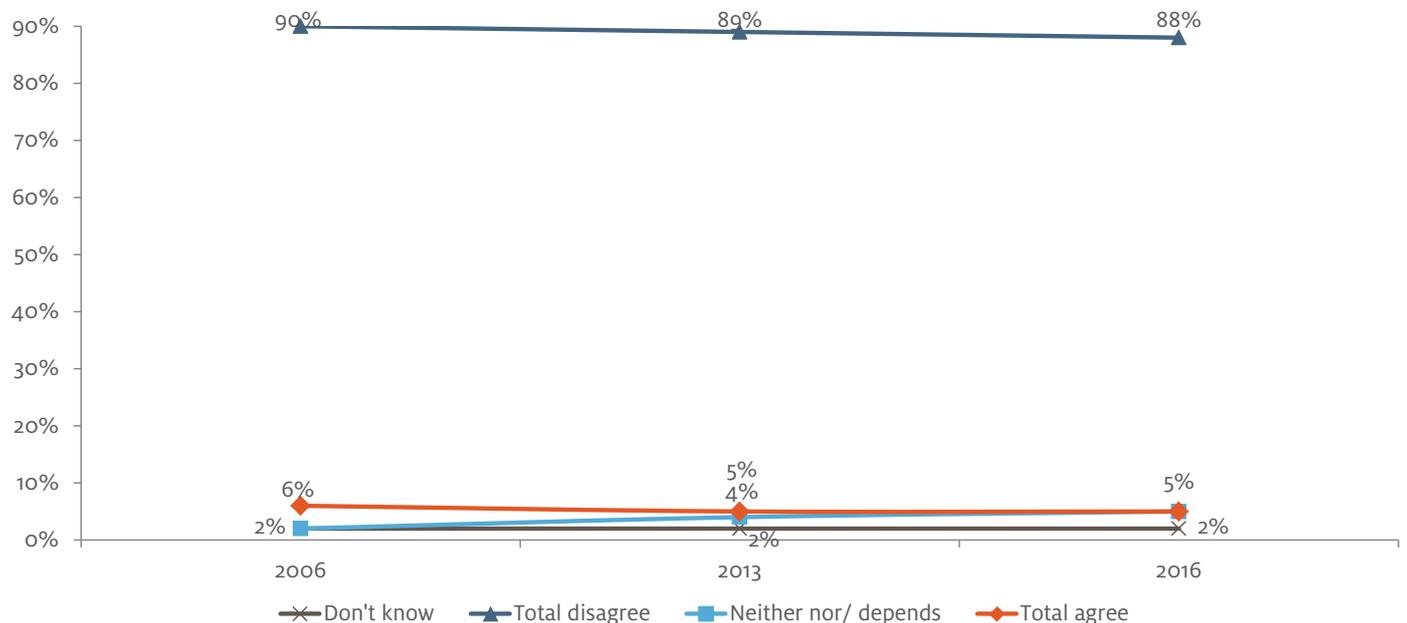


### SUMMARY OF RESULTS

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

Only 5% of residents agree (4%) or strongly agree (1%) that farming agricultural land at maximum productivity is acceptable, even if it results in polluted waterways. The majority of residents (88%) disagree (54%) or strongly disagree (34%) with this, a further 5% neither agree nor disagree with this and 2% don't know how to rate this.

### 2006 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

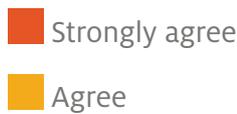
Year on year results show minimal changes in agreement that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways. This year's results are on a par with previous results.



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 5% (4% agree and 1% strongly agree).



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

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

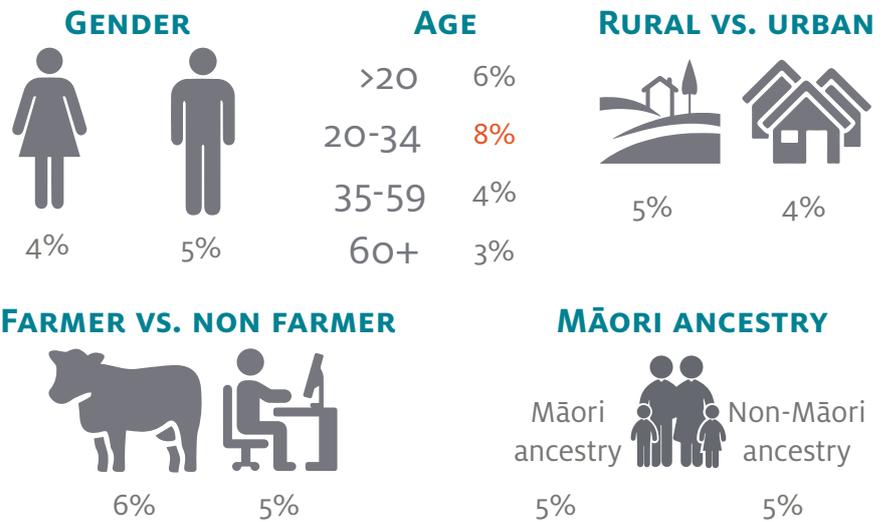


The highest significant score for this measure is 10%, collected from Waikato residents.

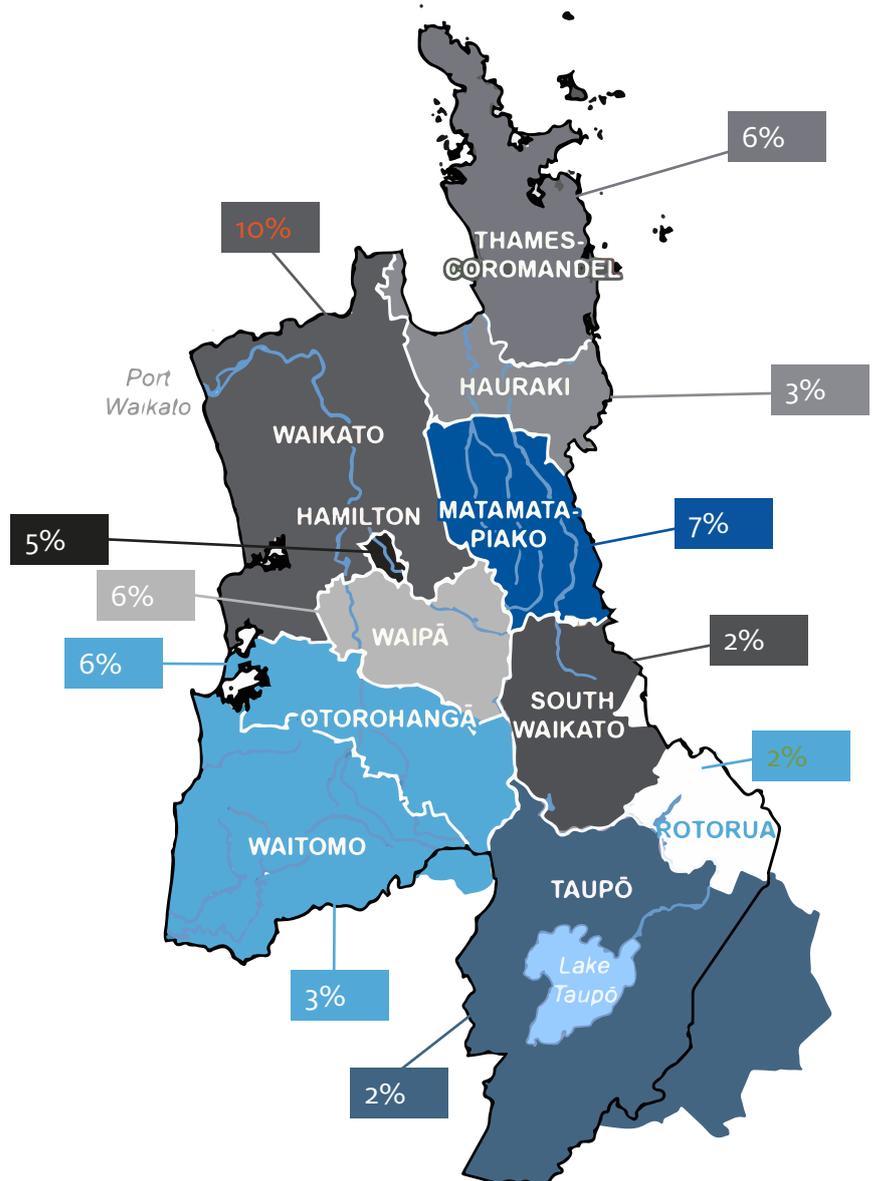


The lowest significant score for this measure is 2%, collected from Rotorua residents.

## DEMOGRAPHIC DIFFERENCES



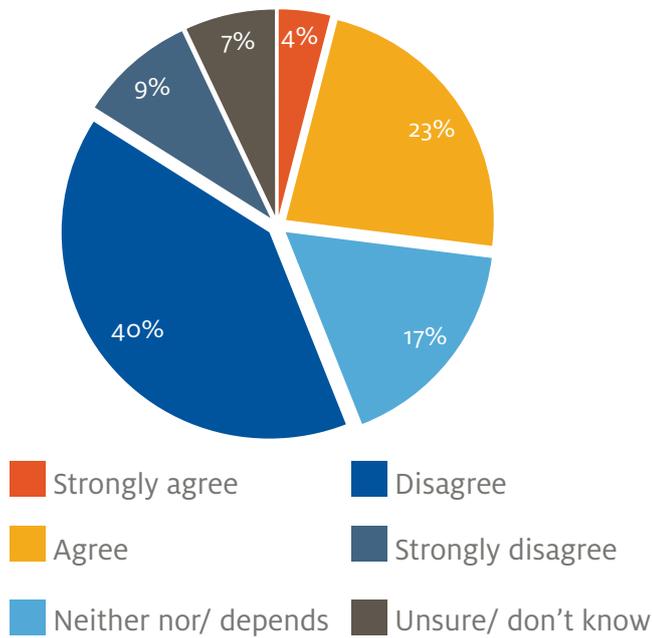
## AREA DIFFERENCES



# ECONOMY, BUSINESS AND THE ENVIRONMENT | DECLINE IN FARM ECONOMY TO ACHIEVE BETTER ENVIRONMENT



## 2016 RESULTS

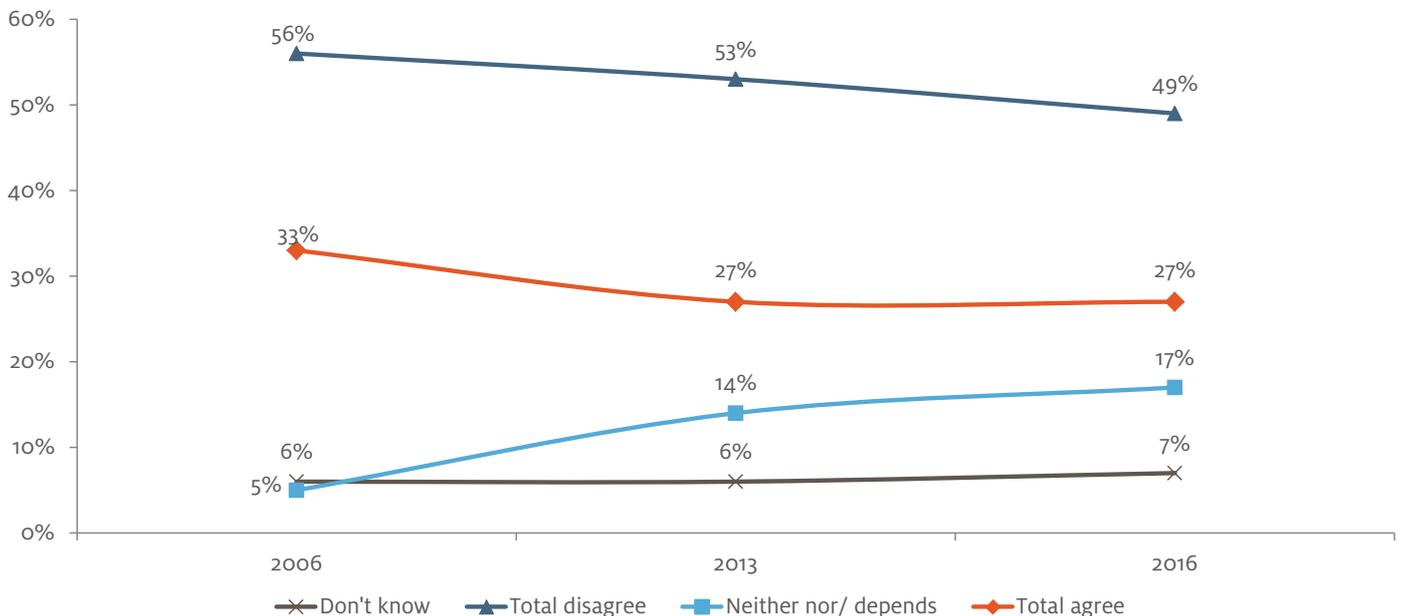


## SUMMARY OF RESULTS

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

Twenty seven per cent of residents agree (23%) or strongly agree (4%) that it is acceptable to let the Waikato farming economy decline in order to achieve a better environment. Seventeen per cent of residents neither agree nor disagree, while half (49%) of residents disagree (40%) or strongly disagree (9%) with this. A further 7% of residents don't know how to rate this.

## 2006 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year changes with levels of agreement that it is acceptable to let the Waikato farming economy decline in order to achieve a better environment show an overall decrease in both agreement and disagreement, and an increase in neither agree nor disagree ratings. Total agree results have decreased 6% from 2006, however this years result's are on

a par with results from 2013. Total disagreement has decreased 7% since 2006. Neither agree nor disagree results have increased 12% since 2006.

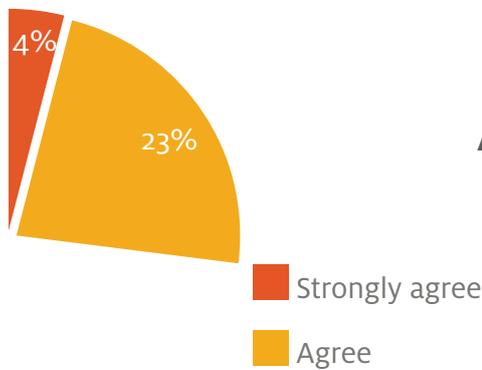
# ECONOMY, BUSINESS AND THE ENVIRONMENT | DECLINE IN FARM ECONOMY TO ACHIEVE BETTER ENVIRONMENT



## INTERPRETING THESE RESULTS

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

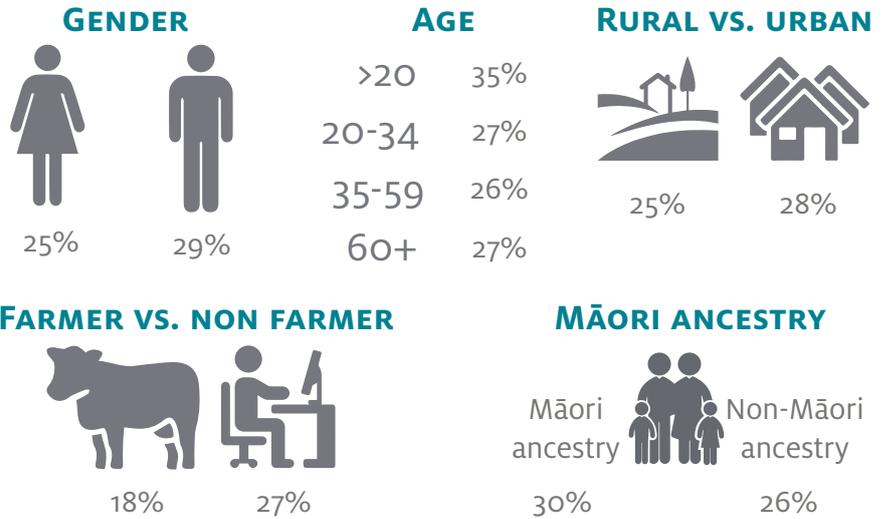
The total agree score for this measure is 27% (23% agree and 4% strongly agree).



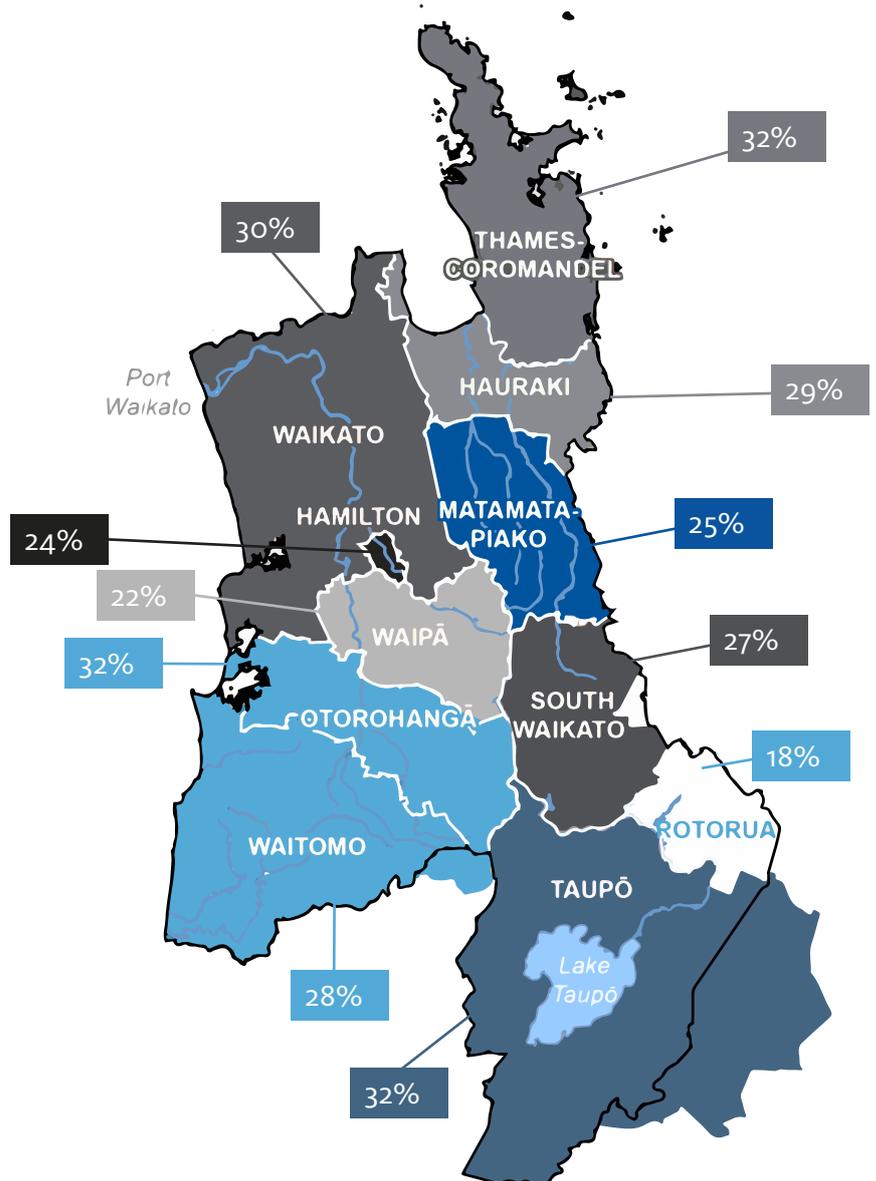
The result shown below each icon indicates the total agree score for this measure for that group of people.

There are no significant differences recorded for this question.

## DEMOGRAPHIC DIFFERENCES

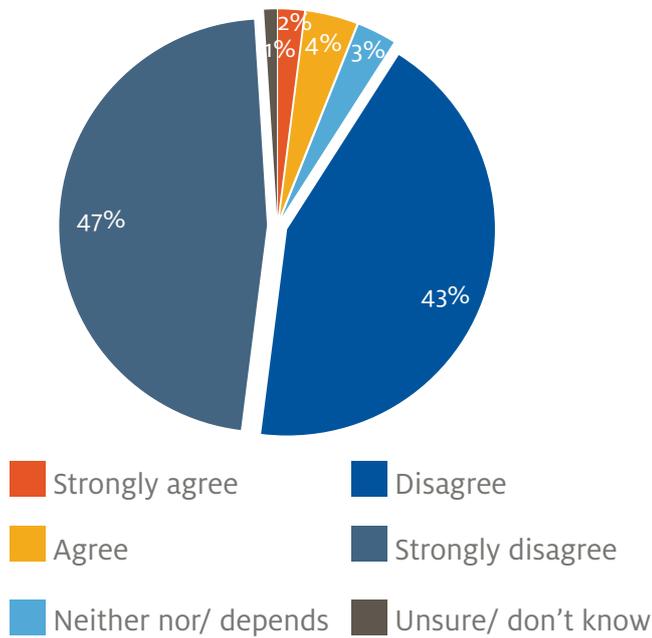


## AREA DIFFERENCES





### 2016 RESULTS

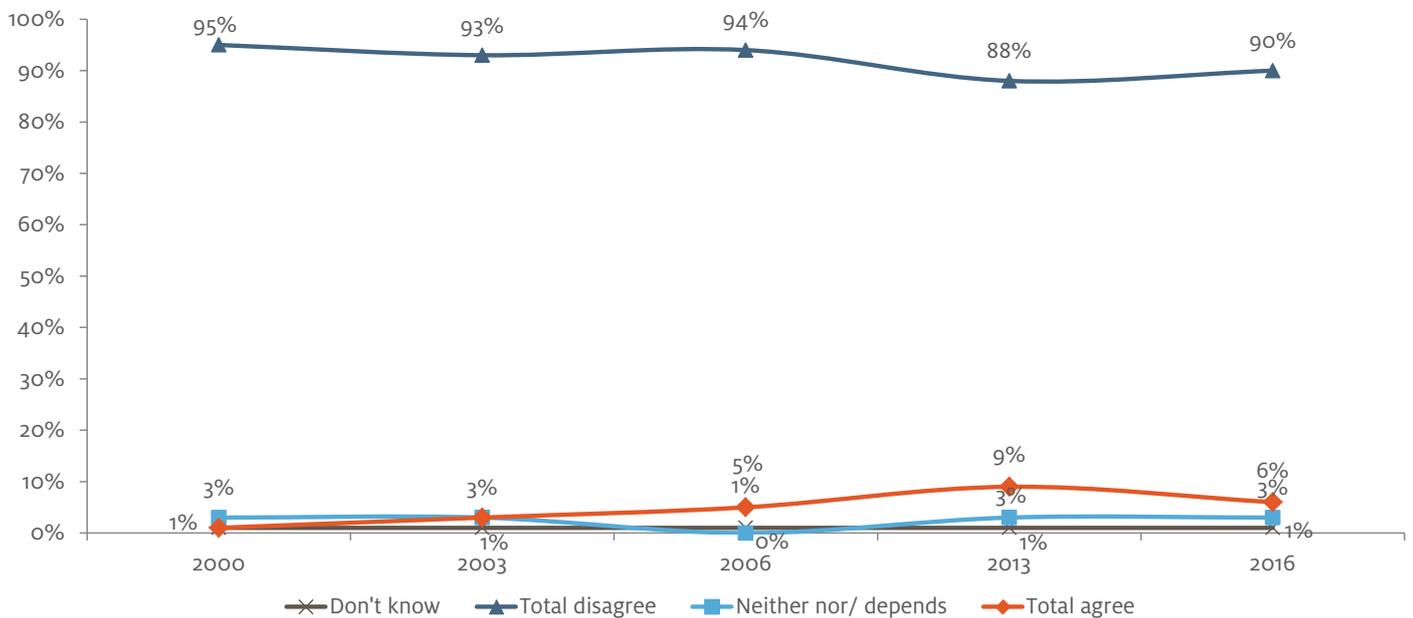


### SUMMARY OF RESULTS

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

Overall, 6% of residents agree (4%) or strongly agree (2%) that the most important objective of any business should be to maximise profit even if that means damaging the environment. The majority of residents (90%) disagree (43%) or strongly disagree (47%) with this. A further 3% of residents neither agree nor disagree with this.

### 2000 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Year on year changes with levels of agreement that the most important objective of any business should be to maximise profit even if that means damaging the environment, show an overall decrease in total disagree results, with total disagreement decreasing 5% since 2000. All other measures remain mostly on a par with previous years' results.



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 6% (4% agree and 2% strongly agree).



■ Strongly agree  
■ Agree

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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 6%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 6%.



The highest significant score for this measure is 11%, collected from Waikato residents and male residents.



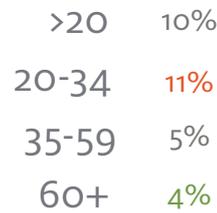
The lowest significant score for this measure is 4%, collected from female residents and residents aged 60+ years.

## DEMOGRAPHIC DIFFERENCES

### GENDER



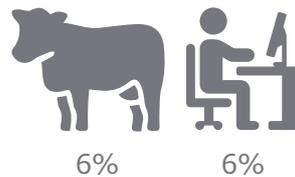
### AGE



### RURAL VS. URBAN



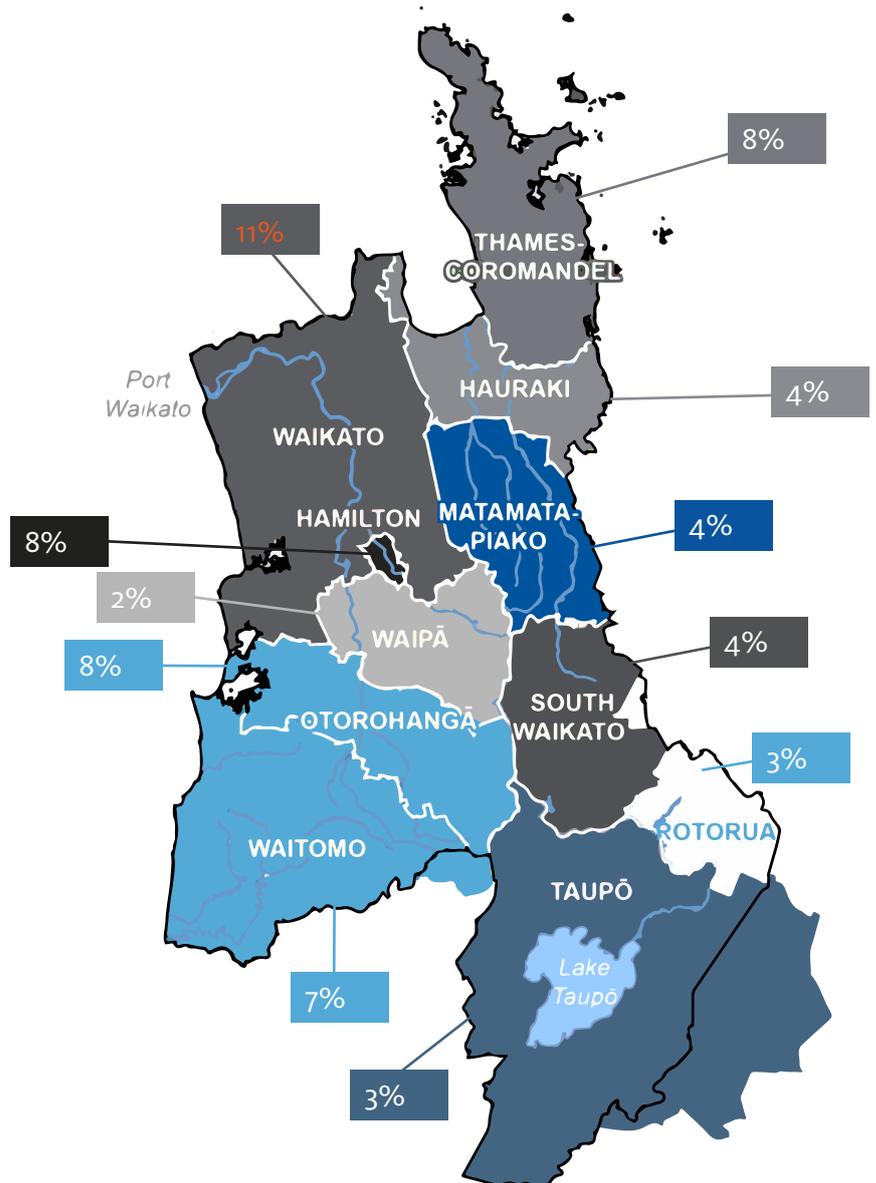
### FARMER VS. NON FARMER



### MĀORI ANCESTRY

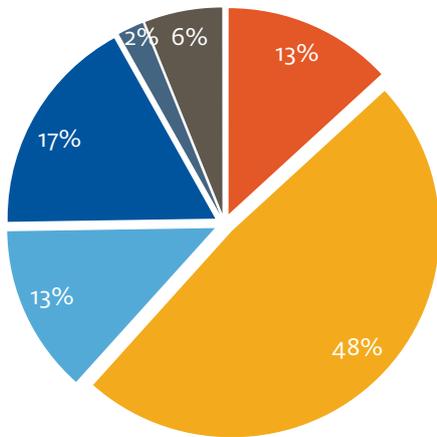


## AREA DIFFERENCES





### 2016 RESULTS



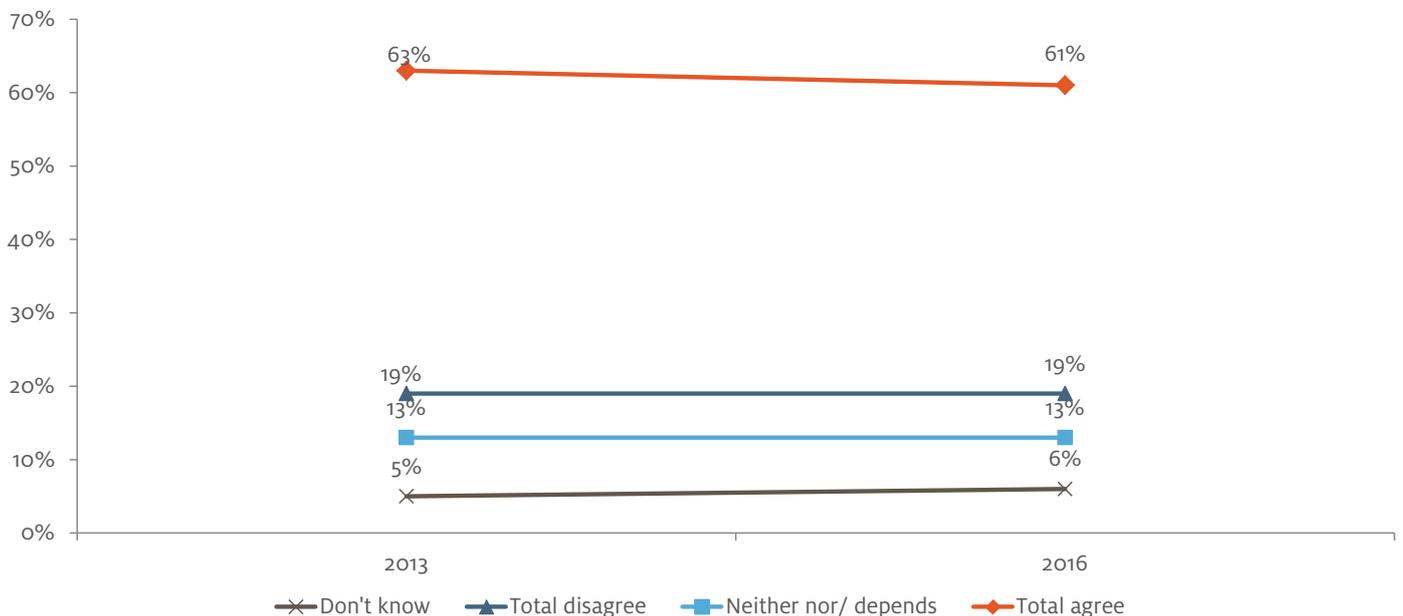
- Strongly agree
- Disagree
- Agree
- Strongly disagree
- Neither nor/ depends
- Unsure/ don't know

### SUMMARY OF RESULTS

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

This year, 61% of residents agree (48%) or strongly agree (13%) that businesses take care to minimise negative impacts on the environment. A further 13% of residents neither agree nor disagree, while 19% disagree (17%) or strongly disagree (2%) with this. Six per cent of residents are unsure on their level of agreement.

### 2013 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

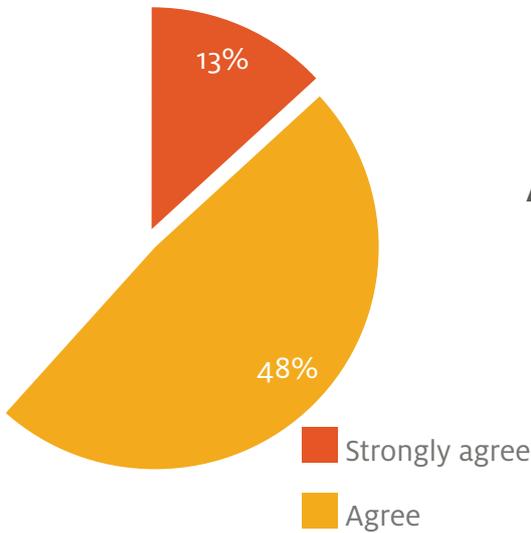
Year on year changes with levels of agreement that businesses take care to minimise negative impacts on the environment are minimal, with this year's results on a par with results from 2013.



### INTERPRETING THESE RESULTS

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

The total agree score for this measure is 61% (48% agree and 13% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 61%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 61%.

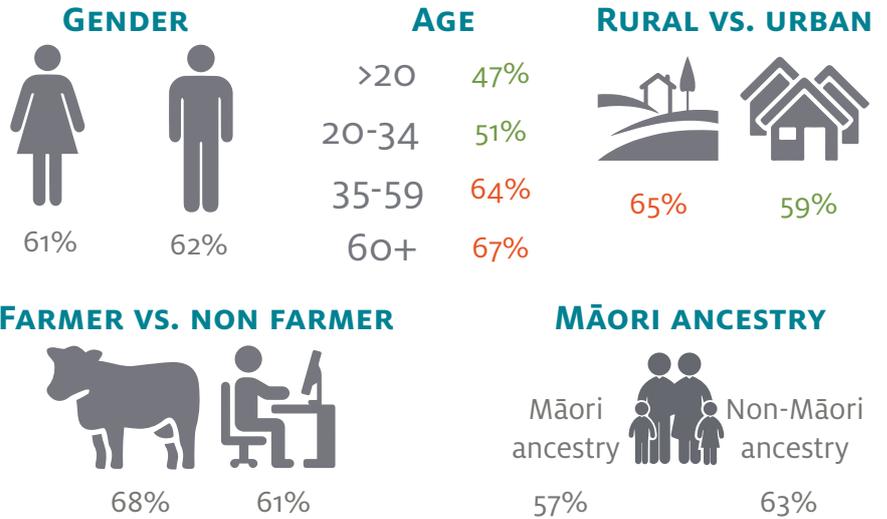


The highest significant score for this measure is 74%, collected from Rotorua residents.

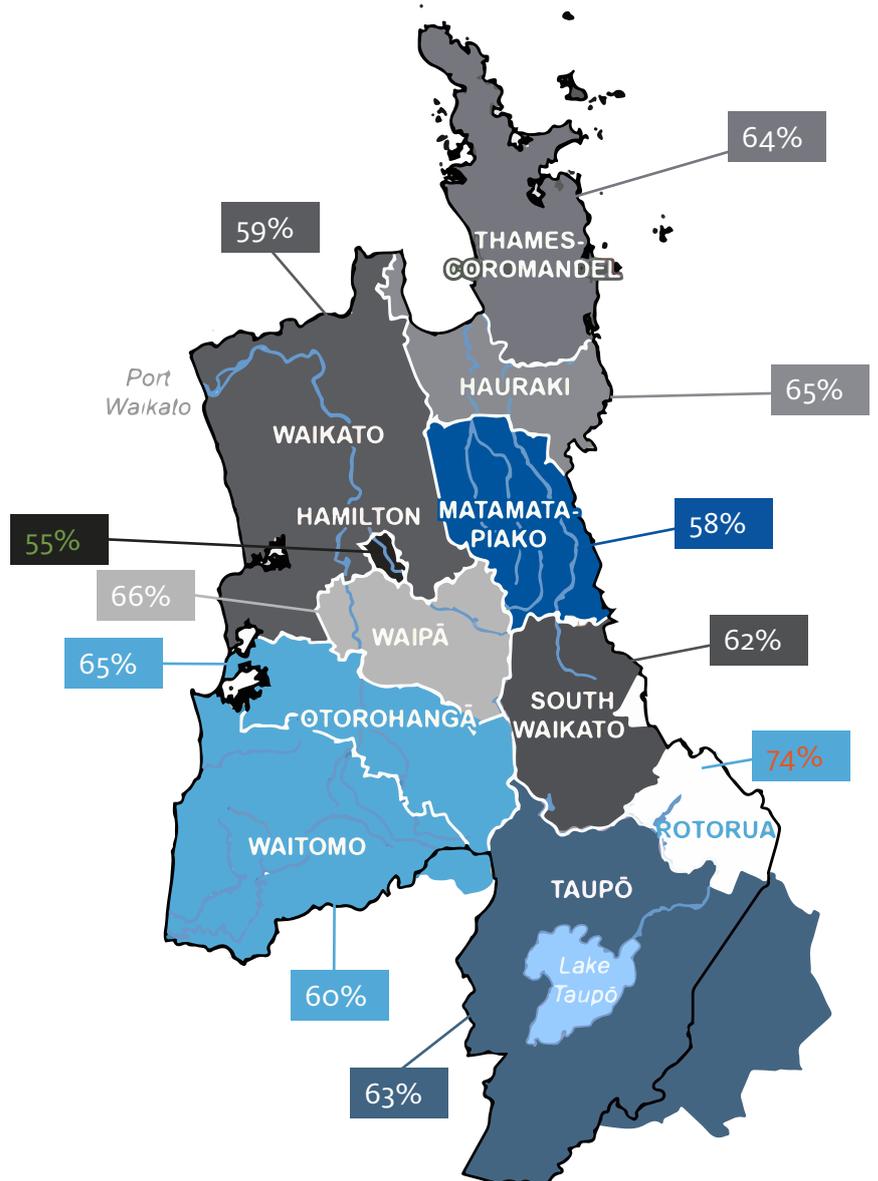


The lowest significant score for this measure is 47%, collected from residents aged under 20 years.

### DEMOGRAPHIC DIFFERENCES

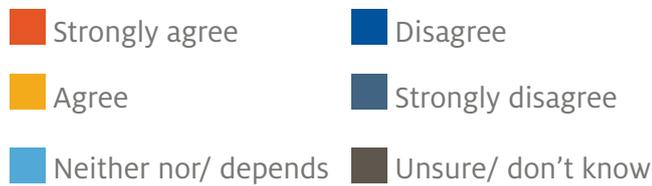
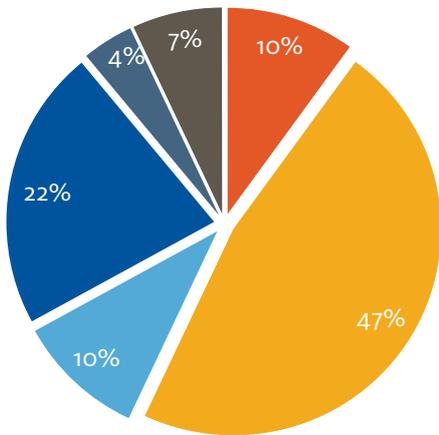


### AREA DIFFERENCES





## 2016 RESULTS

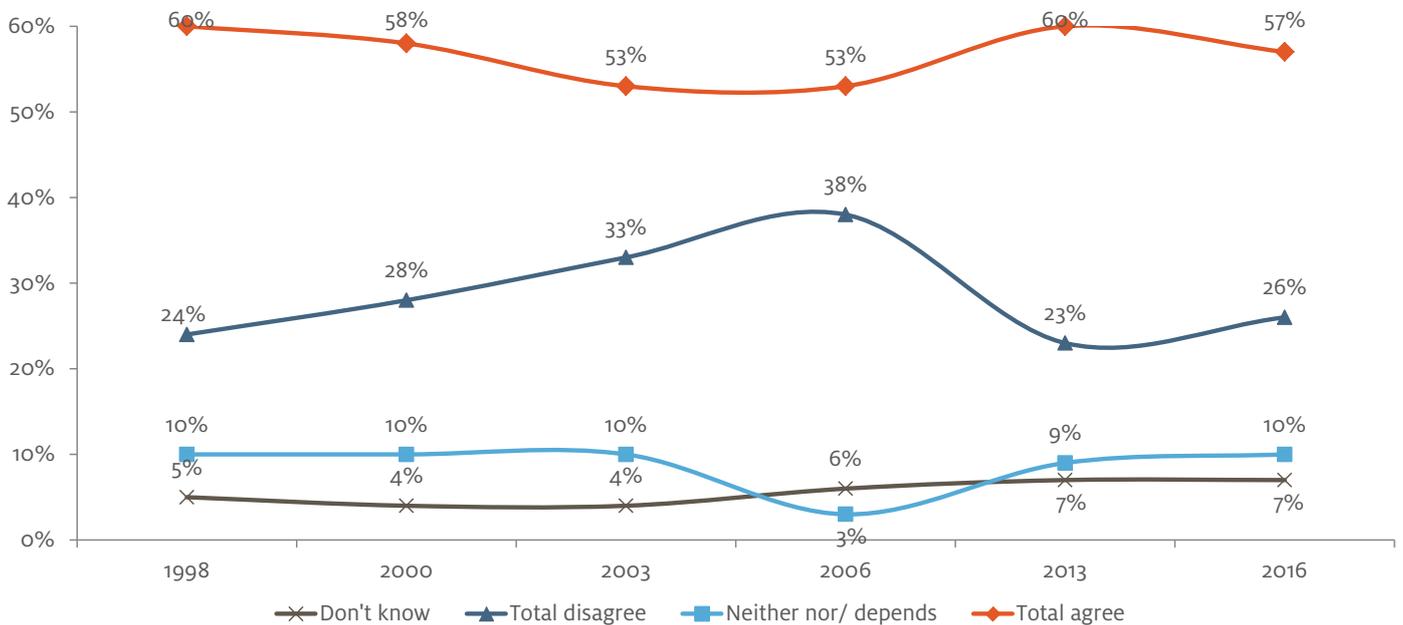


## SUMMARY OF RESULTS

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

Over half (57%) of residents agree (47%) or strongly agree (10%) that businesses usually find it too expensive to be environmentally friendly. Ten per cent of residents neither agree nor disagree with this, while 26% disagree (22%) or strongly disagree (4%). A further 7% of residents are unsure how to rate this.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

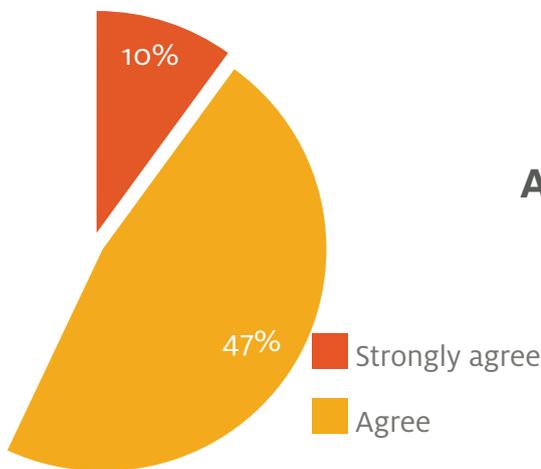
Year on year changes with agreement that businesses usually find it too expensive to be environmentally friendly are varied. Total agree results have decreased 3% since 1998, but have increased 4% from 2003 and 2006 results. Total disagree results this year are on a par with results from 1998, however they are also 12% below results from 2006.



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 57% (47% agree and 10% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 57%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 57%.

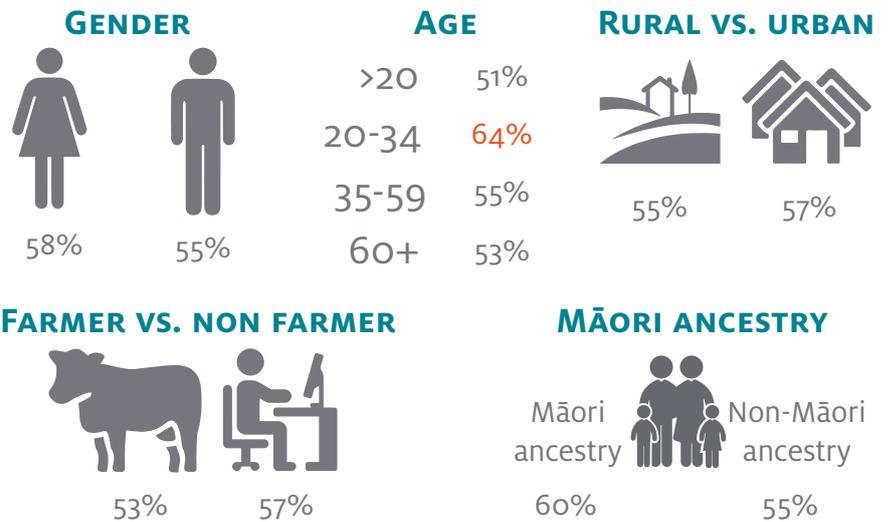


The highest significant score for this measure is 64%, collected from residents 20-34 years old.

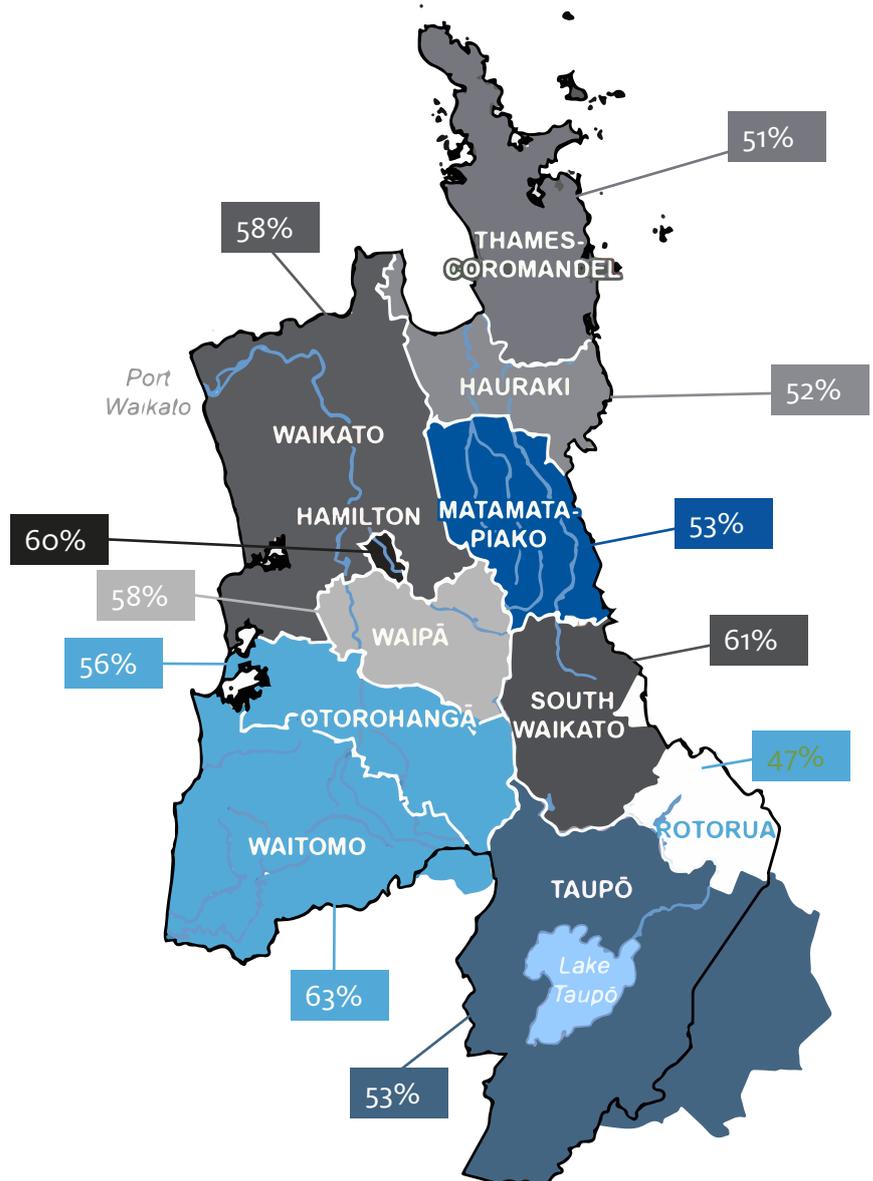


The lowest significant score for this measure is 47%, collected from Rotorua residents

## DEMOGRAPHIC DIFFERENCES



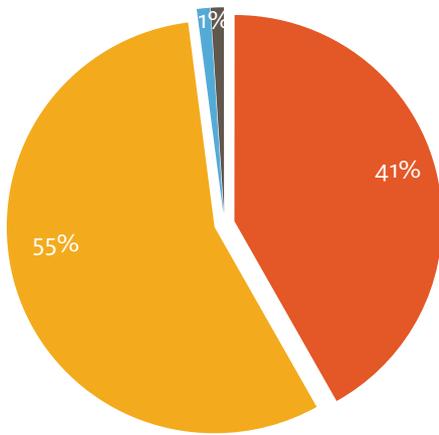
## AREA DIFFERENCES



# ECONOMY, BUSINESS AND THE ENVIRONMENT | BUSINESSES' OBLIGATION TO THE ENVIRONMENT



## 2016 RESULTS



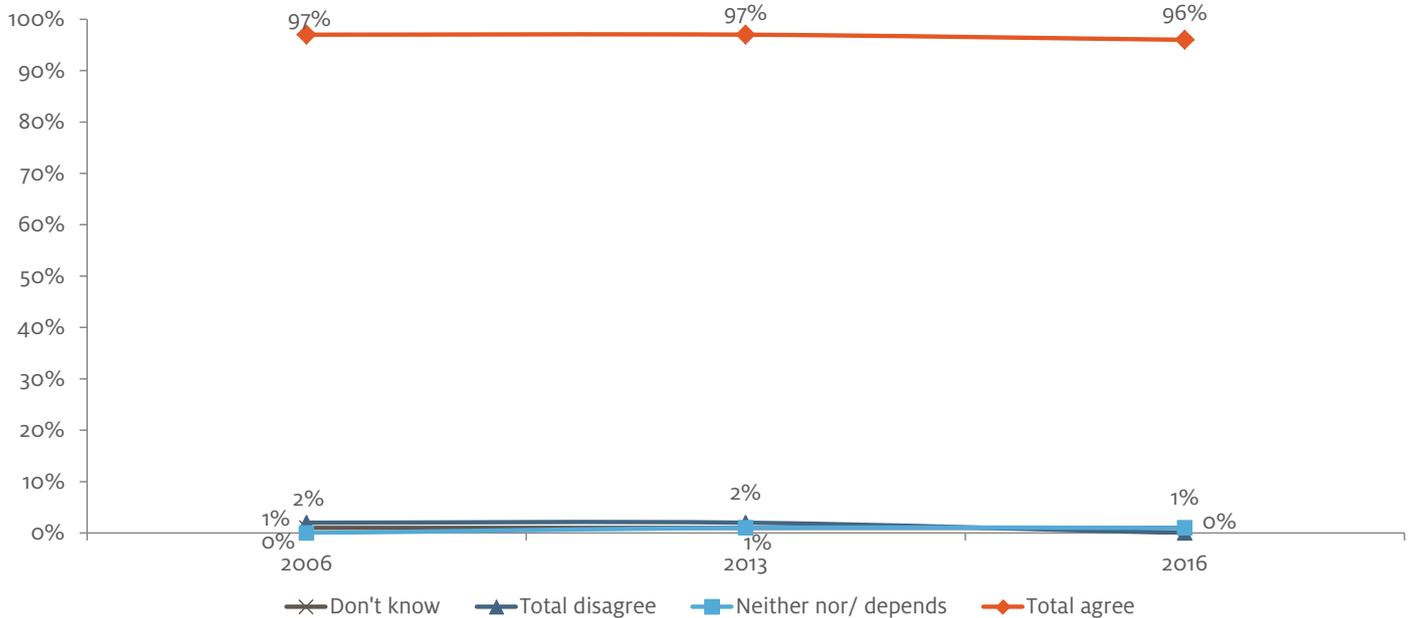
- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Neither nor/ depends
- Unsure/ don't know

## SUMMARY OF RESULTS

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

Most residents (96%) agree (55%) or strongly agree (41%) that businesses should be obligated to treat the environment well.

## 2006 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

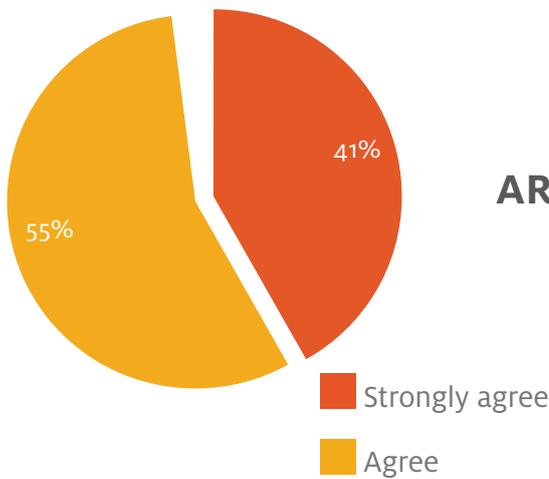
Year on year changes with agreement that businesses should be obligated to treat the environment well are minimal, with all results on a par with previous years' results.



### INTERPRETING THESE RESULTS

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

The total agree score for this measure is 96% (55% agree and 41% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 96%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 96%.

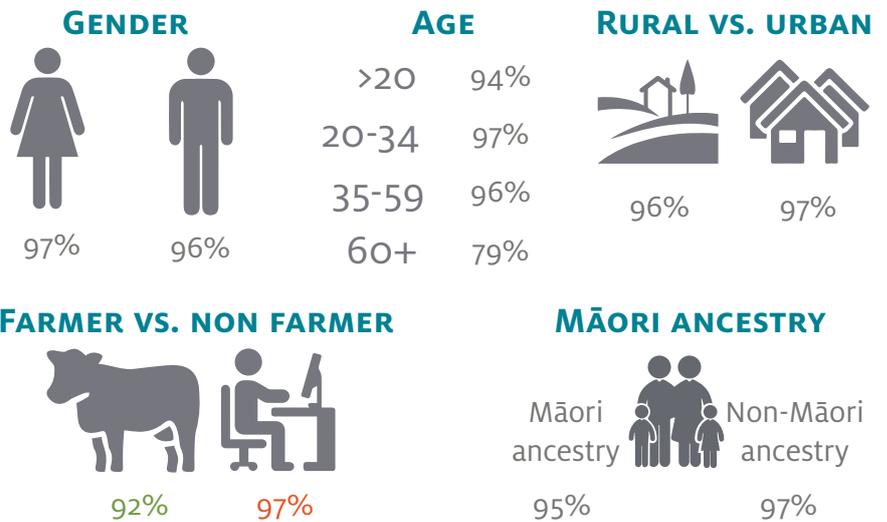


The highest significant score for this measure is 97%, collected from non farming residents.

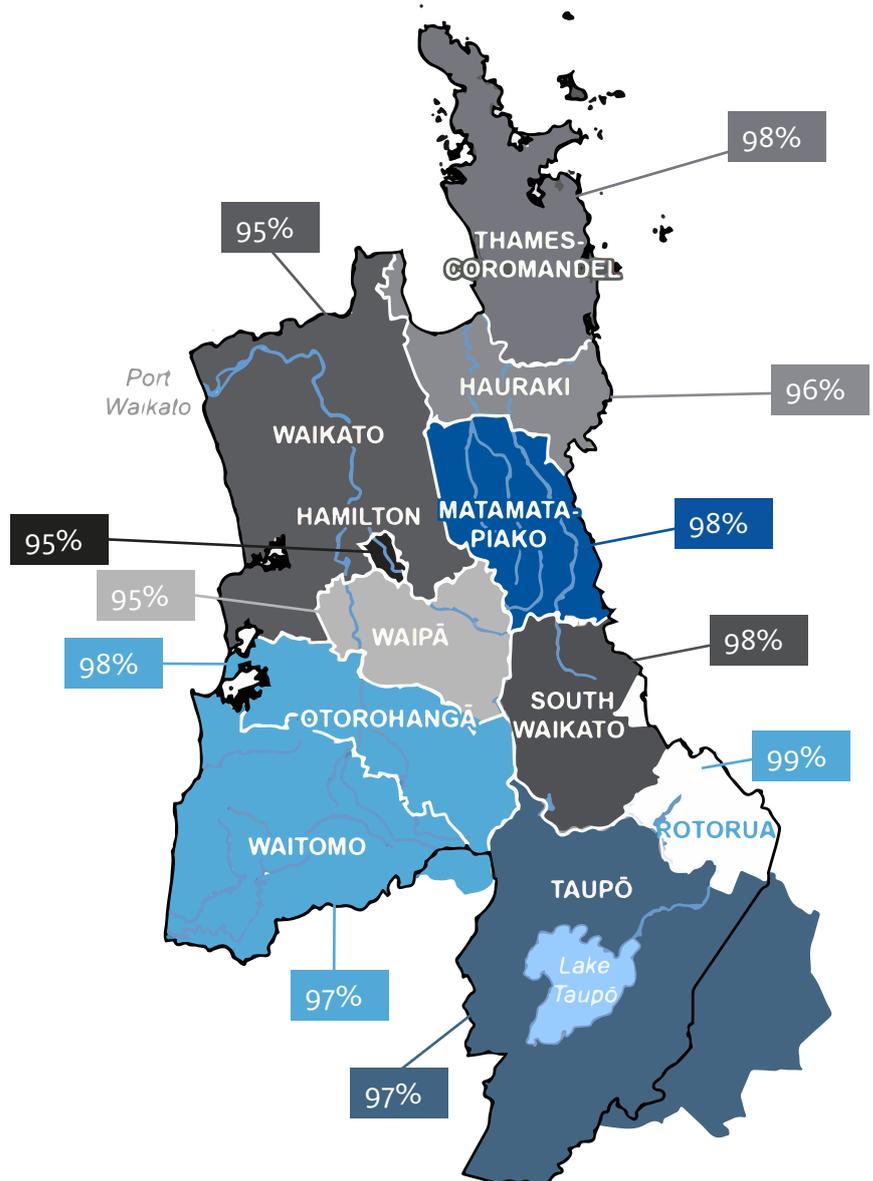


The lowest significant score for this measure is 92%, collected from farming residents.

### DEMOGRAPHIC DIFFERENCES

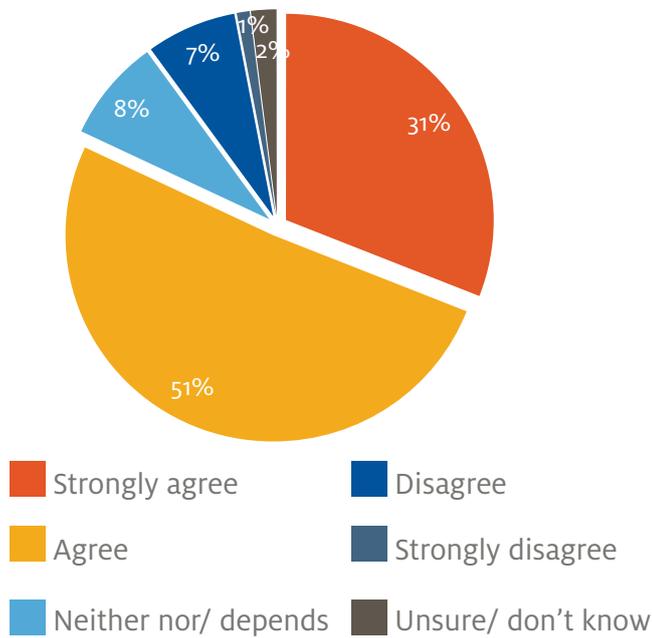


### AREA DIFFERENCES





### 2016 RESULTS

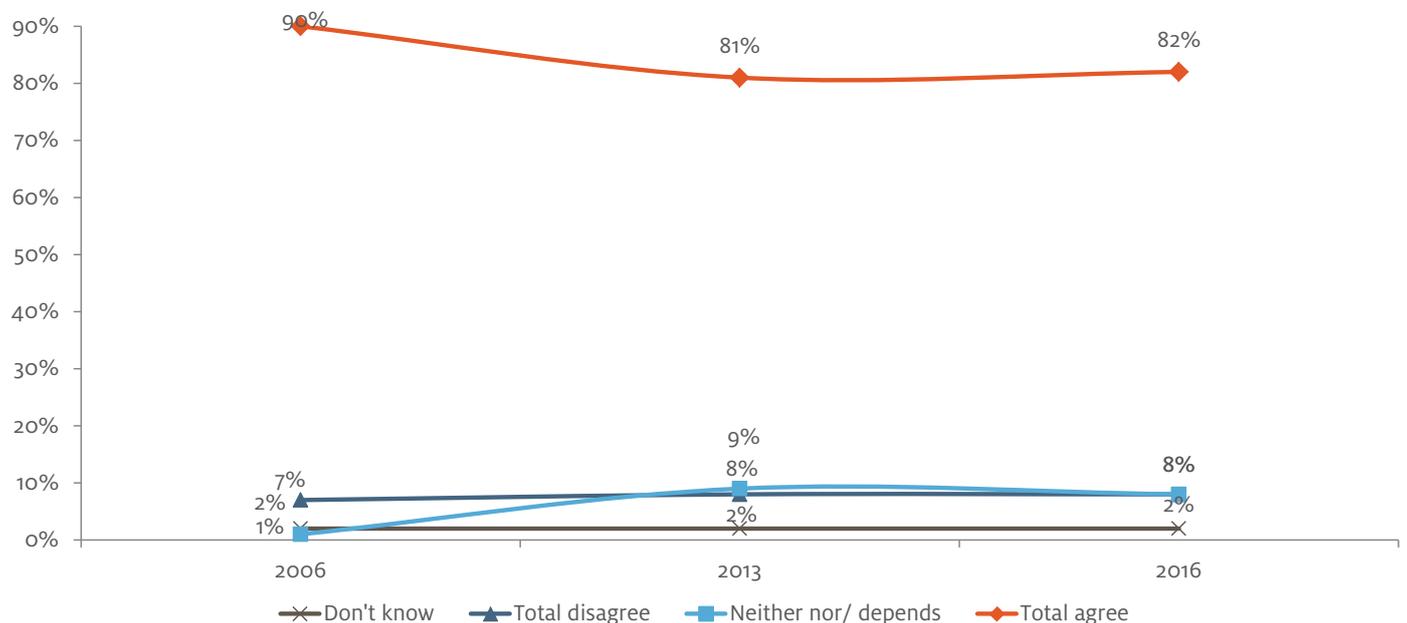


### SUMMARY OF RESULTS

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

Eighty two per cent of residents agree (51%) or strongly agree (31%) that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards. A further 8% of residents neither agree nor disagree with this, and 8% disagree (7%) or strongly disagree (1%) with this.

### 2006 - 2016 RESULTS



### COMPARISON WITH PREVIOUS YEARS

Year on year changes with agreement that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards show a 8% decrease in total agree ratings since 2006, however this year's results are on a par with results from 2013. Neither agree nor disagree ratings follow

a similar pattern, with this year's results 7% above results from 2006. Disagree ratings remain on a par with previous results.

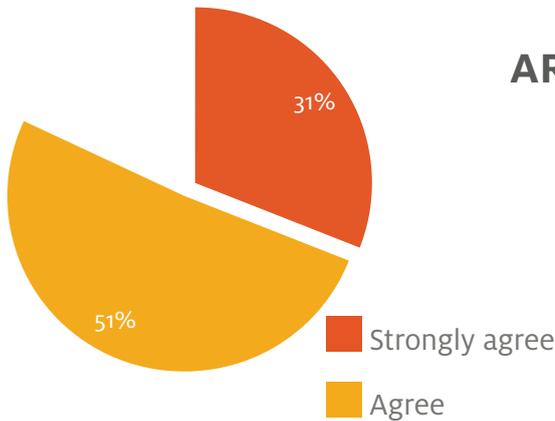
# ECONOMY, BUSINESS AND THE ENVIRONMENT | THE EXPENSE OF MEETING ENVIRONMENTAL STANDARDS



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 82% (51% agree and 31% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 82%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 82%.

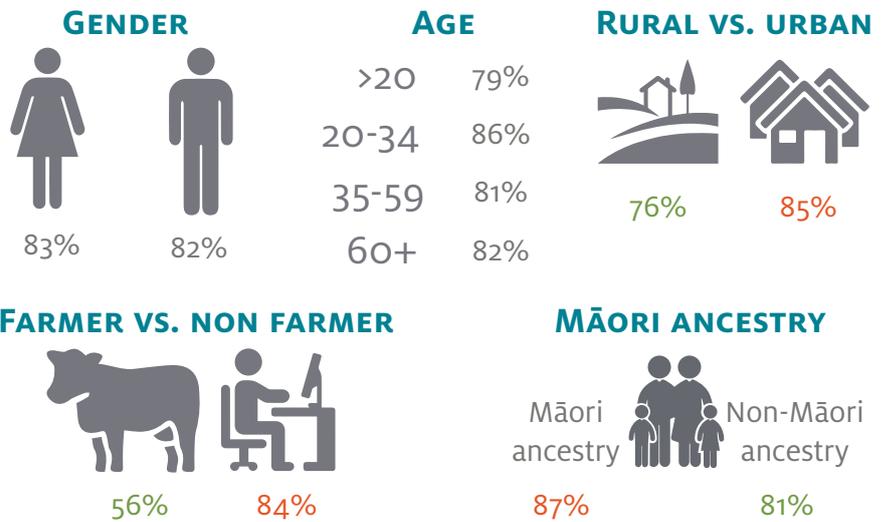


The highest significant score for this measure is 87%, collected from residents with Māori ancestry.

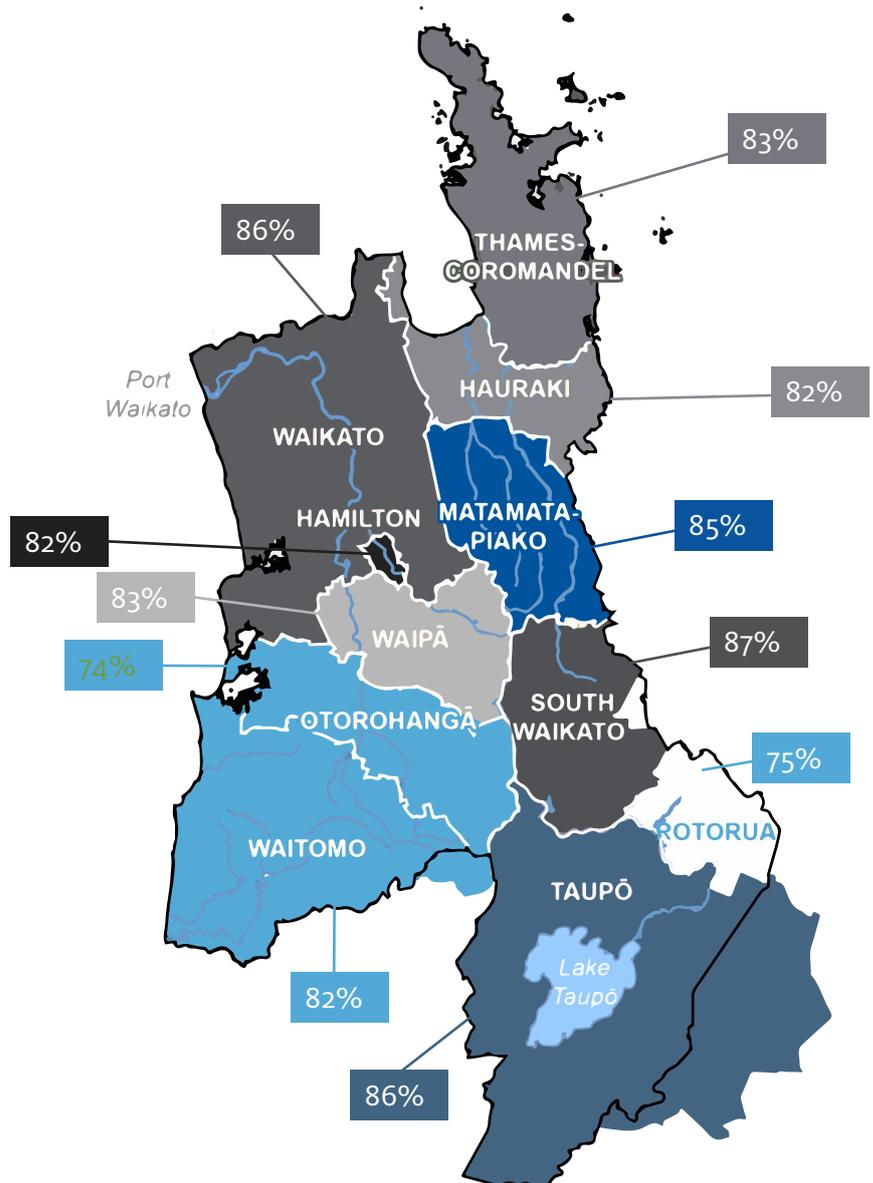


The lowest significant score for this measure is 56%, collected from farming residents.

## DEMOGRAPHIC DIFFERENCES

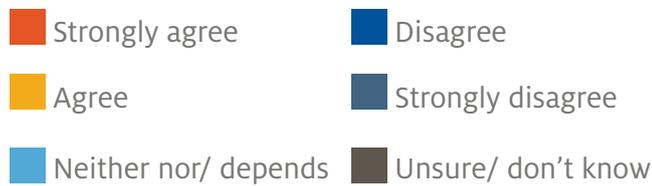
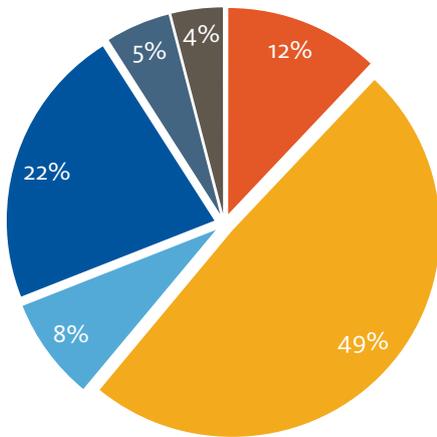


## AREA DIFFERENCES





## 2016 RESULTS

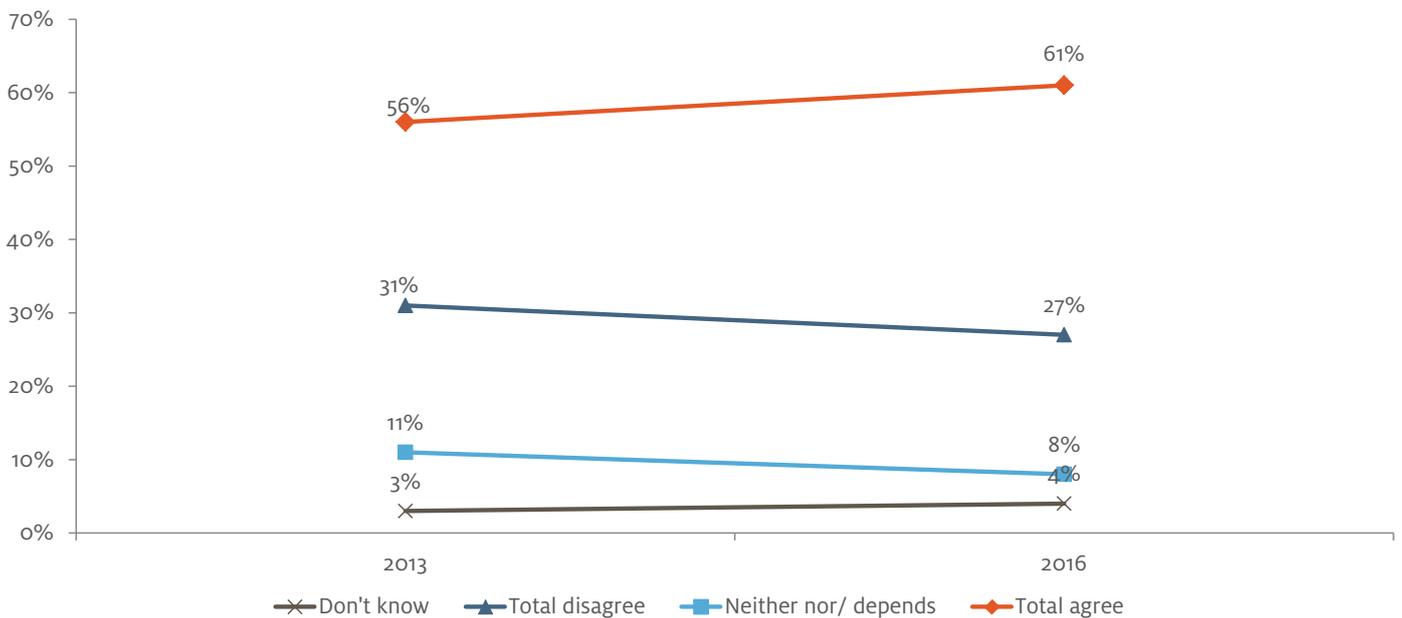


## SUMMARY OF RESULTS

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

Sixty one per cent of residents agree (49%) or strongly agree (12%) that the public understands the importance of investing in water quality. A further 8% neither agree nor disagree with this, and 27% disagree (22%) or strongly disagree (5%).

## 2013 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

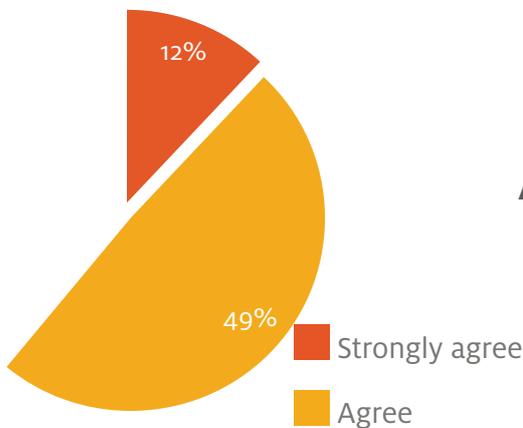
Year on year changes with agreement that the public understands the importance of investing in water quality shows an overall increase of 5% in agree ratings since 2013. Concurrently, total disagree ratings have decreased 4% over the same time. Neither agree nor disagree ratings have decreased 3% since 2013.



## INTERPRETING THESE RESULTS

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

The total agree score for this measure is 61% (49% agree and 12% strongly agree).



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

**Orange** font indicates a score is significantly higher than the total result, i.e., much higher than 61%.  
**Green** font indicates a score is significantly lower than the total result, i.e., much lower than 61%.

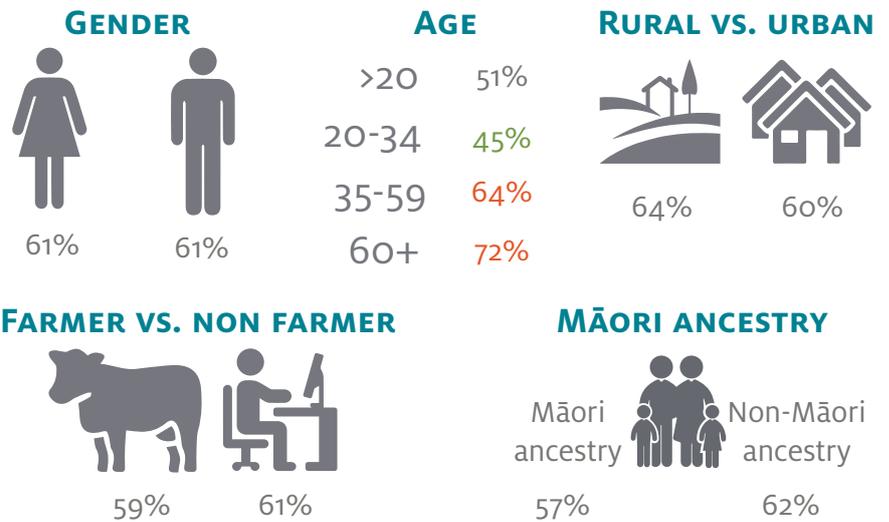


The highest significant score for this measure is 72%, collected from residents aged 60+ years.

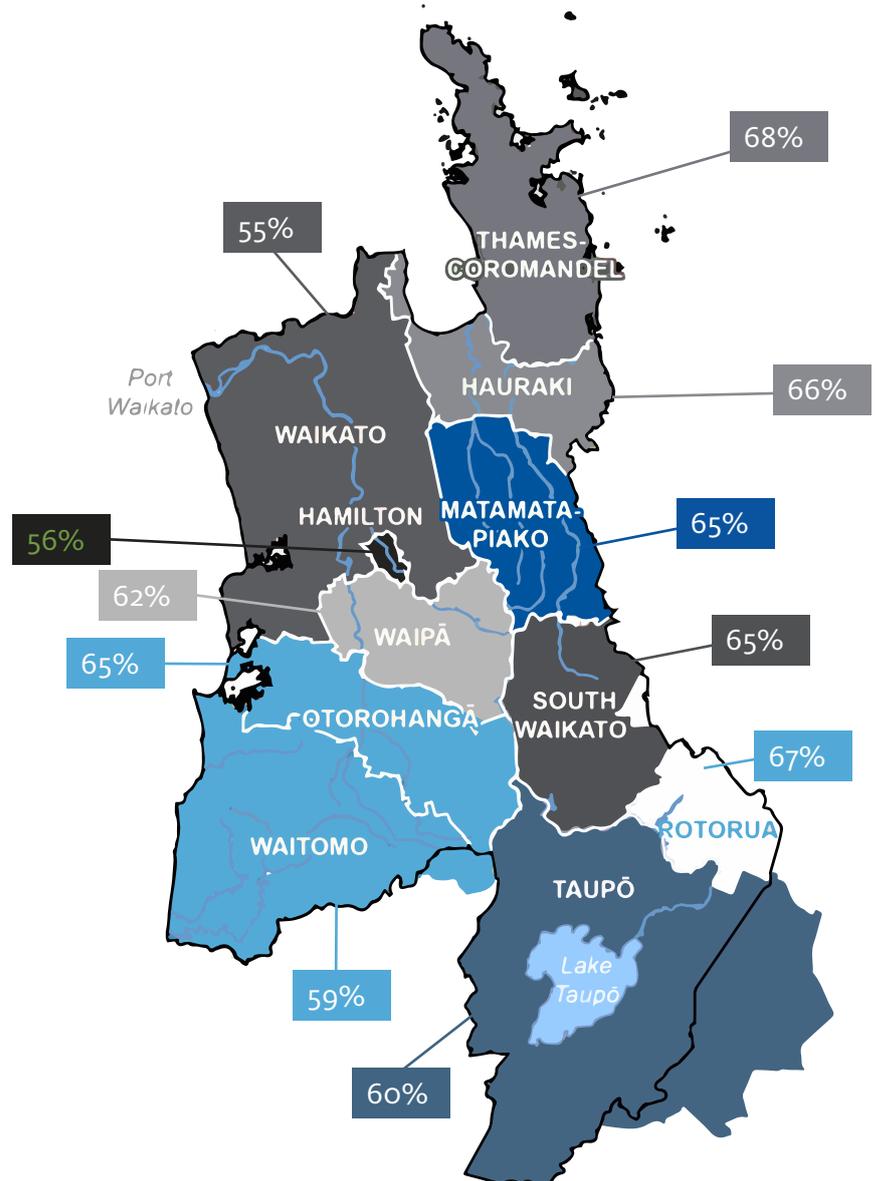


The lowest significant score for this measure is 45%, collected from residents aged 20-34 years old.

## DEMOGRAPHIC DIFFERENCES



## AREA DIFFERENCES



# NEW ECOLOGICAL PARADIGM



# NEW ECOLOGICAL PARADIGM | KEY FINDINGS

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

The questions used in this section are shown overleaf.

## SUMMARY OF FINDINGS

### OVERALL SCORE



PRO-ECOLOGICAL

**25%**

ANTI-ECOLOGICAL

**12%**

25% of residents are defined as pro-ecological, when grouped using NEP.

### EXPANDED ECOLOGICAL VALUES SCALE



PRO-ECOLOGICAL

**20%**

ANTI-ECOLOGICAL

**5%**

20% of residents are defined as pro-ecological, when grouped used the expanded ecological values scale.

# NEW ECOLOGICAL PARADIGM | CATEGORISATION AND SCALE ANALYSIS

## CATEGORISATION AND SCALE ANALYSIS

With the 6-item NEP and the 15-item EEV (Expanded Ecological Values) models, residents respond to statements based on an agree or disagree scale. Their response has a corresponding numerical value as follows; 1 = Strongly disagree, 2 = disagree, 3=depends, 4=agree, 5=strongly agree.

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

	6-ITEMNEP SCALE	15-ITEM EEV SCALE
ANTI-ECOLOGICAL	<b>6-18</b>	<b>15-45</b>
MID-ECOLOGICAL	<b>19-24</b>	<b>46-60</b>
PRO-ECOLOGICAL	<b>25-30</b>	<b>61-75</b>

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

The NEP questions for the 2016 survey are analysed by both the 6-item and the Expanded Ecological Values score (Ecological Values scale). The results for each statement are also included, however, statements that required their polarity to be reversed for scale creation are shown in their pre-reversal format for ease of interpretation.

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

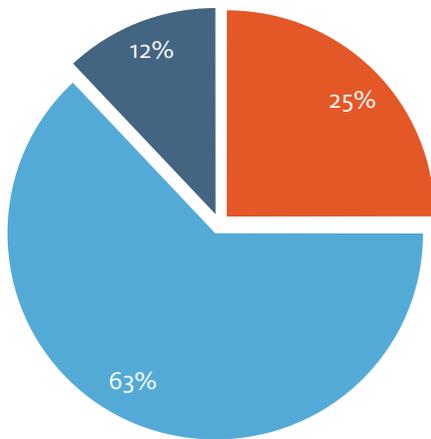
1. The balance of nature is very delicate and easily upset
2. *Modifying the environment for human use seldom causes serious problems*
3. *Plants and animals exist primarily to be used by humans*
4. The Earth is like a spaceship with only limited room and resources
5. There are limits to economic growth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

The 15-item Expanded Ecological Values Scale consists the 6 NEP statements and the following statements; those in italics have their polarity reversed when included in the scale creation:

1. *Present generations of humans have no moral duties and obligations to future human generations*
2. *The so-called 'ecological crisis' facing humankind has been greatly exaggerated*
3. We must take stronger measures to conserve our nation's resources
4. Humans have moral duties and obligations to other animal species
5. *Environmental regulations have placed unfair burdens on industry*
6. Natural resources should be used primarily to provide for basic needs rather than material wealth
7. *Humans have the right to alter nature to satisfy wants and desires*
8. Nature is valuable for its own sake
9. Humans live on a planet with limited room and resources.



**2016 RESULTS**

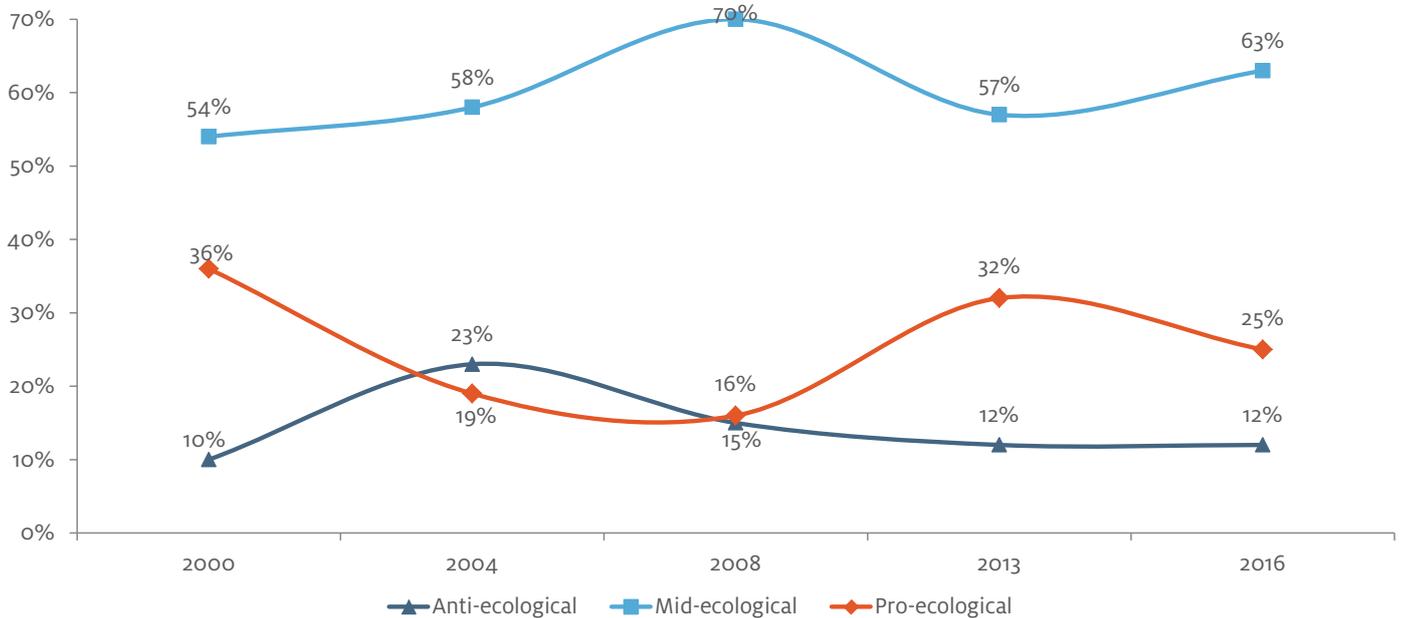


- Pro-ecological
- Mid-ecological
- Anti-ecological

**SUMMARY OF RESULTS**

Overall, a quarter (25%) of residents are defined as pro-ecological. Following this, 63% are defined as mid-ecological and 12% are defined as anti-ecological.

**1998 - 2016 RESULTS**



**COMPARISON WITH PREVIOUS YEARS**

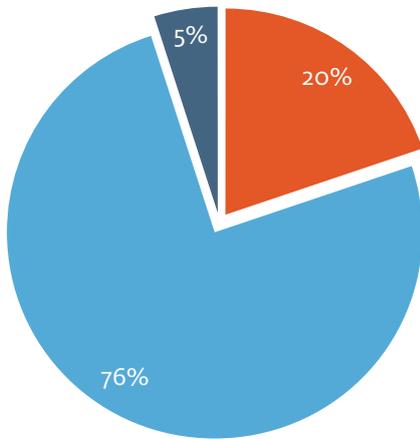
Year on year results for NEP groupings are varied. The proportion of residents defined as pro-ecological has decreased 7% from 2013, and has decreased 11% from 2000, however this is 9% above results from 2008. The proportion of residents defined as mid-ecological has increased 6% from 2013, and 9% from 2000. The proportion of residents defined as anti-

ecological has remained on a par with results from 2013, and with 2000.

# NEW ECOLOGICAL PARADIGM | EXPANDED ECOLOGICAL VALUES SCALE



## 2016 RESULTS

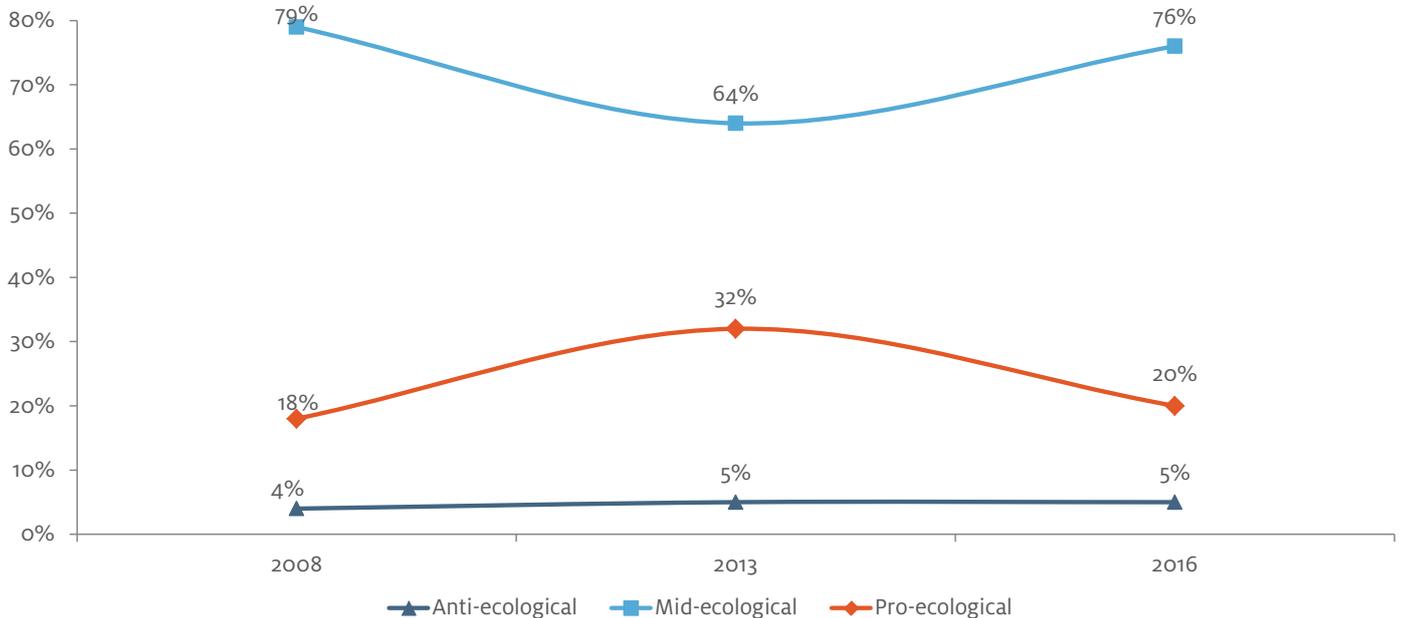


- Pro-ecological
- Mid-ecological
- Anti-ecological

## SUMMARY OF RESULTS

Using the Expanded Ecological Values Scale, 20% of residents are defined as pro-ecological. A further 76% of residents are defined as mid-ecological, and 5% are defined as anti-ecological.

## 1998 - 2016 RESULTS



## COMPARISON WITH PREVIOUS YEARS

Year on year results of the Expanded Ecological Values Scale show a decrease in the proportion of residents defined as pro-ecological, this has decreased 12% from 2013. Concurrently, the proportion of residents defined as mid-ecological has increased 12% since 2013. The proportion of residents defined as anti-ecological has remained on a par with previous years' results.

# NEW ECOLOGICAL PARADIGM | PROFILING OF ENVIRONMENTAL ATTITUDES WITHIN THE REGION

To better understand the environmental attitudes within the Waikato region, the NEP clusters have been profiled further. The profiles focus on the attitudes and responses to the previous sections.

## PRO-ECOLOGICAL RESIDENTS

Pro-ecological residents are more concerned about the current state of the environment, and would prefer to have tighter controls and regulations around environmental use. They also appear to favour the environment over business, and would prefer for the environment to be looked after more than for businesses to profit.

Twenty five per cent of residents are defined as pro-ecological. These residents are more likely to be aged 35-59 (52% compared to the regional average of 44%), to be tertiary qualified (52% compared to the regional average 40%) and to earn between \$60,000 and \$150,000 (44% compared to the regional average 35%). These residents are also more likely to classify themselves as a family with adult children (22% compared to the regional average 17%).

In terms of environmental issues, these pro-ecological residents are more likely to mention that water quality (67% compared to the regional average 59%), specifically issues associated with agriculture are the biggest environmental issues facing the region today and social issues (16% compared to the regional average 13%), specifically climate change as important environmental issues. Water pollution continues to be an issue pro-ecological residents mention will be an issue in five years time, they are also more likely to mention social issues (42% compared to the regional average 36%), specifically, climate change and urban sprawl. Satisfaction overall with the state of their local environment (90%) is on a par with the regional average.

Pro-ecological residents are more likely to think the overall state of their local environment has become worse over the past few years (36% compared to the regional average 29%). Specifically, they are more likely to think the water quality in the region has become worse (49% compared to the regional average 39%), as have the waste and recycling services and facilities (18% compared to the regional average 14%).

These residents are more likely to be concerned regarding most of the environmental issues surveyed. Specifically, these residents are most concerned about water pollution from farmland (86% compared to the regional average 76%), water pollution from industry (85% compared to the regional average 77%) and water pollution from

towns and cities (85% compared to the regional average 75%). Climate change, water quality in coastal and marine areas, loss of natural character of beaches and the state of native bush and wetlands, are also areas for concern for these residents.

Not surprisingly, these residents are more likely to have undertaken a number of personal actions, including recycling (82% compared to the regional average 77%), composting their garden (23% compared to the regional average 18%) and kitchen (18% compared to the regional average 14%) waste. They indicated they have used their car less (19% compared to the regional average 12%), planted trees (23% compared to the regional average 19%), saved water (24% compared to the regional average 18%) and grown organically (9% compared to the regional average 6%). These residents are also more likely to have participated in a public action (27% compared to the regional average 16%).

It appears that these residents prefer tighter controls and regulations around environmental use. These residents are more likely to agree that government restrictions on the use of private property are necessary so that the environment will not be harmed (80% compared to the regional average 73%) and that urban sprawl and subdivisions threaten the natural environment (76% compared to the regional average 64%). They are also more likely to disagree that land owners should be allowed to do what they like on their own land (57% compared to the regional average 47%), that the public have enough say in the way the environment is managed (51% compared to the regional average 43%) and that there is enough protection given to significant natural sites (37% compared to the regional average 30%).

These residents appear to prefer for the environment to be protected, before business flourishes. Most notably, these residents are more likely to disagree that business should be allowed to maximise profit even if that means damaging the environment (98% compared to the regional average 90%), that farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways (96% compared to the regional average 88%) and are more likely to agree that a healthy environment is necessary for a healthy economy (93% compared to the regional average 90%).

# NEW ECOLOGICAL PARADIGM | PROFILING OF ENVIRONMENTAL ATTITUDES WITHIN THE REGION

## MID-ECOLOGICAL RESIDENTS

Overall, mid-ecological residents make up the majority of residents surveyed. However, there are clear themes associated with this group which show an underlying opinion that council regulations should be tighter, and that business success is slightly more important than the environment.

Sixty three per cent of residents are defined as mid-ecological. Amongst this group there is a high proportion of residents who are aged 60+ years (29%), who are working full time (43%), do not have any Māori ancestry (76%) and who aren't farmers (93%). These residents are more likely to indicate their highest qualification is secondary school qualification (26% compared to the regional average 25%). There is also a high proportion of residents who identify their household situation as a family with school aged children (20%), or as an older couple or single person (32%).

In terms of environmental issues, mid-ecological residents are more likely to not know of any important environmental issues facing the Waikato region today (11% compared to the regional average 9%). Similarly, they are less likely to mention any important environmental issues they think the Waikato region will be facing in five years. However, a high proportion of these residents do mention water quality and pollution as an issue facing the Waikato Region in five years (40%). Overall satisfaction with the state of their local environment is high (92%).

Their perceptions of the environment are positive, as they are more likely to think the overall state of the environment has become better over the past few years (32% compared to the regional average 29%). Specifically, these residents are more likely to mention the air quality in their local area has become better (21% compared to the regional average 18%), as has the amount of litter on highways (27% compared to the regional average 26%).

Concurrently, mid-ecological resident's levels of concern around air quality, water pollution and the state of native bush are low. Specifically, these residents are more likely to not be concerned about

activities damaging air quality in the region (41% compared to the regional average 39%), the state of native bush on wetlands and private property (37% compared to the regional average 34%), water pollution from farmland (19% compared to the regional average 17%) and water pollution from towns and city areas (18% compared to the regional average 16%).

These residents appear to support tighter regulations and controls from Council, as they are more likely to agree that Council should enforce its rules and laws to make sure the environment is well looked after (93% compared to the regional average 91%) and that Council should tighten rules to manage the construction of homes and buildings in areas at risk from flooding and erosion (82% compared to the regional average 80%).

Mid-ecological residents also appear slightly more focused on business than the environment. These residents are more likely to agree that the most important objective of any business should be to maximise profit, even if that means damaging the environment (7% compared to the regional average 6%) and that businesses usually find it is too expensive to be more environmentally friendly (59% compared to the regional average 57%).

# NEW ECOLOGICAL PARADIGM | PROFILING OF ENVIRONMENTAL ATTITUDES WITHIN THE REGION

## ANTI-ECOLOGICAL RESIDENTS

Overall, anti-ecological residents appear to be disengaged with the environment, especially around businesses impact on the environment. Their disengagement is also shown in their lack of concern for most of the measures asked, as well as indicating they don't know what the most important environmental issues will be in five years time.

Twelve per cent of residents are defined as anti-ecological. Anti-ecological residents are more likely to live in Otorohangā (13% compared to the regional average 8%), be aged 18-19 years old (7% compared to the regional average 4%) and indicate their highest qualification is a primary school education (4% compared to the regional average 1%). These residents indicate their income is between \$150,001 - \$200,000 (7% compared to the regional average 4%) or that they'd prefer not to say (9% compared to the regional average 5%). They are also more likely to indicate that their household situation is that they are young, single living alone (7% compared to the regional average 4%) or that they are retired (28% compared to the regional average 21%). Anti-ecological residents are more likely to indicate that they have some Māori ancestry (36% compared to the regional average 24%) and that they are male, there is also a higher proportion of farmers amongst this group (10%).

When asked about environmental issues, anti-ecological residents are more likely to indicate rubbish and recycling (13% compared to the regional average 8%) are the biggest issues facing the region today, specifically they mention littering as the biggest issue. In terms of the biggest issues facing the Waikato Region in five years, these residents are more likely to not know (13% compared to the regional average 7%). Overall satisfaction with the state of the environment is high amongst these residents (89%). Notably, these residents are more likely to rate their satisfaction with the state of their local environment as perfect in every way (8% compared to the regional average 3%).

In terms of perceptions of how the environment has changed in the past few years, these residents are more likely to indicate that the overall state

of the environment has remained the same (50% compared to the regional average 41%). Specifically, these residents are more likely to think the amount of litter on the highways has remained the same (33% compared to the regional average 27%), and they are less likely to think the availability of waste and recycling services and facilities in their area have become worse (18% compared to the regional average 14%).

Anti-ecological residents are more likely to not be concerned regarding environmental issues. Of note, they are more likely to not be concerned about the state of native bush on private property (43% compared to the regional average 34%), about the loss of productive farmland through the spread of cities/ towns and rural residential developments (41% compared to the regional average 32%) and about the effects of climate changes (41% compared to the regional average 25%). These residents are also more likely to not be concerned about water pollution from industry, water pollution from farmland, water pollution from towns and city areas, or with the water quality in coastal and marine.

Regarding anti-ecological residents knowledge of environmental issues, they are more likely to not know if air pollution comes from home fires (7% compared to the regional average 3%) and to agree that the biggest driver of climate change is the increase of greenhouse gases from human activities (33% compared to the regional average 22%), they are also more likely to not know how to rate this (11% compared to the regional average 6%).

Anti-ecological residents appear to prefer to have fewer restrictions and controls placed and enforced by Council. Notably, these users are more likely to disagree that Council should enforce its rules and laws to make sure that the environment is well looked after (12% compared to the regional average 4%), that Council should tighten rules to manage the construction of homes and in areas at risk of flooding and erosion (18% compared to the regional average 11%) and that government restrictions on the use of private property are necessary so that the environment will not be harmed (23% compared

## NEW ECOLOGICAL PARADIGM | PROFILING OF ENVIRONMENTAL ATTITUDES WITHIN THE REGION

---

to the regional average 13%). These residents are also more likely agree that landowners should be allowed to do what they like on their own land (37% compared to the regional average 25%) and that there is enough protection given to local significant natural sites (62% compared to the regional average 48%).

In terms of economy, business and the environment measures, these residents are more likely to not know how to answer a number of these measures, including business should take care to minimise negative impacts on the environment, that businesses usually find it too expensive to be more environmentally friendly, that the public understands the importance of investing in water quality, that it is okay to sacrifice environmental quality for economic growth and that environmental protection and economic development go hand in hand. These high levels of don't know responses could indicate these residents are less engaged with the environment, or that they are unsure specifically how businesses interact with the environment. Notably, these residents are more likely to disagree that water quality in streams and rivers should be protected, even if that means businesses have to bear the expense of meeting environmental standards (15% compared to the regional average 8%) and are more likely to agree that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways (8% compared to the regional average 5%). Results from the last two measures could have been driven by the proportion of farmers within this particular group.

# CONCLUSIONS

## CONCLUSIONS |

---

The 2016 results show Waikato residents continue to have high levels of satisfaction with their local environment with 91% of residents either satisfied or very satisfied with their local area. This year there is a specific increase in the proportion of residents who are very satisfied with their environment. However, over time there appears to have been a steady increase in the proportion of people who feel that the overall state of their local environment has declined with residents continuing to state water quality as the biggest environmental challenge for the Waikato region. Water quality also dominates the environmental issues Waikato residents think the region will face in future years and there have been an increase in the proportion of people who feel that the water quality in their streams, rivers and lakes has declined in the past few years.

While water quality has remained the top environmental concern for some time it is interesting to note that issues relating specifically to air quality have reduced over time. In 1998 air quality accounted for 10% of mentions regarding the main issue that the Waikato region will face, while in 2016 this accounts for only 2%; a similar level of decline is also seen in relation to the significance of air quality in five year's time.

Air quality measures also garner less concern, or possibly understanding, amongst residents with only 47% stating that they are concerned about activities that damage air quality; this is contrasted with residents' levels of concern about water quality issues which register well over 70%. Furthermore, it is interesting to see that the perception of the air quality in a resident's local environment remains unchanged. While there are some small year on year shifts, in 1998 70% of residents felt that the air quality in the local area had remained the same, in 2016 this figure is 69% which suggests minimal change in perceptions over time.

Possibly, the response to air quality is not necessarily driven by a lack of concern but rather it is one of awareness. It would seem that residents' focus on water quality has sharpened over time and it is likely that this is driven by the significant natural events that have occurred in recent years, e.g., long hot summers or droughts, and also local councils'

responses to these events, e.g., water restrictions. In comparison, issues relating to air quality are less well publicised with the effects of poor air quality seemingly consigned to pockets of the region rather than affecting the region as a whole, possibly leading residents to increasingly prioritise water over air with regards to environmental impact.

The environmental issue that has experienced the greatest movement since previous monitoring is that which relates to the long term impact of society on the environment. Since 2013 a greater number of residents (24%) now mention global warming, urban sprawl, general pollution, population increases, land use or over consumption of resources as the biggest environmental issue in the coming five years. It should be noted that these issues are not really perceived to be of immediate concern, as the number of mentions in this space for the immediate future of the Waikato region have remained relatively stable year on year. Rather it is the impact of these issues in the longer term that has shown the greatest increase, suggesting that while residents are comfortable, and satisfied, with their current environment, they may be wary of what this will look like in the future.

While residents are seemingly more aware of the potential impact of society on the environment in the longer term, their immediate level of concern with actions that potentially exacerbate societal impact do not reflect this newfound awareness. In particular, residents are now less concerned with pollution from industry, pollution in towns and city areas, the loss of natural beach character through development, the construction of seawalls, the state of native bush on residential properties, and the spread of cities across farmland. Instead, residents seem to place the largest responsibility for environmental wellbeing with farmers and businesses, with 55% and 53% respectively indicating that these areas are the main source of pollution.

To this point, it is interesting to note that residents' expectations of businesses have remained consistent since 2000. While nearly all residents (90%) agree that a healthy environment is necessary for a healthy economy and that environment and economy

# CONCLUSIONS |

---

can go hand in hand, there has always been very strong agreement that businesses are obligated to treat the environment well, that profit should not be prioritised over the environment, and that businesses should bear the expense of protecting water quality. To this, many also continue to support Council in their enforcement of regulations and the limiting of private land use to protect the environment suggesting continued positive attitudes towards protection of the environment from being taken advantage of.

Despite the significant role that residents feel Council and businesses have in the state of the environment, there is also evidence that residents are taking more personal actions to support the environment. An increasing proportion of residents undertake recycling and there have also been increases across many of the environmental activities undertaken at home including planting trees, saving water, composting both kitchen and garden waste, saving power or using environmentally friendly products. The increases in these specific activities suggest that a focus on waste reduction and/or better use of resources is starting to become more common amongst Waikato households. While the drivers for these actions are not explored within the current setting it is likely that there is a combination of both environmental concern and cost saving contributing to these decisions as many of these activities also provide an economic way to reduce household expenditure.

While breadth of personal actions have increased over time, participation in public actions that support the environment have continued to decline despite a short lift in results this year. In 1998, 26% of residents indicated that they have participated in a public action while in 2016 this result sits at 16%. Actions which have become more common this year relate to general environmental care, e.g., pest removal or tree planting; protesting; donating; or attending public meetings. Of particular note is the increase in the signing of a petition; this result has traditionally sat around 5% (except for 2003) however this year it has increased to 24%.

Public actions which have seen lower participation in 2016 relate to joining an environmental group,

complaining to Council, making a formal submission or working for an environmentally friendly agency. The differences between the increases and decreases in types of public actions undertaken suggest an increased desire, or possibly ability, to express one's opinion on public issues. Certainly the increased use of social media amongst communities in recent years has allowed residents to express their opinions, donate to charities, or participate in public conversations more easily than before. It is likely that this has also supported participation in group activities with information about events now easier to disseminate quickly, e.g., planting events, group actions, organised protests etc.

Consequently, it seems that those involved in public actions feel they are witnessing change as a result of their efforts with a significant decline over time in the proportion of residents who felt their actions were ineffective; in 1998 33% of residents felt the public actions they undertook were not effective at all, in 2016 only 12% of residents felt this way with 77% indicating that they considered their actions to be fairly or very effective.

Combined these findings show that residents are demonstrating an increased awareness of how society will affect the environment in the longer term with residents starting to change their behaviour to reflect more sustainable practices in their homes. While residents are generally satisfied with the environment and they are seemingly less concerned with the significant causes of environmental decline instead placing this in the hands of local authorities. Residents are still acutely aware of the role of businesses and farms have in the future of the region, particularly in relation to water quality which continues to be a significant priority for the region. Future monitoring should look to continue to measure these elements with specific exploration of the drivers around attitudinal change and the inclusion of measures which relate to longer term concerns.

**HE TAIAO MAURIORA**

HEALTHY ENVIRONMENT

**HE ŌHANGA PAKARI**

STRONG ECONOMY

**HE HAPORI HIHIRI**

VIBRANT COMMUNITIES

**Waikato Regional Council**

Technical Report 2016/14

ISSN 2230-4355 (Print)

ISSN 2230-4363 (Online)

Printed June 2016

Job 4705

Private Bag 3038

Waikato Mail Centre

Hamilton 3240

New Zealand

**Freephone 0800 800 401**

[www.waikatoregion.govt.nz](http://www.waikatoregion.govt.nz)

