

13 APPENDICIES

13.1 APPENDIX ONE: QUESTIONNAIRE

Q.1 Hello. This is (name) speaking on behalf of Waikato Regional Council. I'm doing an important interview about the environment. Would you mind helping me with this? (If necessary: My questions will take between 10-15 minutes. Is now convenient (or when could I call back)?

SCREENERS

Before we start, can I please check whether anyone in your household works for or contracts to Waikato Regional Council?

NO – *CONTINUE*

YES – *Thank you, we really need to talk to people who work outside of the organisation. Have a good night.*

In order to ensure we speak to a cross section of people in your area, we are looking to speak to the youngest people in the household between 18 and 60 years of age. Could I ask if you are the youngest person and in this age group?

If not in age group:

I'm afraid we have already spoken to our allocated quota for your age group so we are unable to interview you today. We would however like to thank you for your willingness to participate, this is very much appreciated. Thank you.

YES – *CONTINUE*

NO – *ASK IF ANOTHER MEMBER OF THE HOUSEHOLD IS AVAILABLE TO SPEAK*

- 1 Continue survey
- 2 Refused
- 3 DNQ
- 4 Not in service
- 5 Business

Q.2 Can you tell me which District you live in?

(Single response only – if necessary: ask for nearest town and identify District using your map) (READ if necessary)

- 01 Thames-Coromandel
- 02 Hauraki
- 03 Waikato
- 04 Hamilton
- 05 Matamata-Piako
- 06 Waipā
- 07 South Waikato
- 08 Otorohanga
- 09 Waitomo
- 10 Rotorua
- 11 Taupo

Q.3 Do you live in town or in the country?

Single response

01 Country

02 Town

Q.4 Most of the questions will focus on the entire Waikato region which extends from the Bombay Hills to Ruapehu and includes the Coromandel Peninsula. Some questions, however, will focus on your 'local' area which is the area where you live and the area where you work.

I'm going to read a list of environmental issues. Please say whether you feel each of these has become better, become worse or stayed the same in the last few years?

[INTERVIEWER PROMPT: Would that be much (better/worse) or a little (better/worse)?]

[READ ANSWERS IN RANDOM ORDER]

	Much worse	A little worse	Stayed the same	A little better	Much better	Unsure/don't know
The water quality in your local streams, rivers, and lakes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The availability of waste recycling services and facilities in your area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The air quality in your local area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The amount of litter on our highways	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q.5 Thinking now about the overall state of your local environment, do you think this has generally become better, become worse or stayed the same in the last few years?

[INTERVIEWER PROMPT: Would that be much (better/worse) or a little (better/worse)? (One answer only)]

1 Much worse

2 A little worse

3 Stayed the same

4 A little better

5 Much better

6 Unsure/ Don't know

Q.6 What do you think is the single most important environmental issue facing the Waikato region today?

One answer only

Q.7 And the next most important environmental issue?

One answer only

Q.8 What do you think will be the single most important environmental issue facing us in five years' time?

One answer only

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Q.9 We would like to find out about your levels of concern on some issues in the Waikato region, which can go from Not Concerned at All to Very Concerned. How concerned are you about the following environmental issues in the Waikato region?

[INTERVIEWER PROMPT: Would that be not concerned at all or not very concerned / Would that be slightly concerned or very concerned?]

[READ ANSWERS IN RANDOM ORDER]

	Not concerned at all	Not very concerned	Neither concerned nor unconcerned	Slightly concerned	Very concerned	Unsure/don't know
Water pollution from industry	1	2	3	4	5	6
The state of native bush and wetlands on private property	1	2	3	4	5	6
Water pollution from farmland	1	2	3	4	5	6
Loss of the natural character of the region's beaches through development	1	2	3	4	5	6
Water pollution from towns and city areas	1	2	3	4	5	6
Construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion	1	2	3	4	5	6
The spread of cities/towns across farmland	1	2	3	4	5	6

Q.10 Do you agree or disagree with each of these statements?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/Unsure
Pollution in the region's rivers and streams comes mainly from industry	1	2	3	4	5	6
In this region, discharges of treated human sewage are a major cause of pollution in our waterways.	1	2	3	4	5	6
Pollution in the region's rivers and streams comes mainly from farmland	1	2	3	4	5	6

Q.11 Do you generally agree or disagree with each of these statements about how people in the Waikato contribute to a healthy environment?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
The public have enough say in the way the environment is managed	1	2	3	4	5	6
Council should enforce its rules and laws to make sure that the environment is well looked after	1	2	3	4	5	6
Landowners should be allowed to do what they like on their own land	1	2	3	4	5	6
The most important objective of any business should be to maximise profit even if that means damaging the environment	1	2	3	4	5	6
Businesses take care to minimise negative impacts on the environment	1	2	3	4	5	6
Businesses usually find it is too expensive to be more environmentally friendly	1	2	3	4	5	6
Businesses should be obliged to treat the environment well	1	2	3	4	5	6
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	1	2	3	4	5	6
Council should tighten rules to manage the construction of homes and buildings in areas at risk from flooding and erosion	1	2	3	4	5	6
The public understands the importance of investing in water quality	1	2	3	4	5	6

Q.12 Here are some statements about the relationships between humans and the environment. Even though the statements might sound a bit 'different', these are used worldwide as a measure of environmental concern. For each one please indicate whether you strongly agree, mildly agree, are unsure, mildly disagree or strongly disagree with it?

PROBE EVERY TIME: Is that strongly agree/disagree or just agree/disagree?

[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
The balance of nature is very delicate and easily upset	1	2	3	4	5	6
Modifying the environment for human use seldom causes serious problems	1	2	3	4	5	6
Plants and animals exist primarily to be used by humans	1	2	3	4	5	6
The Earth is like a spaceship with only limited room and resources	1	2	3	4	5	6
There are limits to economic growth even for developed countries like ours	1	2	3	4	5	6
Humans were meant to rule over the rest of nature	1	2	3	4	5	6

Q.13 AND can you please tell me whether you agree or disagree with these statements? These statements might also sound a bit 'different', please answer them as best as possible.

PROBE EVERY TIME: Is that strongly agree/disagree or just agree/disagree

[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
Present generations of humans have NO moral duties and obligations to future human generations	1	2	3	4	5	6
The so-called 'ecological crisis' facing humankind has been greatly exaggerated	1	2	3	4	5	6
We must take stronger measures to conserve our nation's resources	1	2	3	4	5	6
Humans have moral duties and obligations to other animal species	1	2	3	4	5	6

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/ Unsure
Environmental regulations have placed unfair burdens on industry.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
Natural resources should be used primarily to provide for basic needs rather than material wealth	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
Humans have the right to alter nature to satisfy wants and desires.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
Nature is valuable for its own sake	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
Humans live on a planet with limited room and resources	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6

Q.14 Now thinking about your own personal actions regarding the environment, what actions have you taken in the past 12 months to protect the environment?

PROBE "Any others?"

Q.15 In the last year or so, have you been involved in any kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment?

1 Yes

2 No

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 20]

Q.16 What did you do? Example 1:

Q.17 What did you do? Example 2:

Q.18 What did you do? Example 3:

Q.19 And generally, how effective do you feel this/these actions were/was?

	Not effective at all	Fairly effective	Very effective	Don't know/hard to tell
[ANSWER TO Q. 16]	1	2	3	4
[ANSWER TO Q. 17]	1	2	3	4
[ANSWER TO Q. 18]	1	2	3	4

Q.20 Now I am going to read out some statements about the Waikato environment? Could you please tell me if you agree or disagree with each?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/Unsure
There is enough protection given to local significant natural sites (If needed: examples might be Cathedral Cove in Coromandel, or Waitomo Caves.)	1	2	3	4	5	6
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways.	1	2	3	4	5	6
Urban sprawl and subdivisions threaten the natural environment	1	2	3	4	5	6
It is acceptable to let the Waikato farming community to decline in order to achieve a better environment.	1	2	3	4	5	6

Q.21 Do you generally agree or disagree with each of these statements about the Waikato environment?

[INTERVIEWER PROMPT: Would that be just (agree/disagree) or strongly (agree/disagree)?]

[READ ANSWERS IN RANDOM ORDER]

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/Unsure
Government restrictions on the use of private property are necessary so that the environment will not be harmed	1	2	3	4	5	6
A healthy environment is necessary for a healthy economy	1	2	3	4	5	6
It is okay to sacrifice environmental quality for economic growth	1	2	3	4	5	6

	Strongly disagree	Disagree	'Depends'	Agree	Strongly Agree	Don't Know/Unsure
Environmental protection	1	2	3	4	5	6

and economic development can go hand in hand						
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Q.22 Overall, taking everything into account, I would like you to think about how satisfied you are with your local environment in general. Please use a scale from 1 to 10, where a score of 1 means you find your local environment completely unsatisfactory, and a score of 10 means it is perfect in every way.

- 01 1- Completely unsatisfactory
- 02 2
- 03 3
- 04 4
- 05 5
- 06 6
- 07 7
- 08 8
- 09 9
- 10 10- Perfect in every way
- 11 Don't Know

Q.23 We're almost at the end now. I just need to ask some questions about you, so we can be sure we've talked to a wide cross-section of people. This all remains completely confidential. Could you please tell me which of the following age groups you fit into?

- 01 18-19
- 02 20-29
- 03 30-39
- 04 40-49
- 05 50-59
- 06 60-64
- 07 65+
- 08 Refused (do not read out)

Q.24 What is your highest educational qualification?

- 1 Primary school
- 2 Secondary school qualification
- 3 Secondary school
- 4 Trade certificate
- 5 Tertiary qualification

Q.25 And which of the following groups best matches your total household income before tax?

- 1 \$0 - \$30,000
- 2 \$30,001 - \$60,000
- 3 \$60,001 - \$90,000
- 4 \$90,001 - \$150,000
- 5 \$150,001 - \$200,000
- 6 \$200,001 to \$300,001
- 7 \$300,001 +
- 8 Refused (Don't read out)
- 9 Don't Know (Don't read out)

Q.26 Which of the following best describes your household situation?

- 01 Young, single, living alone
- 02 Group flatting together
- 03 Young couple, no children
- 04 Family, mainly preschool children
- 05 Family, mainly school aged children
- 06 Family, adult children
- 07 Older couple/ single person
- 08 Middle aged single/ couple
- 09 Boarding or similar
- 10 Refused (Do not read out)

Q.27 What is your employment situation?

- 1 Working full time
- 2 Working part time
- 3 Retired
- 4 Home responsibilities
- 5 Student
- 6 Unemployed/ beneficiary
- 7 Refused/ don't know

[IF THE ANSWER IS 3-7, THEN SKIP TO QUESTION 29]

Q.28 If working full time or part time, what is your occupation?

(Record, probing until clear) (If farmer, type of farmer (e.g. dairy))

Q.29 To which ethnic groups do you belong?

- 1 European
- 2 Māori
- 3 Pacific Island
- 4 Asian
- 5 Other (specify)
- 6 New Zealander
- 7 Don't know
- 8 Refused

[IF THE ANSWER IS NOT 5, THEN SKIP TO QUESTION 31]

Q.30 Other, specify

[IF THE ANSWER TO QUESTION 29 IS 2, THEN SKIP TO QUESTION 32]

Q.31 Which of these statements best describes you?

- 1 I have some Māori ancestry OR
- 2 I have no Māori ancestry
- 3 Refused (do not read out)

Q.32 May I also ask your first name? This is so we can enter your name into the prize draw to win \$200 worth of grocery vouchers which will be drawn at the end of March'

Q.33 Thank you very much for your time. In case you missed it, my name is xxx from Versus Research. If you have any queries regarding this interview, you are welcome to contact us on our free phone number, which is 0800 837787. Thanks again for your help. Good night.

RECORD GENDER

1 Male

2 Female

13.2 APPENDIX TWO: DEFINITION OF RESPONDENT CLASSIFICATION

- Professional/manager: all respondents who indicate they are in a managerial or professional role, e.g., architect, accountant, manager, lawyer
- Clerical: all respondents who indicate they are in a role that requires administration data processing or support, e.g., administrator, clerical, personal assistant, office worker
- Sales: all respondents who indicate that they are in a role that involves selling, tele-sales, retail, e.g., real estate, sales manager, sales assistant, merchandiser
- Technical: all respondents who indicate that they are in a role that involves technical skills, e.g., science technician, agricultural engineer
- Self-employed: all respondents who indicate that they are owner/operators (excluding farmers) or self-employed, e.g., shop owner, self employed, dairy owner
- Skilled: all respondents who indicate that they are in a role that requires a high degree of skill or education, e.g., chef, florist, librarian
- Semi-skilled: all respondents who indicate that they are in a role that requires some degree of knowledge to complete the job, e.g., leading hand at a factory
- Unskilled: all respondents who indicate that they are in a role that requires little prior training, e.g., kitchen hand, factory worker.