

## 12 TERRITORIAL AUTHORITY SUMMARIES

### Thames-Coromandel

This section contains findings for the Territorial Authority of Thames-Coromandel. Results are based on 78 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 11.1 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

#### 1) Environmental Issues

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

	Thames-Coromandel %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.48	6.47

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

	Thames-Coromandel %	Waikato %
Water – pollution/quality	31	41
Coastal – effects on	<b>12</b>	1
Don't know	12	11
Land – mining	<b>7</b>	1
Waste – littering	6	5

**Next most important environmental issue facing the Waikato Region (Top 5 in Thames-Coromandel n=68)**

	Thames-Coromandel %	Waikato %
Don't know	22	31
Water – pollution/quality	13	12
Marine water quality	<b>6</b>	0.5
Waste – littering	5	7
Coastal Erosion	<b>5</b>	0
Environmental Management – costs and charges	<b>5</b>	1
Land – mining	<b>5</b>	1
Pests – plants	5	2

**Most important environmental issues in the next five years (Top 5 in Thames-Coromandel)**

	Thames-Coromandel %	Waikato %
Water – pollution/quality	27	33
Don't know	12	20
Climate change/ global warming/ Ozone layer	<b>10</b>	5
Coastal – effects on	<b>5</b>	0
Land – Mining	<b>5</b>	0.5
Marine water quality	<b>5</b>	0

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
The water quality in your local streams, rivers and lakes	24	30	<b>62</b>	44	<b>10</b>	17
The availability of waste recycling services and facilities in your area	11	12	50	43	36	42
The air quality in your local area	7	9	78	75	14	15
The amount of litter on your highways	33	31	36	36	31	28
Overall state of your local environment	22	17	51	53	27	29

### 3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
Water pollution from industry	<b>75</b>	84	7	3	<b>18</b>	11
Water pollution from farmland	84	81	4	4	8	15
Water pollution from towns and city areas	<b>69</b>	81	6	4	<b>22</b>	12
Loss of natural character of the region's beaches through development	74	70	11	8	15	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	<b>69</b>	42	10	14	<b>19</b>	40
The state of native bush and wetlands on private property	56	49	12	10	27	34
The spread of cities/towns across farmland	63	61	8	9	30	28

### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
Pollution in the region's rivers comes mainly from farmland	20	29	15	11	57	56
Pollution in the region's rivers and streams comes mainly from industry	<b>44</b>	32	9	11	40	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	36	37	8	8	42	39

### 5) Personal Environmental Actions

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

	Thames-Coromandel %	Waikato %
Recycle in general	<b>49</b>	64
Planted trees/plants/wetland/gully restoration	<b>25</b>	16
Recycled paper	13	19

Recycled glass	13	17
Recycled plastic	13	20

***Involvement in public actions/meetings***

	Thames-Coromandel %	Waikato %
Yes	20	11
No	80	89

***Public actions taken (Top 5 in Thames-Coromandel n=17)***

	Thames-Coromandel %	Waikato %
Made a formal submission	28	12
Joined/belong to/started an action group	26	31
Read or sought information	16	6
Took part in protest	16	7
Took environmentally friendly action – planted trees, removed pests	15	20

***Perceived effectiveness of public actions taken n=17***

	Thames-Coromandel %	Waikato %
Not effective at all	43	23
Fairly effective	27	42
Very effective	10	26
Hard to tell	20	10

***Publics' say in management of the environment***

	Disagree %		Depends %		Agree %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
The public have enough say in the way the environment is managed	52	46	4	8	41	41

## 6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
There is enough protection given to local natural sites	21	24	3	8	<b>68</b>	56
Urban sprawl and subdivisions threaten the natural environment	24	22	<b>20</b>	13	53	61
Government restrictions on the use of private property are necessary so that the environment won't be harmed	14	15	17	14	59	69
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	8	6	87	88
Landowners should be allowed to do what they like on their own land	42	47	28	25	28	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	<b>18</b>	11	6	8	72	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
A healthy environment is necessary for a healthy economy	4	5	6	4	87	89
It is ok to sacrifice environmental quality for economic growth	80	76	12	10	<b>4</b>	12
Environmental protection and economic development go hand in hand	5	2	1	4	92	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	90	89	2	4	6	5
It is acceptable to let the farming economy decline in order to achieve a better environment	59	53	11	14	20	27
The most important objective of business should be	93	88	0	3	6	9

to maximise profit even if that means damaging the environment						
Businesses take care to minimise the negative impacts on the environment	23	19	10	13	60	63
Business usually find it is too expensive to be more environmentally friendly	28	23	5	9	57	60
Businesses should be obliged to treat the environment well	1	2	0	1	98	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	6	8	8	9	81	81
The public understands the importance of investing in water quality	28	31	5	11	64	56

## 8) New Ecological Paradigm measures

	Anti-environmental		Mid-environmental		Pro-environmental	
	%		%		%	
	Thames-Coro.	Waikato	Thames-Coro.	Waikato	Thames-Coro.	Waikato
6-Item NEP scale	8	12	63	57	28	32
Expanded Ecological Values scale	0	5	71	64	29	32

## 9) Demographics as per tables

### Gender

	Thames-Coromandel	Waikato
	%	%
Male	49	46
Female	51	54

### Age

	Thames-Coromandel	Waikato
	%	%
18 - 29	4	12
30 - 39	13	17
40 - 49	15	21

50 - 59	14	19
60+	<b>53</b>	30

***Ethnicity***

	Thames-Coromandel %	Waikato %
New Zealand European	54	45
New Zealander	41	40
Māori	<b>4</b>	11
Asian/Indian	0	1
Pacific peoples	1	1
Other/refused	0	2

***Māori Ancestry***

	Thames-Coromandel %	Waikato %
I have some Māori ancestry	15	15
I have no Māori ancestry	83	83
Don't know/refused	3	2

***Household Income***

	Thames-Coromandel %	Waikato %
< \$30,000	22	17
\$30,001 - \$60,000	33	24
\$60,001 - \$90,000	22	25
\$90,001 - \$150,000	<b>8</b>	20
\$150,001+	5	7
Don't know/refused	11	8

**Highest Educational Qualification**

	Thames-Coromandel %	Waikato %
Primary school	5	3
Secondary school qualification	21	22
Secondary school	32	28
Trade certificate	15	11
Tertiary qualification	27	36

**Employment Situation**

	Thames-Coromandel %	Waikato %
Working full-time	<b>32</b>	45
Working part-time	18	19
Retired	<b>37</b>	20
Home responsibilities	4	6
Student	3	4
Unemployed/beneficiary	5	6
Don't know/refused	1	1

**Household Situation**

	Thames-Coromandel %	Waikato %
Young single or couple/group flatting	4	5
Family mainly pre-school children	4	8
Family mainly school age children	<b>14</b>	26
Family mainly adult children	18	19
Older single/couple no children	<b>57</b>	39
Boarding/refused	3	3

# Hauraki

This section contains findings for the Territorial Authority of Hauraki. Results are based on 70 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 11.7 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Hauraki %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.33	6.47

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

	Hauraki %	Waikato %
Water – pollution/quality	37	41
Don't know	15	11
Water – availability and suitability for use	13	10
Drought	7	5
Agriculture – effluent/runoff	6	3

### *Next most important environmental issue facing the Waikato Region (Top 5 in Hauraki n=58)*

	Hauraki %	Waikato %
Don't know	42	31
Water – pollution/quality	10	12
Waste – littering	11	7
Waste – general	<b>7</b>	3
Land – mining	<b>7</b>	1

**Most important environmental issues in the next five years (Top 5 in Hauraki)**

	Hauraki %	Waikato %
Water – pollution/quality	29	33
Don't know	23	20
Water – availability and suitability for use	10	8
Waste – general	8	3
Climate change/global warming/Ozone layer	7	5

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
The water quality in your local streams, rivers and lakes	34	30	41	44	17	17
The availability of waste recycling services and facilities in your area	14	12	32	43	48	42
The air quality in your local area	14	9	69	75	15	15
The amount of litter on your highways	49	31	30	36	20	28
Overall state of your local environment	21	17	50	53	29	29

**3) Level of concern regarding environmental issues**

	Concerned %		Neither/nor %		Not Concerned %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
Water pollution from industry	86	84	4	3	10	11
Water pollution from farmland	79	81	5	4	15	15
Water pollution from towns and city areas	72	81	6	4	20	12
Loss of natural character of the region's beaches through development	73	70	2	8	25	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	42	42	8	14	48	40
The state of native bush and wetlands on private	46	49	16	10	35	34

property The spread of cities/towns across farmland	59	61	8	9	33	28
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#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
Pollution in the region's rivers comes mainly from farmland	26	29	8	11	62	56
Pollution in the region's rivers and streams comes mainly from industry	34	32	10	11	53	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	40	37	12	8	32	39

#### 5) Personal Environmental Actions

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

	Hauraki %	Waikato %
Recycle in general	72	64
Recycled plastic	24	20
Recycled glass	22	17
Recycled paper	19	19
Saved water/turned off water while brushing teeth/grey water	19	15

##### *Involvement in public actions/meetings*

	Hauraki %	Waikato %
Yes	14	11
No	86	89

**Public actions taken (Top 5 in Hauraki n=8)**

	Hauraki %	Waikato %
Joined/belong to/started an action group	67	31
Donate/raised money for groups/donation of land to environmental organisation	29	5
Took part in protest	24	7
Took environmentally friendly action – planted trees, removed pests	16	20
Work/consult to an agency with environmental responsibilities	14	7

**Perceived effectiveness of public actions taken n=8**

	Hauraki %	Waikato %
Not effective at all	42	23
Fairly effective	33	42
Very effective	12	26
Hard to tell	12	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
The public have enough say in the way the environment is managed	50	46	5	8	41	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
There is enough protection given to local natural sites	29	24	13	8	45	56
Urban sprawl and subdivisions threaten the natural environment	27	22	8	13	64	61
Government restrictions on the use of private property are necessary so that the environment	14	15	10	14	76	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	11	6	86	88
Landowners should be allowed to do what they like on their own land	39	47	33	25	29	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	11	11	14	8	72	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
A healthy environment is necessary for a healthy economy	4	5	5	4	92	89
It is ok to sacrifice environmental quality for economic growth	85	76	11	10	5	12
Environmental protection and economic development go hand in hand	1	2	4	4	91	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	96	89	2	4	0	5
It is acceptable to let the farming economy decline in order to achieve a better environment	<b>39</b>	53	16	14	<b>41</b>	27
The most important objective of business should be to maximise profit even if that means damaging the environment	94	88	1	3	4	9
Businesses take care to minimise the negative impacts on the environment	14	19	<b>22</b>	13	61	63
Business usually find it is too expensive to be more environmentally friendly	22	23	7	9	64	60
Businesses should be obliged to treat the environment well	0	2	3	1	97	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	6	8	13	9	81	81

The public understands the importance of investing in water quality	31	31	<b>19</b>	11	47	56
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## 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Hauraki	Waikato	Hauraki	Waikato	Hauraki	Waikato
6-Item NEP scale	11	12	63	57	27	32
Expanded Ecological Values scale	2	5	69	64	28	32

## 9) Demographics

### Gender

	Hauraki %	Waikato %
Male	<b>57</b>	46
Female	<b>43</b>	54

### Age

	Hauraki %	Waikato %
18 - 29	11	12
30 - 39	21	17
40 - 49	14	21
50 - 59	11	19
60+	40	30

**Ethnicity**

	Hauraki %	Waikato %
New Zealand European	53	45
New Zealander	33	40
Māori	11	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	2	2

**Māori Ancestry**

	Hauraki %	Waikato %
I have some Māori ancestry	23	15
I have no Māori ancestry	74	83
Don't know/refused	3	2

**Household Income**

	Hauraki %	Waikato %
< \$30,000	21	17
\$30,001 - \$60,000	29	24
\$60,001 - \$90,000	37	25
\$90,001 - \$150,000	6	20
\$150,001+	1	7
Don't know/refused	6	8

**Highest Educational Qualification**

	Hauraki %	Waikato %
Primary school	4	3
Secondary school qualification	24	22
Secondary school	31	28
Trade certificate	14	11
Tertiary qualification	26	36

**Employment Situation**

	<b>Hauraki</b> %	<b>Waikato</b> %
Working full-time	43	45
Working part-time	10	19
Retired	<b>31</b>	20
Home responsibilities	7	6
Student	4	4
Unemployed/beneficiary	4	6
Don't know/refused	0	1

**Household Situation**

	<b>Hauraki</b> %	<b>Waikato</b> %
Young single or couple /group flatting	4	5
Family mainly pre-school children	10	8
Family mainly school age children	21	26
Family mainly adult children	17	19
Older single/couple no children	46	39
Boarding/refused	1	3

# Waikato

This section contains findings for the Territorial Authority of Waikato. Results are based on 81 interviews (unless stated otherwise). Please note that since previous surveys, Waikato District boundaries have been redefined to include some areas that were previously in the Franklin District. The margin of error based on this sample size is +/- 10.9 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Waikato %	Waikato (region) %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.55	6.47

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

	Waikato %	Waikato (region) %
Water – pollution/quality	34	41
Water – availability and suitability for use	14	10
Waste – littering	<b>12</b>	5
Don't know	9	11
Drought	8	5

### *Next most important environmental issue facing the Waikato Region (Top 5 in Waikato n=74)*

	Waikato %	Waikato (region) %
Don't know	25	31
Water – pollution/quality	15	12
Air Pollution – vehicles	<b>6</b>	2
Waste – littering	6	7
Waste – recycling	5	4

**Most important environmental issues in the next five years (Top 5 in Waikato)**

	Waikato %	Waikato (region) %
Water – pollution/quality	29	33
Don't know	18	20
Water – availability and suitability for use	9	8
Pollution – general	7	3
Waste – general	7	3

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
The water quality in your local streams, rivers and lakes	27	30	44	44	17	17
The availability of waste recycling services and facilities in your area	10	12	48	43	39	42
The air quality in your local area	7	9	70	75	20	15
The amount of litter on your highways	35	31	34	36	25	28
Overall state of your local environment	<b>25</b>	17	47	53	27	29

**3) Level of concern regarding environmental issues**

	Concerned %		Neither/nor %		Not Concerned %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
Water pollution from industry	91	84	1	3	7	11
Water pollution from farmland	84	81	5	4	11	15
Water pollution from towns and city areas	84	81	6	4	9	12
Loss of natural character of the region's beaches through development	<b>80</b>	70	9	8	<b>9</b>	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	44	42	20	14	32	40
The state of native bush and wetlands on private	47	49	13	10	36	34

property The spread of cities/towns across farmland	65	61	9	9	25	28
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#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
Pollution in the region's rivers comes mainly from farmland	31	29	6	11	61	56
Pollution in the region's rivers and streams comes mainly from industry	<b>22</b>	32	5	11	<b>65</b>	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	30	37	5	8	<b>51</b>	39

#### 5) Personal Environmental Actions

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

	Waikato %	Waikato (region) %
Recycle in general	69	64
Recycled plastic	<b>36</b>	20
Recycled paper	<b>29</b>	19
Recycled glass	<b>27</b>	17
Compost heap for garden waste	19	13

##### *Involvement in public actions/meetings*

	Waikato %	Waikato (region) %
Yes	13	11
No	87	89

**Public actions taken (Top 5 in Waikato n=11)**

	Waikato %	Waikato (region) %
Filled out survey	30	3
Attended meeting – on committee	29	20
Participated in Resource Consent Process	29	10
Made a formal submission	24	12
Joined/belong to/started an action group	23	31

**Perceived effectiveness of public actions taken n=11**

	Waikato %	Waikato (region) %
Not effective at all	31	23
Fairly effective	52	42
Very effective	18	26
Hard to tell	0	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
The public have enough say in the way the environment is managed	52	46	9	8	32	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
There is enough protection given to local natural sites	18	24	5	8	59	56
Urban sprawl and subdivisions threaten the natural environment	15	22	13	13	68	61
Government restrictions on the use of private property are necessary so that the environment	20	15	10	14	65	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	4	4	6	6	88	88
Landowners should be allowed to do what they like on their own land	43	47	20	25	34	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	16	11	6	8	75	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
A healthy environment is necessary for a healthy economy	7	5	5	4	86	89
It is ok to sacrifice environmental quality for economic growth	71	76	10	10	18	12
Environmental protection and economic development go hand in hand	4	2	4	4	90	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	89	89	9	4	2	5
It is acceptable to let the farming economy decline in order to achieve a better environment	51	53	14	14	32	27
The most important objective of business should be to maximise profit even if that means damaging the environment	84	88	4	3	13	9
Businesses take care to minimise the negative impacts on the environment	12	19	13	13	71	63
Business usually find it is too expensive to be more environmentally friendly	28	23	8	9	57	60
Businesses should be obliged to treat the environment well	2	2	1	1	96	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental	3	8	12	9	84	81

standards The public understands the importance of investing in water quality	32	31	6	11	60	56
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## 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Waikato	Waikato region	Waikato	Waikato region	Waikato	Waikato region
6-Item NEP scale	14	12	52	57	34	32
Expanded Ecological Values scale	11	5	57	64	33	32

## 9) Demographics as per tables

### Gender

	Waikato %	Waikato (region) %
Male	47	46
Female	53	54

### Age

	Waikato %	Waikato (region) %
18 - 29	9	12
30 - 39	17	17
40 - 49	28	21
50 - 59	<b>32</b>	19
60+	13	30

### Ethnicity

	Waikato %	Waikato (region) %
New Zealand European	42	45
New Zealander	43	40
Māori	12	11
Asian/Indian	2	1

Pacific peoples	0	1
Other/refused	2	2

### ***Māori Ancestry***

	<b>Waikato</b> %	<b>Waikato (region)</b> %
I have some Māori ancestry	14	15
I have no Māori ancestry	83	83
Don't know/refused	3	2

### ***Household Income***

	<b>Waikato</b> %	<b>Waikato (region)</b> %
< \$30,000	16	17
\$30,001 - \$60,000	26	24
\$60,001 - \$90,000	21	25
\$90,001 - \$150,000	<b>28</b>	20
\$150,001+	5	7
Don't know/refused	4	8

### ***Highest Educational Qualification***

	<b>Waikato</b> %	<b>Waikato (region)</b> %
Primary school	4	3
Secondary school qualification	19	22
Secondary school	35	28
Trade certificate	14	11
Tertiary qualification	30	36

### ***Employment Situation***

	<b>Waikato</b> %	<b>Waikato (region)</b> %
Working full-time	44	45
Working part-time	21	19
Retired	12	20
Home responsibilities	9	6

Student	2	4
Unemployed/beneficiary	<b>11</b>	6
Don't know/refused	0	1

***Household Situation***

	<b>Waikato %</b>	<b>Waikato (region) %</b>
Young single or couple/group flatting	3	5
Family mainly pre-school children	6	8
Family mainly school age children	<b>38</b>	26
Family mainly adult children	26	19
Older single/couple no children	<b>25</b>	39
Boarding/refused	1	3

# Hamilton

This section contains findings for the Territorial Authority of Hamilton. Results are based on 225 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 6.5 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Hamilton %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.33	6.47

### *Most important environmental issue facing the Waikato Region (Top 5 in Hamilton n=209)*

	Hamilton %	Waikato %
Water – pollution/quality	43	41
Waikato River	<b>10</b>	5
Water – availability and suitability for use	9	10
Don't know	7	11
Waste – littering	7	5

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

	Hamilton %	Waikato %
Don't know	29	31
Water – pollution/quality	12	12
Waste – littering	6	7
Waste – recycling	6	4
Transport – congestion – less cars need and general less roads	<b>5</b>	2

**Most important environmental issues in the next five years (Top 5 in Hamilton)**

	Hamilton %	Waikato %
Water – pollution/quality	30	33
Don't know	19	20
Transport – congestion – less cars need and general less roads	7	3
Air pollution – general	6	4
Water – availability and suitability for use	5	8
Waste – littering	5	2

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
The water quality in your local streams, rivers and lakes	38	30	31	44	19	17
The availability of waste recycling services and facilities in your area	9	12	48	43	41	42
The air quality in your local area	10	9	74	75	13	15
The amount of litter on your highways	32	31	34	36	29	28
Overall state of your local environment	20	17	47	53	31	29

**3) Level of concern regarding environmental issues**

	Concerned %		Neither/nor %		Not Concerned %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
Water pollution from industry	85	84	3	3	10	11
Water pollution from farmland	82	81	4	4	12	15
Water pollution from towns and city areas	85	81	6	4	8	12
Loss of natural character of the region's beaches through development	74	70	6	8	17	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	41	42	13	14	42	40

The state of native bush and wetlands on private property	48	49	8	10	35	34
The spread of cities/towns across farmland	65	61	8	9	26	28

#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
Pollution in the region's rivers comes mainly from farmland	32	29	11	11	53	56
Pollution in the region's rivers and streams comes mainly from industry	31	32	11	11	53	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	38	37	9	8	39	39

#### 5) Personal Environmental Actions

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

	Hamilton %	Waikato %
Recycle in general	62	64
Used car less often (walked, biked, used bus more)	18	11
Saved water/turned off water while brushing teeth/grey water	16	15
Recycled paper	14	19
Recycled plastic	14	20

##### *Involvement in public actions/meetings*

	Hamilton %	Waikato %
Yes	12	11
No	88	89

**Public actions taken (Top 5 in Hamilton n=28)**

	Hamilton %	Waikato %
Joined/belong to/started an action group	40	31
Took environmentally friendly action – planted trees, removed pests	23	20
Attended meeting – on committee	20	20
Complained to a council or organisation	15	7
Attended a meeting or public hearing	13	7
Work/consult to an agency with environmental responsibilities	13	7

**Perceived effectiveness of public actions taken n=28**

	Hamilton %	Waikato %
Not effective at all	17	23
Fairly effective	40	42
Very effective	28	26
Hard to tell	14	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
The public have enough say in the way the environment is managed	41	46	11	8	38	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
There is enough protection given to local natural sites	29	24	9	8	50	56
Urban sprawl and subdivisions threaten the natural environment	21	22	13	13	65	61
Government restrictions on the use of private	11	15	14	14	70	69

property are necessary so that the environment won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	2	4	3	6	94	88
Landowners should be allowed to do what they like on their own land	53	47	22	25	24	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	5	11	6	8	86	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
A healthy environment is necessary for a healthy economy	6	5	7	4	87	89
It is ok to sacrifice environmental quality for economic growth	71	76	14	10	15	12
Environmental protection and economic development go hand in hand	2	2	6	4	90	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	88	89	4	4	6	5
It is acceptable to let the farming economy decline in order to achieve a better environment	48	53	17	14	28	27
The most important objective of business should be to maximise profit even if that means damaging the environment	86	88	4	3	9	9
Businesses take care to minimise the negative impacts on the environment	24	19	14	13	56	63
Business usually find it is too expensive to be more environmentally friendly	20	23	11	9	62	60
Businesses should be obliged to treat the environment well	2	2	1	1	97	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental	8	8	7	9	84	81

standards The public understands the importance of investing in water quality	35	31	11	11	<b>49</b>	56
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## 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Hamilton	Waikato	Hamilton	Waikato	Hamilton	Waikato
6-Item NEP scale	12	12	53	57	35	32
Expanded Ecological Values scale	5	5	59	64	36	32

## 9) Demographics as per tables

### Gender

	Hamilton %	Waikato %
Male	44	46
Female	56	54

### Age

	Hamilton %	Waikato %
18 - 29	<b>16</b>	12
30 - 39	14	17
40 - 49	22	21
50 - 59	17	19
60+	30	30

### Ethnicity

	Hamilton %	Waikato %
New Zealand European	48	45
New Zealander	36	40
Māori	9	11
Asian/Indian	<b>3</b>	1

Pacific peoples	1	1
Other/refused	2	0

***Māori Ancestry***

	Hamilton %	Waikato %
I have some Māori ancestry	14	15
I have no Māori ancestry	85	83
Don't know/refused	1	2

***Household Income***

	Hamilton %	Waikato %
< \$30,000	22	17
\$30,001 - \$60,000	19	24
\$60,001 - \$90,000	20	25
\$90,001 - \$150,000	22	20
\$150,001+	9	7
Don't know/refused	8	8

***Highest Educational Qualification***

	Hamilton %	Waikato %
Primary school	1	3
Secondary school qualification	16	22
Secondary school	26	28
Trade certificate	8	11
Tertiary qualification	48	36

**Employment Situation**

	<b>Hamilton</b> %	<b>Waikato</b> %
Working full-time	45	45
Working part-time	18	19
Retired	22	20
Home responsibilities	3	6
Student	<b>7</b>	4
Unemployed/beneficiary	4	6
Don't know/refused	1	1

**Household Situation**

	<b>Hamilton</b> %	<b>Waikato</b> %
Young single or couple/group flatting	8	5
Family mainly pre-school children	10	8
Family mainly school age children	23	26
Family mainly adult children	18	19
Older single/couple no children	36	39
Boarding/refused	5	3

# Matamata-Piako

This section contains findings for the Territorial Authority of Matamata-Piako. Results are based on 75 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 11.3 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Matamata-Piako %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.26	6.47

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

	Matamata-Piako %	Waikato %
Water – pollution/quality	32	41
Water – availability and suitability for use	<b>19</b>	10
Don't know	15	11
Waikato River	7	5
Drought	<b>10</b>	5

### *Next most important environmental issue facing the Waikato Region (Top 5 in Matamata-Piako n=62)*

	Matamata-Piako %	Waikato %
Don't know	31	31
Water – pollution/quality	12	12
Waste – littering	8	7
Air pollution – general	8	5
Transport – congestion – less cars need and general less roading	4	2
Waste – general	5	4
Waste – recycling	5	5

**Most important environmental issues in the next five years (Top 5 in Matamata-Piako)**

	Matamata-Piako %	Waikato %
Water – pollution/quality	29	33
Water – availability and suitability for use	<b>16</b>	8
Don't know	16	20
Waste – rubbish disposal	5	2
Agriculture – effluent/runoff	<b>4</b>	1
Climate change/global warming/Ozone layer	4	5
Waste – recycling	<b>4</b>	1
Drought	4	2

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
The water quality in your local streams, rivers and lakes	30	30	45	44	14	17
The availability of waste recycling services and facilities in your area	12	12	<b>53</b>	43	<b>31</b>	42
The air quality in your local area	9	9	79	75	10	15
The amount of litter on your highways	31	31	36	36	28	28
Overall state of your local environment	16	17	57	53	27	29

**3) Level of concern regarding environmental issues**

	Concerned %		Neither/nor %		Not Concerned %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
Water pollution from industry	78	84	2	3	15	11
Water pollution from farmland	76	81	4	4	18	15
Water pollution from towns and city areas	78	81	7	4	10	12
Loss of natural character of the region's beaches	65	70	<b>15</b>	8	18	19

through development						
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	36	42	17	14	42	40
The state of native bush and wetlands on private property	47	49	16	10	32	34
The spread of cities/towns across farmland	58	61	9	9	33	28

#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
Pollution in the region's rivers comes mainly from farmland	27	29	19	11	50	56
Pollution in the region's rivers and streams comes mainly from industry	30	32	19	11	37	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	38	37	12	8	31	39

#### 5) Personal Environmental Actions

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

	Matamata-Piako %	Waikato %
Recycle in general	64	64
Saved water/turned off water while brushing teeth/grey water	21	15
Recycled tins/cans	17	12
Planted trees/plants/wetland/gully restoration	16	16
Recycled paper	15	19

##### *Involvement in public actions /meetings*

	Matamata-Piako %	Waikato %
Yes	8	11
No	92	89

**Public actions taken (Top 5 in Matamata-Piako n=7)**

	Matamata-Piako %	Waikato %
Attended meeting – on committee	39	20
Joined/belong to/started an action group	30	31
Took environmentally friendly action – planted trees, removed pests	26	20
Read or sought information	20	6
Educated people on issues	12	4

**Perceived effectiveness of public actions taken n=7**

	Matamata-Piako %	Waikato %
Not effective at all	10	23
Fairly effective	39	42
Very effective	50	26
Hard to tell	0	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
The public have enough say in the way the environment is managed	43	46	5	8	48	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
There is enough protection given to local natural sites	22	24	8	8	55	56
Urban sprawl and subdivisions threaten the natural environment	25	22	15	13	56	61

Government restrictions on the use of private property are necessary so that the environment won't be harmed	7	15	13	14	76	69
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	7	6	89	88
Landowners should be allowed to do what they like on their own land	40	47	29	25	32	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	14	11	7	8	78	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
A healthy environment is necessary for a healthy economy	5	5	0	4	94	89
It is ok to sacrifice environmental quality for economic growth	76	76	6	10	16	12
Environmental protection and economic development go hand in hand	1	2	5	4	90	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	91	89	6	4	2	5
It is acceptable to let the farming economy decline in order to achieve a better environment	66	53	11	14	18	27
The most important objective of business should be to maximise profit even if that means damaging the environment	92	88	3	3	4	9
Businesses take care to minimise the negative impacts on the environment	20	19	14	13	63	63
Business usually find it is too expensive to be more environmentally friendly	14	23	6	9	70	60
Businesses should be obliged to treat the environment well	0	2	1	1	98	97
Water quality in streams and rivers should be	12	8	10	9	78	81

protected even if that means businesses have to bear the expense of meeting environmental standards The public understands the importance of investing in water quality	34	31	12	11	53	56
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## 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Matamata-Piako	Waikato	Matamata-Piako	Waikato	Matamata-Piako	Waikato
6-Item NEP scale	12	12	60	57	27	32
Expanded Ecological Values scale	5	15	68	64	27	32

## 9) Demographics as per tables

### Gender

	Matamata-Piako %	Waikato %
Male	39	46
Female	61	54

### Age

	Matamata-Piako %	Waikato %
18 - 29	13	12
30 - 39	15	17
40 - 49	20	21
50 - 59	17	19
60+	34	30

**Ethnicity**

	Matamata-Piako %	Waikato %
New Zealand European	48	45
New Zealander	37	40
Māori	12	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	2	2

**Māori Ancestry**

	Matamata-Piako %	Waikato %
I have some Māori ancestry	15	15
I have no Māori ancestry	83	83
Don't know/refused	2	2

**Household Income**

	Matamata-Piako %	Waikato %
< \$30,000	15	17
\$30,001 - \$60,000	31	24
\$60,001 - \$90,000	23	25
\$90,001 - \$150,000	17	20
\$150,001+	7	7
Don't know/refused	7	8

**Highest Educational Qualification**

	Matamata-Piako %	Waikato %
Primary school	3	3
Secondary school qualification	24	22
Secondary school	31	28
Trade certificate	12	11
Tertiary qualification	31	36

**Employment Situation**

	<b>Matamata-Piako</b> %	<b>Waikato</b> %
Working full-time	44	45
Working part-time	16	19
Retired	24	20
Home responsibilities	11	6
Student	1	4
Unemployed/beneficiary	4	6
Don't know/refused	0	1

**Household Situation**

	<b>Matamata-Piako</b> %	<b>Waikato</b> %
Young single or couple/group flatting	1	5
Family mainly pre-school children	<b>15</b>	8
Family mainly school age children	21	26
Family mainly adult children	19	19
Older single/couple no children	38	39
Boarding/refused	6	3

# Waipā

This section contains findings for the Territorial Authority of Waipā. Results are based on 83 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Waipā %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.77	6.47

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

	Waipā %	Waikato %
Water – pollution/quality	36	41
Don't know	12	11
Water – availability and supply	10	10
Waikato River	6	5
Waste – littering	5	5
Waste – recycling	5	2
Drought	5	5

### *Next most important environmental issue facing the Waikato Region (Top 5 in Waipā n=74)*

	Waipā %	Waikato %
Don't know	27	31
Fresh Water – pollution/quality	18	12
Waste – recycling	<b>9</b>	4
Waste – rubbish disposal	6	4
Air pollution – general	5	5

**Most important environmental issues in the next five years (Top 5 in Waipā)**

	Waipā %	Waikato %
Water – pollution/quality	29	33
Don't know	21	20
Water – availability and supply	12	8
Climate change/global warming/Ozone layer	7	5
Drought	7	2

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
The water quality in your local streams, rivers and lakes	25	30	50	44	22	17
The availability of waste recycling services and facilities in your area	11	12	43	43	45	42
The air quality in your local area	2	9	79	75	14	15
The amount of litter on your highways	22	31	46	36	30	28
Overall state of your local environment	6	17	60	53	31	29

**3) Level of concern regarding environmental issues**

	Concerned %		Neither/nor %		Not Concerned %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
Water pollution from industry	91	84	1	3	7	11
Water pollution from farmland	82	81	4	4	13	15
Water pollution from towns and city areas	87	81	2	4	9	12
Loss of natural character of the region's beaches through development	80	70	3	8	12	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	44	42	17	14	32	40
The state of native bush and wetlands on private	47	49	7	10	39	34

property The spread of cities/towns across farmland	69	61	16	9	14	28
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#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
Pollution in the region's rivers comes mainly from farmland	26	29	12	11	57	56
Pollution in the region's rivers and streams comes mainly from industry	45	32	7	11	38	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	40	37	6	8	33	39

#### 5) Personal Environmental Actions

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

	Waipā %	Waikato %
Recycle in general	71	64
Recycled paper	39	19
Recycled plastic	39	20
Recycled glass	34	17
Saved water/turned off water while brushing teeth/grey water	24	15

##### *Involvement in public actions/meetings*

	Waipā %	Waikato %
Yes	8	11
No	92	89

**Public actions taken (Top 5 in Waipā n=6)**

	Waipā %	Waikato %
Took environmentally friendly action – planted trees, removed pests	35	20
Joined/belong to/started an action group	27	31
Donate/raise money for groups/donation of land to environment organisation	14	5
Made a formal submission	14	12
Wrote a letter to council or other organisation	14	1

**Perceived effectiveness of public actions taken n=6**

	Waipā %	Waikato %
Not effective at all	11	23
Fairly effective	29	42
Very effective	46	26
Hard to tell	14	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
The public have enough say in the way the environment is managed	50	46	3	8	41	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
There is enough protection given to local natural sites	28	24	9	8	49	56
Urban sprawl and subdivisions threaten the natural environment	27	22	16	13	56	61
Government restrictions on the use of private property are necessary so that the environment	<b>25</b>	15	9	14	67	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	2	6	93	88
Landowners should be allowed to do what they like on their own land	59	47	17	25	24	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	10	11	9	8	79	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
A healthy environment is necessary for a healthy economy	8	5	2	4	89	89
It is ok to sacrifice environmental quality for economic growth	76	76	12	10	10	12
Environmental protection and economic development go hand in hand	1	2	1	4	97	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	88	89	3	4	7	5
It is acceptable to let the farming economy decline in order to achieve a better environment	56	53	17	14	17	27
The most important objective of business should be to maximise profit even if that means damaging the environment	85	88	4	3	9	9
Businesses take care to minimise the negative impacts on the environment	14	19	20	13	62	63
Business usually find it is too expensive to be more environmentally friendly	22	23	12	9	58	60
Businesses should be obliged to treat the environment well	3	2	1	1	96	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	8	8	5	9	84	81

The public understands the importance of investing in water quality	37	31	6	11	51	56
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### 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Waipā	Waikato	Waipā	Waikato	Waipā	Waikato
6-Item NEP scale	9	12	56	57	35	32
Expanded Ecological Values scale	3	5	58	64	39	32

### 9) Demographics as per tables

#### Gender

	Waipā %	Waikato %
Male	36	46
Female	64	54

#### Age

	Waipā %	Waikato %
18 - 29	10	12
30 - 39	13	17
40 - 49	27	21
50 - 59	25	19
60+	24	30

**Ethnicity**

	Waipā %	Waikato %
New Zealand European	47	45
New Zealander	42	40
Māori	8	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	2	2

**Māori Ancestry**

	Waipā %	Waikato %
I have some Māori ancestry	11	15
I have no Māori ancestry	87	83
Don't know/refused	3	2

**Household Income**

	Waipā %	Waikato %
< \$30,000	10	17
\$30,001 - \$60,000	31	24
\$60,001 - \$90,000	28	25
\$90,001 - \$150,000	23	20
\$150,001+	4	7
Don't know/refused	4	8

**Highest Educational Qualification**

	Waipā %	Waikato %
Primary school	2	3
Secondary school qualification	29	22
Secondary school	16	28
Trade certificate	7	11
Tertiary qualification	46	36

**Employment Situation**

	Waipā %	Waikato %
Working full-time	43	45
Working part-time	<b>29</b>	19
Retired	16	20
Home responsibilities	4	6
Student	4	4
Unemployed/beneficiary	5	6
Don't know/refused	0	1

**Household Situation**

	Waipā %	Waikato %
Young single or couple/group flatting	5	5
Family mainly pre-school children	<b>2</b>	8
Family mainly school age children	30	26
Family mainly adult children	17	19
Older single/couple no children	41	39
Boarding/refused	4	3

## South Waikato

This section contains findings for the Territorial Authority of South Waikato. Results are based on 82 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

### 1) Environmental Issues

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

	South Waikato %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.51	6.47

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

	South Waikato %	Waikato %
Water – pollution/quality	38	41
Air Pollution – general	<b>11</b>	2
Water – availability and suitability for use	11	10
Don't know	10	11
Drought	7	5

#### *Next most important environmental issue facing the Waikato Region (Top 5 in South Waikato n=72)*

	South Waikato %	Waikato %
Don't know	31	31
Water – pollution/quality	16	12
Air Pollution – general	6	5
Waste – littering	7	7
Waste – general	5	3

**Most important environmental issues in the next five years (Top 5 in South Waikato)**

	South Waikato %	Waikato %
Water – pollution/quality	30	33
Don't know	26	20
Air Pollution – general	<b>11</b>	4
Water – availability and suitability for use	8	8
Drought	<b>7</b>	2

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
The water quality in your local streams, rivers and lakes	32	30	45	44	15	17
The availability of waste recycling services and facilities in your area	<b>25</b>	12	<b>26</b>	43	49	42
The air quality in your local area	<b>18</b>	9	<b>62</b>	75	18	15
The amount of litter on your highways	24	31	42	36	30	28
Overall state of your local environment	14	17	59	53	25	29

**3) Level of concern regarding environmental issues**

	Concerned %		Neither/nor %		Not Concerned %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
Water pollution from industry	82	84	5	3	13	11
Water pollution from farmland	83	81	2	4	15	15
Water pollution from towns and city areas	<b>71</b>	81	6	4	<b>22</b>	12
Loss of natural character of the region's beaches through development	<b>54</b>	70	14	8	<b>34</b>	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	42	42	18	14	38	40
The state of native bush and wetlands on private	45	49	11	10	39	34

property The spread of cities/towns across farmland	50	61	12	9	36	28
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#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
Pollution in the region's rivers comes mainly from farmland	34	29	11	11	52	56
Pollution in the region's rivers and streams comes mainly from industry	33	32	11	11	48	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	37	37	8	8	40	39

#### 5) Personal Environmental Actions

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

	South Waikato %	Waikato %
Recycle in general	68	64
Recycled plastic	23	20
Recycled paper	22	19
Recycled glass	20	17
Planted trees/plants/wetland/gully restoration	16	16

##### *Involvement in public actions/meetings*

	South Waikato %	Waikato %
Yes	8	11
No	92	89

**Public actions taken (Top 5 in South Waikato n=7)**

	South Waikato %	Waikato %
Took environmentally friendly action – planted trees, removed pests	28	20
Complained to a council or organisation	16	7
Joined/belong to/started an action group	16	31
Made a formal submission	16	12
Māori environmental interests	16	5

**Perceived effectiveness of public actions taken n=7**

	South Waikato %	Waikato %
Not effective at all	44	23
Fairly effective	16	42
Very effective	29	26
Hard to tell	12	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
The public have enough say in the way the environment is managed	50	46	6	8	38	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
There is enough protection given to local natural sites	28	24	6	8	56	56
Urban sprawl and subdivisions threaten the natural environment	25	22	11	13	61	61
Government restrictions on the use of private property are necessary so that the environment	8	15	16	14	74	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	6	4	7	6	85	88
Landowners should be allowed to do what they like on their own land	48	47	28	25	24	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	5	11	5	8	84	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
A healthy environment is necessary for a healthy economy	2	5	3	4	93	89
It is ok to sacrifice environmental quality for economic growth	85	76	6	10	9	12
Environmental protection and economic development go hand in hand	0	2	5	4	94	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	92	89	3	4	3	5
It is acceptable to let the farming economy decline in order to achieve a better environment	59	53	12	14	25	27
The most important objective of business should be to maximise profit even if that means damaging the environment	<b>94</b>	88	4	3	<b>1</b>	9
Businesses take care to minimise the negative impacts on the environment	21	19	8	13	67	63
Business usually find it is too expensive to be more environmentally friendly	26	23	9	9	58	60
Businesses should be obliged to treat the environment well	1	2	1	1	99	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	7	8	7	9	82	81

The public understands the importance of investing in water quality	<b>18</b>	31	9	11	<b>73</b>	56
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### 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	South Waikato	Waikato	South Waikato	Waikato	South Waikato	Waikato
6-Item NEP scale	10	12	67	57	23	32
Expanded Ecological Values scale	0	5	72	64	28	32

### 9) Demographics as per tables

#### Gender

	South Waikato %	Waikato %
Male	40	46
Female	60	54

#### Age

	South Waikato %	Waikato %
18 - 29	12	12
30 - 39	15	17
40 - 49	23	21
50 - 59	27	19
60+	23	30

**Ethnicity**

	South Waikato %	Waikato %
New Zealand European	37	45
New Zealander	45	40
Māori	11	11
Asian/Indian	1	1
Pacific peoples	2	1
Other/refused	3	2

**Māori Ancestry**

	South Waikato %	Waikato %
I have some Māori ancestry	14	15
I have no Māori ancestry	84	83
Don't know/refused	3	2

**Household Income**

	South Waikato %	Waikato %
< \$30,000	20	17
\$30,001 - \$60,000	13	24
\$60,001 - \$90,000	28	25
\$90,001 - \$150,000	26	20
\$150,001+	6	7
Don't know/refused	8	8

**Highest Educational Qualification**

	South Waikato %	Waikato %
Primary school	2	3
Secondary school qualification	18	22
Secondary school	33	28
Trade certificate	13	11
Tertiary qualification	33	36

**Employment Situation**

	South Waikato %	Waikato %
Working full-time	46	45
Working part-time	18	19
Retired	16	20
Home responsibilities	6	6
Student	2	4
Unemployed/beneficiary	<b>10</b>	6
Don't know/refused	1	1

**Household Situation**

	South Waikato %	Waikato %
Young single or couple/group flatting	7	5
Family mainly pre-school children	4	8
Family mainly school age children	26	26
Family mainly adult children	22	19
Older single/couple no children	39	39
Boarding/refused	2	3

# Otorohanga

This section contains findings for the Territorial Authority of Otorohanga. Results are based on 83 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Otorohanga %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.66	6.47

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

	Otorohanga %	Waikato %
Water – pollution/quality	45	41
Don't know	<b>20</b>	11
Agriculture – effluent/runoff	<b>7</b>	3
Water – availability and suitability for use	7	10
Air Pollution – households	<b>5</b>	1

### *Next most important environmental issue facing the Waikato Region (Top 5 in Otorohanga n=68)*

	Otorohanga %	Waikato %
Don't know	<b>46</b>	31
Waste – rubbish disposal	7	4
Water – pollution/quality	6	12
Waste – littering	6	7
Pests – plants	5	2

**Most important environmental issues in the next five years (Top 5 in Otorohanga)**

	Otorohanga %	Waikato %
Water – pollution/quality	32	33
Don't know	37	20
Water – availability and suitability for use	6	8
Agriculture – effluent/runoff	6	1
Energy – more electricity needed	4	1

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
The water quality in your local streams, rivers and lakes	23	30	53	44	12	17
The availability of waste recycling services and facilities in your area	15	12	33	43	45	42
The air quality in your local area	0	9	81	75	17	15
The amount of litter on your highways	27	31	40	36	25	28
Overall state of your local environment	6	17	66	53	27	29

**3) Level of concern regarding environmental issues**

	Concerned %		Neither/nor %		Not Concerned %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
Water pollution from industry	81	84	1	3	12	11
Water pollution from farmland	78	81	4	4	17	15
Water pollution from towns and city areas	78	81	3	4	13	12
Loss of natural character of the region's beaches through development	58	70	10	8	26	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	33	42	14	14	47	40
The state of native bush and wetlands on private	44	49	10	10	38	34

property The spread of cities/towns across farmland	64	61	13	9	19	28
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#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
Pollution in the region's rivers comes mainly from farmland	24	29	8	11	64	50
Pollution in the region's rivers and streams comes mainly from industry	29	32	12	11	54	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	42	37	6	8	33	39

#### 5) Personal Environmental Actions

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

	Otorohanga %	Waikato %
Recycle in general	62	64
Compost heap for garden waste	<b>20</b>	13
Recycled glass	15	17
Planted trees/plants/wetland/gully restoration	13	16
Saved water/turned off water while brushing teeth/grey water	12	15

##### *Involvement in public actions/meetings*

	Otorohanga %	Waikato %
Yes	9	11
No	91	89

**Public actions taken (Top 5 in Otorohanga n=8)**

	Otorohanga %	Waikato %
Participated in resource consent process	38	10
Following council rules/good farming practice	35	8
Attended meeting – on committee	25	20
Took environmentally friendly action – planted trees, removed pests	22	20
Joined/belong to/started an action group	17	31

**Perceived effectiveness of public actions taken n=8**

	Otorohanga %	Waikato %
Not effective at all	0	23
Fairly effective	74	42
Very effective	26	26
Hard to tell	0	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
The public have enough say in the way the environment is managed	46	46	5	8	40	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
There is enough protection given to local natural sites	20	24	11	8	61	56
Urban sprawl and subdivisions threaten the natural environment	20	22	13	13	63	61
Government restrictions on the use of private property are necessary so that the environment	15	15	<b>22</b>	14	61	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	7	4	8	6	82	88
Landowners should be allowed to do what they like on their own land	42	47	27	25	29	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	9	11	8	8	77	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
A healthy environment is necessary for a healthy economy	1	5	5	4	93	89
It is ok to sacrifice environmental quality for economic growth	68	76	14	10	12	12
Environmental protection and economic development go hand in hand	3	2	5	4	88	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	84	89	6	4	6	5
It is acceptable to let the farming economy decline in order to achieve a better environment	46	53	10	14	<b>37</b>	27
The most important objective of business should be to maximise profit even if that means damaging the environment	78	88	4	3	12	9
Businesses take care to minimise the negative impacts on the environment	25	19	10	13	57	63
Business usually find it is too expensive to be more environmentally friendly	28	23	11	9	52	60
Businesses should be obliged to treat the environment well	1	2	1	1	97	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	11	8	9	9	76	81

The public understands the importance of investing in water quality	33	31	9	11	55	56
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### 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Otorohanga	Waikato	Otorohanga	Waikato	Otorohanga	Waikato
6-Item NEP scale	11	12	59	57	30	32
Expanded Ecological Values scale	8	5	57	64	35	32

### 9) Demographics as per tables

#### Gender

	Otorohanga %	Waikato %
Male	40	46
Female	60	54

#### Age

	Otorohanga %	Waikato %
18 - 29	12	12
30 - 39	16	17
40 - 49	18	21
50 - 59	18	19
60+	35	30

**Ethnicity**

	Otorohanga %	Waikato %
New Zealand European	31	45
New Zealander	49	40
Māori	16	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	4	2

**Māori Ancestry**

	Otorohanga %	Waikato %
I have some Māori ancestry	14	15
I have no Māori ancestry	83	83
Don't know/refused	3	2

**Household Income**

	Otorohanga %	Waikato %
< \$30,000	13	17
\$30,001 - \$60,000	28	24
\$60,001 - \$90,000	25	25
\$90,001 - \$150,000	17	20
\$150,001+	9	7
Don't know/refused	9	8

**Highest Educational Qualification**

	Otorohanga %	Waikato %
Primary school	5	3
Secondary school qualification	27	22
Secondary school	25	28
Trade certificate	13	11
Tertiary qualification	30	36

**Employment Situation**

	Otorohanga %	Waikato %
Working full-time	47	45
Working part-time	18	19
Retired	17	20
Home responsibilities	5	6
Student	2	4
Unemployed/beneficiary	10	6
Don't know/refused	1	1

**Household Situation**

	Otorohanga %	Waikato %
Young single or couple/group flatting	10	5
Family mainly pre-school children	7	8
Family mainly school age children	29	26
Family mainly adult children	16	19
Older single/couple no children	37	39
Boarding/refused	1	3

# Waitomo

This section contains findings for the Territorial Authority of Waitomo. Results are based on 83 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.8 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Waitomo %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.10	6.47

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

	Waitomo %	Waikato %
Water – pollution/quality	49	41
Water – availability and suitability for use	15	10
Don't know	8	11
Drought	8	5
Agriculture – effluent/runoff	4	3

### *Next most important environmental issue facing the Waikato Region (Top 5 in Waitomo n=76)*

	Waitomo %	Waikato %
Don't know	28	31
Water – pollution/quality	11	12
Air Pollution – general	8	5
Waste – littering	7	7
Waste – rubbish disposal	7	4

**Most important environmental issues in the next five years (Top 5 in Waitomo)**

	<b>Waitomo %</b>	<b>Waikato %</b>
Water – pollution/quality	<b>50</b>	33
Don't know	<b>10</b>	20
Water – availability and suitability for use	10	8
Waste – general	<b>9</b>	3
Social issues – population increases	4	2
Agriculture – general	4	2

**2) Perceptions of changes in the environment**

	<b>Worse %</b>		<b>Same %</b>		<b>Better %</b>	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
The water quality in your local streams, rivers and lakes	30	30	46	44	16	17
The availability of waste recycling services and facilities in your area	11	12	<b>32</b>	43	<b>54</b>	42
The air quality in your local area	11	9	69	75	20	15
The amount of litter on your highways	32	31	<b>25</b>	36	37	28
Overall state of your local environment	16	17	51	53	29	29

**3) Level of concern regarding environmental issues**

	<b>Concerned %</b>		<b>Neither/nor %</b>		<b>Not Concerned %</b>	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
Water pollution from industry	84	84	7	3	6	11
Water pollution from farmland	78	81	3	4	15	15
Water pollution from towns and city areas	87	81	1	4	9	12
Loss of natural character of the region's beaches through development	68	70	8	8	17	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	50	42	13	14	34	40

The state of native bush and wetlands on private property	58	49	6	10	28	34
The spread of cities/towns across farmland	64	61	7	9	27	28

#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
Pollution in the region's rivers comes mainly from farmland	<b>39</b>	29	13	11	<b>45</b>	56
Pollution in the region's rivers and streams comes mainly from industry	28	32	15	11	51	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	<b>26</b>	37	7	8	<b>54</b>	39

#### 5) Personal Environmental Actions

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

	Waitomo %	Waikato %
Recycle in general	61	64
Planted trees/plants/wetland/gully restoration	19	16
Compost heap for garden waste	16	13
Recycled paper	16	19
Recycled plastic	16	20

##### *Involvement in public actions/meetings*

	Waitomo %	Waikato %
Yes	10	11
No	90	89

**Public actions taken (Top 5 in Waitomo n=9)**

	Waitomo %	Waikato %
Attended meeting – on committee	35	20
Work/consult to an agency with environmental responsibilities	26	7
Took environmentally friendly action – planted trees, removed pests	24	20
Joined/belong to/started an action group	20	31
Participated in resource consent process	20	10

**Perceived effectiveness of public actions taken n=9**

	Waitomo %	Waikato %
Not effective at all	20	23
Fairly effective	60	42
Very effective	9	26
Hard to tell	11	10

**Publics' say in management of the environment**

	Disagree %		Depends %		Agree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
The public have enough say in the way the environment is managed	40	46	9	8	47	41

**6) Environmental regulations and controls**

	Disagree %		Depends %		Agree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
There is enough protection given to local natural sites	13	24	16	8	60	56
Urban sprawl and subdivisions threaten the natural environment	17	22	15	13	62	61
Government restrictions on the use of private property are necessary so that the environment	21	15	14	14	65	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	7	4	8	6	84	88
Landowners should be allowed to do what they like on their own land	43	47	26	25	31	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	15	11	13	8	<b>69</b>	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
A healthy environment is necessary for a healthy economy	6	5	6	4	87	89
It is ok to sacrifice environmental quality for economic growth	77	76	8	10	13	12
Environmental protection and economic development go hand in hand	2	2	<b>10</b>	4	88	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	85	89	5	4	8	5
It is acceptable to let the farming economy decline in order to achieve a better environment	48	53	18	14	31	27
The most important objective of business should be to maximise profit even if that means damaging the environment	84	88	1	3	13	9
Businesses take care to minimise the negative impacts on the environment	12	19	8	13	<b>74</b>	63
Business usually find it is too expensive to be more environmentally friendly	17	23	9	9	70	60
Businesses should be obliged to treat the environment well	3	2	3	1	93	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	8	8	<b>16</b>	9	<b>72</b>	81

The public understands the importance of investing in water quality	32	31	14	11	52	56
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### 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Waitomo	Waikato	Waitomo	Waikato	Waitomo	Waikato
6-Item NEP scale	14	12	59	57	28	32
Expanded Ecological Values scale	6	5	72	64	22	32

### 9) Demographics as per tables

#### Gender

	Waitomo %	Waikato %
Male	52	46
Female	48	54

#### Age

	Waitomo %	Waikato %
18 - 29	11	12
30 - 39	<b>27</b>	17
40 - 49	24	21
50 - 59	16	19
60+	22	30

**Ethnicity**

	Waitomo %	Waikato %
New Zealand European	30	45
New Zealander	47	40
Māori	22	11
Asian/Indian	0	1
Pacific peoples	0	1
Other/refused	1	2

**Māori Ancestry**

	Waitomo %	Waikato %
I have some Māori ancestry	23	15
I have no Māori ancestry	77	83
Don't know/refused	0	2

**Household Income**

	Waitomo %	Waikato %
< \$30,000	17	17
\$30,001 - \$60,000	25	24
\$60,001 - \$90,000	22	25
\$90,001 - \$150,000	19	20
\$150,001+	4	7
Don't know/refused	12	8

**Highest Educational Qualification**

	Waitomo %	Waikato %
Primary school	1	3
Secondary school qualification	22	22
Secondary school	35	28
Trade certificate	11	11
Tertiary qualification	31	36

**Employment Situation**

	<b>Waitomo</b> %	<b>Waikato</b> %
Working full-time	54	45
Working part-time	16	19
Retired	14	20
Home responsibilities	6	6
Student	5	4
Unemployed/beneficiary	5	6
Don't know/refused	0	1

**Household Situation**

	<b>Waitomo</b> %	<b>Waikato</b> %
Young single or couple/group flatting	8	5
Family mainly pre-school children	12	8
Family mainly school age children	29	26
Family mainly adult children	13	19
Older single/couple no children	34	39
Boarding/refused	3	3

# Rotorua

This section contains findings for the Territorial Authority of Rotorua. Results are based on 64 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 12.3 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental issues

### *Satisfaction with local environment in general*

	<b>Rotorua</b> %	<b>Waikato</b> %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.87	6.47

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

	<b>Rotorua</b> %	<b>Waikato</b> %
Water – pollution/quality	<b>54</b>	41
Don't know	7	11
Waikato River	7	5
Air Pollution – general	5	2
Water – availability and suitability for use	4	10
Pollution – general	<b>4</b>	1
Drought	4	5

### *Next most important environmental issue facing the Waikato Region (Top 5 in Rotorua n=57)*

	<b>Rotorua</b> %	<b>Waikato</b> %
Don't know	26	31
Agriculture – effluent/runoff	<b>11</b>	2
Waste – littering	11	7
Land – use	<b>8</b>	1
Waste – recycling	6	4

**Most important environmental issues in the next five years (Top 5 in Rotorua)**

	<b>Rotorua %</b>	<b>Waikato %</b>
Water – pollution/quality	39	33
Don't know	21	20
Air pollution – general	9	4
Climate change/global warming/Ozone layer	9	5
Water – availability and suitability for use	7	8

**2) Perceptions of changes in the environment**

	<b>Worse %</b>		<b>Same %</b>		<b>Better %</b>	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
The water quality in your local streams, rivers and lakes	31	30	43	44	21	17
The availability of waste recycling services and facilities in your area	5	12	51	43	36	42
The air quality in your local area	5	9	85	75	9	15
The amount of litter on your highways	25	31	42	36	31	28
Overall state of your local environment	12	17	52	53	34	29

**3) Level of concern regarding environmental issues**

	<b>Concerned %</b>		<b>Neither/nor %</b>		<b>Not Concerned %</b>	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
Water pollution from industry	88	84	3	3	5	11
Water pollution from farmland	77	81	1	4	19	15
Water pollution from towns and city areas	85	81	2	4	11	12
Loss of natural character of the region's beaches through development	66	70	6	8	24	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	33	42	4	14	52	40
The state of native bush and wetlands on private	48	49	6	10	40	34

property The spread of cities/towns across farmland	56	61	4	9	37	28
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#### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
Pollution in the region's rivers comes mainly from farmland	34	29	9	11	55	56
Pollution in the region's rivers and streams comes mainly from industry	39	32	14	11	42	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	46	37	5	8	35	39

#### 5) Personal environmental actions

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

	Rotorua %	Waikato %
Recycle in general	65	64
Planted trees/plants/wetland/gully restoration	<b>28</b>	16
Recycled paper	23	19
Recycled plastic	20	20
Recycled glass	16	17

##### *Involvement in public actions/meetings*

	Rotorua %	Waikato %
Yes	10	11
No	90	89

**Public actions taken (Top 5 in Rotorua n=6)**

	<b>Rotorua %</b>	<b>Waikato %</b>
Following council rules/good farm practices	48	8
Joined/belong to/started an action group	41	31
Participated in resource consent process	31	10
Took environmentally friendly action – planted trees, removed pests	28	20
Donate/raise money for groups/donation of land to environment organisation	11	5

**Perceived effectiveness of public actions taken n=6**

	<b>Rotorua %</b>	<b>Waikato %</b>
Not effective at all	0	23
Fairly effective	58	42
Very effective	42	26
Hard to tell	0	10

**Publics' say in management of the environment**

	<b>Disagree %</b>		<b>Depends %</b>		<b>Agree %</b>	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
The public have enough say in the way the environment is managed	42	46	11	8	47	41

**6) Environmental regulations and controls**

	<b>Disagree %</b>		<b>Depends %</b>		<b>Agree %</b>	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
There is enough protection given to local natural sites	20	24	3	8	66	56
Urban sprawl and subdivisions threaten the natural environment	28	22	9	13	59	61
Government restrictions on the use of private property are necessary so that the environment	17	15	12	14	69	69

won't be harmed						
Council should enforce its rules and regulations to make sure that the environment is well looked after	3	4	8	6	86	88
Landowners should be allowed to do what they like on their own land	51	47	21	25	28	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	11	11	7	8	79	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
A healthy environment is necessary for a healthy economy	8	5	3	4	87	89
It is ok to sacrifice environmental quality for economic growth	83	76	4	10	11	12
Environmental protection and economic development go hand in hand	4	2	3	4	92	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	88	89	2	4	7	5
It is acceptable to let the farming economy decline in order to achieve a better environment	57	53	16	14	26	27
The most important objective of business should be to maximise profit even if that means damaging the environment	83	88	4	3	14	9
Businesses take care to minimise the negative impacts on the environment	18	19	16	13	65	63
Business usually find it is too expensive to be more environmentally friendly	31	23	11	9	57	60
Businesses should be obliged to treat the environment well	0	2	0	1	99	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	6	8	9	9	84	81

The public understands the importance of investing in water quality	27	31	12	11	57	56
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### 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Rotorua	Waikato	Rotorua	Waikato	Rotorua	Waikato
6-Item NEP scale	13	12	53	57	35	32
Expanded Ecological Values scale	4	5	70	64	26	32

### 9) Demographics as per tables

#### Gender

	Rotorua %	Waikato %
Male	47	46
Female	53	54

#### Age

	Rotorua %	Waikato %
18 - 29	19	12
30 - 39	23	17
40 - 49	22	21
50 - 59	20	19
60+	16	30

**Ethnicity**

	<b>Rotorua %</b>	<b>Waikato %</b>
New Zealand European	53	45
New Zealander	36	40
Māori	9	11
Asian/Indian	2	1
Pacific peoples	0	1
Other/refused	0	2

**Māori Ancestry**

	<b>Rotorua %</b>	<b>Waikato %</b>
I have some Māori ancestry	14	15
I have no Māori ancestry	86	83
Don't know/refused	0	2

**Household Income**

	<b>Rotorua %</b>	<b>Waikato %</b>
< \$30,000	6	17
\$30,001 - \$60,000	16	24
\$60,001 - \$90,000	36	25
\$90,001 - \$150,000	27	20
\$150,001+	6	7
Don't know/refused	10	8

**Highest Educational Qualification**

	<b>Rotorua %</b>	<b>Waikato %</b>
Primary school	3	3
Secondary school qualification	20	22
Secondary school	30	28
Trade certificate	16	11
Tertiary qualification	31	36

**Employment Situation**

	<b>Rotorua</b> %	<b>Waikato</b> %
Working full-time	56	45
Working part-time	17	19
Retired	<b>3</b>	20
Home responsibilities	<b>14</b>	6
Student	5	4
Unemployed/beneficiary	5	6
Don't know/refused	0	1

**Household Situation**

	<b>Rotorua</b> %	<b>Waikato</b> %
Young single or couple/group flatting	8	5
Family mainly pre-school children	13	8
Family mainly school age children	33	26
Family mainly adult children	20	19
Older single/couple no children	27	39
Boarding/refused	0	3

# Taupo

This section contains findings for the Territorial Authority of Taupo. Results are based on 81 interviews (unless stated otherwise). The margin of error based on this sample size is +/- 10.9 per cent at the 95 per cent confidence level. The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the demographic sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by bold type font and are completed at the 95 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent. Also, scale based questions exclude don't know responses and will not add to 100 per cent.

## 1) Environmental Issues

### *Satisfaction with local environment in general*

	Taupo %	Waikato %
Mean rating on a scale of 1 (completely unsatisfactory) to 10 (perfect in every way)	6.61	6.47

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

	Taupo %	Waikato %
Water – pollution/quality	51	41
Water – availability and suitability for use	8	10
Lake Taupo	<b>7</b>	0.5
Don't know	7	11
Pests – In water, weeds and algal	5	1

### *Next most important environmental issue facing the Waikato Region (Top 5 in Taupo n=76)*

	Taupo %	Waikato %
Don't know	37	31
Water – pollution/quality	8	12
Air Pollution – general	9	5
Waste – littering	5	7
Waste – rubbish disposal	4	4

**Most important environmental issues in the next five years (Top 5 in Taupo)**

	Taupo %	Waikato %
Water – pollution/quality	39	33
Don't know	24	20
Water – availability and suitability for use	9	8
Land – erosion/deforestation/preservation of the natural environment	6	2
Air Pollution – general	3	4

**2) Perceptions of changes in the environment**

	Worse %		Same %		Better %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
The water quality in your local streams, rivers and lakes	22	30	46	44	<b>28</b>	17
The availability of waste recycling services and facilities in your area	17	12	42	43	41	42
The air quality in your local area	8	9	78	75	18	15
The amount of litter on your highways	25	31	38	36	27	28
Overall state of your local environment	19	17	50	53	31	29

### 3) Level of concern regarding environmental issues

	Concerned %		Neither/nor %		Not Concerned %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
Water pollution from industry	75	84	3	3	19	11
Water pollution from farmland	82	81	1	4	16	15
Water pollution from towns and city areas	86	81	4	4	9	12
Loss of natural character of the region's beaches through development	73	70	6	8	18	19
Construction of rock and concrete seawalls along our coast to protect property from long term erosion	37	42	18	14	43	40
The state of native bush and wetlands on private property	62	49	9	10	24	34
The spread of cities/towns across farmland	54	61	8	9	34	28

### 4) Knowledge of environmental issues

	Disagree %		Depends %		Agree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
Pollution in the region's rivers comes mainly from farmland	22	29	2	11	72	56
Pollution in the region's rivers and streams comes mainly from industry	29	32	11	11	54	49
In this Region, discharges of treated human sewage are a major cause of pollution in our waterways	34	37	4	8	45	39

### 5) Personal Environmental Actions

*Actions taken to protect the environment in the last 12 months (Top 5 in Taupo)*

	Taupo %	Waikato %
Recycle in general	60	64
Recycled plastic	21	20

Planted trees/plants/wetland/gully restoration	17	16
Recycled glass	17	17
Recycled paper	16	19

***Involvement in public actions/meetings***

	<b>Taupo %</b>	<b>Waikato %</b>
Yes	13	11
No	87	89

***Public actions taken (Top 5 in Taupo n=11)***

	<b>Taupo %</b>	<b>Waikato %</b>
Attended meeting – on committee	28	20
Attended a meeting or public hearing	14	7
Following council rules/good farm practices	12	8
Joined/belong to/started an action group	12	31
Took part in a protest	12	7
Work/consult to an agency with environmental responsibilities	12	7

***Perceived effectiveness of public actions taken n=11***

	<b>Taupo %</b>	<b>Waikato %</b>
Not effective at all	18	23
Fairly effective	36	42
Very effective	38	26
Hard to tell	8	10

***Publics' say in management of the environment***

	<b>Disagree %</b>		<b>Depends %</b>		<b>Agree %</b>	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
The public have enough say in the way the environment is managed	45	46	12	8	40	41

## 6) Environmental regulations and controls

	Disagree %		Depends %		Agree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
There is enough protection given to local natural sites	26	24	6	8	48	56
Urban sprawl and subdivisions threaten the natural environment	15	22	13	13	68	61
Government restrictions on the use of private property are necessary so that the environment won't be harmed	18	15	14	14	66	69
Council should enforce its rules and regulations to make sure that the environment is well looked after	5	4	6	6	88	88
Landowners should be allowed to do what they like on their own land	49	47	24	25	27	28
Council should tighten its rules to manage the construction of homes and buildings in areas at risk from flooding	15	11	11	8	71	78

## 7) Economy, business and the environment

	Disagree %		Depends %		Agree %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
A healthy environment is necessary for a healthy economy	5	5	1	4	92	89
It is ok to sacrifice environmental quality for economic growth	84	76	9	10	7	12
Environmental protection and economic development go hand in hand	0	2	1	4	96	92
Farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways	92	89	1	4	1	5
It is acceptable to let the farming economy decline in order to achieve a better environment	52	53	13	14	27	27
The most important objective of business should be	92	88	1	3	7	9

to maximise profit even if that means damaging the environment						
Businesses take care to minimise the negative impacts on the environment	15	19	14	13	65	63
Business usually find it is too expensive to be more environmentally friendly	25	23	7	9	63	60
Businesses should be obliged to treat the environment well	0	2	0	1	100	97
Water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards	12	8	7	9	82	81
The public understands the importance of investing in water quality	<b>18</b>	31	14	11	66	56

### 8) New Ecological Paradigm measures

	Anti-environmental %		Mid-environmental %		Pro-environmental %	
	Taupo	Waikato	Taupo	Waikato	Taupo	Waikato
6-Item NEP scale	10	12	50	57	40	32
Expanded Ecological Values scale	6	5	57	64	37	32

### 9) Demographics as per tables

#### Gender

	Taupo %	Waikato %
Male	54	46
Female	46	54

**Age**

	Taupo %	Waikato %
18 - 29	2	12
30 - 39	16	17
40 - 49	19	21
50 - 59	19	19
60+	44	30

**Ethnicity**

	Taupo %	Waikato %
New Zealand European	52	45
New Zealander	32	40
Māori	12	11
Asian/Indian	2	1
Pacific peoples	0	1
Other/refused	3	2

**Māori Ancestry**

	Taupo %	Waikato %
I have some Māori ancestry	13	15
I have no Māori ancestry	87	83
Don't know/refused	0	2

**Household Income**

	Taupo %	Waikato %
< \$30,000	16	17
\$30,001 - \$60,000	26	24
\$60,001 - \$90,000	25	25
\$90,001 - \$150,000	17	20
\$150,001+	8	7
Don't know/refused	7	8

**Highest Educational Qualification**

	<b>Taupo %</b>	<b>Waikato %</b>
Primary school	0	3
Secondary school qualification	<b>31</b>	22
Secondary school	21	28
Trade certificate	11	11
Tertiary qualification	37	36

**Employment Situation**

	<b>Taupo %</b>	<b>Waikato %</b>
Working full-time	47	45
Working part-time	22	19
Retired	22	20
Home responsibilities	1	6
Student	0	4
Unemployed/beneficiary	2	6
Don't know/refused	<b>5</b>	1

**Household Situation**

	<b>Taupo %</b>	<b>Waikato %</b>
Young single or couple/group flatting	0	5
Family mainly pre-school children	6	8
Family mainly school age children	23	26
Family mainly adult children	22	19
Older single/couple no children	<b>47</b>	39
Boarding/refused	1	4