

## 5 LEVEL OF CONCERN REGARDING ENVIRONMENTAL ISSUES

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

### Key findings are:

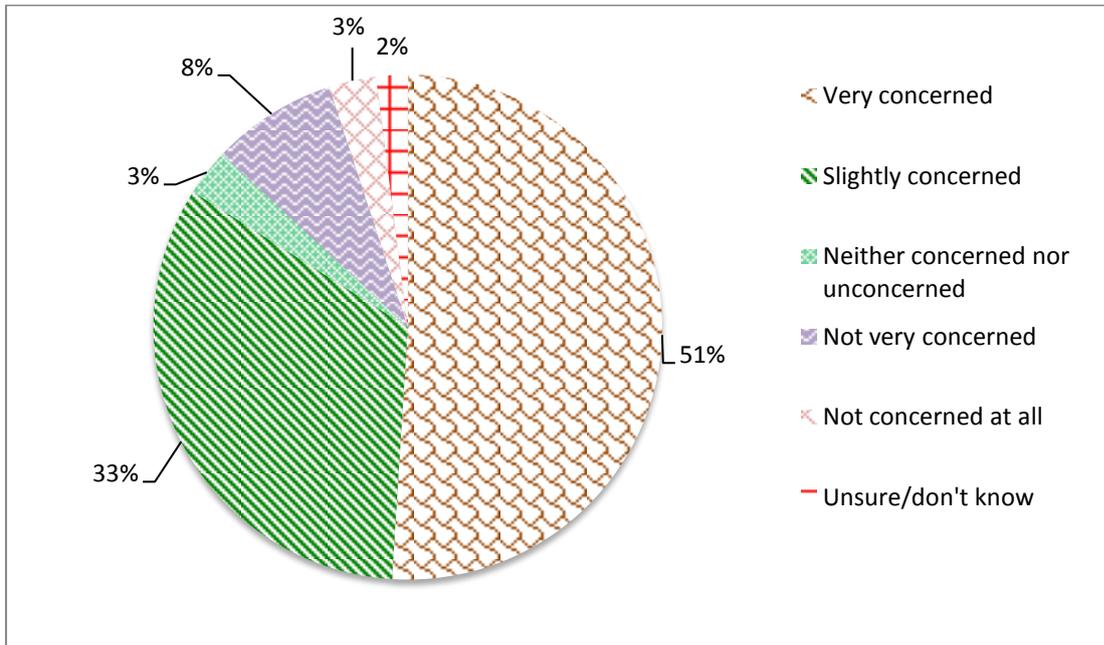
- Level of concern with water pollution is high among Waikato region respondents with more than 8 out of 10 respondents concerned with pollution from either industry, farmland or towns and cities.
- Concern with water pollution from industry is highest, with 84 per cent of respondents expressing some concern with this environmental issue, which is a slight decrease on the 2006 findings (total concerned down from 89% to 84%). Māori respondents are particularly concerned with this issue (92%).
- Likewise, results suggest that water pollution from farmland is an environmental issue of concern to many Waikato region respondents, with 81 per cent of respondents expressing concern. This has been a growing concern since 2000 (71% and 2006, 78%). The same proportion of respondents (81%) is concerned with water pollution from towns and cities. A decrease from 2006 (87%) but similar to 2000 (80%).
- Seven out of 10 respondents (70%) are concerned with the loss of the natural character of the region's beaches through development, which is a decrease on the 2006 survey findings of nine percentage points. The proportion of respondents neither concerned nor unconcerned shows an increase on 2006.
- However, levels of concern with the construction of rock and concrete seawalls to protect property from long term coastal erosion are mixed with 42 per cent of respondents expressing some concern about this environmental issue and 40 per cent of respondents reporting a lack of concern with this issue. The proportion of respondents neither concerned nor unconcerned with this issue shows a significant increase on the 2006 findings.
- Just under half of Waikato region respondents (49%) express some level of concern with the state of native bush and wetlands on private property, which is a significant drop since 2006 (from 62% in 2006 to 49% in 2013) though similar to 2000 (52%). Just over one third (34%) of respondents reported that this environmental issue is not of concern to them.
- Just over 6 out of 10 respondents (61%) express some level of concern with the spread of cities/towns across farmland which is eight percentage points less than in 2006.

### 5.1 WATER POLLUTION FROM INDUSTRY

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

#### 5.1.1 OVERALL RESULT

Level of concern with water pollution from industry is high among Waikato region respondents at 84 per cent (51% very concerned, 33% slightly concerned). In contrast, only 11 per cent of respondents report that water pollution from industry is not of concern to them (3% not concerned at all, 8% not very concerned).



Base: All respondents (n=1005)

**Figure 5-1: Level of Concern with Water Pollution from Industry**

### 5.1.2 COMPARISON WITH PREVIOUS YEARS

The level of concern with water pollution from industry has decreased slightly since 2006 (total concerned down from 89% to 84%).

**Table 5-1: Changes in Level of Concern with Water Pollution from Industry 2000 to 2013**

|                                   | 2000<br>% | 2006<br>% | 2013<br>% | Change<br>00-13 | Change<br>06-13 |
|-----------------------------------|-----------|-----------|-----------|-----------------|-----------------|
| Not concerned at all              | 3         | 3         | 3         | -               | -               |
| Not very concerned                | 10        | 5         | 8         | -2              | +3              |
| <b>Total Unconcerned</b>          | <b>13</b> | <b>8</b>  | <b>11</b> | <b>-2</b>       | <b>+3</b>       |
| Neither concerned nor unconcerned | 4         | 1         | 3         | -1              | +2              |
| Slightly concerned                | 36        | 33        | 33        | -3              | -               |
| Very concerned                    | 44        | 56        | 51        | +7              | -5              |
| <b>Total Concerned</b>            | <b>80</b> | <b>89</b> | <b>84</b> | <b>+4</b>       | <b>-5</b>       |
| Unsure/don't know                 | 3         | 2         | 2         | -1              | -               |
| Base (respondents)                | 1873      | 1000      | 1005      |                 |                 |

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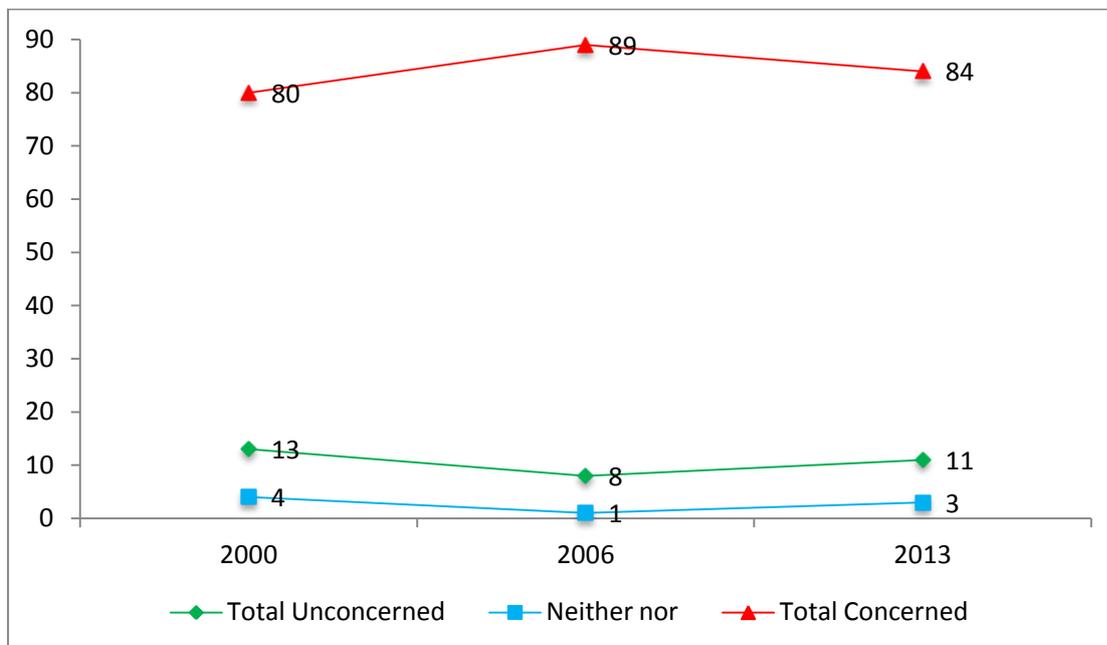


Figure 5-2: Level of Concern with Water Pollution from Industry 2000 to 2013

### 5.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about water pollution from industry are those who are:

- Māori (92%)
- aged between 30 and 39 years or between 40 and 49 years (90% each).

Respondents who are significantly more likely (than the regional average) to be **neither concerned nor unconcerned** about water pollution from industry are those who are:

- in a household with income of less than \$30,000 per annum (7%)
- retired (8%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about water pollution from industry are those who are:

- aged 65 years or older (15%)
- male (13%)
- retired (15%).

### 5.1.4 GEOGRAPHIC VARIATION

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

- Respondents in Thames-Coromandel (18%) or Taupo (19%) are more likely to be **unconcerned** about water pollution from industry .
- Respondents in Waitomo are more likely to be **neither concerned nor unconcerned** about water pollution from industry (7%).
- Respondents in Waipā (91%) or Taupo (75%) are more likely to be **concerned** about water pollution from industry.

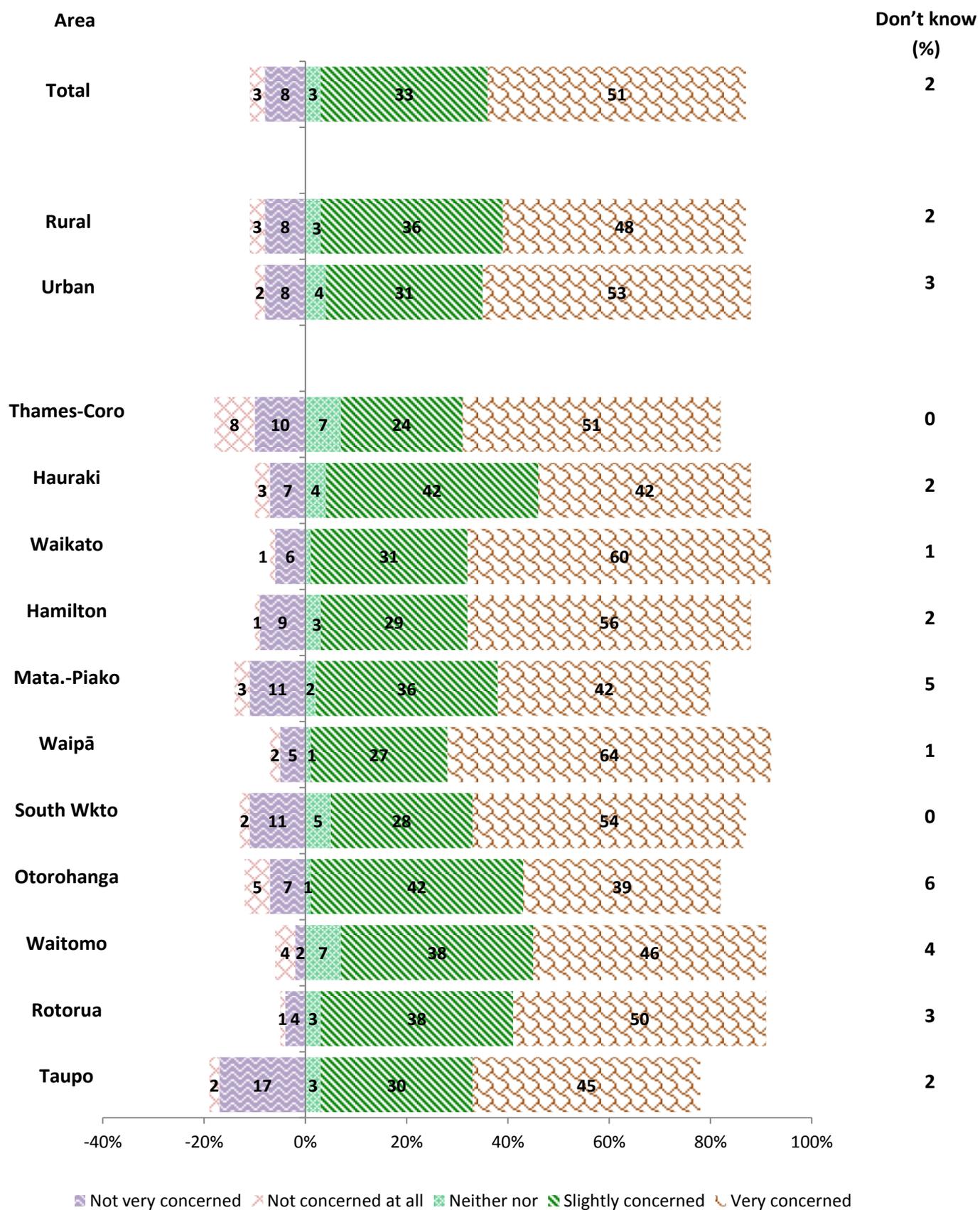


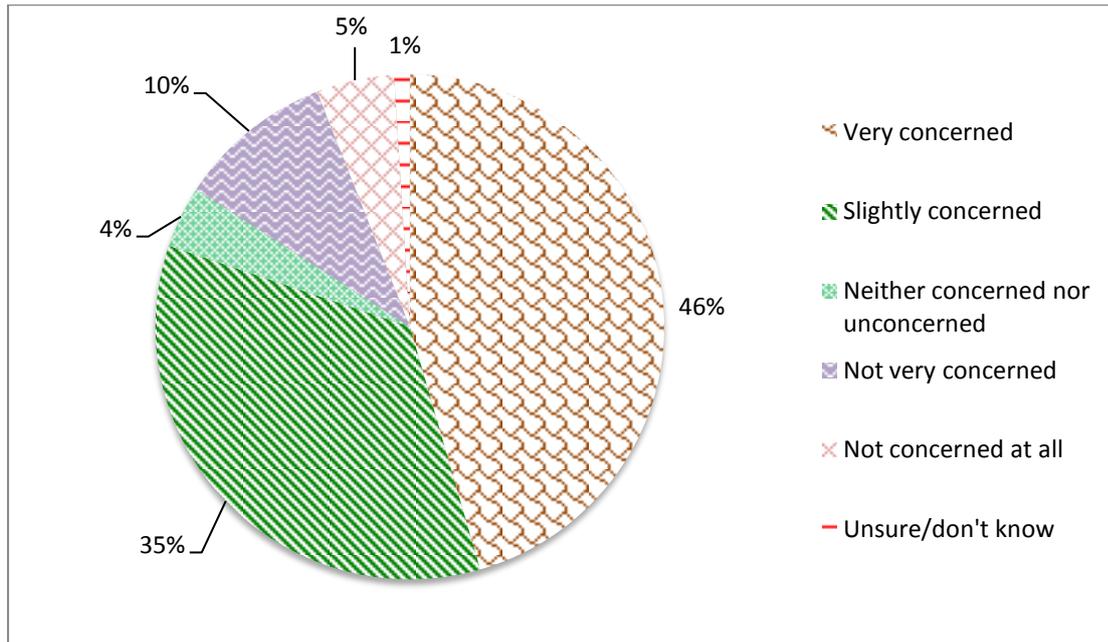
Figure 5-3: Level of Concern with Water Pollution from Industry by Area, Rural and Urban

## 5.2 WATER POLLUTION FROM FARMLAND

Respondents were asked how concerned they are with *water pollution from farmland*.

### 5.2.1 OVERALL RESULT

Results suggest that water pollution from farmland is an environmental issue of concern to many Waikato region respondents, with 81 per cent of respondents expressing concern including (46%) very concerned and (35%) slightly concerned about this issue. In contrast, 15 per cent of respondents state that water pollution from farmland is not of concern to them (5% not concerned at all; 10% not very concerned).



Base: All respondents (n=1005)

**Figure 5-4: Level of Concern with Water Pollution from Farmland**

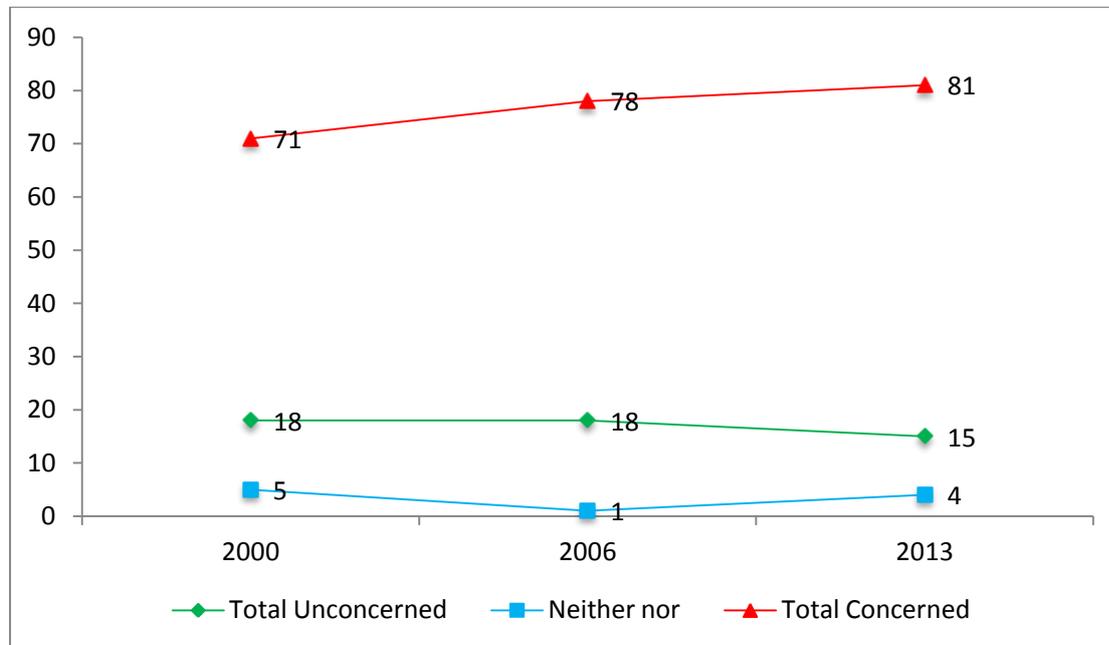
## 5.2.2 COMPARISON WITH PREVIOUS YEARS

A smaller proportion of respondents are unconcerned about water pollution from farmland in the 2013 survey compared with the 2006 survey. A slightly higher proportion of respondents are concerned overall than in 2006 (81% compared with 78% in 2006).

**Table 5-2: Changes in Level of Concern with Water Pollution from Farmland 2000 to 2013**

|                                      | 2000<br>% | 2006<br>% | 2013<br>% | Change<br>00-13 | Change<br>06-13 |
|--------------------------------------|-----------|-----------|-----------|-----------------|-----------------|
| Not concerned at all                 | 5         | 6         | 5         | -               | -1              |
| Not very concerned                   | 13        | 13        | 10        | -3              | -3              |
| <b>Total Unconcerned</b>             | <b>18</b> | <b>19</b> | <b>15</b> | <b>-3</b>       | <b>-4</b>       |
| Neither concerned nor<br>unconcerned | 5         | 1         | 4         | -1              | +3              |
| Slightly concerned                   | 36        | 32        | 35        | 1               | +3              |
| Very concerned                       | 35        | 46        | 46        | +11             | -               |
| <b>Total Concerned</b>               | <b>71</b> | <b>78</b> | <b>81</b> | <b>+10</b>      | <b>+3</b>       |
| Unsure/don't know                    | 5         | 2         | 1         | -4              | -1              |
| Base (respondents)                   | 1873      | 1000      | 1005      |                 |                 |

This trend is shown below.



**Figure 5-5: Level of Concern with Water Pollution from Farmland 2000 to 2013**

### 5.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about water pollution from farmland are those who are:

- aged between 40 and 49 years (87%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about water pollution from farmland are those who are:

- of New Zealand ethnicity (17%)
- working as farmers (24%).

No particular group of respondents is more likely to be **neither concerned nor unconcerned** about water pollution from farmland.

### 5.2.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are significantly more likely to be **concerned, unconcerned, or neither concerned nor unconcerned** about water pollution from farmland.

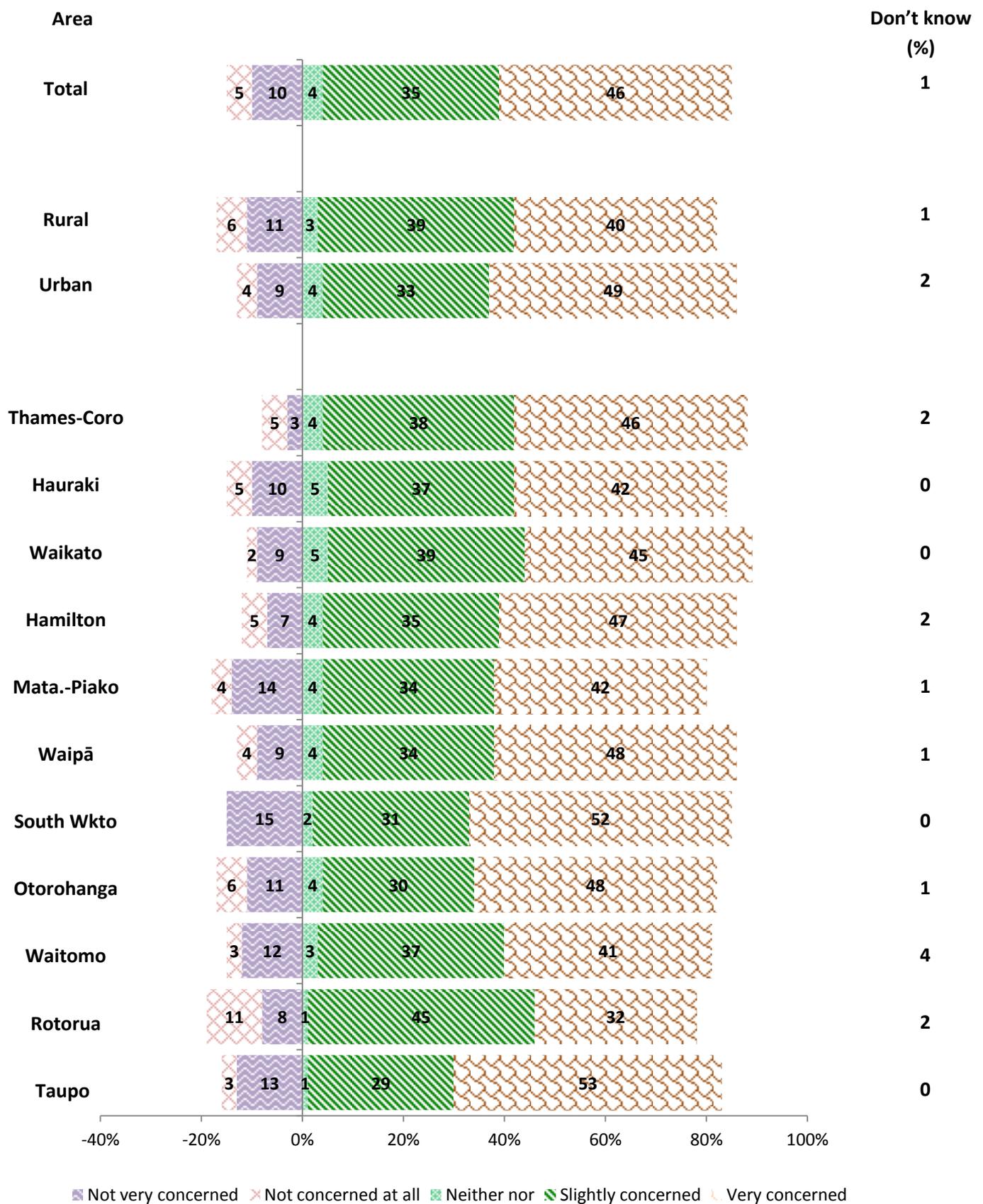


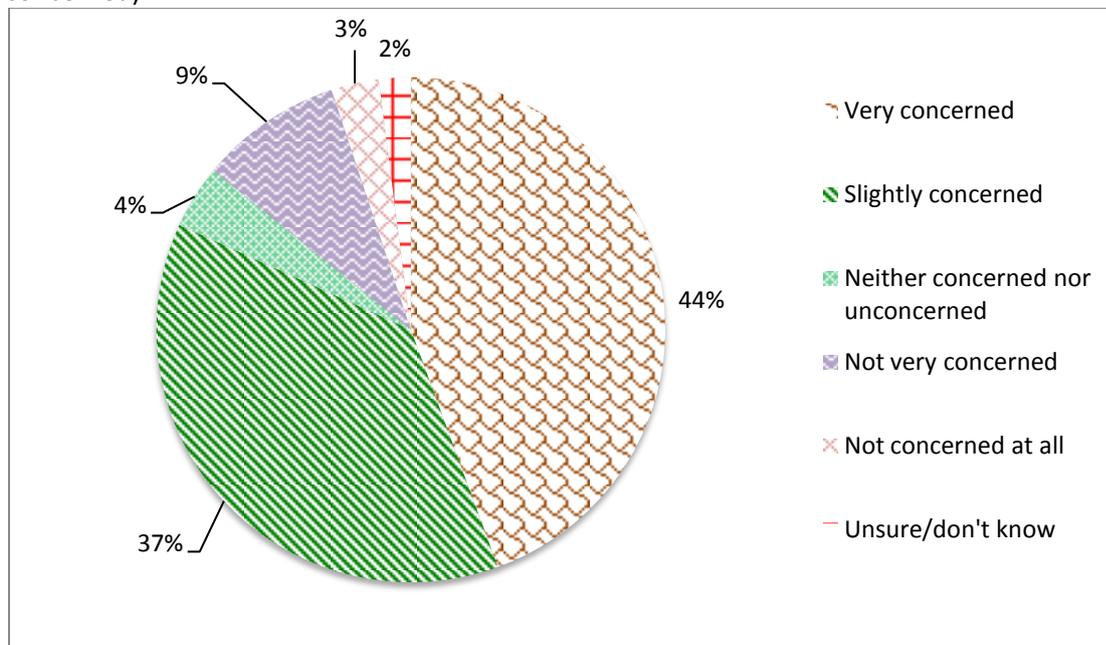
Figure 5-6: Level of Concern with Water Pollution from Farmland by Area, Rural and Urban

## 5.3 WATER POLLUTION FROM TOWNS AND CITY AREAS

Respondents were asked how concerned they are with *water pollution from towns and city areas*.

### 5.3.1 OVERALL RESULT

Just over 8 out of 10 respondents (81%) are concerned with water pollution from towns and cities (44% very concerned and 37% slightly concerned). In contrast, only 12 per cent of respondents note that this environmental issue is of no concern to them (3% not concerned at all; 9% not very concerned).



Base: All respondents (n=1005)

Figure 5-7: Level of Concern with Water Pollution from Towns and City Areas

### 5.3.2 COMPARISON WITH PREVIOUS YEARS

In the 2013 survey a smaller proportion of respondents are concerned with water pollution from towns and cities (down from 87% in 2006 to 81% in 2013), and a slightly larger proportion of respondents are unconcerned with water pollution from towns and cities (12% in 2013 and 11% in 2006), with a slightly higher proportion neither concerned nor unconcerned (4% in 2013 and 1% in 2006).

Table 5-3: Changes in Level of Concern with Water Pollution from Towns and City Areas 2000 - 2013

|                                   | 2000<br>% | 2006<br>% | 2013<br>% | Change<br>00-13 | Change<br>06-13 |
|-----------------------------------|-----------|-----------|-----------|-----------------|-----------------|
| Not concerned at all              | 4         | 3         | 3         | -1              | -               |
| Not very concerned                | 9         | 8         | 9         | -               | +1              |
| <b>Total Unconcerned</b>          | <b>13</b> | <b>11</b> | <b>12</b> | <b>-1</b>       | <b>+1</b>       |
| Neither concerned nor unconcerned | 5         | 1         | 4         | -1              | +3              |
| Slightly concerned                | 37        | 35        | 37        | -               | +2              |
| Very concerned                    | 43        | 52        | 44        | +1              | -8              |
| <b>Total Concerned</b>            | <b>80</b> | <b>87</b> | <b>81</b> | <b>+1</b>       | <b>-6</b>       |
| Unsure/don't know                 | 3         | 1         | 2         | -1              | +1              |
| Base (respondents)                | 1873      | 1000      | 1005      |                 |                 |

This trend is shown below (over the page).

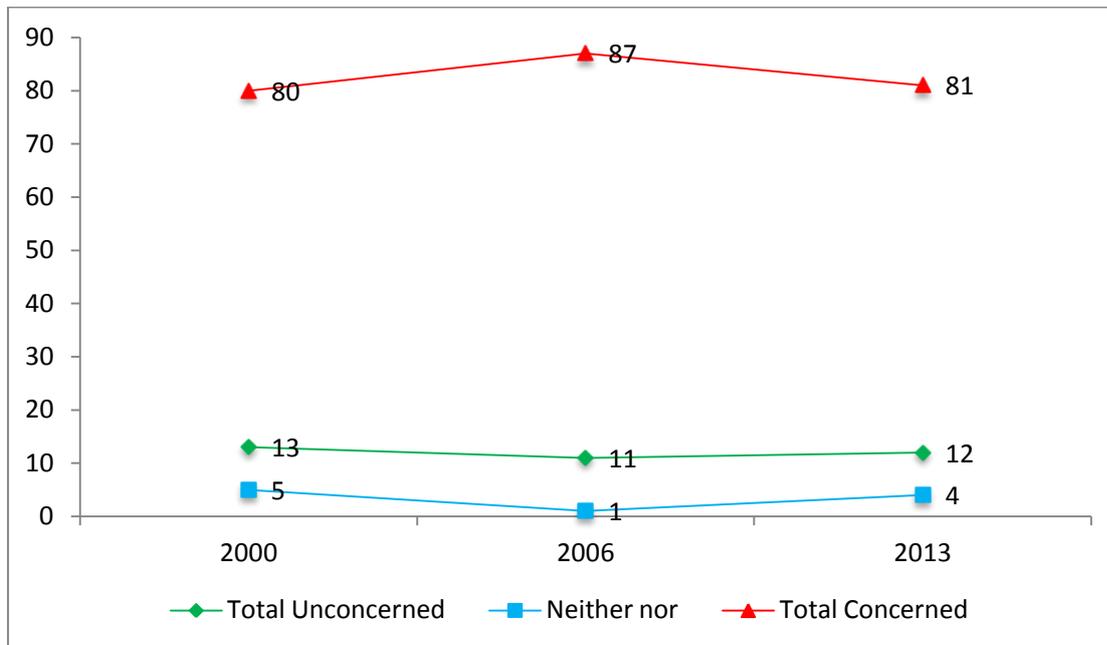


Figure 5-8: Level of Concern with Water Pollution from Towns and City Areas 2000 to 2013

### 5.3.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about water pollution from towns and cities are those who are:

- working full time (84%).

Respondents who are significantly more likely (than the regional average) to be **neither concerned nor unconcerned** about water pollution from towns and cities are those who are:

- aged between 18 and 19 years (12%)
- in a family household with mainly adult children (8%).

No particular group of respondents is more likely to be **unconcerned** about water pollution from towns and cities.

### 5.3.4 GEOGRAPHIC VARIATION

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

- Respondents living in Thames-Coromandel (22%), Hauraki (20%), or South Waikato (22%) are more likely (than the regional average) to be **unconcerned** about water pollution from towns and cities.

No respondents from a particular territorial authority or urban or rural setting are more likely to be **concerned** or **neither concerned nor unconcerned** about water pollution from towns and cities.

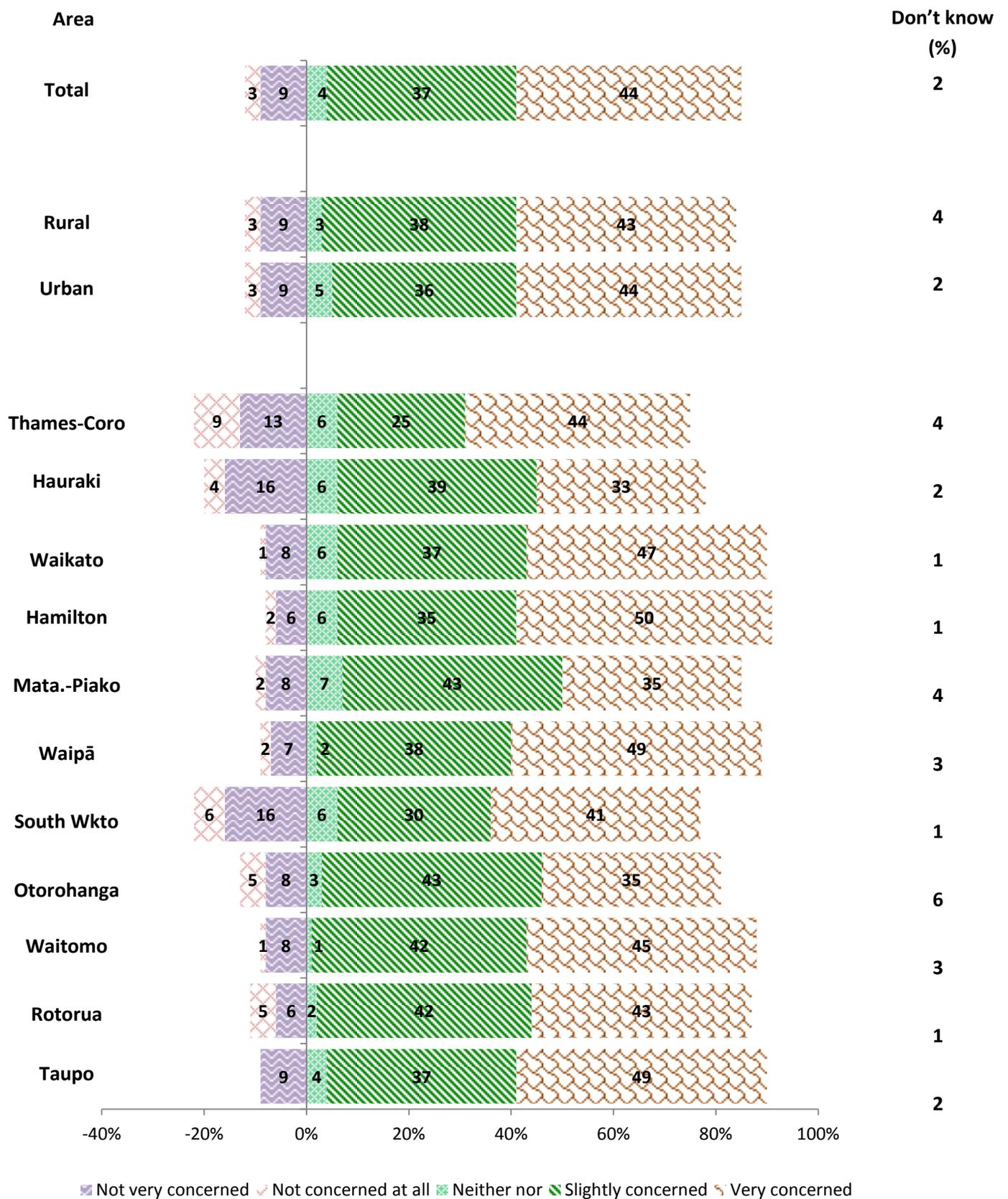


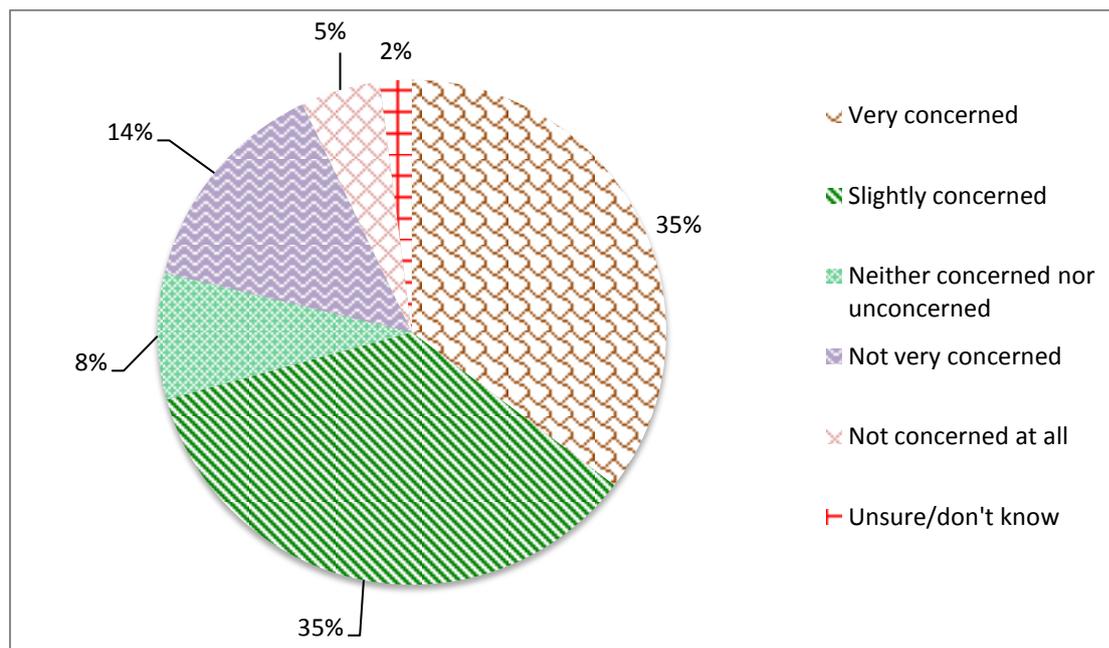
Figure 5-9: Level of Concern with Water Pollution from Towns and City Areas by Area, Rural and Urban

## 5.4 LOSS OF NATURAL BEACH CHARACTER THROUGH DEVELOPMENT

Respondents are asked how concerned they are with *the loss of the natural character of the region's beaches through development*.

### 5.4.1 OVERALL RESULT

Seven out of 10 respondents (70%) are concerned with the loss of the natural character of the region's beaches through development (35% very concerned, 35% slightly concerned). In contrast, only 19 per cent of respondents state that the issue of a loss of beach character through development is not of concern to them (5% not concerned at all, 14% not very concerned).



Base: All respondents (n=1005)

Figure 5-10: Level of Concern with Loss of Natural Beach Character Through Development

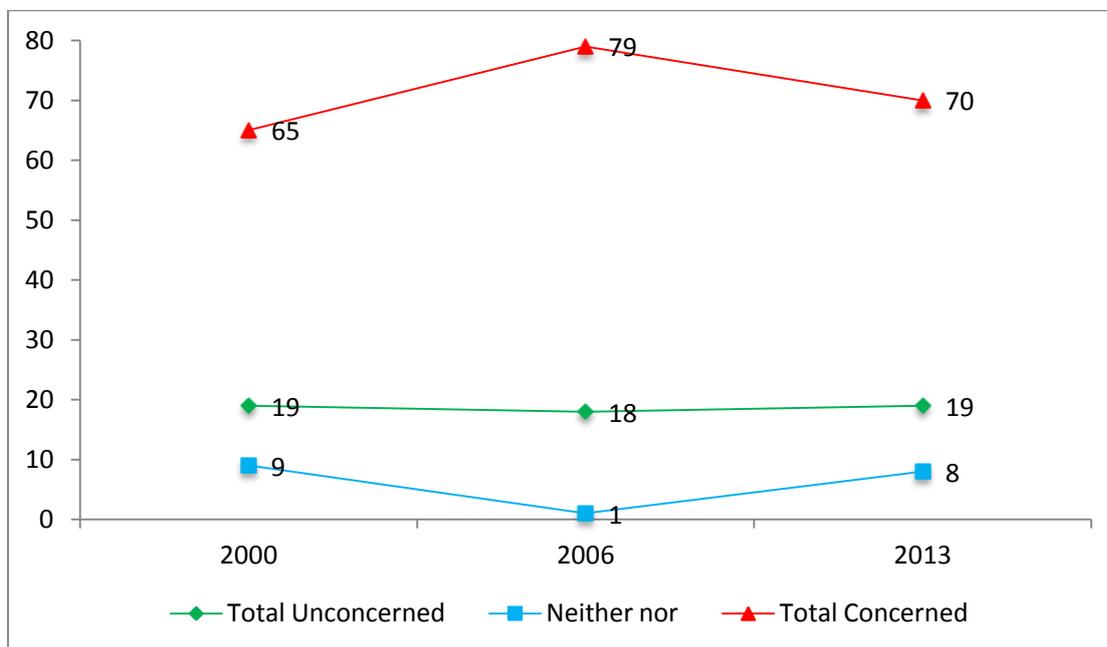
### 5.4.2 COMPARISON WITH PREVIOUS YEARS

This year the proportion of respondents concerned with the loss of the natural character of the region's beaches through development shows a decrease on the 2006 survey findings of nine percentage points. The proportion of respondents who are neither concerned nor unconcerned shows an increase on 2006 (from 1% in 2006 to 8% in 2013).

**Table 5-4: Changes in Level of Concern with Loss of Natural Beach Character Through Development 2000 to 2013**

|                                   | 2000<br>% | 2006<br>% | 2013<br>% | Change<br>00-13 | Change<br>06-13 |
|-----------------------------------|-----------|-----------|-----------|-----------------|-----------------|
| Not concerned at all              | 6         | 6         | 5         | -1              | -1              |
| Not very concerned                | 13        | 12        | 14        | +1              | +2              |
| <b>Total Unconcerned</b>          | <b>19</b> | <b>18</b> | <b>19</b> | <b>-</b>        | <b>+1</b>       |
| Neither concerned nor unconcerned | 9         | 1         | 8         | -1              | +7              |
| Slightly concerned                | 30        | 30        | 35        | +5              | +5              |
| Very concerned                    | 35        | 49        | 35        | -               | -14             |
| <b>Total Concerned</b>            | <b>65</b> | <b>79</b> | <b>70</b> | <b>+5</b>       | <b>-9</b>       |
| Unsure/don't know                 | 6         | 2         | 2         | +4              | -               |
| Base (respondents)                | 1873      | 1000      | 1005      |                 |                 |

This trend is shown below.



**Figure 5-11: Level of Concern with Loss of Natural Beach Character Through Development 2000 to 2013**

### 5.4.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about the loss of the natural character of the region's beaches through development are those who are:

- of European ethnicity (74%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about the loss of the natural character of the region's beaches through development are those who are:

- of New Zealand ethnicity (23%)
- educated to a secondary school level (23%)
- working as farmers (33%).

### 5.4.4 GEOGRAPHIC VARIATION

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

- Respondents in Waikato are more likely than the regional average to be **concerned** about the loss of the natural character of the region's beaches through development (80%).

- Respondents in Matamata-Piako are more likely than the regional average to be **neither concerned nor unconcerned** about the loss of the natural character of the region's beaches through development (15%).
- Respondents in South Waikato are more likely than the regional average to be **unconcerned** about the loss of the natural character of the region's beaches through development (33%).

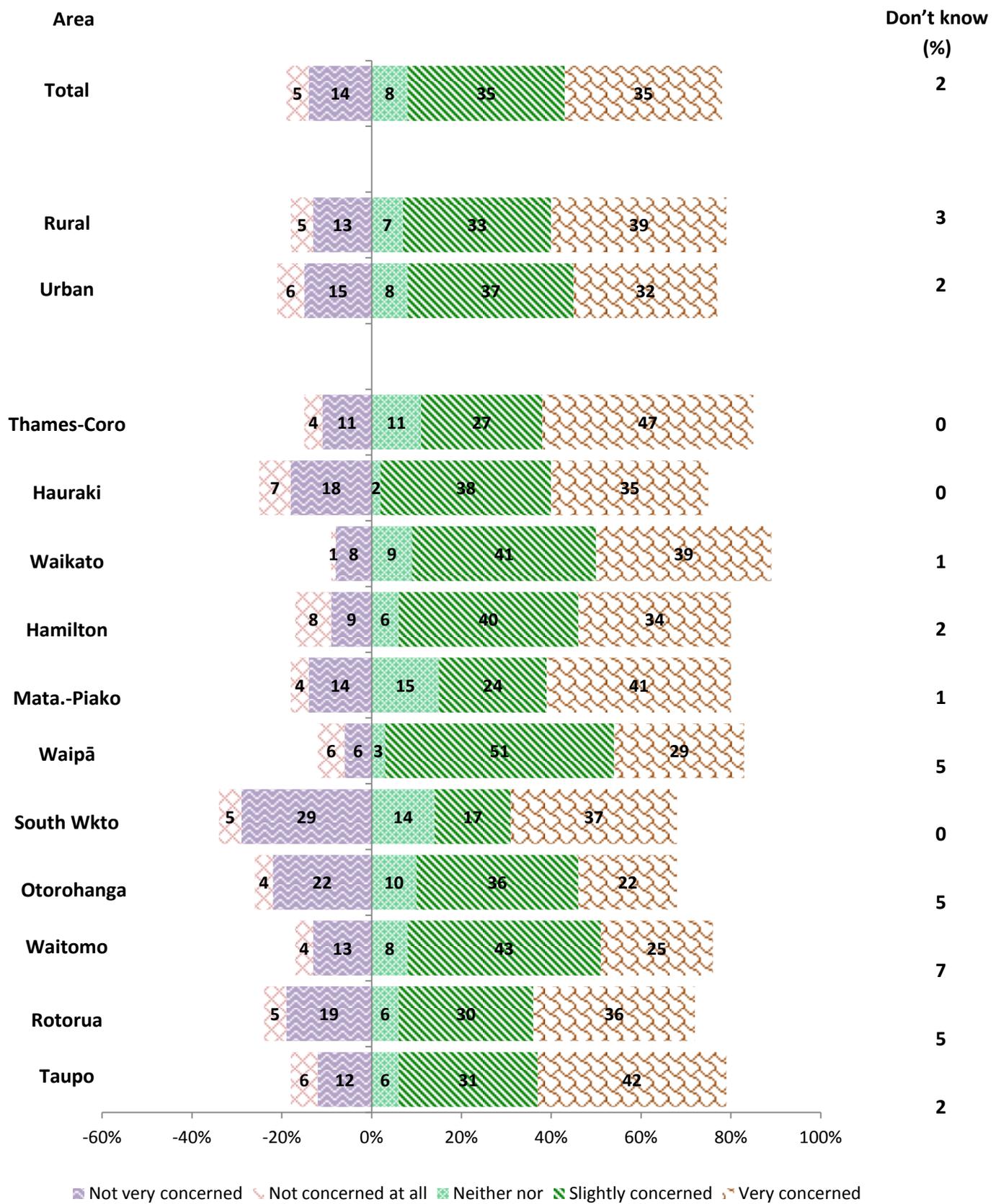


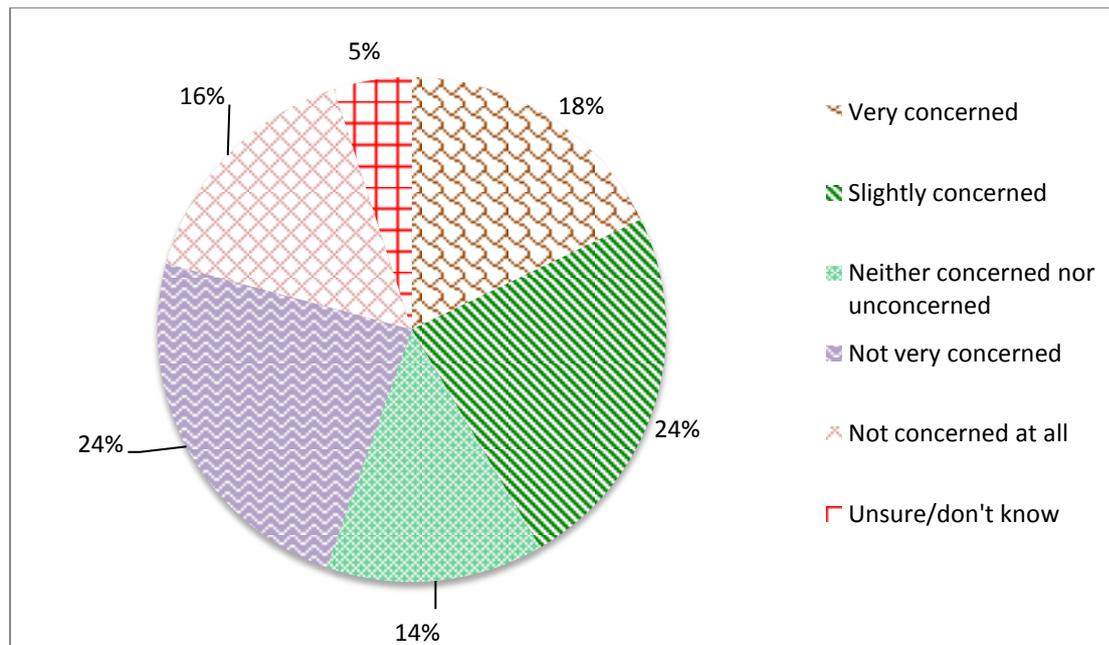
Figure 5-12: Level of Concern with Loss of Natural Beach Character through Development by Area, Rural and Urban

## 5.5 CONSTRUCTION OF SEAWALLS TO PROTECT PROPERTY FROM LONG TERM COASTAL EROSION

Respondents were asked how concerned they are about *the construction of rock and concrete seawalls along the coast to protect property from long term coastal erosion*.

### 5.5.1 OVERALL RESULT

Levels of concern with the construction of rock and concrete seawalls to protect property from long term coastal erosion are mixed with 42 per cent of respondents expressing some concern about this environmental issue (18% very concerned, 24% slightly concerned) and 40 per cent of respondents reporting a lack of concern with this issue (16% not concerned at all, 24% not very concerned).



Base: All respondents (n=1005)

**Figure 5-13: Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion**

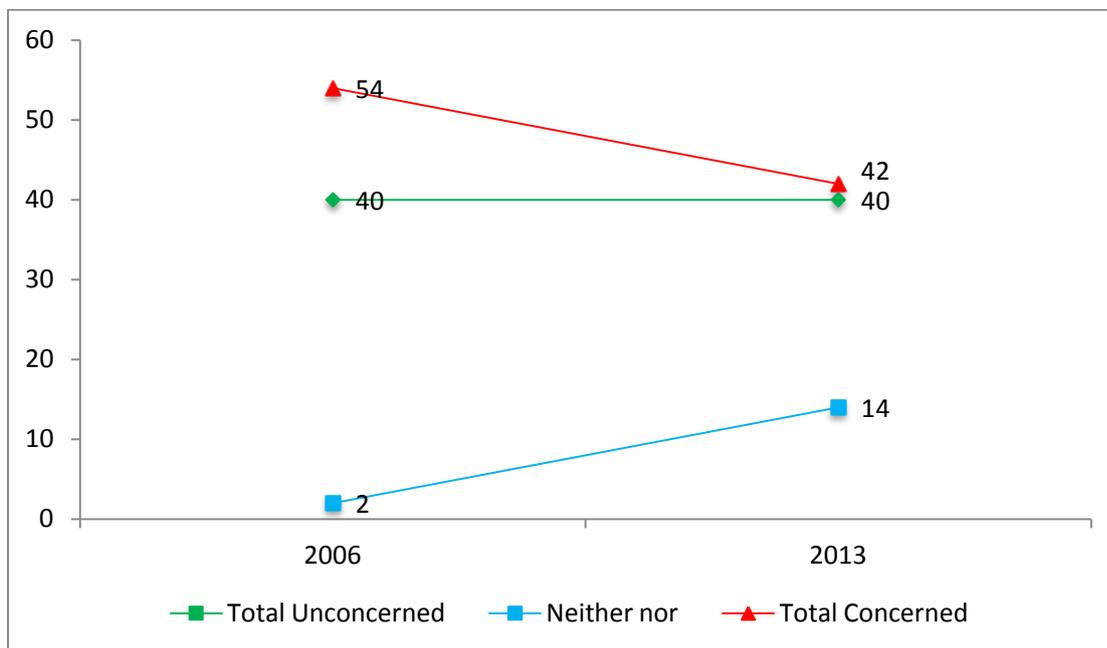
### 5.5.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. This year the proportion of respondents concerned with construction of rock and concrete seawalls to protect property from long term coastal erosion shows a decrease on the 2006 survey findings of 12 percentage points from 54% to 42%. While the proportion of respondents neither concerned nor unconcerned shows an increase on 2006 (from 2% in 2006 to 14% in 2013).

**Table 5-5: Changes in Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion 2006 to 2013**

|  | 2006<br>% | 2013<br>% | Change<br>06-13 |
|--|-----------|-----------|-----------------|
| Not concerned at all                     | 17        | 16        | -1              |
| Not very concerned                       | 23        | 24        | +1              |
| <b>Total Unconcerned</b>                 | <b>40</b> | <b>40</b> | <b>-</b>        |
| <b>Neither concerned nor unconcerned</b> | <b>2</b>  | <b>14</b> | <b>+12</b>      |
| Slightly concerned                       | 30        | 24        | -6              |
| Very concerned                           | 24        | 18        | -6              |
| <b>Total Concerned</b>                   | <b>54</b> | <b>42</b> | <b>-12</b>      |
| Unsure/don't know                        | 4         | 5         | +1              |
| Base (respondents)                       | 1000      | 1005      |                 |

This trend is shown below.



**Figure 5-14: Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion 2006 to 2013**

### 5.5.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** with the construction of rock and concrete seawalls to protect property from long term coastal erosion are those who are:

- aged 65 years or older (49%)
- in a household with an income of less than \$30,000 per annum (56%)
- in an older household with no children (48%).

Respondents who are significantly more likely (than the regional average) to be **neither concerned nor unconcerned** with the construction of rock and concrete seawalls to protect property from long term coastal erosion are those who are:

- working in clerical or sales roles (21%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** with the construction of rock and concrete seawalls to protect property from long term coastal erosion are those who are:

- male (43%)
- in a household with income of between \$90,001 and \$150,000 per annum (49%).

#### 5.5.4 GEOGRAPHIC VARIATION

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

- Respondents in Thames-Coromandel are more likely to be **concerned** about the construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion (69%).
- Respondents in Rotorua are more likely to be **unconcerned** about the construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion (52%).

No respondents from a particular territorial authority or urban or rural setting are more likely to be **neither concerned nor unconcerned** about the construction of rock and concrete seawalls along our coast to protect property from long term coastal erosion.



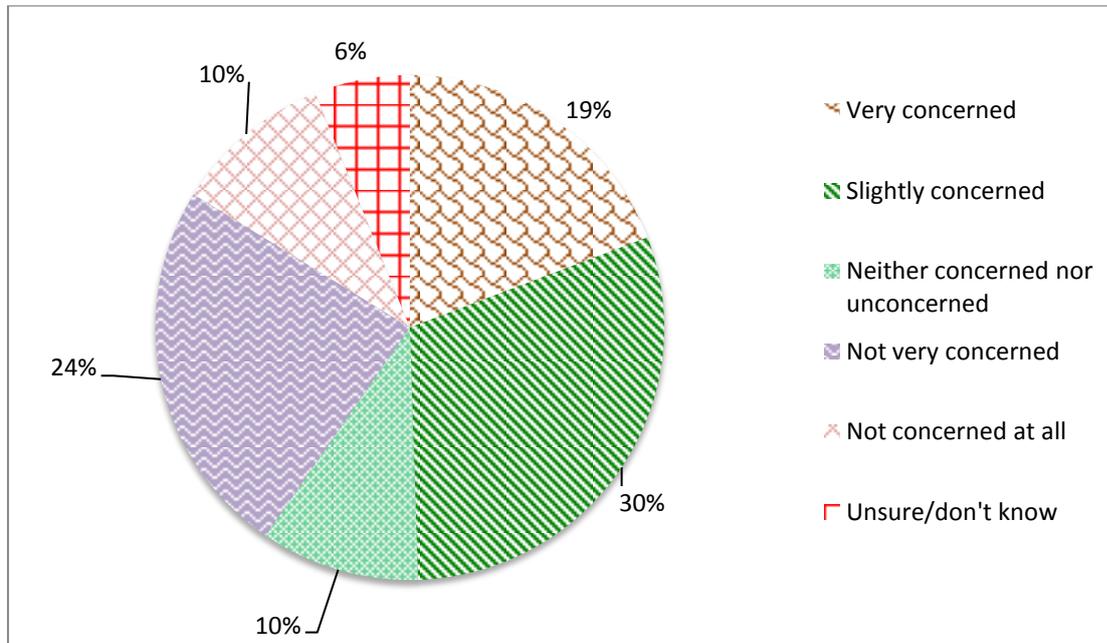
Figure 5-15: Level of Concern with Construction of Seawalls to Protect Property from Long Term Coastal Erosion by Area, Rural and Urban

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

Respondents were asked how concerned they are *with the state of native bush and wetlands on private property*.

### 5.6.1 OVERALL RESULT

Just under half of Waikato region respondents (49%) express some level of concern with the state of native bush and wetlands on private property (19% very concerned, 30% slightly concerned). In contrast, just over a third (34%) of respondents report that this environmental issue is not of concern to them (10% not concerned at all, 24% not very concerned).



Base: All respondents (n=1005)

**Figure 5-16: Level of Concern with State Of Native Bush and Wetlands on Private Property**

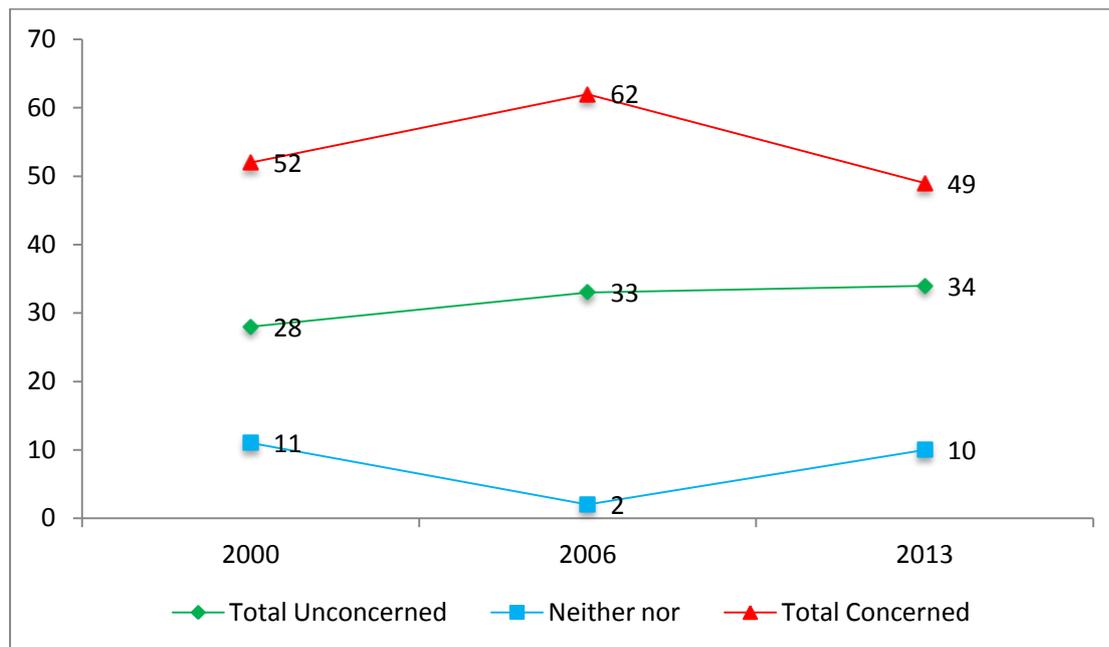
## 5.6.2 COMPARISON WITH PREVIOUS YEARS

This year the proportion of respondents concerned with the state of native bush and wetlands on private property shows a decrease on the 2006 survey findings (from 62% in 2006 to 49% in 2013). While the proportion of respondents neither concerned nor unconcerned shows an increase on the 2006 findings (from 2% in 2006 to 10% in 2013).

**Table 5-6: Changes in Level of Concern with State of Native Bush and Wetlands on Private Property 2000 to 2013**

|                                      | 2000<br>% | 2006<br>% | 2013<br>% | Change<br>00-13 | Change<br>06-13 |
|--------------------------------------|-----------|-----------|-----------|-----------------|-----------------|
| Not concerned at all                 | 10        | 13        | 10        | -               | -3              |
| Not very concerned                   | 18        | 20        | 24        | +6              | +4              |
| <b>Total Unconcerned</b>             | <b>28</b> | <b>33</b> | <b>34</b> | <b>+6</b>       | <b>+1</b>       |
| Neither concerned nor<br>unconcerned | 11        | 2         | 10        | -1              | +8              |
| Slightly concerned                   | 34        | 32        | 30        | -4              | -2              |
| Very concerned                       | 18        | 30        | 19        | +1              | -11             |
| <b>Total Concerned</b>               | <b>52</b> | <b>62</b> | <b>49</b> | <b>-3</b>       | <b>-13</b>      |
| Unsure/don't know                    | 9         | 6         | 6         | -3              | -               |
| Base (respondents)                   | 1873      | 1000      | 1005      |                 |                 |

This trend is shown below.



**Figure 5-17: Level of Concern with State of Native Bush and Wetlands on Private Property 2000 to 2013**

### 5.6.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about the state of native bush and wetlands on private property are those who are:

- educated to a tertiary level (57%).

Respondents who are significantly more likely (than the regional average) to be **unconcerned** about the state of native bush and wetlands on private property are those who are:

- educated to a secondary school level (43%)
- in a family household with mainly school-aged children (40%)
- working as farmers (46%).

No particular group of respondents is more likely to be **neither concerned nor unconcerned** about the state of native bush and wetlands on private property.

### 5.6.4 GEOGRAPHIC VARIATION

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

- Respondents in Taupo (62%) are more likely to be **concerned** about the state of native bush and wetlands on private property.

No respondents from a particular territorial authority or urban or rural setting are more likely to be **neither concerned nor unconcerned**, or **unconcerned** about the state of native bush and wetlands on private property.

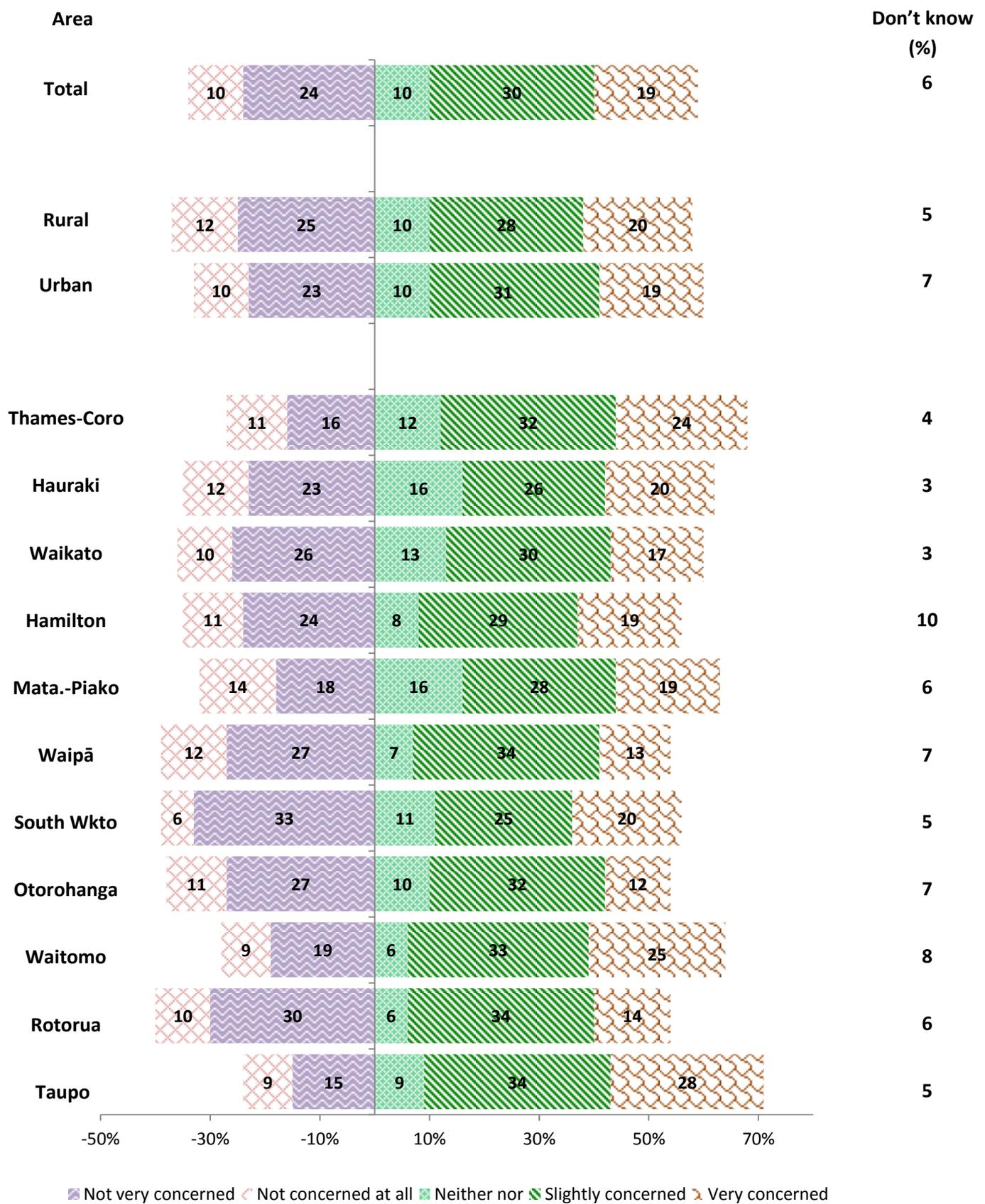


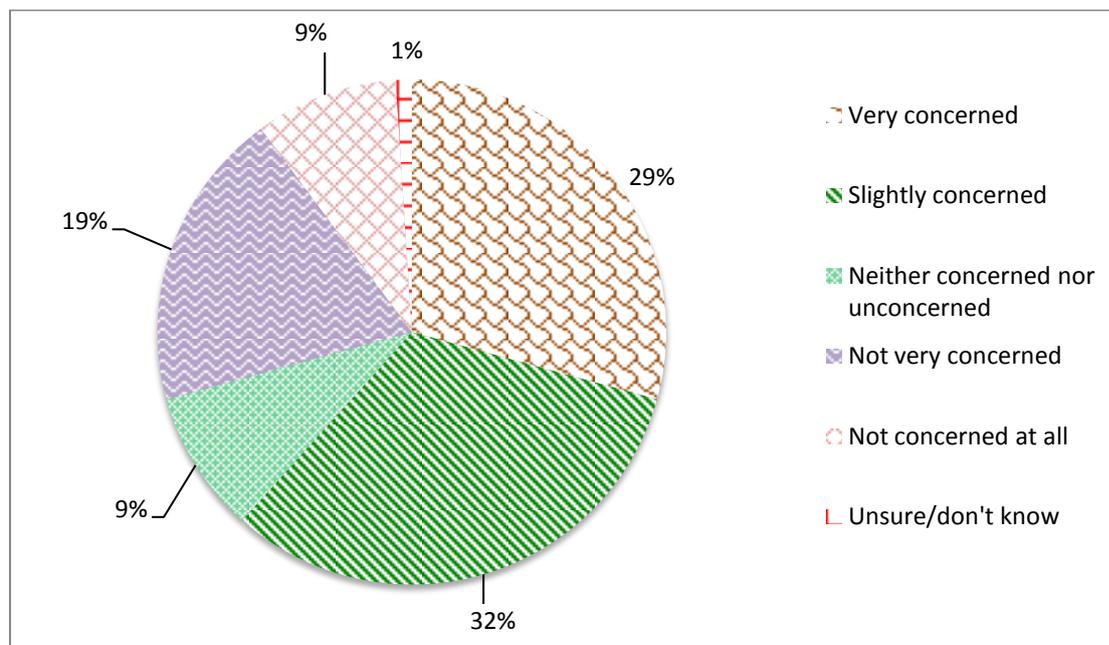
Figure 5-18: Level of Concern with State of Native Bush and Wetlands on Private Property by Area, Rural and Urban

## 5.7 SPREAD OF CITIES/TOWNS ACROSS FARMLAND

Respondents were asked how concerned they are with *the spread of cities/towns across farmland*.

### 5.7.1 OVERALL RESULT

Just over 6 out of 10 respondents (61%) express some level of concern with the spread of cities/towns across farmland; 29 per cent report being very concerned about this issue and a further 32 per cent state they are slightly concerned. In contrast, less than a third of respondents (28%) state that this environmental issue is not of concern to them (9% not concerned at all, 19% not very concerned).



Base: All respondents (n=1005)

Figure 5-19: Level of Concern with Spread of Cities/Towns across Farmland

### 5.7.2 COMPARISON WITH PREVIOUS YEARS

This year the proportion of respondents concerned with the spread of cities/towns across farmland shows a decrease on the 2006 survey findings (from 69% in 2006 to 61% in 2013), while the proportion of respondents neither concerned nor unconcerned shows an increase on the 2006 findings (from 1% in 2006 to 9% in 2013).

Table 5-7: Changes in Level of Concern with Spread of Cities/Towns across Farmland 2000 to 2013

|                                   | 2000<br>% | 2006<br>% | 2013<br>% | Change<br>00-13 | Change<br>06-13 |
|-----------------------------------|-----------|-----------|-----------|-----------------|-----------------|
| Not concerned at all              | 10        | 10        | 9         | -1              | -1              |
| Not very concerned                | 17        | 19        | 19        | +2              | -               |
| <b>Total Unconcerned</b>          | <b>27</b> | <b>29</b> | <b>28</b> | <b>+1</b>       | <b>-1</b>       |
| Neither concerned nor unconcerned | 10        | 1         | 9         | -1              | +8              |
| Slightly concerned                | 33        | 32        | 32        | -1              | -               |
| Very concerned                    | 29        | 37        | 29        | -               | -8              |
| <b>Total Concerned</b>            | <b>62</b> | <b>69</b> | <b>61</b> | <b>-1</b>       | <b>-8</b>       |
| Unsure/don't know                 | 2         | 1         | 1         | -1              | -               |
| Base (respondents)                | 1873      | 1000      | 1005      |                 |                 |

This trend is shown below (over the page).

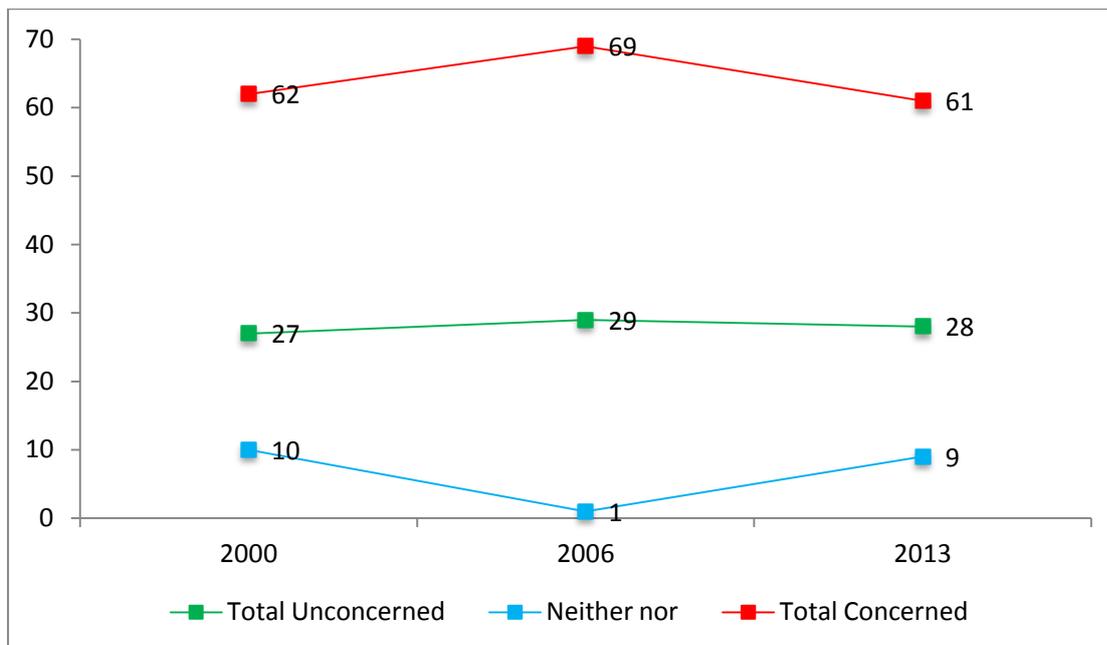


Figure 5-20: Level of Concern with Spread of Cities/Towns across Farmland 2000 to 2013

### 5.7.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to be **concerned** about the spread of cities and towns across farmland are those who are:

- aged between 60 and 64 years or who are 65 years and older (73% and 68% respectively)
- retired (69%)
- in an older household with no children at home (68%).

Respondents who are significantly more likely (than the regional average) to be **not concerned** about the spread of cities and towns across farmland are those who are:

- aged between 30 and 39 years or between 40 and 49 years (37% and 34% respectively)
- working full time (32%)
- in a household with an income of between \$90,001 and \$150,000 per annum (37%)
- of Māori ancestry (36%).

No particular group of respondents is more likely to be **neither concerned nor unconcerned** about the spread of cities and towns across farmland.

### 5.7.4 GEOGRAPHIC VARIATION

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

- Respondents in Waipā are more likely than the regional average to be **neither concerned nor unconcerned** about the spread of cities and towns across farmlands (16%).

No respondents from a particular territorial authority or urban or rural setting are more likely to be **concerned** or **unconcerned** about the spread to cities and towns across farmland.

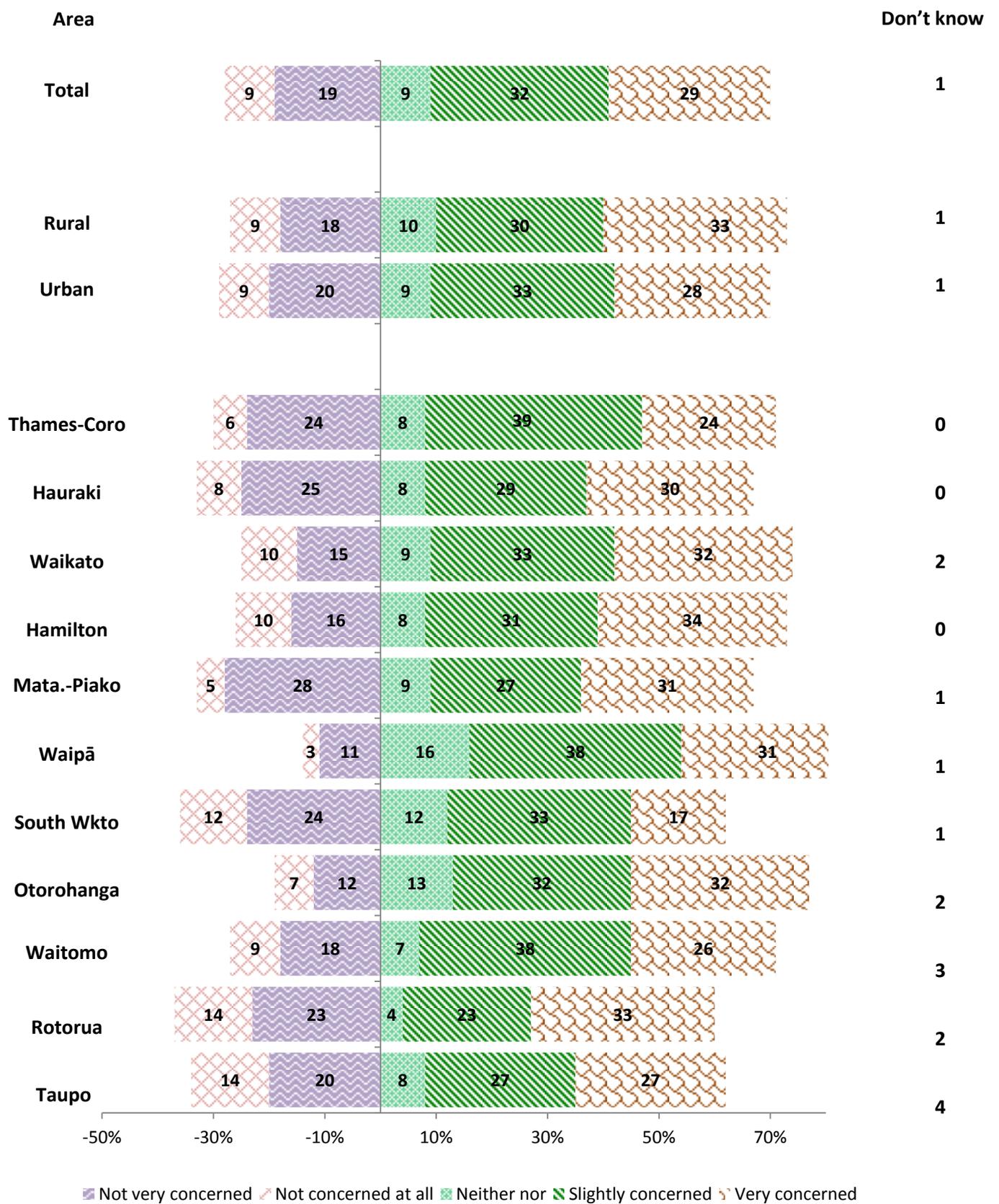


Figure 5-21: Level of Concern with Spread of Cities/Towns across Farmland by area, Rural and Urban