



2010 Environment Bay of Plenty Perceptions Survey



Environment Bay of Plenty

Survey 2010

22 June 2010

Environment Bay of Plenty
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Executive summary

High overall awareness of Environment Bay of Plenty as an organisation but low levels of interaction, awareness of communications and understanding of the roles and responsibilities of Environment Bay of Plenty.

- Awareness of Environment Bay of Plenty remains high at 92%.
- Less than one-quarter of respondents (24%) have had a direct interaction with Environment Bay of Plenty.
- Recall of Environment Bay of Plenty communications was low, with less than one-quarter spontaneously aware of any given communication (the highest of these was *The Regional Guardian* – recalled by 24%).
- Only 19% could name one main role or mission of Environment Bay of Plenty from its mission statement.
- Environment Bay of Plenty accumulated a KPI of 46% awareness of its total roles and responsibilities. One-fifth (20%) could not name a single role or responsibility.
- Slightly over two-fifths (41%) would go to Environment Bay of Plenty if they noticed pollution occurring. The majority of respondents would contact their *District or City Council* (60%).

The natural environment is stated to be important, and some limited actions are taken to preserve the environment in the region.

- The environment is an important reason for living in the Bay of Plenty. Nearly nine out of every ten respondents (89%) stated that the natural environment is *very important* or *important* to their reasons for living in the Bay of Plenty.
- Some environmentally friendly actions were common as 92% had *Recycled rubbish in the past month*, and 88% have *Conserved energy at home in the past month*.
- However, more involved actions to preserve the environment were less common.
- Less than one-quarter had *Taken part in an environmental project over the past year* (23%), *Submitted on a Regional Council plan or policy* (12%), *Attended an Environment Bay of Plenty public meeting* (11%), or were *currently* a member of an environmental group (9%).

Respondents expressed environmental concerns.

- The biggest environmental issues in the Bay of Plenty were stated to be *Water pollution* (86%), *Pest plants* (85%) and *Pest animals* (84%).
- Just over one-half of respondents (54%) perceive there to be at least one activity that in their opinion is damaging the environment in the region.
- *Farm run-off* (22%), *General motor vehicles/ exhaust fumes* (11%) and *People littering or being untidy* (9%) were the most common causes of damage stated.

Deteriorating of the region's waterways continues to be a concern to many.

- Slightly more than one-half (51%) of respondents considered there to be some lake deterioration, more than one-third (36%) stated there was an estuary or harbour deteriorating and one-third (33%) stated there was some river deterioration.
- The main perceived cause of deterioration in the region's waterways is *General human irresponsibility* (22%) and *Farming practices* (19%).

Bay of Plenty residents are not adequately prepared for a natural disaster, which was thought most likely to be an earthquake.

- In the event of a Civil Defence emergency, less than one-half of respondents (44%) have an emergency preparedness kit that can last their household for three days.
- The natural hazard perceived to be the greatest threat to respondents and their property was an *Earthquake* (52%).
- Apart from an earthquake, the most likely natural hazard was different in each area:
 - Earthquake and a flood were the most likely in the Eastern Bay of Plenty.
 - Earthquake and a volcanic eruption were the most likely in Rotorua.
 - Earthquake and a Tsunami were the most likely in the Western Bay of Plenty.

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Part 1: Introduction

Environment Bay of Plenty is the Regional Council for the Bay of Plenty region. The Council works alongside a range of organisations towards the community outcomes identified by the Bay of Plenty community. Some of Environment Bay of Plenty's key functions include natural resource management, flooding and drainage control, navigation and safety, regional development, and passenger transport.

Environment Bay of Plenty has a range of legislative responsibilities to monitor its performance of key services as well as a need to determine the community's attitudes and perceptions towards the natural environment and Environment Bay of Plenty as an organisation. This survey collects the perceptive measures required to fulfil these requirements.

The Environment Bay of Plenty survey is the latest in a longitudinal series of surveys (dating back to 1992) aimed at measuring shifts in residents' perceptions.

This report outlines the methodology and outcomes of this research process.

Note: This project was completed concurrently with the Community Outcomes survey across the Bay of Plenty region. The Community Outcomes survey is a response to requirements under the Local Government Act 2002 to report on the regions progress in achieving its Community Outcomes.

1.1 Research objectives

The specific research objectives for the Environment Bay of Plenty survey are:

- To determine Council's performance against the Levels of Service in the Ten Year Plan that require perception-based performance measures (a requirement under Section 98 – Local Government Act 2002 (LGA));
- To find out what residents see as the major environmental issues in the different parts of the Bay of Plenty;
- To determine what residents know about, and how well they understand, regional natural environmental issues;
- To determine whether residents know who Environment Bay of Plenty is and what its roles and responsibilities are;
- To establish if residents are aware of what Environment Bay of Plenty is doing in the region (a requirement under Section 35 – Resource Management Act);
- To repeat and compare the results of key questions from previous surveys (particularly 2000, 2003 and 2006) and to establish trends for Council's Ten Year Plan Levels of Service performance monitoring.

1.2 Research Method

The study consisted of 1300 telephone interviews with residents in the Bay of Plenty region.

- Quotas were enforced according to age, ethnicity and gender, to ensure a proportionally representative sample of the Bay of Plenty's population was obtained.
- Interviewing took place between Monday January 11th and Tuesday February 9th 2010.
- The overall results have a margin of error of +/-2.72% at the 95% confidence level.
- Only the Environment Bay of Plenty area of the Rotorua District was included.

The following steps were taken to ensure objectivity, validity and reliability of the study:

- The questionnaire was designed by executives from Key Research in partnership with Environment Bay of Plenty.
- Telephone survey respondents were selected from the Bay of Plenty region using a random number generation service.
- All telephone interviews were conducted by trained and experienced Key Research interviewers.
- The research results were processed electronically and analysed by executives from Key Research.

Telephone interviewing was the chosen method of data collection for several reasons, which are as follows:

- Greater cost efficiency than face-to-face interviews.
- Telephone surveys generate a higher response rate than self-return written surveys.
- In comparison to written surveys, telephone surveys can gather more detailed information from probing into ideas/opinions and interviewers can ask for clarification if required.
- Greater time efficiency as the respondent does not have to document their answers.
- Respondents are more inclined to follow through and fully complete a survey over the phone.
- Eliminates the respondent's ability to 'screen' the questionnaire before deciding whether to participate.

There are a small number of households in the region which do not have access to a telephone (according to the 2006 Census 2.9% of households in the Bay of Plenty region do not have access to a telecommunications system) and did not have the opportunity to be sampled in the Environment Bay of Plenty Survey 2010.

1.3 Analysis

Each question is analysed at District level and then under the following subsections.

Results by Area

- Western Bay of Plenty, Eastern Bay of Plenty, Rotorua

Results by Demographic Characteristics

- Gender (male/female).
- Age group (18-29, 30-59, 60+).
- Ethnicity (non-Maori/Maori).
- Location (urban/rural)
- Length of time lived in the region (less than 2 years, 2-5 years, more than 5 years)

The extremes of difference are compared, e.g., *Respondents aged 30-59 (95%) and 60+ (94%) were more likely to state that they had heard of Environment Bay of Plenty than respondents aged 18-29 (74%).*

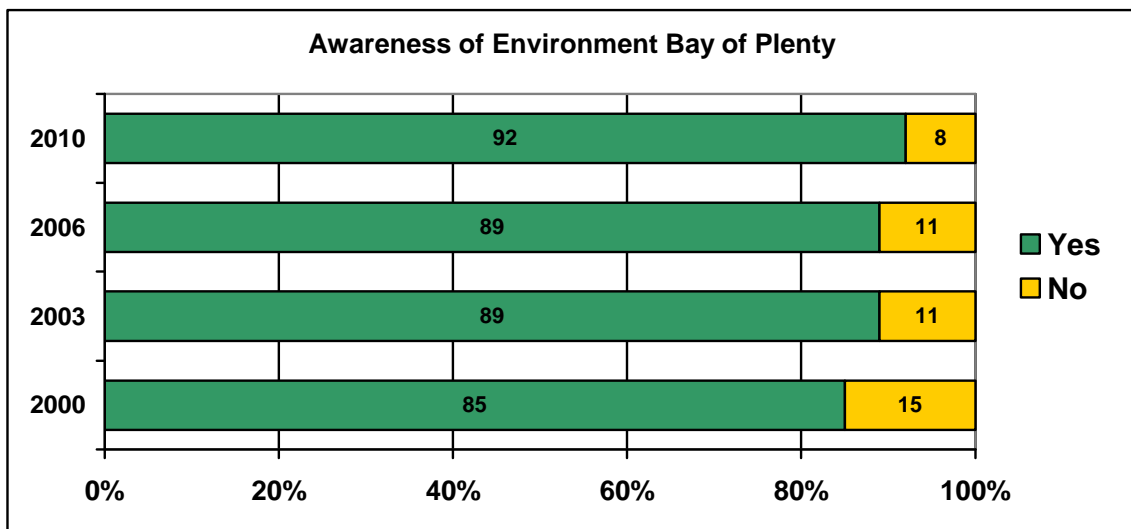
- It can be assumed that any other differences will fall between the two extremes. Where no differences exist within the breaks this is also noted.
 - Due to rounding some percentage aggregations may total to slightly more or less than 100%.
-

Part 2: Environment Bay of Plenty Perceptions

2.1 Awareness of Environment Bay of Plenty

Respondents were initially asked if they had heard of Environment Bay of Plenty prior to the interview.

- More than nine out of every ten respondents (92%) stated that they *had* heard of Environment Bay of Plenty before the interviewing process. This is an increase of three percentage points from the 2006 study (89%).



Base: 1300 respondents

Figure 2.1 Awareness of Environment Bay of Plenty

Comparative Analysis

Results by Area

- No significant differences between areas were observed for this question.

Results by Age

- Respondents aged 30-59 (95%) and 60+ (94%) were more likely to state that they *had* heard of Environment Bay of Plenty than respondents aged 18-29 (74%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that they *had* heard of Environment Bay of Plenty (95%) than respondents who identified themselves as Maori (85%).

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

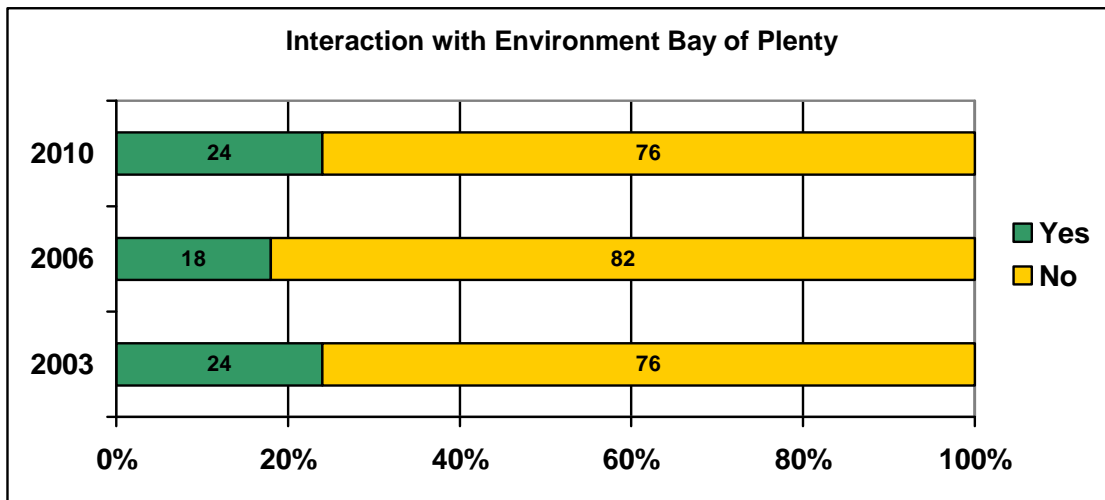
Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to state that they *had* heard of Environment Bay of Plenty (93%) than respondents who have lived in the Bay of Plenty less than 2 years (72%).

2.2 Interaction with Environment Bay of Plenty

Respondents who stated that they had heard of Environment Bay of Plenty were then asked if they have ever dealt directly with Environment Bay of Plenty.

- Slightly less than one-quarter of respondents (24%) stated that they *have* dealt directly with Environment Bay of Plenty. This result represents an increase of six percentage points from the result recorded in 2006 (18%).



Base: 1241 respondents

Figure 2.2 Interaction with Environment Bay of Plenty

Comparative Analysis

Results by Area

- No significant differences between areas were observed for this question.

Results by Age

- Respondents aged 30-59 were more likely to state that they *have* dealt directly with Environment Bay of Plenty (28%) than respondents aged 18-29 (11%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- Rural respondents were more likely to state that they *have* dealt directly with Environment Bay of Plenty (41%) than urban respondents (19%).

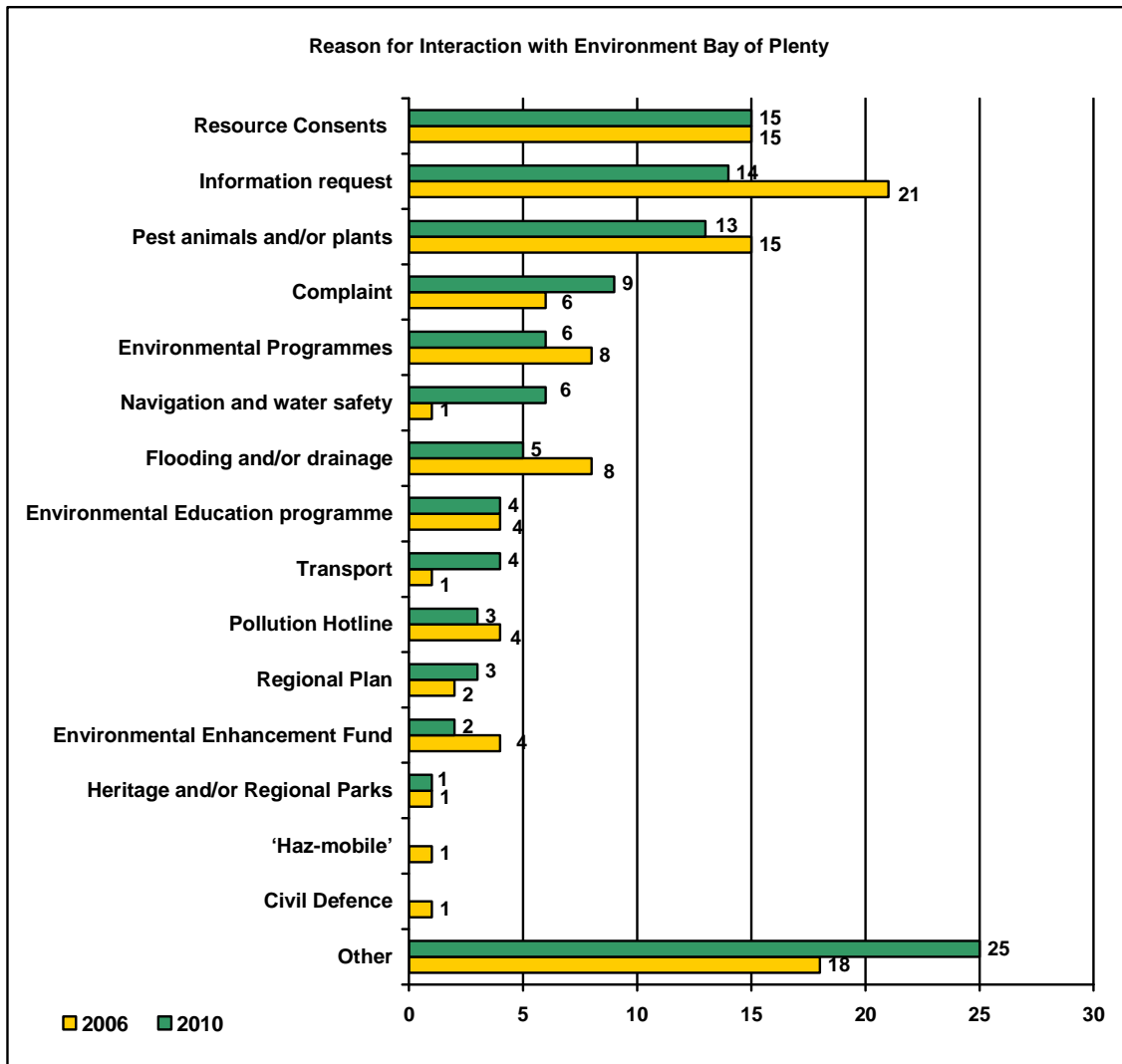
Results by Length of Time in Bay of Plenty

- No significant differences between lengths of time living in the Bay of Plenty were observed for this question.

2.2.1 Reason for Interaction with Environment Bay of Plenty

Respondents who stated that they have dealt directly with Environment Bay of Plenty were then asked about the subject of their contact.

- Just over one-eighth (15%) of respondents stated their contact with Environment Bay of Plenty was about *Resource Consents*.
- More than one in ten respondents also made contact about an *Information request* (14%) or *Pest animals and/or plants* (13%).



Base: 298 respondents

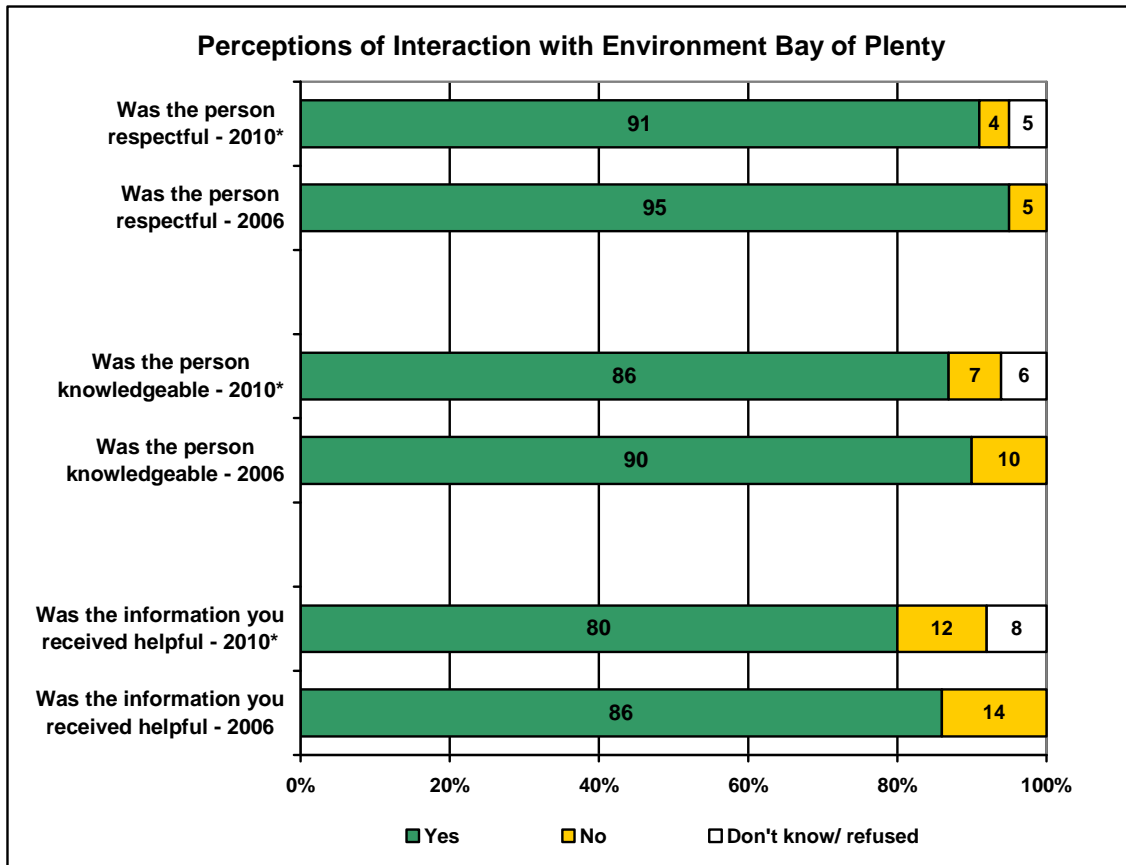
Figure 2.2.1 Reason for Interaction with Environment Bay of Plenty

Multiple responses allowed

2.2.2 Perceptions of Interaction with Environment Bay of Plenty

Respondents who stated that they have dealt directly with Environment Bay of Plenty were also asked a number of questions regarding the nature of the interaction.

- More than nine out of ten respondents (91%) stated that the person they made contact with at Environment Bay of Plenty *was respectful*.
- Large proportions of respondents also stated that the person *was knowledgeable* (86%) and *the information they received was helpful* (80%).



*Note: figures are not directly comparable between 2006 and 2010 due to the addition in 2010 of the 'don't know/ refused' codes.

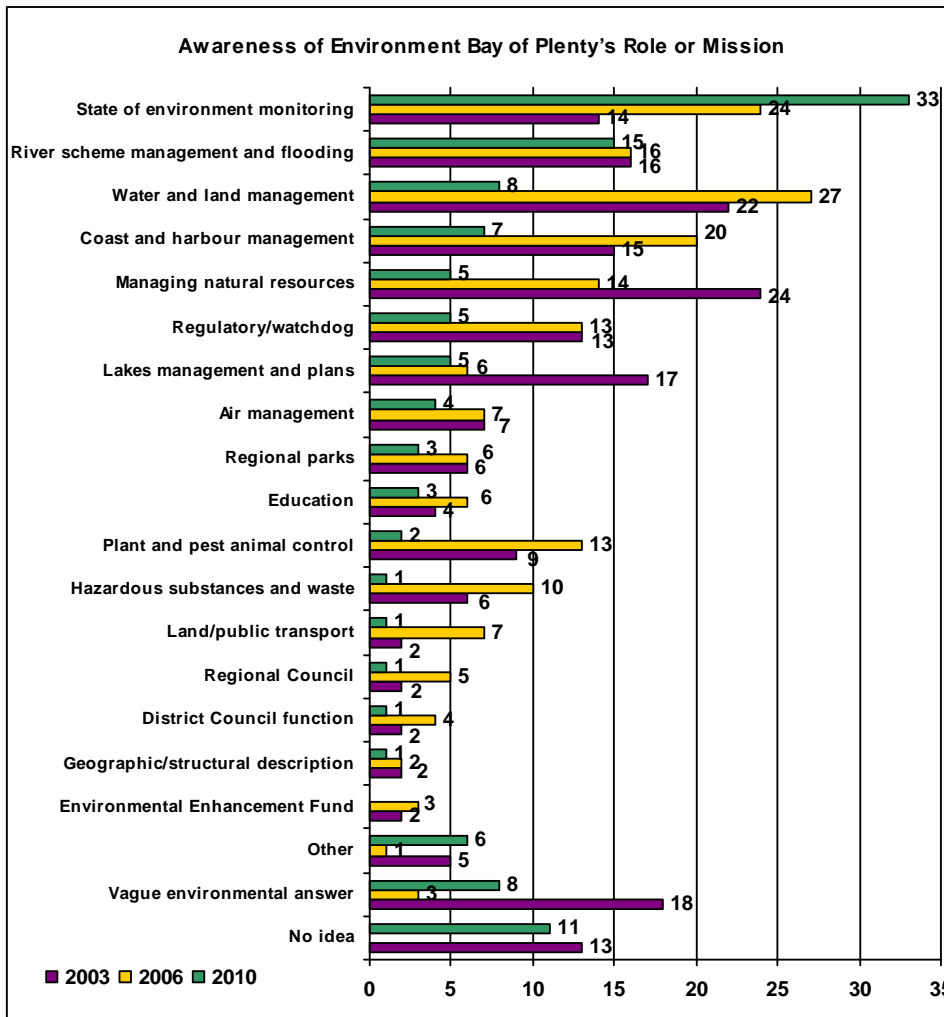
Base: 298 respondents

Figure 2.2.2 Perceptions of Interaction with Environment Bay of Plenty

2.3 Awareness of Environment Bay of Plenty’s Role or Mission

All respondents were then asked (unprompted) what they think the main role or mission of Environment Bay of Plenty is.

- One-third (33%) of respondents stated Environment Bay of Plenty is responsible for *State of the environment monitoring*.
- *River scheme management* (15%), *Water and land management* (8%) and *Coast and harbour management* (7%) were also stated as Environment Bay of Plenty’s main role or mission.



*Note: In 2010, this question was asked in an open ended format and asked “What is the main role or mission of Environment Bay of Plenty” and responses were coded after the survey. Prior to 2006 this question was asked “What do you think Environment Bay of Plenty does?” and was coded during the interview.
Base: 1300 respondents

Figure 2.3 Awareness of Environment Bay of Plenty’s Role or Mission
Multiple responses allowed

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that Environment Bay of Plenty's main role or mission is *Lakes management and plans* (13%) than respondents from Western Bay of Plenty (2%) or Eastern Bay of Plenty (1%).

Results by Age

- Respondents aged 18-29 were more likely to state that Environment Bay of Plenty's main role or mission is *State of environment monitoring* (39%) than respondents aged 60+ (28%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

Results by Length of Time in Bay of Plenty

- No significant differences between lengths of time living in the Bay of Plenty were observed for this question.

2.3.1 Awareness of Environment Bay of Plenty’s Main Role or Mission - KPI

Key Research in conjunction with Environment Bay of Plenty developed a KPI measuring the awareness of Environment Bay of Plenty’s main role or mission.

Responses were coded against key statements in the Environment Bay of Plenty mission statement.

These statements were:

‘Working with our communities for a better environment’
‘Our work guides and supports the sustainable development of the Bay of Plenty’
‘Looking after the environment. We manage the effects of people’s use of freshwater, land, air and coastal water’.

Any one or combination of the words underlined, in the correct context, contributed one point to the KPI. No recall of any of the underlined words contributed zero to the KPI.

Table 2.3.1 Awareness of Environment Bay of Plenty’s Main Role or Mission - KPI

Actual recall of Environment Bay of Plenty Mission Statement	Points towards KPI
For a better environment	1
(Supports) sustainable development	2
Looking after the environment	241
(Manage) effects of people’s use of freshwater, land, air and coastal water	1
Total	245

In total, 245 respondents correctly recalled one or a combination of the underlined words to create 245 points towards the KPI. No respondent recalled more than one of the KPI phrases.

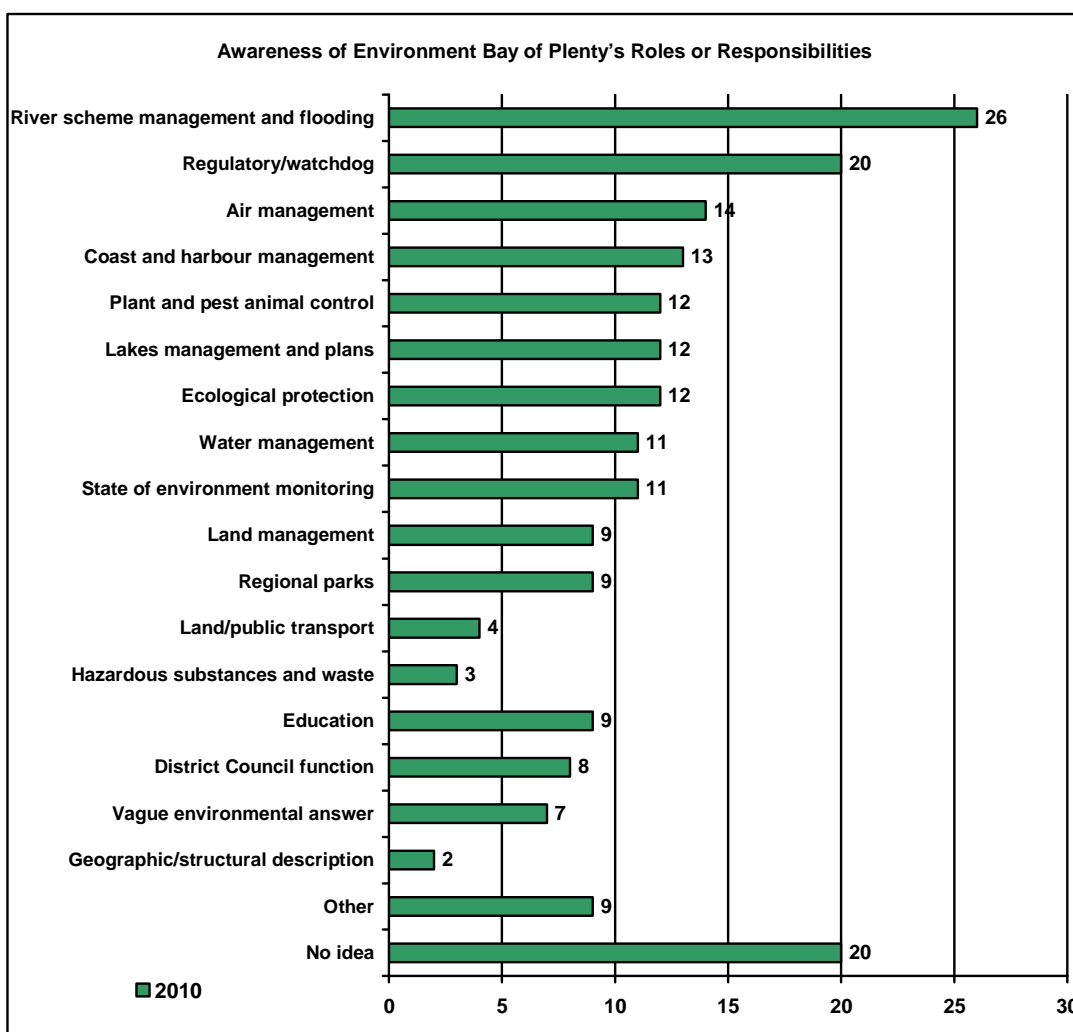
$$\text{Main role or mission KPI} = \frac{\text{KPI points}}{\text{Total \# of respondents}} = \frac{245}{1300} = 19\%$$

The KPI for awareness of the main role or mission of Environment Bay of Plenty was **19%**.

2.4 Awareness of Environment Bay of Plenty’s Roles or Responsibilities

All respondents were asked (unprompted) what type of roles or responsibilities Environment Bay of Plenty have.

- More than one-quarter (26%) of respondents stated *River scheme management and flooding* as a role or responsibility of Environment Bay of Plenty.
- *Regulatory/ watchdog* (20%), *Air management* (14%), and *Coast and harbour management* (13%) were other roles and responsibilities mentioned by more than one in eight respondents.
- One-fifth (20%) of respondents could not name any specific roles or responsibilities of Environment Bay of Plenty.



Base: 1300 respondents

Figure 2.4 Awareness of Environment Bay of Plenty's Roles or Responsibilities

Multiple responses allowed

Comparative Analysis

Results by Area

- Respondents from Eastern Bay of Plenty were more likely to state Environment Bay of Plenty are responsible for *River scheme management and flooding* (32%) than respondents from Western Bay of Plenty (22%).
- Respondents from Rotorua were more likely to state Environment Bay of Plenty are responsible for *Air management* (21%) than respondents from both the Western Bay of Plenty (13%) and Eastern Bay of Plenty (8%).

Results by Age

- Respondents aged 30-59 or 60+ were more likely to state Environment Bay of Plenty are responsible for *River scheme management and flooding* (27% each respectively) than respondents aged 18-29 (16%).

Results by Gender

- Male respondents were more likely to state that Environment Bay of Plenty are responsible for *Regulatory/ watchdog* (25%) than female respondents (15%).

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

Results by Length of Time in Bay of Plenty

- Respondents who had lived in the Bay of Plenty for less than 2 years were more likely to state Environment Bay of Plenty are responsible for *State of environment monitoring* (21%) than respondents who had lived in the Bay of Plenty for more than 5 years (10%).

2.4.1 Awareness of Environment Bay of Plenty's Roles or Responsibilities - KPI

Key Research in conjunction with Environment Bay of Plenty developed a KPI measuring the awareness of Environment Bay of Plenty's roles or responsibilities.

Responses were coded against actual Environment Bay of Plenty roles and responsibilities, and a group of common roles or responsibilities Environment Bay of Plenty was thought to have but are not accurate.

These roles or responsibilities were:

Table 2.4.1(1) Awareness of Environment Bay of Plenty's Roles or Responsibilities - KPI

KPI roles or responsibilities	% of respondents
River scheme management and flooding	26
Regulatory/watchdog	20
Air management	14
Coast and harbour management	13
Plant and pest animal control	12
Lakes management and plans	12
Ecological protection	12
Water management	11
State of environment monitoring	11
Land management	9
Regional parks	9
Land/ public transport	4
Hazardous substances and waste	3
Total number of respondents who stated at least one KPI role or responsibility	903

Table 2.4.1(2) Awareness of Environment Bay of Plenty's Roles or Responsibilities – non-KPI

Other roles or responsibilities (non-KPI related)	% of respondents
Education	9
District Council function	8
Vague environmental answer	7
Geographic/structural description	2
Other	9
No idea	20
Total number of respondents who stated at least one non-KPI role or responsibility	657

*note: some respondents stated both KPI and non-KPI roles or responsibilities.

**397 respondents in total did not recall a single Environment Bay of Plenty role or responsibility.

The KPI is measured on the basis that three units or areas of awareness should easily be recalled. Therefore three (or more) roles or responsibilities mentioned by the respondent contributed 1 point to the KPI. Two areas of awareness recalled contributed 0.67 points towards the KPI and one unit of awareness contributed 0.33 points to the KPI. No awareness of any of Environment Bay of Plenty's roles or responsibilities contributed 0 points to the KPI.

Table 2.4.1(3) KPI Table

	Number of respondents	KPI Points
No recall of any KPI roles or responsibilities	397	0
Recall of one KPI role or responsibility (0.33 points)	308	101.64
Recall of two KPI roles or responsibilities (0.67 points)	282	188.94
Recall of three or more KPI roles or responsibilities (1 point)	313	313
Total	1300	603.58

In total, 903 respondents (69%) stated correctly at least one role or responsibility of Environment Bay of Plenty.

$$\text{Awareness of roles or responsibilities KPI} = \frac{\text{KPI points}}{\text{Total \# of respondents}} = \frac{603.58}{1300} = 46\%$$

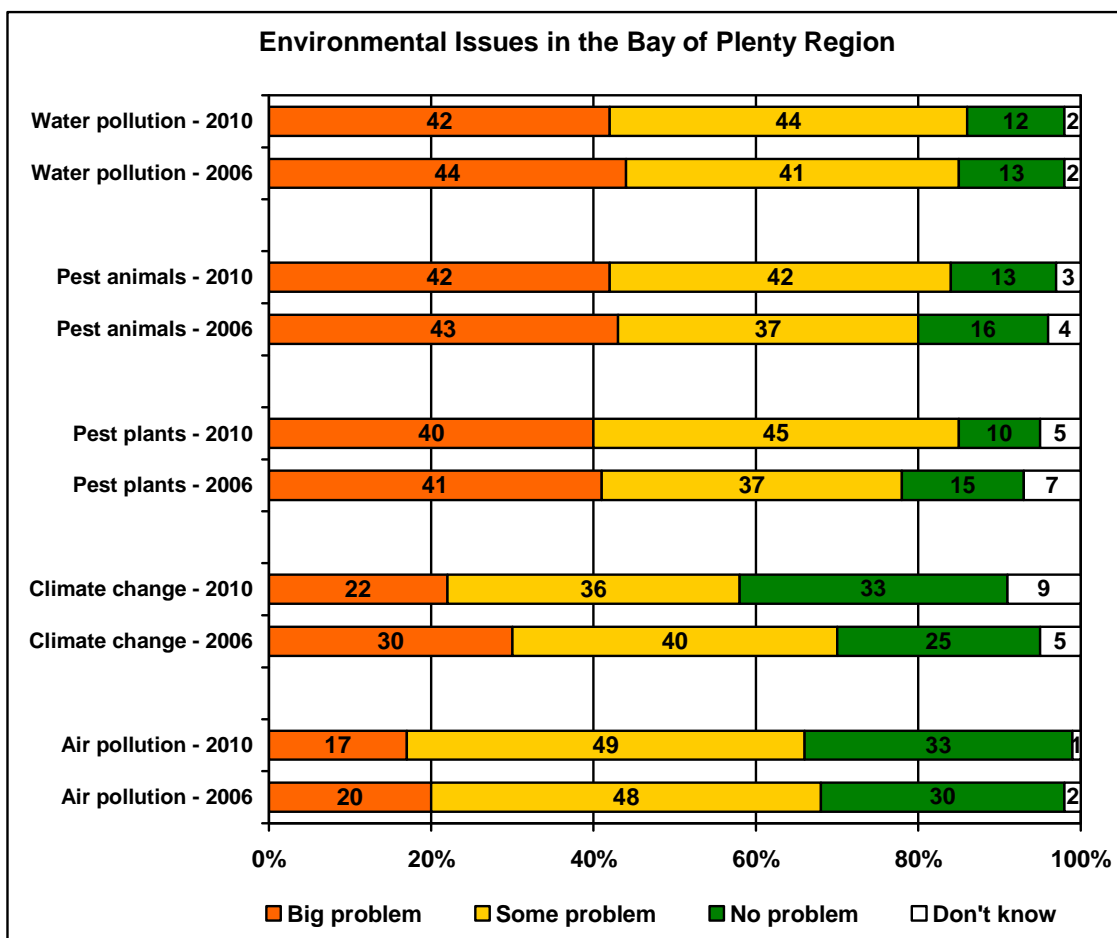
The KPI for awareness of roles or responsibilities of Environment Bay of Plenty was **46%**.

Part 3: Environmental Issues/ Concerns

3.1 Environmental Issues in the Bay of Plenty Region

Respondents were then asked for their perceptions regarding a number of environmental issues in the Bay of Plenty Region.

- Two-fifths or more of respondents stated that *Water pollution* (42%), *Pest animals* (42%) and *Pest plants* (40%) are ‘big problems’ in the Bay of Plenty Region.
- Less than one-quarter of respondents stated *Climate change* (22%) was a ‘big problem’ in the Bay of Plenty region, which represented an 8 percentage point decrease from 2006 (30%).
- Only 17% of respondents stated *Air pollution* was a ‘big problem’ in the Bay of Plenty region.



Base: 1300 respondents

Figure 3.1 Environmental Issues in the Bay of Plenty Region

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that *Water pollution* is a big problem (61%) than respondents from Eastern Bay of Plenty (35%) and Western Bay of Plenty (33%).
- Respondents from Rotorua were more likely to state that *Air pollution* is a big problem (21%) than respondents from Eastern Bay of Plenty (16%) and Western Bay of Plenty (15%).
- Respondents from Eastern Bay of Plenty and Rotorua were more likely to state that *Climate change* is a big problem (24% each respectively) than respondents from Western Bay of Plenty (19%).
- Respondents living in Rotorua or Eastern Bay of Plenty were more likely to state that *Pest plants* are a big problem (44% and 42% respectively) than respondents from Western Bay of Plenty (35%).
- Respondents living in Rotorua or Eastern Bay of Plenty were more likely to state that *Pest animals* are a big problem (49% and 48% respectively) than respondents from Western Bay of Plenty (33%).

Results by Age

- Respondents aged 18-29 were more likely to state that *Air pollution* is a big problem (27%) than respondents aged 30-59 (16%) or 60+ (15%).
- Respondents aged 18-29 were more likely to state that *Climate change* is a big problem (33%) than respondents aged 30-59 (23%) or 60+ (15%).
- Respondents aged 30-59 and 60+ were more likely to state that *Pest plants* are a big problem (41% and 43% respectively) than respondents aged 18-29 (31%).
- Respondents aged 30-59 and 60+ were more likely to state that *Pest animals* are a big problem (44% and 43% respectively) than respondents aged 18-29 (38%).

Results by Gender

- Female respondents were more likely to state that *Pest plants* are a big problem (42%) than male respondents (38%).

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that *Water pollution* is a big problem (51%) than respondents who identified themselves as non-Maori (39%).
- Respondents who identified themselves as Maori were more likely to state that *Air pollution* is a big problem (24%) than respondents who identified themselves as non-Maori (15%).
- Respondents who identified themselves as Maori were more likely to state that *Climate change* is a big problem (34%) than respondents who identified themselves as non-Maori (18%).

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

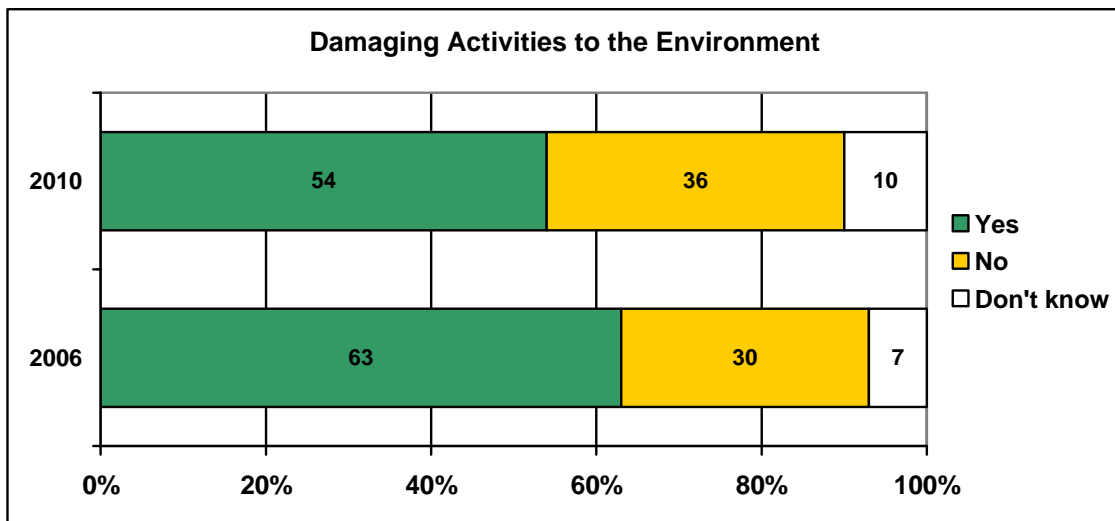
Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for less than 2 years were more likely to state that *Air pollution* is a big problem (30%) than respondents who have lived in the Bay of Plenty for 2-5 years (12%) or more than 5 years (17%).
- Respondents who have lived in the Bay of Plenty for less than 2 years were more likely to state that *Climate change* is a big problem (39%) than respondents who have lived in the Bay of Plenty region for 2-5 years (23%) or more than 5 years (22%).
- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to state that *Pest plants* are a big problem (41%) than respondents who have lived in the Bay of Plenty for 2-5 years (30%).
- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to state that *Pest animals* are a big problem (43%) than respondents who have lived in the Bay of Plenty for 2-5 years (36%) or less than 2 years (36%).

3.2 Damaging Activities to the Environment

Respondents were asked if there were any activities that in their opinion are damaging the environment in the region.

- Just over one-half (54%) of respondents stated that in their opinion there *are* activities that are damaging the environment in the region. This is a decrease of nine percentage points from the 2006 study (63%).



Base: 1300 respondents

Figure 3.2 Damaging Activities to the Environment

Comparative Analysis

Results by Area

- Respondents from Rotorua and Eastern Bay of Plenty were more likely to state that there *are* activities that are damaging the environment in the region (58% and 56% respectively) than respondents from Western Bay of Plenty (50%).

Results by Age

- Respondents aged 30-59 and 60+ were more likely to state that there *are* activities that are damaging the environment in the region (57% and 55% respectively) than respondents aged 18-29 (38%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- Rural respondents were more likely to state that there *are* activities that are damaging the environment in the region (60%) than urban respondents (52%).

Results by Length of Time in Bay of Plenty

- No significant differences between lengths of time living in the Bay of Plenty were observed for this question.

3.2.1 Damaging Activity Identification

Respondents who stated that there *are* activities that are damaging the environment were then asked (unprompted) what activities they think are the most damaging.

- More than one-fifth of respondents (22%) stated that *Farm run-off* is most damaging for the environment.
- 11% stated that *General motor vehicles/ exhaust fumes* are the most damaging to the environment and 9% stated *People littering or being untidy*.

Table 3.2.1 Damaging Activity Identification

What activities do you think are the most damaging?	% of Respondents
Farm run-off	22
General motor vehicles/ exhaust fumes	11
People littering or being untidy	9
Fertilisers and spraying	8
Motor vehicles on beaches	8
Dumping of rubbish	7
Boating	7
The paper mill(s)	7
Pests (such as possums, ferrets, rats)	6
1080 drops	5
Orchards	5
Industrial waste	4
Fires and smoke	3
Mangroves	3
Fishermen	3
Forestry	3
Sea lettuce	2
Weeds	1
Local bird population	1
Other	9
Don't know	1
Total	124

*Base: 732 respondents
Multiple answers allowed*

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that *Farm run-off* is damaging the environment in the region (37%) than respondents from Eastern Bay of Plenty (17%) or Western Bay of Plenty (13%).
- Respondents from Eastern Bay of Plenty were more likely to state that *Paper mill(s)* are damaging the environment in the region (14%) than respondents in Rotorua (4%) or Western Bay of Plenty (2%).
 - Of particular concern was the Kawerau Paper Mill for Eastern Bay of Plenty respondents.
- Respondents from Western Bay of Plenty and Rotorua were more likely to state that *General motor vehicles/ exhaust fumes* are damaging the environment in the region (15% and 12% respectively) than respondents in Eastern Bay of Plenty (7%).

Results by Age

- Respondents aged 60+ were more likely to state that *Pests* are damaging the environment in the region (11%) than respondents aged 18-29 (0%).
- Respondents aged 60+ were more likely to state that *Motor vehicles on beaches* are damaging the environment in the region (15%) than respondents aged 30-59 or 18-29 (5% and 3% respectively).
- Respondents aged 18-29 were more likely to state that *General motor vehicles/ exhaust fumes* are damaging the environment in the region (22%) than respondents aged 30-59 (11%) and 60+ (10%).
- Respondents aged 18-29 and 30-59 were more likely to state that *Farm run-off* is damaging the environment in the region (22% and 26% respectively) than respondents aged 60+ (12%).
- Respondents aged 18-29 were more likely to state that *People littering or being untidy* is damaging the environment in the region (16%) than respondents aged 30-59 or 60+ (8% each respectively).
- Respondents aged 18-29 were more likely to state that *Fishermen* are damaging the environment in the region (8%) than respondents aged 30-59 or 60+ (3% and 2% respectively).

Results by Gender

- Male respondents were more likely to state that *Farm run-off* is damaging the environment in the region (25%) than female respondents (18%).
- Male respondents were more likely to state that *Paper mill(s)* are damaging the environment in the region (10%) than female respondents (4%).
- Female respondents were more likely to state that the *Dumping of rubbish* is damaging the environment in the region (9%) than male respondents (4%).

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state *Farm run-off* is damaging the environment in the region (23%) than respondents who identified themselves as Maori (17%).
- Respondents who identified themselves as Maori were more likely to state *Paper mill(s)* are damaging the environment in the region (15%) than respondents who identified themselves as non-Maori (4%).

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

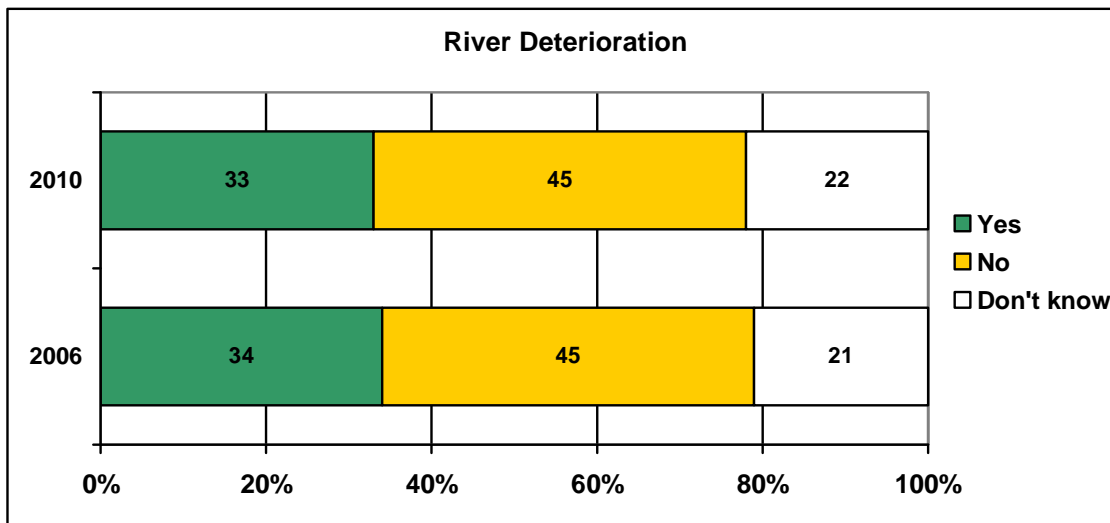
Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for 2-5 years or more than 5 years were more likely to state *Farm run-off* is damaging the environment in the region (22% each respectively) than respondents who have lived in the Bay of Plenty for less than 2 years (7%).
- Respondents who have lived in the Bay of Plenty for less than 2 years were more likely to state that *People littering or being untidy* is damaging the environment in the region (17%) than respondents who have lived in the Bay of Plenty for 2-5 years (7%) or more than 5 years (9%).

3.3 River Deterioration

Respondents were asked if there is a river in the Bay of Plenty that they consider to be deteriorating.

- One-third of respondents (33%) stated that there *is* a river in the Bay of Plenty that they consider to be deteriorating. This is a similar result to the 2006 study (34%).



Base: 1300 respondents
Figure 3.3 River Deterioration

Comparative Analysis

Results by Area

- Respondents from Rotorua and Eastern Bay of Plenty were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (37% and 36% respectively) than respondents from Western Bay of Plenty (27%).

Results by Age

- No significant differences between age groups were observed for this question.

Results by Gender

- Male respondents were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (38%) than female respondents (28%).

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (45%) than respondents who identified themselves as non-Maori (28%).

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

Results by Length of Time in Bay of Plenty

- No significant differences between lengths of time living in the Bay of Plenty were observed for this question.

3.3.1 Deteriorating River Identification

Respondents who stated that there *is* a river in the Bay of Plenty that they consider to be deteriorating were then asked to state which river they believe is deteriorating.

- Just under one-third (32%) of respondents stated that they perceive the *Tarawera River* to be deteriorating.
- More than one-fifth of respondents (21%) stated that they perceive the *Kaituna River* to be deteriorating.
- The *Tarawera River*, *Kaituna River*, and the *Rangitaiki River* all recorded increases in the proportion of respondents who perceive the river to be deteriorating since 2006.

Table 3.3.1 *Deteriorating River Identification*

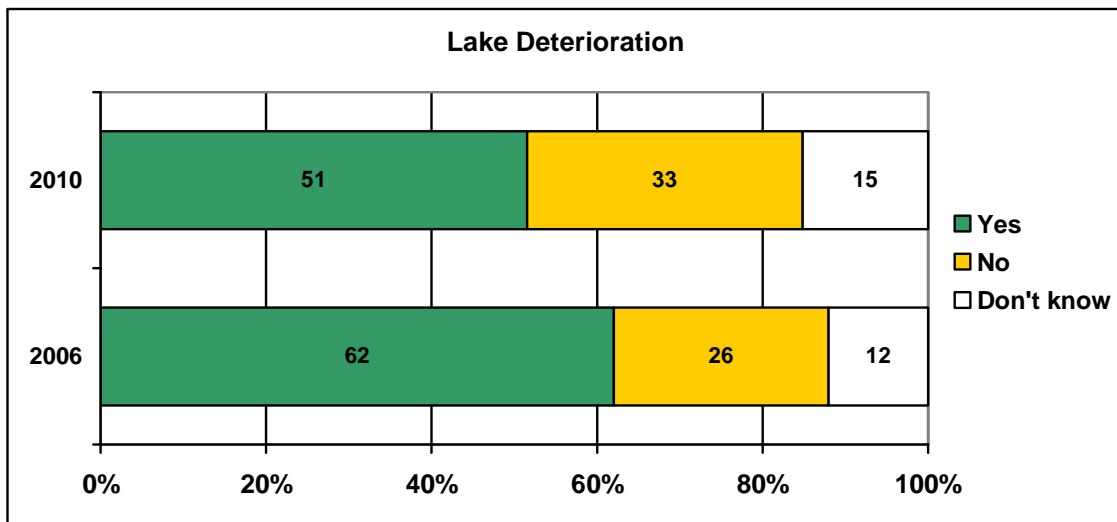
Which river are you thinking of?	% of Respondents	
	2006	2010
Tarawera	27	32
Kaituna	16	21
Rangitaiki	4	8
Wairoa	8	6
Whakatane	3	3
Otara	-	2
Waikato	8	2
Waioeka	4	2
Waimana	-	1
Uretara	2	1
Waiotahi	2	1
Puarenga	-	1
Motu	1	1
Other	7	15
Don't know	14	5
Total	100	100

Base: 442 respondents

3.4 Lake Deterioration

Respondents were then asked if there is a lake in the Bay of Plenty that they consider to be deteriorating.

- Just over one-half of respondents (51%) stated that there *is* a lake in the Bay of Plenty that they consider to be deteriorating. This is a decrease of eleven percentage points from the 2006 study (62%).



Base: 1300 respondents

Figure 3.4 Lake Deterioration

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state there *is* a lake in the Bay of Plenty that is deteriorating (77%) than respondents from Eastern Bay of Plenty (40%) and Western Bay of Plenty (39%).

Results by Age

- Respondents aged 30-59 were more likely to state there *is* a lake in the Bay of Plenty that is deteriorating (54%) than respondents aged 60+ (48%) and 18-29 (43%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- Urban respondents were more likely to state there *is* a lake in the Bay of Plenty that is deteriorating (53%) than rural respondents (45%).

Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to consider there *is* a lake in the Bay of Plenty that is deteriorating (52%) than respondents who have lived in the Bay of Plenty for 2-5 years (45%) or less than 2 years (43%).

3.4.1 Damaging Lake Identification

Respondents who stated that there *is* a lake in the Bay of Plenty that they consider to be deteriorating were then asked to state which lake they believe is deteriorating.

- More than one-half (53%) of respondents stated that they perceive *Lake Rotorua* to be deteriorating. This is an increase of ten percentage points from the 2006 study (43%).
- Slightly less than one-quarter (22%) of respondents stated they perceive *Lake Rotoiti* to be deteriorating. This is a decrease of seven percentage points from the 2006 study (29%).

Table 3.4.1 *Damaging Lake Identification*

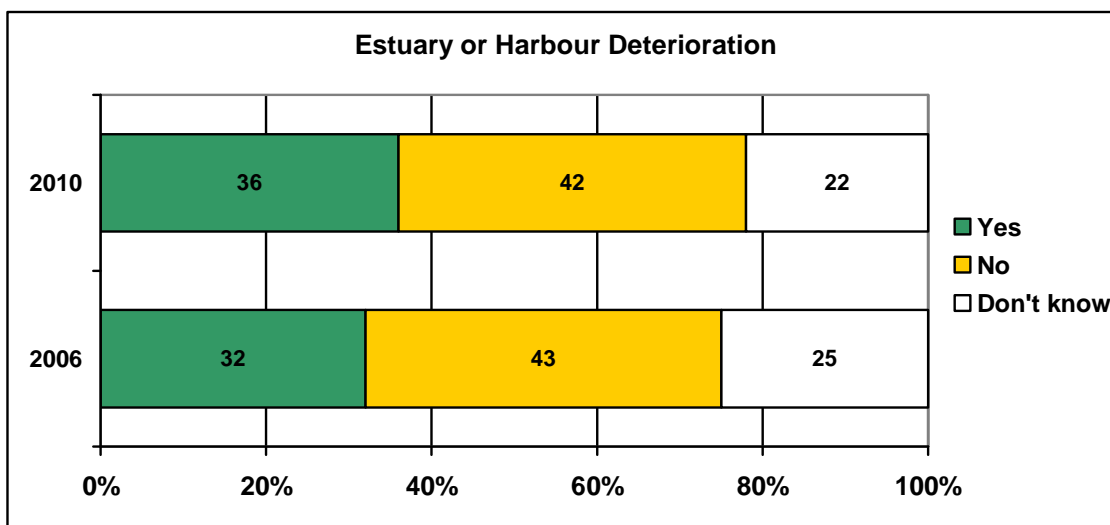
Which lake are you thinking of?	% of Respondents	
	2006	2010
Rotorua	43	53
Rotoiti	29	22
Rotoehu	6	7
Rotoma	4	5
Okareka	1	2
Blue Lake (Tikitapu)	1	1
Okataina	1	1
Aniwhenua	1	1
Tarawera	1	1
Other	2	6
Don't know	3	1
Total	100	100

Base: 690 respondents

3.5 Estuary or Harbour Deterioration

Respondents were then asked if there is an estuary or harbour in the Bay of Plenty that they consider to be deteriorating.

- Slightly more than one-third (36%) of respondents stated that there *is* an estuary or harbour in the Bay of Plenty that they consider to be deteriorating. This is an increase of four percentage points from the 2006 study (32%).



Base: 1300 respondents

Figure 3.5 Estuary or Harbour Deterioration

Comparative Analysis

Results by Area

- Respondents from Western Bay of Plenty were more likely to state there *is* an estuary or harbour in the Bay of Plenty that is deteriorating (54%) than respondents from Eastern Bay of Plenty (29%) and Rotorua (20%).

Results by Age

- Respondents aged 30-59 and 60+ were more likely to state there *is* an estuary or harbour in the Bay of Plenty that is deteriorating (37% and 39% respectively) than respondents aged 18-29 (23%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- Rural respondents were more likely to state there *is* an estuary or harbour in the Bay of Plenty that is deteriorating (42%) than urban respondents (34%).

Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for less than 2 years were more likely to state there *is* an estuary or harbour in the Bay of Plenty that is deteriorating (52%) than respondents who have lived in the Bay of Plenty for 2-5 years (34%) or more than 5 years (35%).

3.5.1 Damaging Estuary or Harbour Identification

Respondents who stated that there *is* an estuary or harbour in the Bay of Plenty that they consider to be deteriorating were then asked to state which estuary or harbour they believe is deteriorating.

- Slightly less than one-half (47%) of respondents stated that they perceive the *Tauranga Harbour* to be deteriorating. This is an increase of two percentage points from the 2006 study (45%).
- Slightly less than one-fifth (16%) of respondents stated they perceive *Ohiwa Harbour* to be deteriorating, an increase of six percentage points from the 2006 study (10%).

Table 3.5.1 *Damaging Estuary or Harbour Identification*

Which estuary or harbour are you thinking of?	% of Respondents	
	2006	2010
Tauranga Harbour	45	47
Ohiwa Harbour	10	16
Maketu	-	6
Little Waihi	5	5
Whakatane	4	5
Waiotahi	2	2
Otarawairere	-	1
Matata	5	1
Rangitikei	-	1
Waikareao	3	1
Other	8	14
Don't know	10	3
Total	100	100

Base: 480 respondents

3.6 Source or Cause of Deterioration

Respondents were then asked what they perceive to be the source or the cause of the deterioration to the region's waterways.

- Approximately one-fifth of respondents stated that the source or cause of the deterioration in the region's waterways is *General human irresponsibility* (22%) or *Farming practices* (19%).
- *General human irresponsibility* (22%) has increased as the source of cause of the deterioration in the region's waterways by ten percentage points from 12% recorded in 2006.
- Just over one in ten respondents (13%) stated that they *Don't know* the source or cause of the deterioration to the region's waterways.

Table 3.6 Source of Cause of Deterioration

What do you feel is the source or cause of the deterioration in the region's waterways	% of Respondents	
	2006	2010
General human irresponsibility	12	22
Farming practices	16	19
Weeds/ mangroves/ sea lettuce	5	8
Run-off from hills	7	6
Industrial waste	8	5
Effluent unspecified	3	4
Sewage/ septic tanks	4	3
Chemicals	7	3
Boats	3	2
Litter	2	2
Timber mills	2	2
Forestry	2	1
Algae	2	1
Household refuse	2	1
Housing development/ growth	2	1
Dairy company	1	1
Birdlife	-	1
Over flow from Lake Rotorua	1	-
Other	5	6
Don't know	17	13
Total	100	100

Base: 1300 respondents

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that *Farming practices* are responsible for the deterioration in the region's waterways (25%) than respondents in Eastern Bay of Plenty (18%) or Western Bay of Plenty (15%).
- Respondents from Rotorua were more likely to state that *General human irresponsibility* is responsible for the deterioration in the region's waterways (37%) than respondents in Eastern Bay of Plenty (16%) or Western Bay of Plenty (13%).
- Respondents from Western Bay of Plenty were more likely to state that *General human irresponsibility* is responsible for the deterioration in the region's waterways (15%) than respondents in Eastern Bay of Plenty (6%) or Rotorua (2%).

Results by Age

- Respondents aged 18-29 were more likely to state that *Industrial waste* is responsible for the deterioration in the region's waterways (7%) than respondents aged 60+ (2%).
- Respondents aged 60+ were more likely to state that *Run-off from hills* is responsible for the deterioration in the region's waterways (8%) than respondents aged 18-29 (3%).
- Respondents aged 60+ were more likely to state that *Weeds/ mangroves/ sea lettuce* are responsible for the deterioration in the regions' waterways (11%) than respondents aged 18-29 (4%).

Results by Gender

- Male respondents were more likely to state that *Farming practices* are responsible for the deterioration in the region's waterways (23%) than female respondents (15%).

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that *Weeds/ mangroves/ sea lettuce* are responsible for the deterioration in the region's waterways (10%) than respondents who identified themselves as Maori (3%).

Results by Urban/Rural Location

- Urban respondents were more likely to state that *General human irresponsibility* is responsible for the deterioration in the region's waterways (23%) than rural respondents (16%).

Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to state that *Farming practices* are responsible for the deterioration in the region's waterways (19%) than respondents who have lived in the Bay of Plenty for less than 2 years (11%).
- Respondents who have lived in the Bay of Plenty for less than 2 years were more likely to state that *General human irresponsibility* is responsible for the deterioration in the region's waterways (27%) than respondents who have lived in the Bay of Plenty for more than 5 years (22%) or 2-5 years (16%).

Part 4: Natural Hazards

4.1 Identification of Natural Hazards

Respondents were then asked what natural hazard event they see as being most likely to endanger them or their property.

- Over one-half of respondents (52%) stated that an *Earthquake* is the natural hazard event they see as being most likely to endanger them or their property. This is an increase of eight percentage points from the 2006 survey (44%).
- One-tenth or more of respondents identified a *Flood* (11%), a *Tsunami* (11%) and a *Volcanic eruption* (10%) as the natural hazard event they see as being most likely to endanger them or their property.
- A *Volcanic eruption* decreased as the natural hazard event most likely to endanger respondents or their property by six percentage points from 16% in the 2006 survey to 10% in the 2010 survey.

Table 4.1 Identification of Natural Hazards

What natural hazard event do you see as being the most likely to endanger you or your property?	% of Respondents	
	2006	2010
Earthquake	44	52
Flood	14	11
Tsunami	9	11
Volcanic eruption	16	10
Storm surge	3	4
Landslide	3	1
Tropical cyclone/Hurricane	1	1
Tornado/Whirlwind	1	<1
Other	2	2
Don't know	8	6
Total	100	100

Base: 1300 respondents

4.1.1 Natural Hazards Identification by Area

- Respondents from all three areas, Eastern Bay of Plenty, Rotorua and Western Bay of Plenty stated an *Earthquake* was the most likely natural hazard event to endanger them or their property.
 - Respondents from Rotorua were more likely to identify an *Earthquake* as the natural hazard event they see as being most likely to endanger them or their property (59%) than respondents from Eastern Bay of Plenty (53%) and Western Bay of Plenty (46%).

- The second most common natural hazard identified by respondents varied by the area the respondent lived.
 - Respondents from Eastern Bay of Plenty were the most likely to identify a *Flood* as the natural hazard event they see as being the most likely to endanger them or their property (20%) than respondents from Rotorua (6%) or Western Bay of Plenty (8%).
 - Respondents from Rotorua were more likely to identify a *Volcanic eruption* as the natural hazard event they see as being the most likely to endanger them or their property (23%) than respondents from Eastern Bay of Plenty (6%) or Western Bay of Plenty (3%).
 - Respondents from Western Bay of Plenty were more likely to identify a *Tsunami* as the natural hazard event they see as being the most likely to endanger them or their property (22%) than respondents from Eastern Bay of Plenty (8%) or Rotorua (1%).

Table 4.1.1 Natural Hazards Identification by Area

What natural hazard event do you see as being the most likely to endanger you or your property?	% of Respondents		
	Eastern Bay of Plenty	Rotorua	Western Bay of Plenty
Earthquake	53	59	46
Flood	20	6	8
Tsunami	8	1	22
Volcanic eruption	6	23	3
Storm surge	3	3	7
Landslide	2	1	2
Tropical cyclone/Hurricane	1	<1	1
Tornado/Whirlwind	1	1	1
Other	1	2	3
Don't know	6	4	9
Total	100	100	100
No. of Respondents	425	415	510

Comparative Analysis

Results by Age

- Respondents aged 30-59 and 60+ were more likely to state that an *Earthquake* is most likely to endanger them or their property (52% and 54% respectively) than respondents aged 18-29 (42%).
- Respondents aged 18-29 were more likely to state that a *Flood* is most likely to endanger them or their property (21%) than respondents aged 30-59 (11%) or 60+ (5%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that an *Earthquake* is most likely to endanger them or their property (54%) than respondents who identified themselves as Maori (46%).
- Respondents who identified themselves as Maori were more likely to state that a *Flood* is most likely to endanger them or their property (21%) than respondents who identified themselves as non-Maori (7%).

Results by Urban/Rural Location

- Urban respondents were more likely to state that an *Earthquake* is most likely to endanger them or their property (54%) than rural respondents (43%).
- Urban respondents were more likely to state that a *Volcanic eruption* is most likely to endanger them or their property (12%) than rural respondents (6%).

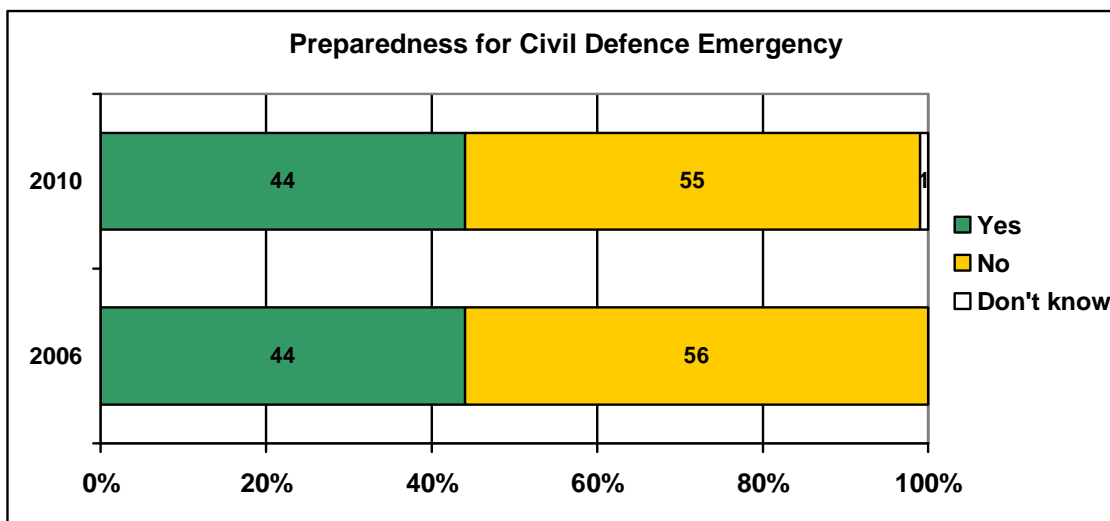
Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for 2-5 years and more than 5 years were more likely to state that an *Earthquake* is most likely to endanger them or their property (54% and 52% respectively) than respondents who have lived in the Bay of Plenty less than 2 years (40%).

4.2 Preparedness for Civil Defence Emergency

Respondents were then asked if they currently have an emergency preparedness kit ready to last their household for at least three days in the event of a Civil Defence emergency.

- Less than one-half of respondents (44%) stated that they currently have an emergency preparedness kit ready to last their household for at least three days in the event of a Civil Defence emergency. This is the same proportion prepared as in the 2006 survey.



Base: 1300 respondents

Figure 4.2 Preparedness for Civil Defence Emergency

Comparative Analysis

Results by Area

- Respondents from Eastern Bay of Plenty and Western Bay of Plenty were more likely to state that they *do* have an emergency preparedness kit (47% and 45% respectively) than respondents from Rotorua (41%).

Results by Age

- Respondents aged 60+ were more likely to state that they *do* have an emergency preparedness kit (56%) than respondents aged 30-59 (43%) or 18-29 (27%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that they *do* have an emergency preparedness kit (46%) than respondents who identified themselves as Maori (41%).

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

Results by Length of Time in Bay of Plenty

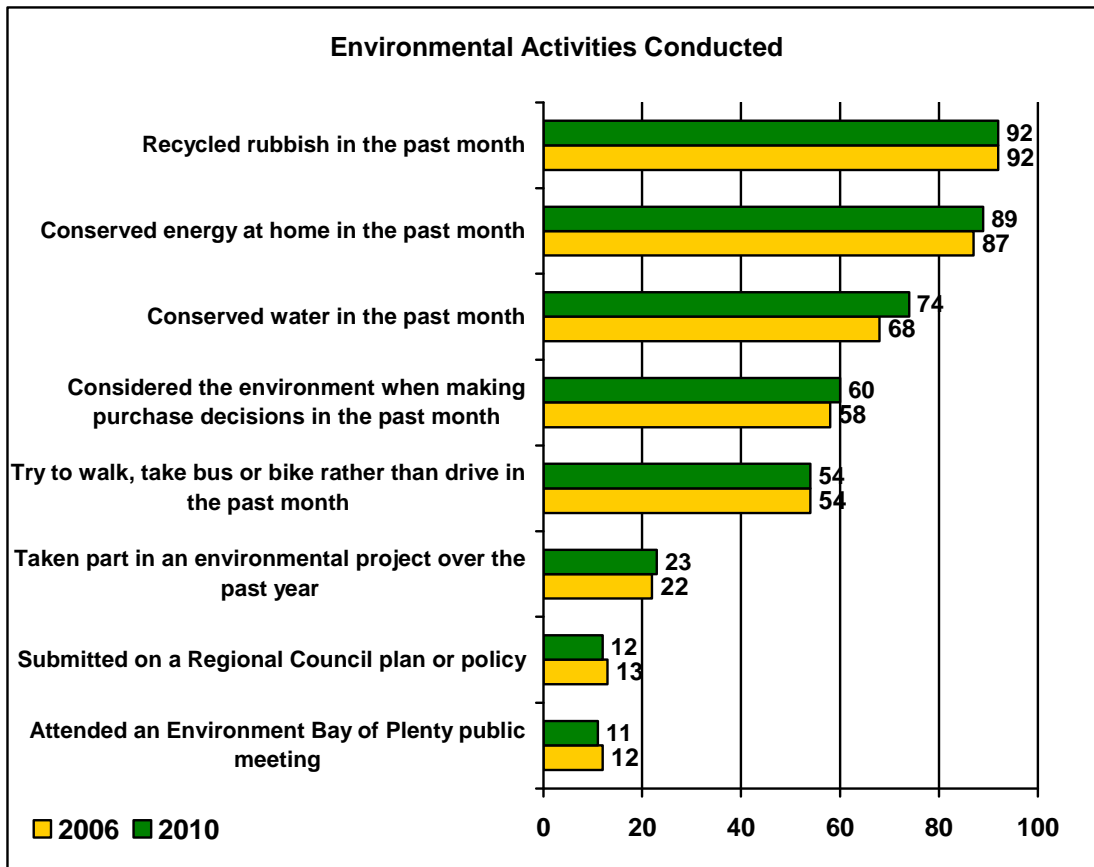
- Respondents who have lived in the Bay of Plenty for 2-5 years were more likely to state that they *do* have an emergency preparedness kit (58%) than respondents who have lived in the Bay of Plenty for more than 5 years (44%) or less than 2 years (25%).

Part 5: ‘Environmentally Friendly’ Behaviour

5.1 Environmental Activities Conducted

Respondents were asked if they are currently doing or have done a number of environmentally friendly activities.

- More than nine out of every ten respondents (92%) stated that they have *Recycled rubbish in the past month*. A similar proportion of respondents (89%) stated that they have *Conserved energy in their home in the past month*.
- Slightly less than three-quarters (74%) of respondents stated that they have *conserved water in the past month* and more than one-half have *Considered the environment when making purchase decisions* (60%) or *Tried to walk, take the bus or bike rather than drive in the past month* (54%).
- Since the 2006 survey, there has been a 6 percentage point increase in the proportion of the population who have *Conserved water in the past month* increasing from 68% in 2006 to 74% in 2010.



Base: 1300 respondents

Figure 5.1 Environmental Activities Conducted

Comparative Analysis

Results by Area

- Respondents from Eastern Bay of Plenty were more likely to state that they *have* recycled in the past month (97%) than respondents from Rotorua (86%).
- Respondents from Western Bay of Plenty were more likely to state that they *have* considered the environment when making purchasing decisions in the past month (64%) than respondents from Eastern Bay of Plenty (55%).
- Respondents from Rotorua were more likely to state that they *have* conserved energy at home in the past month (93%) than respondents from Western Bay of Plenty (86%).
- Respondents from Eastern Bay of Plenty were more likely to state that they *have* taken part in an environmental project like tree planting over the last year (32%) than respondents from Rotorua (18%) or Western Bay of Plenty (19%).

Results by Age

- Respondents aged 30-59 and 60+ were more likely to state that they *have* considered the environment when making purchasing decisions in the past month (63% and 62% respectively) than respondents aged 18-29 (44%).
- Respondents aged 18-29 were more likely to state that they *have* tried to walk, take the bus, or bike rather than drive in the past month (69%) than respondents aged 30-59 (52%) or 60+ (50%).
- Respondents aged 30-59 and 60+ were more likely to state that they *have* conserved energy at home in the past month (90% and 91% respectively) than respondents aged 18-29 (83%).
- Respondents aged 18-29 and 30-59 were more likely to state that they *have* taken part in an environmental project like tree planting over the last year (25% and 24% respectively) than respondents aged 60+ (19%).
- Respondents aged 60+ were more likely to state that they *have* submitted on a Regional Council plan or policy (15%) than respondents aged 18-29 (7%).
- Respondents aged 60+ were more likely to state that they *have* attended an Environment Bay of Plenty public meeting (13%) than respondents aged 18-29 (2%).

Results by Gender

- Female respondents were more likely to state that they *have* considered the environment when making purchasing decisions in the past month (69%) than male respondents (51%).
- Female respondents were more likely to state that they *have* tried to walk, take the bus, or bike rather than drive in the past month (57%) than male respondents (51%).

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that they *have* considered the environment when making purchasing decisions in the past month (63%) than respondents who identified themselves as Maori (52%).
- Respondents who identified themselves as Maori were more likely to state that they *have* tried to walk, take the bus, or bike rather than drive in the past month (58%) than respondents who identified themselves as non-Maori (53%).
- Respondents who identified themselves as Maori were more likely to state that they *have* conserved water in the past month (80%) than respondents who identified themselves as non-Maori (71%).
- Respondents who identified themselves as Maori were more likely to state that they *have* taken part in an environmental project like tree planting over the last year (31%) than respondents who identified themselves as non-Maori (20%).

Results by Urban/Rural Location

- Urban respondents were more likely to state that they *have* tried to walk, take the bus, or bike rather than drive in the past month (57%) than rural respondents (44%).
- Rural respondents were more likely to state that they *have* taken part in an environmental project like tree planting over the last year (36%) than urban respondents (19%).
- Rural respondents were more likely to state that they *have* attended an Environment Bay of Plenty public meeting (19%) than urban respondents (9%).

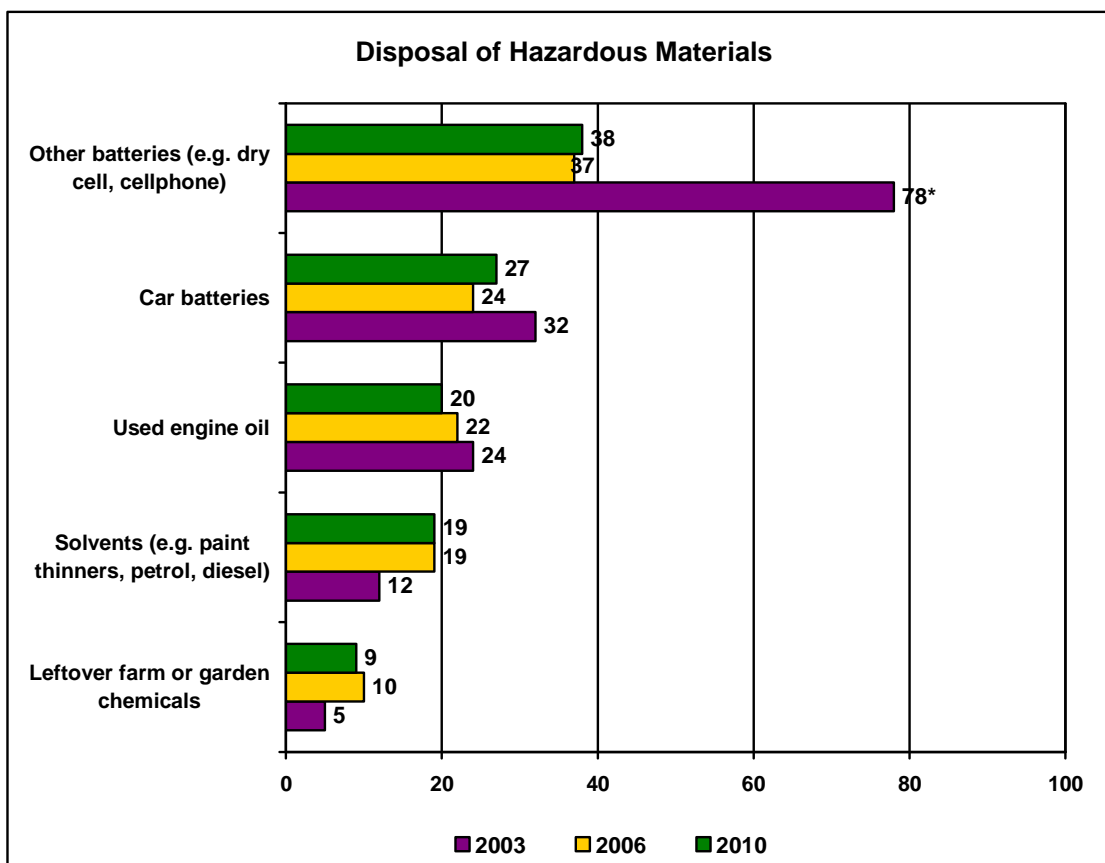
Results by Length of Time in Bay of Plenty

- No significant differences between lengths of time living in the Bay of Plenty were observed for this question.

5.2 Disposal of Hazardous Materials

Respondents were asked a series of questions regarding their need to dispose of hazardous materials in the past year.

- More than one-third of respondents (38%) stated that they have needed to dispose of *Other batteries (e.g. dry cell, cellphone)* in the past year. This result is similar to the result reported in the 2006 survey (37%).
- One-fifth or more of respondents have needed to dispose of *Car batteries* (27%) or *Used engine oil* (20%) in the past year.



Base: 1300 respondents

Figure 5.2 Disposal of Hazardous Materials

*This significant difference in results between 2003 and 2006 is largely attributable to a slight change in question. In 2003, a definition of 'other batteries' was not provided to respondents as a point of reference and therefore a significant proportion of responses were likely to include the disposal of standard consumer electronic batteries.

Comparative Analysis

Results by Area

- Respondents from Eastern Bay of Plenty and Western Bay of Plenty were more likely to state that they *have* needed to dispose of leftover farm or garden chemicals over the past year (11% each respectively) than respondents from Rotorua (6%).
- Respondents from Eastern Bay of Plenty were more likely to state that they *have* needed to dispose of solvents over the past year (21%) than respondents from Rotorua (16%).
- Respondents from Rotorua were more likely to state that they *have* needed to dispose of other batteries over the past year (44%) than respondents from Eastern Bay of Plenty (37%).

Results by Age

- Respondents aged 18-29 and 30-59 were more likely to state that they *have* needed to dispose of used engine oil over the past year (24% and 22% respectively) than respondents aged 60+ (13%).
- Respondents aged 30-59 were more likely to state that they *have* needed to dispose of solvents over the past year (21%) than respondents aged 60+ (15%).
- Respondents aged 30-59 were more likely to state that they *have* needed to dispose of car batteries over the past year (28%) than respondents aged 60+ (22%).
- Respondents aged 30-59 were more likely to state that they *have* needed to dispose of other batteries over the past year (43%) than respondents aged 18-29 (35%) or 60+ (33%).

Results by Gender

- Male respondents were more likely to state that they *have* needed to dispose of used engine oil over the past year (30%) than female respondents (10%).
- Male respondents were more likely to state that they *have* needed to dispose of leftover farm or garden chemicals over the past year (12%) than female respondents (7%).
- Male respondents were more likely to state that they *have* needed to dispose of solvents over the past year (23%) than female respondents (15%).
- Male respondents were more likely to state that they *have* needed to dispose of car batteries over the past year (37%) than female respondents (17%).
- Male respondents were more likely to state that they *have* needed to dispose of other batteries over the past year (45%) than female respondents (35%).

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- Rural respondents were more likely to state that they *have* needed to dispose of leftover farm or garden chemicals over the past year (13%) than urban respondents (8%).
- Rural respondents were more likely to state that they *have* needed to dispose of solvents over the past year (23%) than urban respondents (18%).
- Rural respondents were more likely to state that they *have* needed to dispose of car batteries over the past year (35%) than urban respondents (24%).

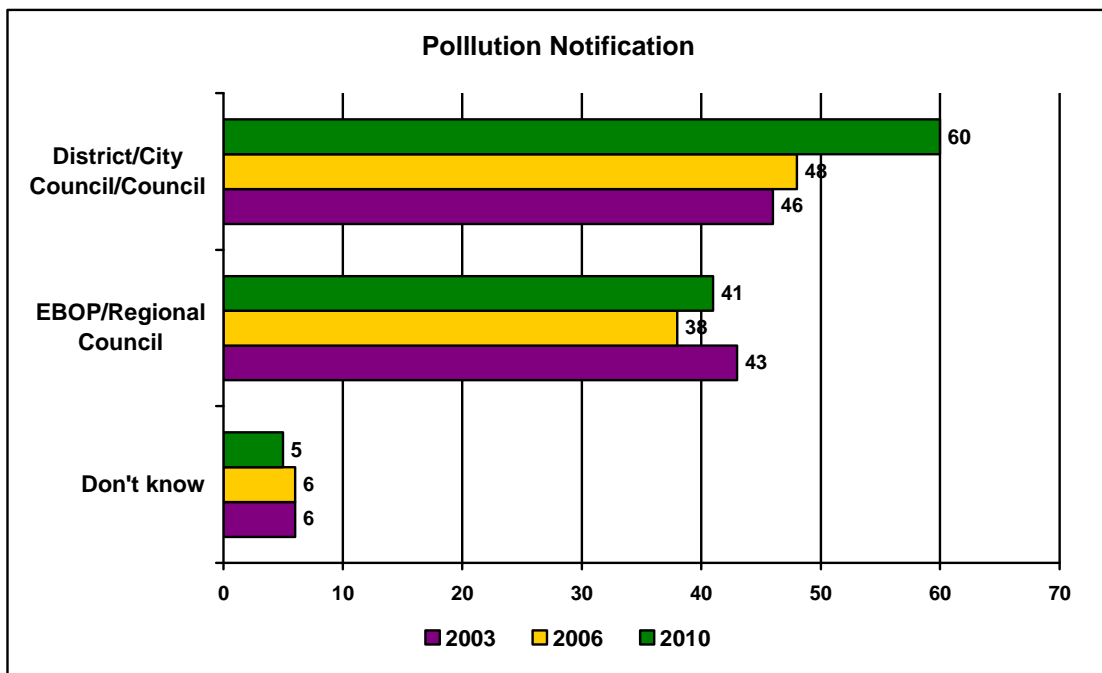
Results by Length of Time in Bay of Plenty

- No significant differences between lengths of time living in the Bay of Plenty were observed for this question.

5.3 Pollution Notification

Respondents were then asked if they noticed pollution occurring who, if anyone, they would contact.

- Three-fifths of respondents (60%) stated that they would contact the *District Council/City Council* if they noticed pollution occurring. This result represents an increase of twelve percentage points from the 2006 study (48%).
- Slightly more than two-fifths of respondents (41%) stated that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring. This result represents an increase of three percentage points from the 2006 study (38%).



Base: 1300 respondents
Figure 5.3 Pollution Notification
Multiple responses allowed

Note: A further 14% of respondents gave responses such as *Department of Conservation, Pollution Hotline and the Police*. These responses were omitted from the above graphic as the proportion of respondents who gave each response was minimal and comparative figures were unavailable.

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that they would contact the *District/City Council* if they noticed pollution occurring (68%) than respondents from Eastern Bay of Plenty (58%) or Western Bay of Plenty (56%).
- Respondents from Western Bay of Plenty and Eastern Bay of Plenty were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (46% and 44% respectively) than respondents from Rotorua (33%).

Results by Age

- Respondents aged 30-59 were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (46%) than respondents aged 18-29 (35%) or 60+ (34%).

Results by Gender

- Female respondents were more likely to state that they would contact the *District/City Council* if they noticed pollution occurring (64%) than male respondents (56%).

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (44%) than respondents who identified themselves as Maori (36%).

Results by Urban/Rural Location

- Urban respondents were more likely to state that they would contact the *District/City Council* if they noticed pollution occurring (63%) than rural respondents (51%).
- Rural respondents were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (49%) than urban respondents (39%).

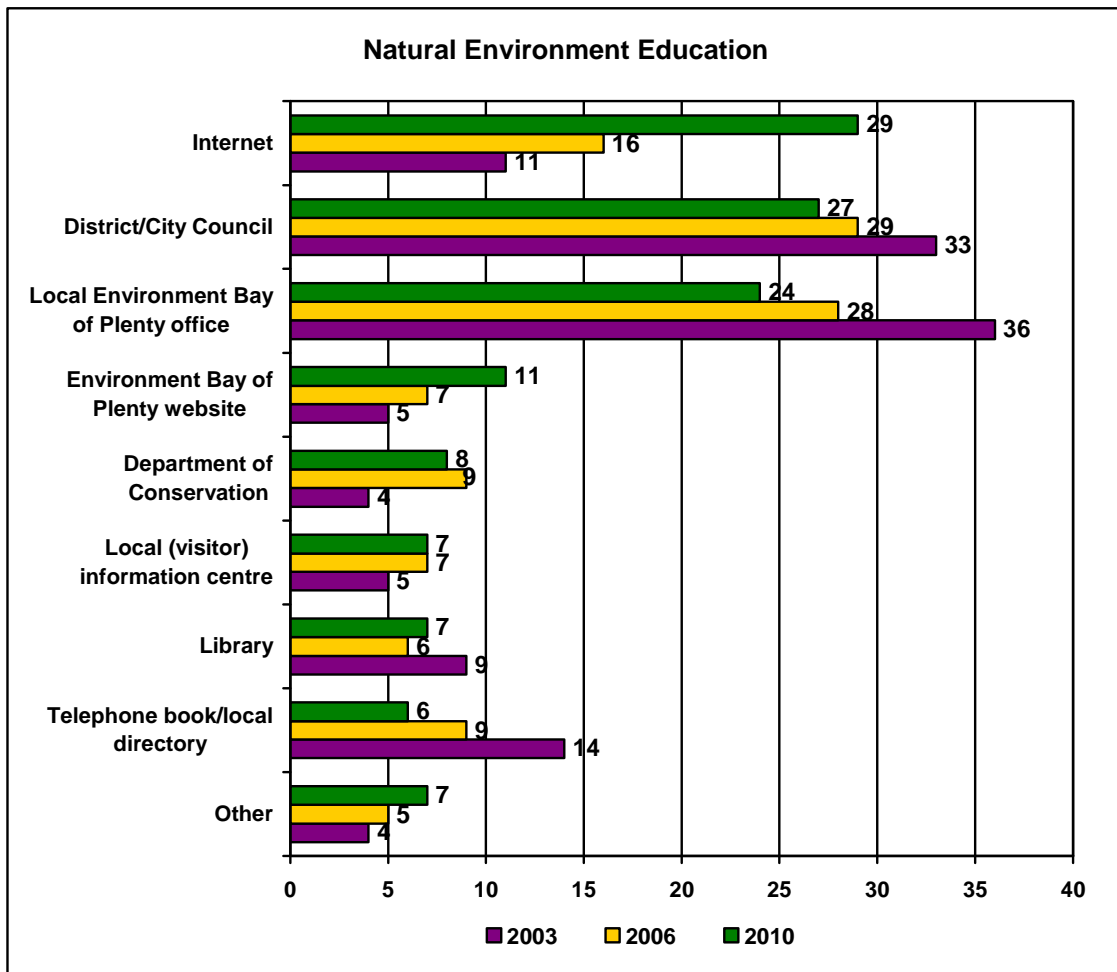
Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for 2-5 years were more likely to state that they would contact *District/City Council* if they noticed pollution occurring (70%) than respondents who have lived in the Bay of Plenty for less than 2 years (44%) or more than 5 years (60%).

5.4 Natural Environment Education

Respondents were then asked where they would look if they wanted to find information about the natural environment in the Bay of Plenty region.

- The most common places for respondents to state they would look for information regarding the natural environment were *Internet* (29%), *District/City Council* (27%) and *Local Environment Bay of Plenty office* (24%).
- The proportion of respondents who stated that they would use the *Internet* (29%) has increased thirteen percentage points from 2006 (16%) while the proportion who stated *Local Environment Bay of Plenty office* (24%) has decreased four percentage points from 2006 (28%).



Base: 1300 respondents

Figure 5.4 Natural Environment Education

Multiple responses allowed

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that they would look for information about the natural environment in the Bay of Plenty region on the *Internet* (35%) than respondents from Eastern Bay of Plenty (24%).

Results by Age

- Respondents aged 60+ were more likely to state that they would look for information about the natural environment in the Bay of Plenty region at the *Local Environment Bay of Plenty office* (30%) than respondents aged 18-29 (12%).
- Respondents aged 60+ were more likely to state that they would look for information about the natural environment in the Bay of Plenty region at the *District/City Council* (34%) than respondents aged 18-29 (22%).
- Respondents aged 18-29 were more likely to state that they would look for information about the natural environment in the Bay of Plenty region on the *Internet* (45%) than respondents aged 30-59 (34%) or 60+ (11%).

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that they would look for information about the natural environment in the Bay of Plenty region at the *Local Environment Bay of Plenty office* (26%) than respondents who identified themselves as Maori (18%).

Results by Urban/Rural Location

- Urban respondents were more likely to state that they would look for information about the natural environment in the Bay of Plenty region on the *Internet* (31%) than rural respondents (21%).

Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for 2-5 years or more than 5 years were more likely to state that they would look for information about the natural environment in the Bay of Plenty region at the *Local Environment Bay of Plenty office* (21% and 29% respectively) than respondents who have lived in the Bay of Plenty for less than 2 years (7%).
- Respondents who have lived in the Bay of Plenty for less than 2 years were more likely to state that they would look for information about the natural environment in the Bay of Plenty region on the *Internet* (41%) than respondents who have lived in the Bay of Plenty for 2-5 years (33%) or more than 5 years (28%).
- Respondents who have lived in the Bay of Plenty for less than 2 years were more likely to state that they would look for information about the natural environment in the Bay of Plenty region at the *Library* (15%) than respondents who have lived in the Bay of Plenty for more than 5 years (7%).

Part 6: Environment Bay of Plenty Publicity

6.1 Recall of Environment Bay of Plenty Information or Advertising

Respondents were then asked if they recall seeing or hearing any information or advertising material from Environment Bay of Plenty in the last year.

- The most common places for respondents to recall (unprompted) seeing or hearing any information or advertising material from Environment Bay of Plenty in the last year were the *Regional Guardian* (24%) and *Articles in other newspapers* (23%).
- These advertising methods were also the most commonly recalled when respondents were prompted.

Table 6.1 Recall of Environment Bay of Plenty Information or Advertising

Advertising Method	% of Respondents recalling when unprompted			% of Respondents recalling when prompted		
	2003	2006	2010	2003	2006	2010
Regional Guardian	30	33	24	21	22	24
Articles in other newspapers	14	24	23	17	16	30
Pamphlets/Flyers	-	11	15	-	-	-
Advertisements in other newspapers	17	17	13	18	11	21
Radio advertisements	11	10	8	14	8	17
Signage/vehicles/buses	-	3	3	-	-	-
Cinema advertising	-	1	-	-	-	4
Other	15	6	11	-	-	-

*Base: 1300 respondents
Multiple responses allowed*

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (39%) than respondents from Eastern Bay of Plenty (20%) or Western Bay of Plenty (14%).

Results by Age

- Respondents aged 30-59 and 60+ were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (25% and 27% respectively) than respondents aged 18-29 (14%).

Results by Gender

- No significant differences by genders were observed for this question.

Results by Ethnicity

- No significant differences by ethnic groups were observed for this question.

Results by Urban/Rural Location

- Urban respondents were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (24%) than rural respondents (18%).

Results by Length of Time in Bay of Plenty

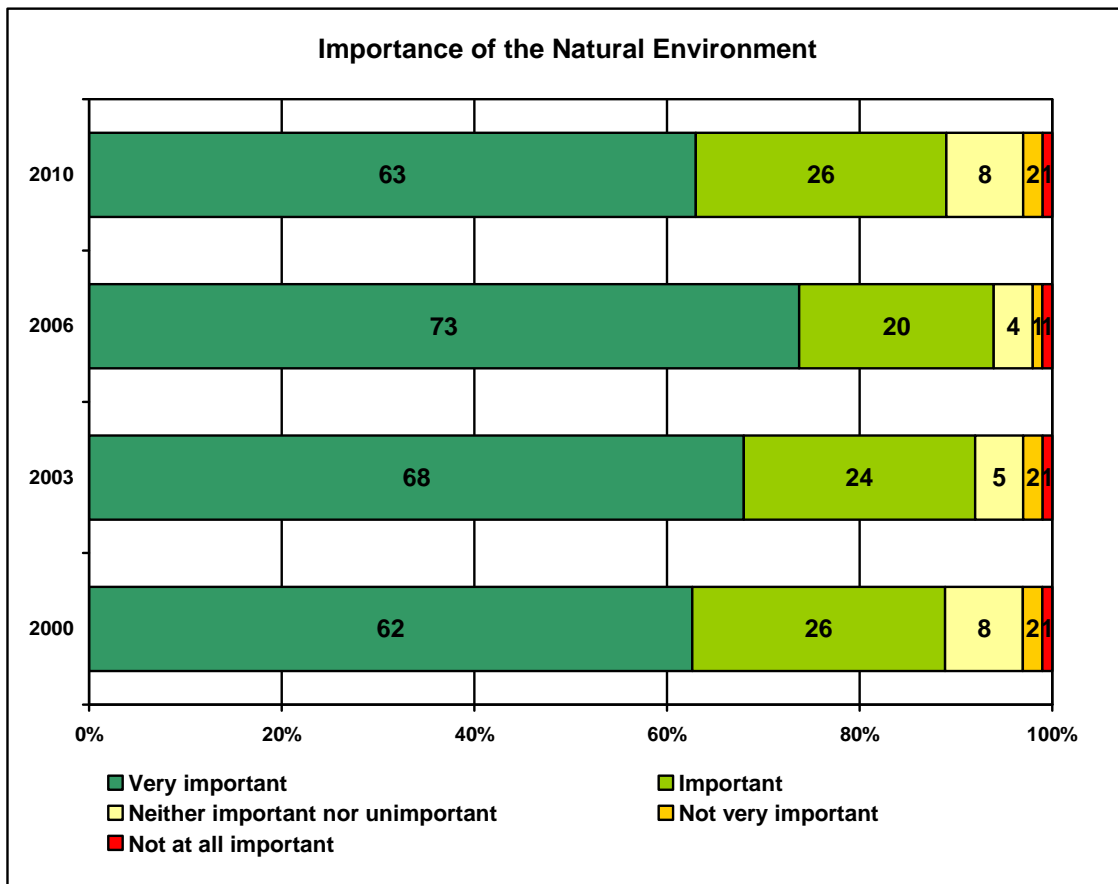
- Respondents who have lived in the Bay of Plenty for 2-5 years were more likely to recall Environment Bay of Plenty advertising in *Articles about Environment Bay of Plenty in other papers* (32%) than respondents who have lived in the Bay of Plenty for more than 5 years (22%) or less than 2 years (12%).
- Respondents who have lived in the Bay of Plenty for 2-5 years or more than 5 years were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (21% and 25% respectively) than respondents who have lived in the Bay of Plenty for less than 2 years (2%).

Part 7: Relationship with the Natural Environment

7.1 Importance of the Natural Environment

Respondents were then asked how important the natural environment is in their reasons for living in the Bay of Plenty.

- Almost two-thirds of respondents (63%) stated that the natural environment is *very important* to their reasons for living in the Bay of Plenty. This result represents a decrease of ten percentage points from 2006 (73%). The overall importance of the natural environment was 89% (very important or important), a decrease of four percentage points from 2006 (93%).



Base: 1300 respondents

Figure 7.1 Importance of the Natural Environment

Comparative Analysis

Results by Area

- No significant differences between areas were observed for this question.

Results by Age

- No significant differences between ages were observed for this question.

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- No significant differences between locations were observed for this question.

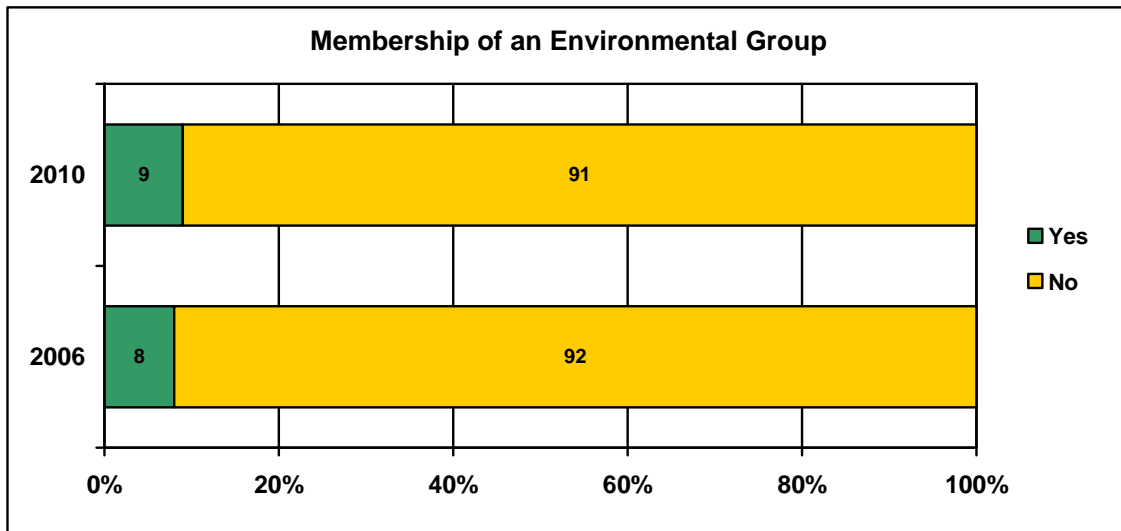
Results by Length of Time in Bay of Plenty

- No significant differences between length of time living in the Bay of Plenty were observed for this question.

7.2 Membership of an Environmental Group

Respondents were then asked if they are currently a member of an environmental group.

- Less than one out of every ten respondents (9%) stated that they *are* currently a member of an environmental group. This was a similar proportion to that recorded in the 2006 survey (8%).



Base: 1300 respondents

Figure 7.2 Membership of an Environmental Group

Comparative Analysis

Results by Area

- No significant differences between areas were observed for this question.

Results by Age

- No significant differences between ages were observed for this question.

Results by Gender

- No significant differences between genders were observed for this question.

Results by Ethnicity

- No significant differences between ethnic groups were observed for this question.

Results by Urban/Rural Location

- Rural respondents were more likely to state they *are* a member of an environmental group (12%) than urban respondents (8%).

Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for 2-5 years or more than 5 years were more likely to state that they *are* a member of an environmental group (9% each respectively) than respondents who have lived in the Bay of Plenty for less than 2 years (0%).

7.3 Specific Group Membership

Respondents who stated that they *are* currently a member of an environmental group (117 respondents) were then asked which environmental group they belong to.

- More than one-quarter of respondents (27%) stated that they are a member of *Greenpeace*. A further 15% of respondents stated that they are a member of a *Care group* and 14% stated that they are a member of *Forest and Bird*. These proportions were similar to those recorded in the 2006 survey (27%, 14%, and 14% respectively).

Table 7.3 Specific Group Membership

Which environmental group do you belong to?	% of Respondents	
	2006	2010
Greenpeace	27	27
Care group	14	15
Forest and Bird	14	14
Marae based group	6	5
Kiwi Conservation Club	-	2
Fish and Game NZ	5	1
Other	34	40
Total	100	100

Base: 117 respondents
Multiple responses allowed

Appendices

Appendix 1 – Demographics

GENDER

Gender	% of Respondents	
	Sample	Population
Male	48	49
Female	52	51
Total	100	100

Base: 1300 respondents

AGE

Age	% of Respondents	
	Sample	Population
18-29	13	14
30-59	60	60
60+	27	26
Total	100	100

Base: 1300 respondents

ETHNICITY

Ethnicity	% of Respondents	
	Sample	Population
Maori	27	28
Non-Maori	73	72
Total	100	100

Base: 1300 respondents

LENGTH OF TIMING LIVING IN THE BAY OF PLENTY REGION

How long have you lived in the Bay of Plenty region?	% of Respondents
Less than 2 years	3
2 years–5 years	7
More than 5 years	89
Total	100

Base: 1300 respondents

AREA

Area	% of Respondents
Western Bay of Plenty	38
Eastern Bay of Plenty	31
Rotorua	31
Total	100

Base: 1300 respondents

LOCATION – URBAN OR RURAL

Rural/Urban	% of Respondents
Urban	76
Rural	24
Total	100

Base: 1300 respondents

Appendix 2 – Questionnaire

Sequential interview #	Interviewer	Gender M1	F2	Area #	Office Use Only
Date	Start	Finish			

Environment Bay of Plenty - Questionnaire – Survey 2010

(Greeting) its (name) speaking from Key Research. We're doing a brief survey for Environment Bay of Plenty, basically about lots of things to do with you and the Bay of Plenty environment. Every person who responds to the survey will go into the draw to win \$250 worth of grocery vouchers. The survey is with local residents aged 18 and over, would you be 18 or over? (If no ask to speak to someone who is).

This survey will take approximately 11 minutes. Is now a good time to do the survey with you? CHECK QUOTAS

First, just a few questions about you to ensure that we have interviewed a good cross-section of people.

1. Which of these age groups do you fall into?

ONE ANSWER ONLY

1	18-29
2	30-59
3	60 +
4	Refused (DON'T READ)

2. Which ethnic group do you mainly identify with?

READ IF NECESSARY, ONE ANSWER ONLY

1	European
2	Maori
3	Pacific Islander
4	Asian / Indian
5	New Zealander (DO NOT READ) If New Zealander ask, are you of European descent? (if so, code as 1) And are you of Maori descent? (if so code as 2) If still New Zealander code under 5
6	Other (please specify)
7	Don't know (DON'T READ)
8	Refused (DON'T READ)

3. Had you heard of Environment Bay of Plenty before this interview?

1	Yes (GO TO Q3A)
2	No (SKIP TO Q4)
3	Don't know (DO NOT READ) - (SKIP TO Q4)
4	Refused (DO NOT READ) - (GO TO Q3A)

3A. Have you ever dealt directly with Environment Bay of Plenty?

1	Yes (GO TO Q3B)
2	No (SKIP TO Q4)
3	Don't know (DO NOT READ) - (SKIP TO Q4)
4	Refused (DO NOT READ) IF REFUSED TO BOTH Q3 & Q3A – END, OTHERWISE, SKIP TO Q4

3B. (If yes) what was your contact to do with?

UNPROMPTED, MULTIPLE ANSWERS ALLOWED

1	Pollution Hotline	11	Transport
2	Pest animals and / or plants	12	Complaint
3	'Haz-mobile'	13	Environmental Enhancement Fund
4	Flooding and / or drainage	14	Information request
5	Regional Plan	15	Resource Consents
6	Civil Defence	16	Other <i>(please specify)</i>
7	Environmental programmes		
8	Heritage and / or Regional Parks		
9	Env. Education Programme		
10	Navigation and water safety	17	Don't know (DO NOT READ)

3C. When you were in contact with an Environment Bay of Plenty staff member

		YES	NO	DK	REFUSED
				DO NOT READ	
A	Was the person respectful	1	2	3	4
B	Was the person knowledgeable	1	2	3	4
C	Was the information you received helpful	1	2	3	4

4. A) What is the main role or mission of Environment Bay of Plenty?

(PROBE: And what else) MULTIPLE ANSWERS ALLOWED

4B) And what types of roles or responsibilities does Environment Bay of Plenty have?

MULTIPLE ANSWERS ALLOWED

4C) And what else?

MULTIPLE ANSWERS ALLOWED

5. I'm going to read a list of environmental issues. Please say whether you feel each of these is a big problem, some problem, or no problem in the Bay of Plenty region:
PROMPTED, READ OUT

		Big problem	Some problem	No problem	Don't know
A	Water pollution	1	2	3	4
B	Air pollution	1	2	3	4
C	Climate change	1	2	3	4
D	Pest plants (plants that are pests like gorse or wild ginger)	1	2	3	4
E	Pest animals (like possums or rabbits)	1	2	3	4

6. Are there any activities that in your opinion are damaging the environment in the region?

1	Yes (GO TO Q6A)
2	No (SKIP TO Q7)
3	Don't know (DO NOT READ) - (SKIP TO Q7)
4	Refused (DO NOT READ) - (SKIP TO Q7)

- 6A) What activities do you think are the most damaging?
PROBE: AND WHAT ELSE, MULTIPLE ANSWERS ALLOWED

7. Is there any river in the Bay of Plenty that you consider to be deteriorating?

1	Yes (GO TO Q7A)
2	No (SKIP TO Q8)
3	Don't know (DO NOT READ) - (SKIP TO Q8)
4	Refused (DO NOT READ) - (SKIP TO Q8)

- 7A. Which river are you thinking of?

**IF MORE THAN 1 ASK WHICH ONE DO YOU CONSIDER THE MOST UNDER PRESSURE? (YOU MAY INCLUDE A GENERAL AREA ANSWER IN CODE OTHER UNPROMPTED, ONE ANSWER ONLY)*

1	Kaituna	8	Wairoa	15	Uretara
2	Waiotahi	9	Puarenga	16	Kopurereroa
3	Tarawera	10	Waioeka	17	Other (specify)
4	Waimana	11	Raukokore		
5	Rangitaiki	12	Ngongotaha		
6	Whirinaki	13	Otara	18	Don't know (DO NOT READ)
7	Motu	14	Whakatane	19	Refused (DO NOT READ)

8. Is there a lake in the Bay of Plenty that you consider to be deteriorating?

1	Yes (GO TO Q8A)
2	No (SKIP TO Q9)
3	Don't know (DO NOT READ) - (SKIP TO Q9)
4	Refused (DO NOT READ) - (SKIP TO Q9)

8A. Which lake are you thinking of?

**IF MORE THAN 1: WHICH ONE DO YOU CONSIDER THE MOST UNDER PRESSURE? (YOU MAY INCLUDE A GENERAL AREA ANSWER IN CODE OTHER UNPROMPTED, ONE ANSWER ONLY)*

1	Awatapu	8	Rotoma	15	Rerewhakaaitu
2	Okareka	9	Tarawera	16	Green Lake (Rotokakihi)
3	Okataina	10	Rotorua	17	Other (<i>specify</i>)
4	Aniwhenua	11	Okaro		
5	Rotoiti	12	Te Mahoe / Matahina		
6	Sullivans	13	Rotoehu	18	Don't know (DO NOT READ)
7	Blue Lake (Tikitapu)	14	Rotomahana	19	Refused (DO NOT READ)

9. Is there an estuary or harbour in the Bay of Plenty that you consider to be deteriorating?

1	Yes (GO TO Q9A)
2	No (SKIP TO Q10)
3	Don't know (DO NOT READ) - (SKIP TO Q10)
4	Refused (DO NOT READ) - (SKIP TO Q10)

9A. Which estuary or harbour are you thinking of?

**IF MORE THAN 1: WHICH ONE DO YOU CONSIDER THE MOST UNDER PRESSURE? (YOU MAY INCLUDE A GENERAL AREA ANSWER IN CODE OTHER UNPROMPTED, ONE ANSWER ONLY)*

1	Tauranga Harbour	6	Otarawairere	10	Other (<i>specify</i>)
2	Little Waihi	7	Matata		
3	Waiotahi	8	Rangitikei		
4	Ohiwa Harbour	9	Maketu	11	Don't know (DO NOT READ)
5	Whakatane			12	Refused (DO NOT READ)

10. What do you feel is the source or cause of the deterioration in the region's waterways?

**IF MORE THAN 1: WHICH ONE DO YOU CONSIDER TO BE THE MAIN SOURCE OR CAUSE OF THE DETERIORATION? UNPROMPTED, ONE ANSWER ONLY*

1	Industrial waste	8	Sewage / septic tanks	15	General human irresponsibility
2	Forestry	9	Timber mills	16	Effluent unspecified
3	Birdlife	10	Dairy Co	17	Other (<i>specify</i>)
4	Chemicals	11	Boats		
5	Farming practices	12	Household refuse		
6	Litter	13	Run-off from hills	18	Don't know (DO NOT READ)
7	Logging	14	Over flow from Lake Rotorua	19	Refused (DO NOT READ)

11. What natural hazard event do you see as being MOST likely to endanger you or your property?

**IF NECESSARY: BY NATURAL HAZARDS WE MEAN EARTHQUAKES, STORMS, VOLCANIC ERUPTIONS, FLOODS AND THE LIKE*

**NOTE NOT CLIMATE CHANGE OR SEA LEVEL RISE AS IT IS NOT AN 'EVENT'*

**ONE ANSWER ONLY: AND WHICH ONE IS MOST LIKELY?*

1	Volcanic eruption	6	Storm surge	10	Other (specify)
2	Earthquake	7	Landslide		
3	Tsunami	8	Tropical cyclone / hurricane		
4	Drought	9	Tornado / Whirl wind	11	Don't know (DO NOT READ)
5	Flood			12	Refused (DO NOT READ)

12. In the event of a Civil Defence emergency, do you currently have an emergency preparedness kit ready to last your household for three days?

**IF RESPONDENTS SAY 'KIND OF', ASK: "CAN YOUR 'KIT' SUPPORT EVERYONE IN YOUR HOUSEHOLD FOR AT LEAST 3 DAYS BEFORE HELP ARRIVES?"*

1	Yes
2	No
3	Don't know (DO NOT READ)
4	Refused (DO NOT READ)

13. Which of these activities are you doing or have you done?

		YES	NO	DK	REFUSED
				DO NOT READ	
A	Recycle your rubbish in the past month	1	2	3	4
B	Consider the environment when making purchasing decisions in the past month	1	2	3	4
C	Try to walk, take the bus, or bike rather than drive in the past month	1	2	3	4
D	Conserve water in the past month	1	2	3	4
E	Conserve energy at home in the past month	1	2	3	4
F	Taken part in an environmental project like tree planting over the past year	1	2	3	4
G	Ever submitted on a regional council plan or policy	1	2	3	4
H	Ever attended an Environment Bay of Plenty public meeting	1	2	3	4

14. Now thinking about waste disposal, in the past year have you needed to dispose of...?

		YES	NO	DK	REFUSED
				DO NOT READ	
A	Used engine oil	1	2	3	4
B	Leftover farm or garden chemicals	1	2	3	4
C	Solvents, like paint thinners, petrol, diesel	1	2	3	4
D	Car batteries	1	2	3	4
E	Other batteries (dry cell e.g. Cellphone, large torches)	1	2	3	4

15. Thinking now about pollution. If you noticed pollution occurring who, if anyone, would you contact?

**IF RESPONDENT SAYS COUNCIL, ASK WHICH COUNCIL IS THAT?
UNPROMPTED, MULTIPLE ANSWERS ALLOWED*

1	District / City Council	6	Department of Conservation (DOC)
2	Environment Bay of Plenty/ Regional Council	7	No one <i>(ASK: And if it was causing a problem? recode if another option given)</i>
3	The polluter <i>(ASK: Anyone else?)</i>	8	Pollution Hotline
4	Voluntary organisations (Greenpeace, Forest & Bird, Fish & Game)	9	Other <i>(specify)</i>
5	Ministry of Agriculture and Forestry (MAF)	10	Don't know (DO NOT READ)
		11	Refused (DO NOT READ)

16. If you want to find out information about the natural environment in the Bay of Plenty region, where would you go or look?

UNPROMPTED, MULTIPLE ANSWERS ALLOWED

1	Local Environment Bay of Plenty office	7	Library
2	District / City Council	8	Other <i>(please specify)</i>
3	Department of Conservation		
4	Environment Bay of Plenty website		
5	Internet		
6	Local (visitor) information centre	9	Don't know (DO NOT READ)
		10	Refused (DO NOT READ)

17. Do you recall seeing or hearing any information or advertising material from Environment Bay of Plenty in the last year? If yes, where did you see it?

UNPROMPTED, MULTIPLE ANSWERS ALLOWED

18. Any have you seen ... (READ THOSE NOT STATED IN Q17)

	Q17	Q18
Radio broadcasts	1	1
Cinema advertising	2	2
Environment Bay of Plenty's newspaper, the 'Regional Guardian'	3	3
Articles about Environment Bay of Plenty in other newspapers	4	4
Environment Bay of Plenty advertisements in other newspapers	5	5
Anything else? <i>(specify):</i>	6	6
None (DO NOT READ)	7	
Don't know (DO NOT READ)	8	

19. Thinking about why you live in the Bay of Plenty, how important is the natural environment in your reasons for living here?

ON A SCALE OF 1 – 5 IS IT: READ

1	Very important
2	Important
3	Neither important nor unimportant
4	Not very important
5	Not important at all
6	Don't know (DO NOT READ)
7	Refused (DO NOT READ)

20. Are you currently a member of an environmental group?

1	Yes (GO TO Q20A)
2	No (SKIP TO Q21)
3	Don't know (DO NOT READ) - (SKIP TO Q21)
4	Refused (DO NOT READ) - (SKIP TO Q21)

20A) Which environmental group do you belong to?
UNPROMPTED, MULTIPLE ANSWERS ALLOWED

1	Forest and Bird Protection Society of NZ	8	Care group (<i>specify</i>)
2	Kiwi Conservation Club		
3	Fish & Game NZ Eastern Region		
4	Kiwi Encounter Project Nest Egg	9	Other (<i>specify</i>)
5	Greenpeace		
6	Salt Marsh Group		
7	Marae based group (<i>specify</i>)		
		10	Don't know (DO NOT READ)
		11	Refused (DO NOT READ)

21. Do you live in an urban (city /town) or in a rural area?

IF NECESSARY: WOULD YOU CONSIDER YOUR AREA TO BE MORE URBAN THAN RURAL, OR MORE RURAL THAN URBAN?

1	Urban
2	Rural
3	Refused (DO NOT READ)

22. How long have you lived in the Bay of Plenty Region?

ONE ANSWER ONLY

1	Less than 2 years	4	Don't know (DO NOT READ)
2	2 to 5 years	5	Refused (DO NOT READ)
3	More than 5 years		

Finally, may I have your first name so that you can be entered into the prize draw for \$250 worth of grocery vouchers and so my supervisor can do a quality control check if necessary.

Name _____

Phone number _____

We have now reached the end of the survey. On behalf of Environment Bay of Plenty, thanks very much for taking part in the survey. Your name has been placed in the draw to win one of three \$250 grocery vouchers. The winners will be contacted in March.

ONCE AGAIN, MY NAME ISFROM KEY RESEARCH. IF YOU HAVE ANY QUESTIONS, OR FEEDBACK ABOUT THIS INTERVIEW YOU CAN CALL OUR OFFICE ON 0800 501 015

I hereby certify that this interview was conducted by me in accordance with the Market Research Code of Practice.

Signature _____