

# Attitudes and Perceptions towards the environment and Environment Bay of Plenty 2006



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*Working with our communities for a better environment  
E mahi ngatahi e pai ake ai te taiao*



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## Executive Summary

### ***High awareness of the Regional Council but low levels of understanding and interaction/engagement.***

- Awareness of Environment Bay of Plenty remains high (89%), however less than one in 5 respondents (18%) has had a direct interaction with Environment Bay of Plenty.
- The most common activities associated with Environment Bay of Plenty are *Water and land management* (27%) and *State of the environment monitoring* (24%).
- Almost one half of respondents (48%) would notify *District/City Council* if they noticed pollution occurring, while 29% of respondents would go to *District/City Council* if they wanted to find information about the natural environment in the Bay of Plenty region.
- *The Regional Guardian* (33%) and *Articles in other newspapers* (24%) were the most commonly recalled advertising methods (unprompted).

### ***High level of appreciation of the natural environment although only a small proportion are actively engaged with an environmental group. High level of commitment to recycling.***

The environment is an important factor in the decisions of participants to live in the Bay of Plenty. More than nine out of every ten respondents (93%) stated that the natural environment is *very important* or *important* to their reasons for living in the Bay of Plenty.

Despite the high level of importance placed on the environment and the identification of environmental concerns, only 8% of respondents stated that they are currently a member of an environmental group.

More than nine out of every ten respondents (92%) have *Recycled rubbish in the past month*, while 87% have *Conserved energy at home in the past month*.

### ***Significant proportions of the population state environmental concerns.***

85% of respondents stated that *Water pollution* is a problem while eight in every ten respondents (80%) stated that *Pest animals* are a problem.

Almost two thirds of respondents (63%) perceive there to be at least one activity that in their opinion is damaging the environment in the region. The most frequently identified activities that are perceived to be damaging the environment are *Vehicle emissions* (21%), *Farming/Horticulture* (13%), *General human irresponsibility* (13%) and *Household refuse/Litter* (13%).

### ***Participants believe waterway deterioration to be a concern (especially of lakes) and perceive human behaviour to almost exclusively contribute to the levels of waterway deterioration.***

Waterway deterioration was perceived to be a problem by many respondents. Almost two thirds of respondents (62%) stated that there is a lake in the Bay of Plenty that they consider to be deteriorating, while 34% stated there is a river that is deteriorating and 32% stated that there is an estuary that is deteriorating.

The main perceived cause of deterioration in the region's waterways is *Farming practices* (16%).

***The population may not be adequately prepared for a natural disaster of which earthquakes are perceived as the greatest danger.***

The natural hazard perceived to be the greatest threat to respondents and their property was an *earthquake* (44%).

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.

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## Chapter 1: Introduction

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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 the 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;
- To identify the major environmental issues across the Bay of Plenty;
- To determine what people know about, and how well they understand regional natural environmental issues;
- To determine whether people know who Environment Bay of Plenty is and what its roles and responsibilities are;
- To establish if people are aware of what Environment Bay of Plenty is doing in the region; and
- To repeat and compare the results of key questions from previous surveys (1992, 1997, 2000 and 2003) and to establish baseline trends for Council's Ten Year Plan Levels of Service performance monitoring.

## 1.2 Research Method

The study consisted of 1,300 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 Wednesday, 31 January and Sunday, 18 March 2007.
- The overall results have a margin of error of +/-2.72% at the 95% confidence level.

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 Telecom's 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.

The following table shows the proportion of households within each geographic area that have access to a telephone, based on Census 2001. This indicates that ten percent of households in Eastern Bay of Plenty did not have the opportunity to be sampled in Survey 2006, along with six percent (6.0%) in Rotorua and three percent (3.0%) in Western Bay of Plenty.

Area	Household Access to a Telephone Census 2001	
	Yes	No
Western Bay of Plenty	96.9%	3.1%
Eastern Bay of Plenty	90.2%	9.8%
Rotorua	94.0%	6.0%

### 1.3 Analysis

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

#### **Results by Area**

- 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).

The extremes of difference are compared e.g. Respondents aged 60+ were more likely to state that they *had* heard of Environment Bay of Plenty (88%) than respondents aged 18-29 (78%).

- 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%.

Appendix One is the questionnaire used in the interviewing process.

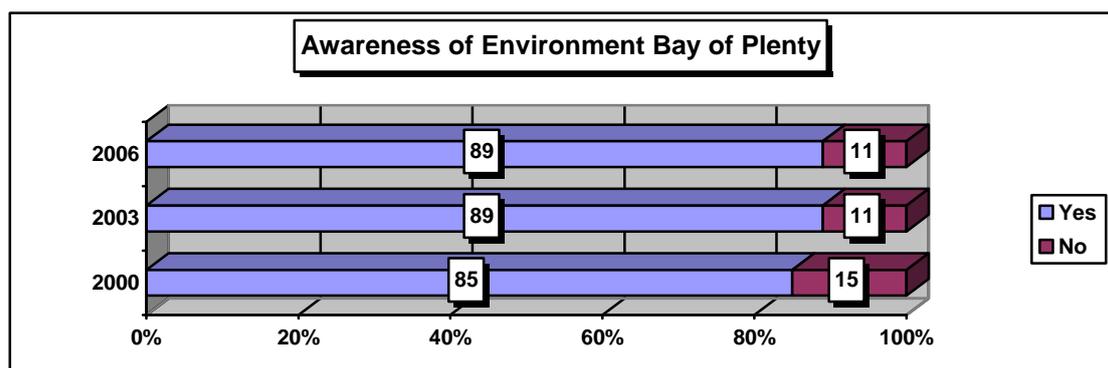


## Chapter 2: Environment Bay of Plenty Perceptions

### 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.

- Almost nine out of every ten respondents (89%) stated that they *had* heard of Environment Bay of Plenty before the interviewing process. This is an identical level of awareness to that recorded in 2003 and represents an increase of 4 percentage points from the 2000 study (85%).



Base: 1300 respondents

Figure 1: Awareness of Environment Bay of Plenty.

#### 2.1.1 Comparative Analysis

##### Results by Area

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

##### Results by Age

- Respondents aged 60+ were more likely to state that they *had* heard of Environment Bay of Plenty (88%) than respondents aged 18-29 (78%).

##### 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 (92%) than respondents who identified themselves as Maori (80%).

### Results by Urban/Rural Location

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

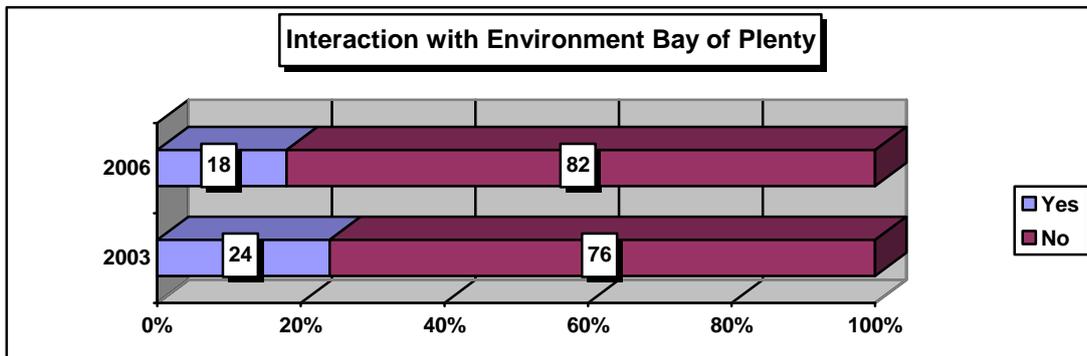
### Results by Length of Time in Bay of Plenty

- 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 (91%) 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 fifth of respondents (18%) stated that they *have* dealt directly with Environment Bay of Plenty. This result represents a decrease of 6 percentage points from the result recorded in 2003 (24%).



Base: 1300 respondents

Figure 2: Interaction with Environment Bay of Plenty.

### 2.2.1 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 (21%) than respondents aged 18-29 (4%).

#### 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 (29%) than urban respondents (14%).

### 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 *have* dealt directly with Environment Bay of Plenty (19%) than respondents who have been in the Bay of Plenty less than 2 years (4%).

## 2.2.2 Reason for Interaction

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

- More than one fifth of respondents (21%) stated that their contact with Environment Bay of Plenty was about an *information request*.
- More than one in ten respondents also made contact about *pest animals and/or plants* (15%) or *resource consents* (15%).

Table 1: Reason for interaction.

What was your contact to do with?	% of Respondents
Information request	21
Pest animals and/or plants	15
Resource Consents	15
Flooding and/or drainage	8
Environmental Programmes	8
Complaint	6
Environmental Enhancement Fund	4
Pollution Hotline	4
Environmental Education programme	4
Regional Plan	2
Civil Defence	1
Heritage and/or Regional Parks	1
Navigation and water safety	1
'Haz-mobile'	1
Transport	1
Other	18
<b>Total</b>	<b>110</b>

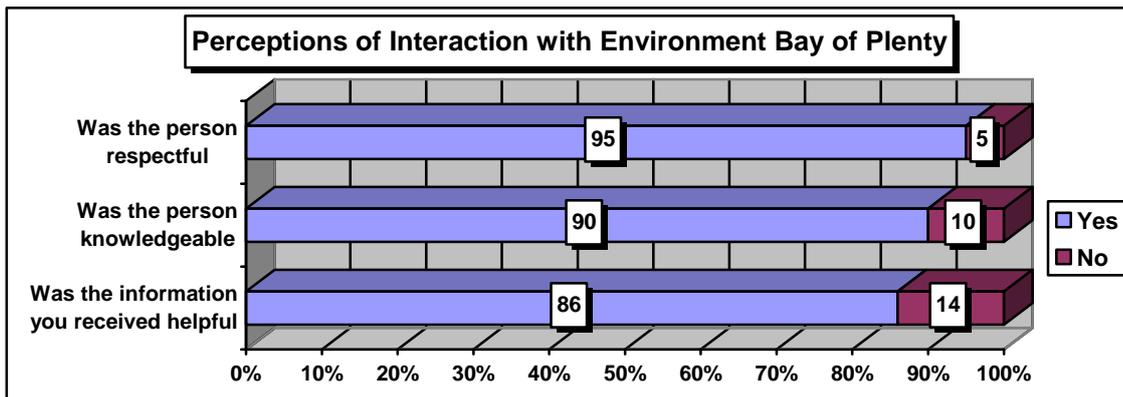
Base: 230 respondents

Note: Multiple responses were permitted, therefore total percentage exceeds 100%

### 2.2.3 Perceptions of Interaction

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.

- Almost all respondents (95%) 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* (90%) and *the information they received was helpful* (86%).



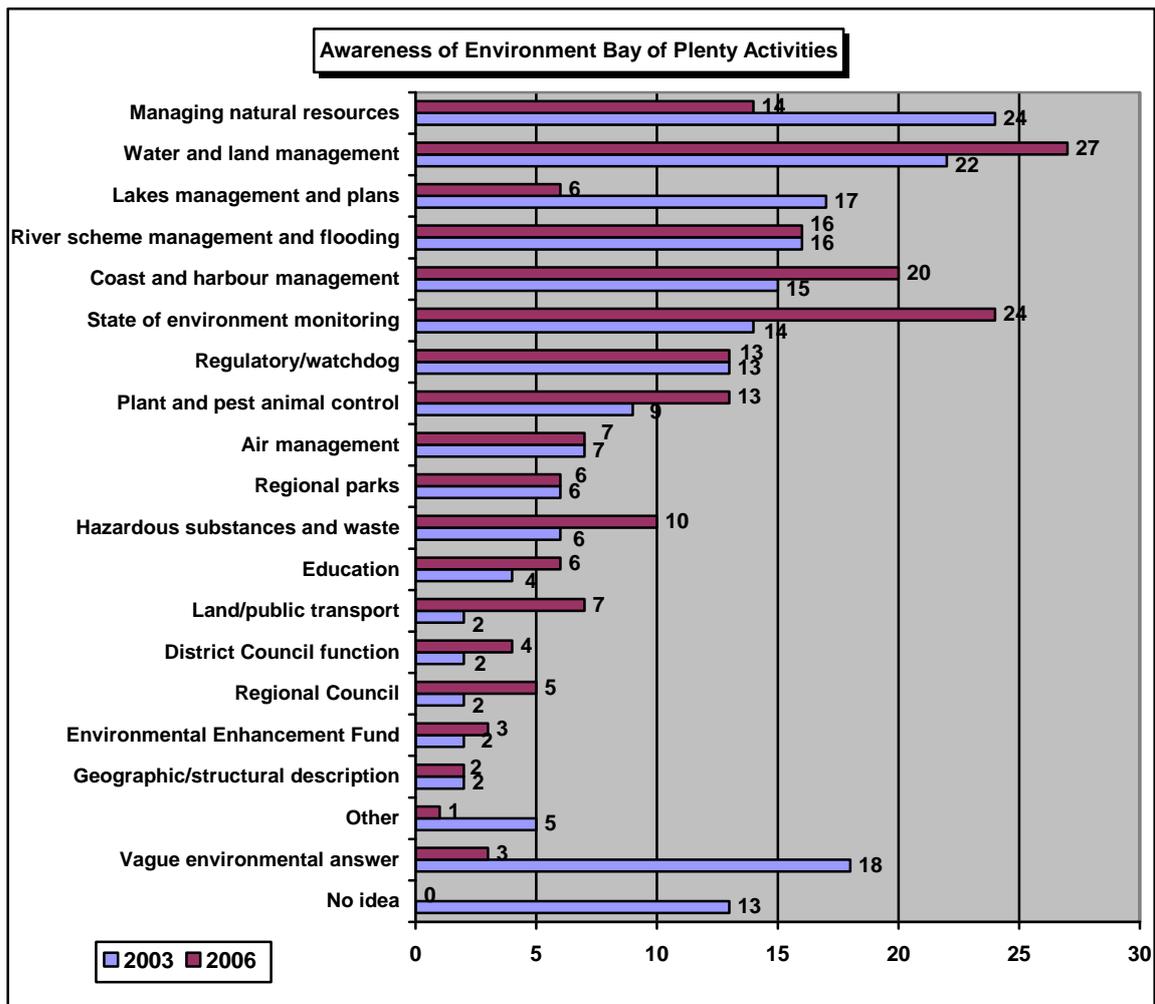
Base: 230 respondents

Figure 3: Perceptions of interaction with Environment Bay of Plenty.

### 2.3 Awareness of Environment Bay of Plenty Activities

All respondents were then asked (unprompted) what they think Environment Bay of Plenty does.

- More than one quarter of respondents (27%) stated that Environment Bay of Plenty is responsible for *Water and land management*.
- The proportion of respondents who stated that Environment Bay of Plenty is responsible for *State of the environment monitoring* (24%) has increased 10 percentage points from the 2003 survey (14%).
- The proportion of respondents who stated that Environment Bay of Plenty is responsible for *Lakes management and plans* (6%) has decreased 11 percentage points from the 2003 study (17%). The proportion that stated that Environment Bay of Plenty is responsible for *Managing natural resources* (14%) has decreased 10 percentage points from the 2003 study (24%).



1300 respondents

Base:

Figure 4: Awareness of Environment Bay of Plenty activities.

## 2.4 Comparative Analysis

### Results by Area

- Respondents from Rotorua were more likely to state that Environment Bay of Plenty are responsible for *Water and land management* (33%) than respondents from Western Bay of Plenty (21%).
- Respondents from Western Bay of Plenty were more likely to state that Environment Bay of Plenty are responsible for *Coast and harbour management* (36%) than respondents from Rotorua (10%).
- Respondents from Western Bay of Plenty were more likely to state that Environment Bay of Plenty are responsible for *State of the environment monitoring* (27%) than respondents from Eastern Bay of Plenty (20%).

### Results by Age

- Respondents aged 18-29 were more likely to state that Environment Bay of Plenty are responsible for *River scheme management and flooding* (23%) than respondents aged 30-59 (14%).
- Respondents aged 60+ were more likely to state that Environment Bay of Plenty are responsible for *Coast and harbour management* (27%) than respondents aged 18-29 (13%).

### Results by Gender

- Male respondents were more likely to state that Environment Bay of Plenty are responsible for *State of the environment monitoring* (27%) than female respondents (22%).
- Male respondents were more likely to state that Environment Bay of Plenty are responsible for *Water and land management* (31%) than female respondents (22%).

### Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that Environment Bay of Plenty are responsible for *Coast and harbour management* (21%) than respondents who identified themselves as Maori (16%).
- Respondents who identified themselves as non-Maori were more likely to state that Environment Bay of Plenty are responsible for *State of the environment monitoring* (26%) than respondents who identified themselves as 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

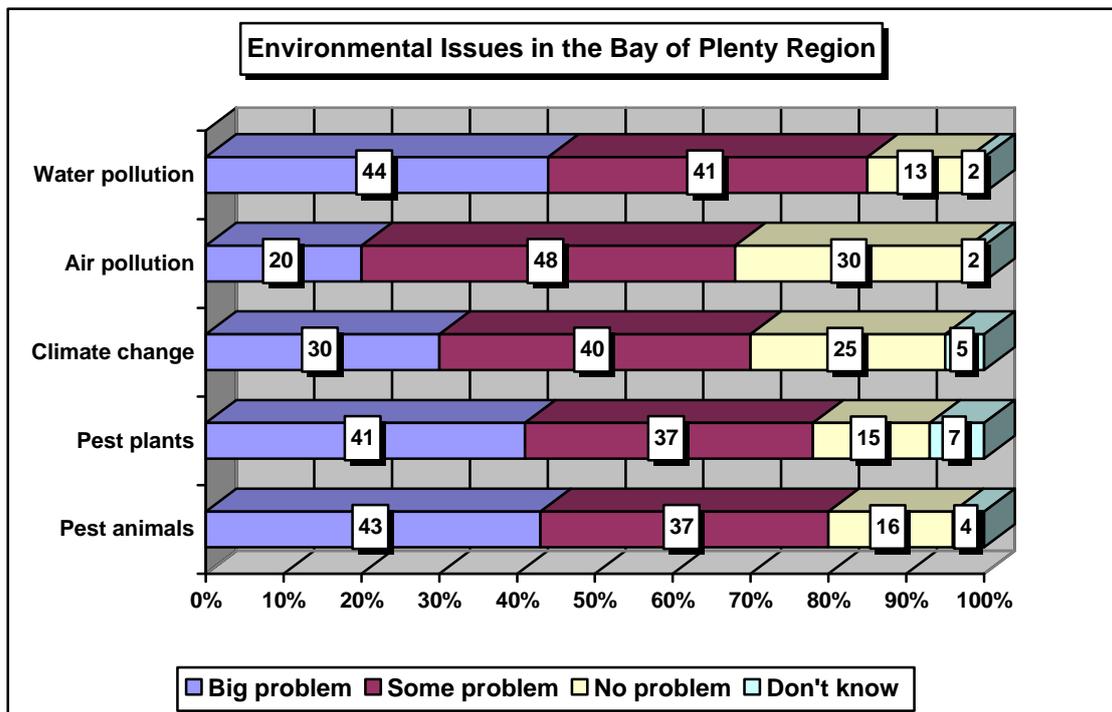
- Respondents who have lived in the Bay of Plenty 2-5 years were more likely to state that Environment Bay of Plenty are responsible for *Coast and harbour management* (23%) than respondents who have lived in the Bay of Plenty less than 2 years (13%).
- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to state that Environment Bay of Plenty are responsible for *State of the environment monitoring* (26%) than respondents who have lived in the Bay of Plenty 2-5 years (18%).

## Chapter 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.

- More than two fifths of respondents stated that *water pollution* (44%), *pest animals* (43%) and *pest plants* (41%) are 'big problems' in the Bay of Plenty Region.
- Three out of every ten respondents (30%) stated that *air pollution* is 'not a problem' in the Bay of Plenty Region.



Base: 1300 respondents

\*Comparative figures for previous studies are not available for this question as the 2006 categories are general (i.e. water pollution) whereas in 2003 the categories were more specific (i.e. water pollution from industry, water pollution from farming etc.)

Figure 5: Environmental issues in the Bay of Plenty region.

### 3.1.1 Comparative Analysis

#### Results by Area

- Respondents from Rotorua were more likely to state that *Water pollution* is a big problem (65%) than respondents from Eastern Bay of Plenty (30%).
- Respondents from Western Bay of Plenty were more likely to state that *Air pollution* is a big problem (22%) than respondents from Rotorua (15%).
- Respondents from Rotorua were more likely to state that *Climate change* is a big problem (32%) than respondents from Western Bay of Plenty (26%).
- Respondents from Eastern Bay of Plenty were more likely to state that *Pest plants* are a big problem (43%) than respondents from Rotorua (38%).
- Respondents from Rotorua were more likely to state that *Pest animals* are a big problem (49%) than respondents from Western Bay of Plenty (37%).

#### Results by Age

- Respondents aged 30-59 were more likely to state that *Water pollution* is a big problem (47%) than respondents aged 18-29 (34%).
- Respondents aged 18-29 were more likely to state that *Air pollution* is a big problem (27%) than respondents aged 30-59 (18%).
- Respondents aged 30-59 were more likely to state that *Climate change* is a big problem (34%) than respondents aged 60+ (24%).
- Respondents aged 30-59 were more likely to state that *Pest plants* are a big problem (46%) than respondents aged 18-29 (26%).
- Respondents aged 30-59 were more likely to state that *Pest animals* are a big problem (46%) than respondents aged 18-29 (37%).

#### Results by Gender

- Female respondents were more likely to state that *Climate change* is a big problem (32%) than male respondents (27%).
- Female respondents aged 30-59 were more likely to state that *Pest plants* are a big problem (44%) than male respondents (38%).

#### Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that *Air pollution* is a big problem (28%) than respondents who identified themselves as non-Maori (17%).
- Respondents who identified themselves as Maori were more likely to state that *Climate change* is a big problem (37%) than respondents who identified themselves as non-Maori (27%).

### Results by Urban/Rural Location

- Rural respondents were more likely to state that *Pest animals* are a big problem (49%) than urban respondents (41%).

### Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that *Water pollution* is a big problem (45%) than respondents who have lived in the Bay of Plenty less than 2 years (38%).
- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that *Air pollution* is a big problem (20%) than respondents who have lived in the Bay of Plenty 2-5 years (15%).
- Respondents who have lived in the Bay of Plenty less than 2 years were more likely to state that *Climate change* is a big problem (33%) than respondents who have lived in the Bay of Plenty 2-5 years (28%).
- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that *Pest plants* are a big problem (42%) than respondents who have lived in the Bay of Plenty less than 2 years (28%).

## 3.2 Damaging Activities

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

- Almost two thirds of respondents (63%) stated that in their opinion there *are* activities that are damaging the environment in the region.

Table 2: *Damaging activities.*

Are there any activities that in your opinion are damaging the environment in the region?	% of Respondents
Yes	63
No	30
Don't know	7
Total	100

Base: 1300 respondents

### 3.2.1 Comparative Analysis

#### Results by Area

- Respondents from Rotorua were more likely to state that there *are* activities that are damaging the environment in the region (69%) than respondents from Eastern Bay of Plenty (56%).

#### Results by Age

- Respondents aged 30-59 were more likely to state that there *are* activities that are damaging the environment in the region (68%) than respondents aged 18-29 (48%).

### Results by Gender

- Male respondents were more likely to state that there *are* activities that are damaging the environment in the region (66%) than female respondents (61%).

### 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 have lived in the Bay of Plenty for 2-5 years were more likely to state that there *are* activities that are damaging the environment in the region (66%) than respondents who have lived in the Bay of Plenty less than 2 years (56%).

## 3.2.2 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 (21%) stated that *vehicle emissions* are most damaging for the environment.
- 13% of respondents stated that *farming/horticulture*, *general human irresponsibility* and *household refuse/litter* were most damaging for the environment.

Table 3: *Damaging activity identification.*

What activities do you think are the most damaging?		% of Respondents
Water	Farming / Horticulture	13
	General human irresponsibility	13
	Household refuse / Litter	13
	Industrial discharge / runoff	12
	Recreational Boating / discharge from recreational vessels	7
	Effluent unspecified	5
	Sewage/septic tanks	5
	Mangroves/Sea lettuce/Algae	4
	Birdlife	2
	Over flow from Lake Rotorua	1
Air	Vehicle emissions	21
	Industrial emissions	12
	Kawerau mills	7
	Sprays	9
	Burn offs/ Domestic fires	4
	Pollen	1
	Dust	1
Land	Spraying/Chemicals/Poison drop (e.g. 1080)	9
	Farming practices (e.g. Run-offs/fertiliser misuse)	6
	Subdivisions/urban expansion	6

	Timber mills/forest processing industries	6
	Pollution - general	6
	Off road vehicles	5
	Pests	2
	Rubbish/ Litter	1
Coastal	Development close to beaches	4
	Sewerage leakages/septic tanks	4
	Over-fishing (e.g. shellfish)	3
	Discharge from commercial ships	3
	Silting	2
	Taking sand	1
	Conflict of use	1
	Nutrient loading	1
	Other	4
	<b>Total</b>	<b>194</b>

Base: 822 respondents

### 3.2.3 Comparative Analysis

#### Results by Area

- Respondents from Western Bay of Plenty were more likely to state that *Vehicle emissions* are damaging the environment in the region (28%) than respondents from Eastern Bay of Plenty (15%).

#### Results by Age

- Respondents aged 60+ were more likely to state that *Vehicle emissions* are damaging the environment in the region (26%) than respondents aged 30-59 (18%).

#### 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 *Vehicle emissions* are damaging the environment in the region (23%) than respondents who identified themselves as Maori (12%).

#### Results by Urban/Rural Location

- Urban respondents were more likely to state that *Vehicle emissions* are damaging the environment in the region (23%) than rural respondents (15%).

#### 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 *Vehicle emissions* are damaging the environment in the region (36%) than respondents who have lived in the Bay of Plenty for more than 5 years (20%).

### 3.3 River Deterioration

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

- More than one third of respondents (34%) stated that there *is* a river in the Bay of Plenty that they consider to be deteriorating.

Table 4: River deterioration.

Is there any river in the Bay of Plenty that you consider to be deteriorating?	% of Respondents
Yes	34
No	45
Don't know	21
Total	100

Base: 1300 respondents

#### 3.3.1 Comparative Analysis

##### Results by Area

- Respondents from Eastern Bay of Plenty were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (39%) than respondents from Western Bay of Plenty (30%).

##### Results by Age

- Respondents aged 30-59 were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (38%) than respondents aged 18-29 and 60+ (29% respectively).

##### Results by Gender

- Male respondents were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (40%) 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 (48%) than respondents who identified themselves as non-Maori (29%).

##### Results by Urban/Rural Location

- Rural respondents were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (41%) than urban respondents (32%).

##### Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that there *is* a river in the Bay of Plenty that is deteriorating (37%) than respondents who have lived in the Bay of Plenty less than 2 years (8%).

### 3.3.2 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.

- More than one quarter of respondents (27%) stated that they perceive the *Tarawera River* is deteriorating.
- More than one tenth of respondents (16%) stated that they perceive the *Kaituna River* to be deteriorating.

Table 5: *Deteriorating river identification.*

Which river are you thinking of?	% of Respondents
Tarawera	27
Kaituna	16
Wairoa	8
Waikato	8
Rangitaiki	4
Waioeka	4
Whakatane	3
Uretara	2
Waiotahi	2
Awahou	2
Motu	1
Other	7
Don't know/Refused	14
Total	100

Base: 440 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.

- More than three fifths of respondents (62%) stated that there *is* a lake in the Bay of Plenty that they consider to be deteriorating.

Table 6: *Lake deterioration.*

Is there a lake in the Bay of Plenty that you consider to be deteriorating?	% of Respondents
Yes	62
No	26
Don't know	12
Total	100

Base: 1300 respondents

### 3.4.1 Comparative Analysis

#### Results by Area

- Respondents from Rotorua were more likely to state that there *is* a lake in the Bay of Plenty that is deteriorating (83%) than respondents from Western Bay of Plenty (51%).

#### Results by Age

- Respondents aged 30-59 were more likely to state that there *is* a lake in the Bay of Plenty that is deteriorating (67%) than respondents aged 18-29 (50%).

#### Results by Gender

- Male respondents were more likely to state that there *is* a lake in the Bay of Plenty that is deteriorating (66%) than female respondents (58%).

#### 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 have lived in the Bay of Plenty more than 5 years were more likely to state that there *is* a lake in the Bay of Plenty that is deteriorating (65%) than respondents who have lived in the Bay of Plenty less than 2 years or for 2-5 years (49% respectively).

### 3.4.2 Deteriorating 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 two fifths of respondents (43%) stated that they perceive *Lake Rotorua* to be deteriorating.
- More than one quarter of respondents (29%) stated that they perceive *Lake Rotoiti* to be deteriorating.

Table 7: Deteriorating lake identification.

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

Base: 809 respondents

### 3.5 Estuary Deterioration

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

- Slightly less than one third of respondents (32%) stated that there *is* an estuary in the Bay of Plenty that they consider to be deteriorating.

Table 8: Estuary deterioration.

Is there an estuary in the Bay of Plenty that you consider to be deteriorating?	% of Respondents
Yes	32
No	43
Don't know	25
Total	100

Base: 1300 respondents

#### 3.5.1 Comparative Analysis

##### Results by Area

- Respondents from Western Bay of Plenty were more likely to state that there *is* an estuary in the Bay of Plenty that is deteriorating (49%) than respondents from Rotorua (20%).

##### Results by Age

- Respondents aged 30-59 were more likely to state that there *is* an estuary in the Bay of Plenty that is deteriorating (36%) than respondents aged 18-29 (20%).

### Results by Gender

- Male respondents were more likely to state that there *is* an estuary in the Bay of Plenty that is deteriorating (35%) than female respondents (29%).

### 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 have lived in the Bay of Plenty for more than 5 years were more likely** to state that there *is* an estuary in the Bay of Plenty that is deteriorating (34%) than respondents who have lived in the Bay of Plenty 2-5 years (24%).

## 3.5.2 Deteriorating estuary identification

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

- Almost one half of respondents (45%) stated that they perceive *Tauranga Harbour* to be deteriorating.
- One out of every ten respondents (10%) stated that they perceive *Ohiwa Harbour* to be deteriorating.

Table 9: *Deteriorating estuary identification.*

Which estuary are you thinking of?	% of Respondents
Tauranga Harbour	45
Ohiwa Harbour	10
Maketu	8
Little Waihi	5
Matata	5
Whakatane	4
Waikareao	3
Waiotahi	2
Other	8
Don't know / Refused	10
<b>Total</b>	<b>100</b>

Base: 415 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.

- More than one in ten respondents stated that the source or cause of the deterioration in the region's waterways is *Farming practices* (16%) or *General human irresponsibility* (12%).
- Almost one in five respondents (17%) stated that they *Don't know* the source or cause of the deterioration to the region's waterways.

Table 10: Source or cause of deterioration.

What do you feel is the source or cause of the deterioration in the region's waterways?	% of Respondents
Farming practices	16
General human irresponsibility	12
Industrial waste	8
Run-off from hills	7
Chemicals	7
Weeds/Mangroves/Sea lettuce	5
Sewage/septic tanks	4
Boats	3
Effluent unspecified	3
Household refuse	2
Litter	2
Housing development/Growth	2
Timber mills	2
Algae	2
Forestry	2
Dairy Company	1
Overflow from Lake Rotorua	1
Don't know / Refused	17
Other	5
<b>Total</b>	<b>100</b>

Base: 1300 respondents

#### 3.6.1 Comparative Analysis

##### Results by Area

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

### Results by Age

- Respondents aged 60+ were more likely to state that *Farming practices* are responsible for deterioration in the regions waterways (18%) than respondents aged 18-29 (7%).

### Results by Gender

- Male respondents were more likely to state that *Farming practices* are responsible for deterioration in the regions waterways (19%) than female respondents (13%).

### Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that *Farming practices* are responsible for deterioration in the regions waterways (18%) than respondents who identified themselves as Maori (11%).

### 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 less than 2 years were more likely to state that *Farming practices* are responsible for deterioration in the regions waterways (24%) than respondents who have lived in the Bay of Plenty more than 5 years (15%).
- Respondents who have lived in the Bay of Plenty 2-5 years were more likely to state that *General human irresponsibility* are responsible for deterioration in the regions waterways (17%) than respondents who have lived in the Bay of Plenty more than 5 years (11%).

## Chapter 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.

- Almost one half of respondents (44%) stated that an *Earthquake* is the natural hazard event they see as being most likely to endanger them or their property.
- More than one tenth of respondents identified a *Volcanic eruption* (16%) and a *flood* (14%) as the natural hazard event they see as being most likely to endanger them or their property.

Table 11: Identification of natural hazards.

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

Base: 1300 respondents

#### 4.1.1 Comparative Analysis

##### Results by Area

- Respondents from Rotorua were more likely to state that a *Volcanic eruption* is most likely to endanger them or their property (33%) than respondents from Western Bay of Plenty (7%).

- Respondents from Eastern Bay of Plenty were more likely to state that an *Earthquake* is most likely to endanger them or their property (57%) than respondents from Western Bay of Plenty (34%).
- Respondents from Western Bay of Plenty were more likely to state that a *Tsunami* is most likely to endanger them or their property (19%) than respondents from Rotorua (0%).
- Respondents from Western Bay of Plenty were more likely to state that a *Flood* is most likely to endanger them or their property (16%) than respondents from Rotorua (8%).

### Results by Age

- Respondents aged 30-59 were more likely to state that an *Earthquake* is most likely to endanger them or their property (46%) than respondents aged 18-29 (40%).
- Respondents aged 18-29 were more likely to state that a *Flood* is most likely to endanger them or their property (23%) than respondents aged 60+ (10%).

### Results by Gender

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

### Results by Ethnicity

- 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 (12%).

### Results by Urban/Rural Location

- Urban respondents were more likely to state that a *Flood* is most likely to endanger them or their property (16%) than rural respondents (11%).

### Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that an *Earthquake* is most likely to endanger them or their property (45%) than respondents who have lived in the Bay of Plenty 2-5 years (36%).

## 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 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 three days in the event of a Civil Defence emergency.

Table 12: Preparedness for Civil Defence Emergency

In the event of a Civil Defence emergency, do you currently have an emergency preparedness kit ready to last your household for three days?	% of Respondents
Yes	44
No	56
Total	100

Base: 1300 respondents

#### 4.2.1 Comparative Analysis

##### Results by Area

- Respondents from Eastern Bay of Plenty were more likely to state that they *do* have an emergency preparedness kit (53%) than respondents from Rotorua (36%).

##### Results by Age

- Respondents aged 60+ were more likely to state that they *do* have an emergency preparedness kit (54%) than respondents aged 18-29 (35%).

##### Results by Gender

- Male respondents were more likely to state that they *do* have an emergency preparedness kit (47%) than female respondents (41%).

##### 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 have lived in the Bay of Plenty 2-5 years and more than 5 years were more likely to state that they *do* have an emergency preparedness kit (44% respectively) than respondents who have lived in the Bay of Plenty less than 2 years (36%).



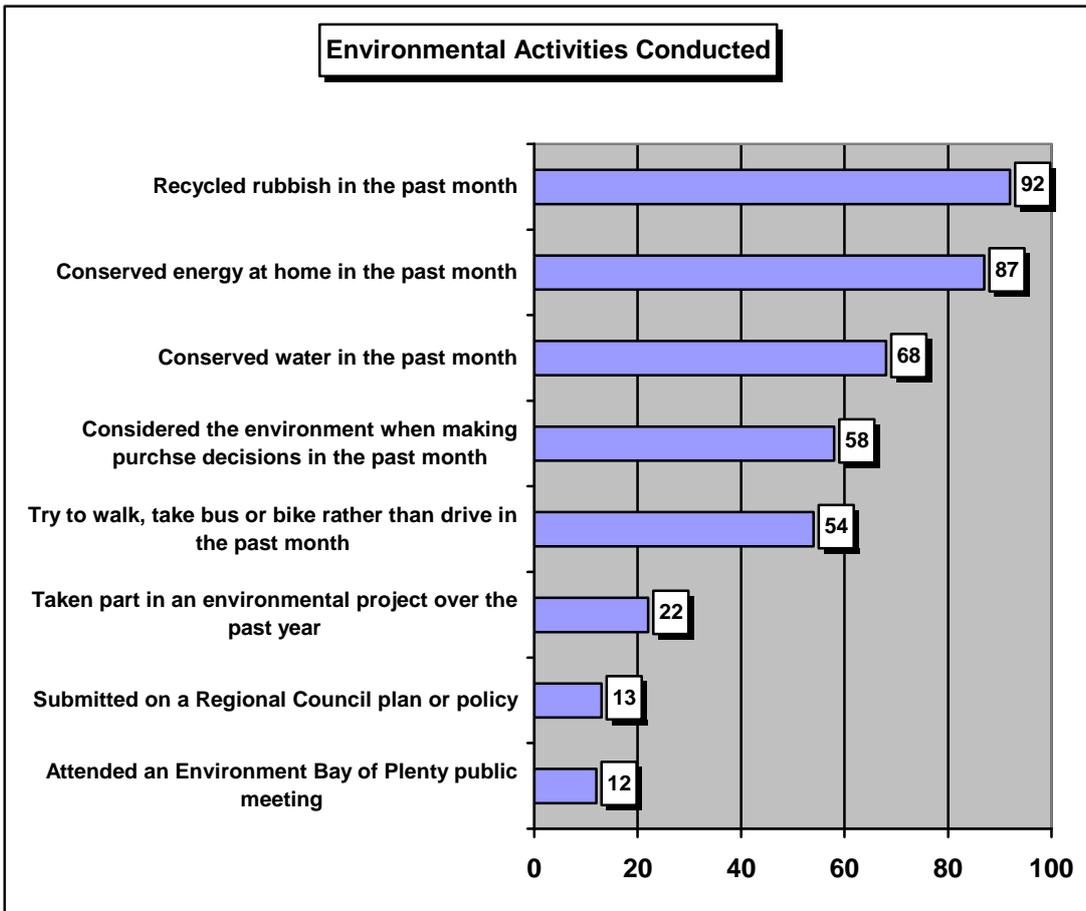
## Chapter 5: 'Environmentally Friendly' Behaviour

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### 5.1 Environmental Activities

Respondents were then 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 (87%) stated that they have *conserved energy in their home in the past month*.
- More than two thirds of respondents (68%) stated that they have *conserved water in the past month* and more than one half have *considered the environment when making purchase decisions* (58%) or *tried to walk, take the bus or bike rather than drive in the past month* (54%).



Base: 1300 respondents

Figure 6: Environmental activities conducted.

### 5.1.1 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 (84%).
- Respondents from Western Bay of Plenty were more likely to state that they *have* considered the environment when making a purchase decision in the past month (61%) than respondents from Eastern Bay of Plenty (54%).
- Respondents from Eastern Bay of Plenty 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 respondents from Western Bay of Plenty (51%).
- Respondents from Western Bay of Plenty were more likely to state that they *have* conserved water in the past month (73%) than respondents from Rotorua (64%).
- Respondents from Rotorua were more likely to state that they *have* taken part in an environmental project over the past year (25%) than respondents from Western Bay of Plenty (18%).

- Respondents from Rotorua were more likely to state that they *have* submitted on a Regional Council plan or policy (15%) than respondents from Eastern Bay of Plenty (9%).

### Results by Age

- Respondents aged 60+ were more likely to state that they *have* recycled in the past month (94%) than respondents aged 18-29 (89%).
- Respondents aged 60+ were more likely to state that they *have* considered the environment when making a purchase decision in the past month (62%) 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 (61%) than respondents aged 60+ (51%).
- Respondents aged 30-59 were more likely to state that they *have* conserved water in the past month (71%) than respondents aged 18-29 (60%).
- Respondents aged 60+ were more likely to state that they *have* conserved energy at home in the past month (89%) than respondents aged 18-29 (82%).
- Respondents aged 18-29 were more likely to state that they *have* taken part in an environmental project over the past year (25%) than respondents aged 60+ (19%).
- Respondents aged 60+ were more likely to state that they *have* submitted on a Regional Council plan or policy (17%) than respondents aged 18-29 (4%).
- Respondents aged 60+ were more likely to state that they *have* attended an Environment Bay of Plenty public meeting (14%) than respondents aged 18-29 (5%).

### Results by Gender

- Female respondents were more likely to state that they *have* considered the environment when making a purchase decision in the past month (65%) than male respondents (52%).
- Male respondents were more likely to state that they *have* tried to walk, take the bus or bike rather than drive in the past month (56%) than female 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 a purchase decision in the past month (62%) than respondents who identified themselves as Maori (48%).
- 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 (65%) than respondents who identified themselves as non-Maori (50%).

- Respondents who identified themselves as Maori were more likely to state that they *have* taken part in an environmental project over the past year (32%) than respondents who identified themselves as non-Maori (19%).
- Respondents who identified themselves as Maori were more likely to state that they *have* attended an Environment Bay of Plenty public meeting (16%) than respondents who identified themselves as non-Maori (10%).

### 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 (46%).
- Rural respondents were more likely to state that they *have* taken part in an environmental project over the past year (29%) than urban respondents (19%).

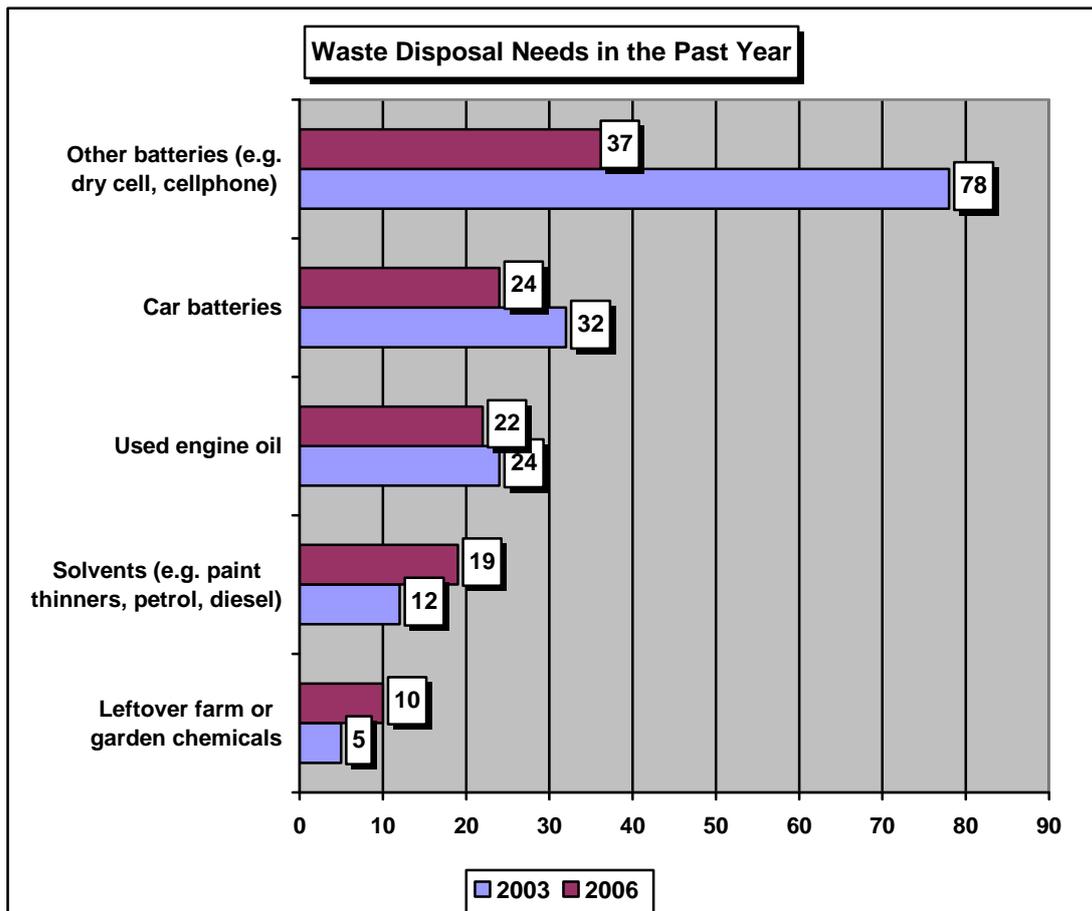
### Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty 2-5 years were more likely to state that they *have* considered the environment when making a purchase decision in the past month (65%) than respondents who have lived in the Bay of Plenty more than 5 years (57%).
- Respondents who have lived in the Bay of Plenty less than 2 years were more likely to state that they *have* tried to walk, take the bus or bike rather than drive in the past month (67%) than respondents who have lived in the Bay of Plenty more than 5 years (52%).
- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that they *have* conserved energy at home in the past month (88%) than respondents who have lived in the Bay of Plenty less than 2 years (81%).
- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that they *have* taken part in an environmental project over the past year (23%) than respondents who have lived in the Bay of Plenty less than 2 years (17%).
- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that they *have* submitted on a Regional Council plan or policy (14%) than respondents who have lived in the Bay of Plenty less than 2 years (5%).

## 5.2 Disposal of Hazardous Materials

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

- More than one third of respondents (37%) stated that they have needed to dispose of *other batteries* (e.g. *dry cell, cellphone*) in the past year. This result represents a decrease of 41 percentage points since the study in 2003 (78%).\*
- More than one fifth of respondents have needed to dispose of *Car batteries* (24%) or *used engine oil* (22%) in the past year.



Base: 1300 respondents

\*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.

Figure 7: Waste disposal needs in the past year.

### 5.2.1 Comparative Analysis

#### Results by Area

- Respondents from Eastern Bay of Plenty were more likely to state that they *have* needed to dispose of used engine oil over the past year (25%) than respondents from Rotorua (19%).
- Respondents from Eastern Bay of Plenty were more likely to state that they *have* needed to dispose of leftover farm or garden chemicals over the past year (13%) 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 Eastern Bay of Plenty were more likely to state that they *have* needed to dispose of car batteries over the past year (29%) than respondents from Rotorua (20%).

- Respondents from Eastern Bay of Plenty were more likely to state that they *have* needed to dispose of other batteries over the past year (42%) than respondents from Rotorua (33%).

### Results by Age

- Respondents aged 18-29 were more likely to state that they *have* needed to dispose of used engine oil over the past year (27%) than respondents aged 60+ (15%).
- Respondents aged 18-29 were more likely to state that they *have* needed to dispose of solvents over the past year (22%) than respondents aged 60+ (15%).
- Respondents aged 18-29 were more likely to state that they *have* needed to dispose of car batteries over the past year (27%) than respondents aged 60+ (17%).
- Respondents aged 30-59 were more likely to state that they *have* needed to dispose of other batteries over the past year (40%) than respondents aged 18-29 (30%).

### 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 (14%).
- 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 (33%) than female respondents (16%).
- Male respondents were more likely to state that they *have* needed to dispose of other batteries over the past year (40%) than female respondents (34%).

### Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that they *have* needed to dispose of solvents over the past year (24%) than respondents who identified themselves as non-Maori (17%).
- Respondents who identified themselves as Maori were more likely to state that they *have* needed to dispose of car batteries over the past year (30%) than respondents who identified themselves as non-Maori (22%).

### Results by Urban/Rural Location

- Rural respondents were more likely to state that they *have* needed to dispose of used engine oil over the past year (25%) than urban respondents (20%).
- Rural respondents were more likely to state that they *have* needed to dispose of leftover farm or garden chemicals over the past year (14%) than urban respondents (8%).
- Rural respondents were more likely to state that they *have* needed to dispose of car batteries over the past year (33%) than urban respondents (21%).

- Rural respondents were more likely to state that they *have* needed to dispose of other batteries over the past year (42%) than urban respondents (35%).

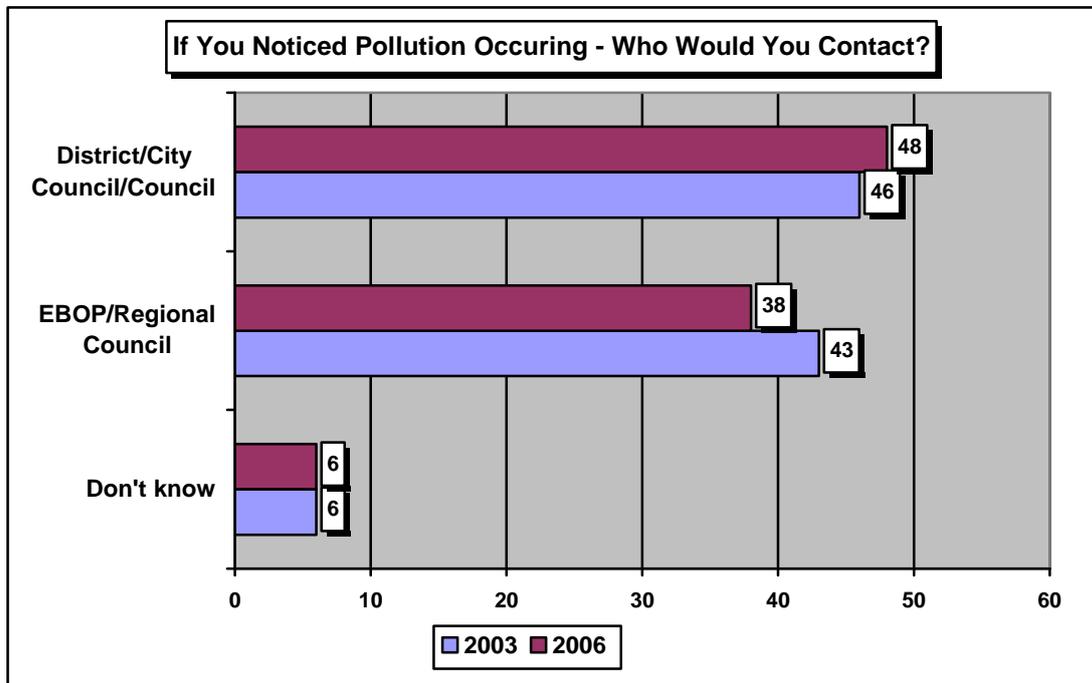
**Results by Length of Time in Bay of Plenty**

- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to state that they *have* needed to dispose of car batteries over the past year (25%) than respondents who have lived in the Bay of Plenty less than 2 years (16%).
- Respondents who have lived in the Bay of Plenty for more than 5 years were more likely to state that they *have* needed to dispose of other batteries over the past year (38%) than respondents who have lived in the Bay of Plenty less than 2 years (23%).

**5.3 Pollution Notification**

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

- Almost one half of respondents (48%) stated that they would contact the *District Council/City Council* if they noticed pollution occurring.
- Slightly less than two fifths of respondents (38%) stated that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring. This result represents a decrease of 5 percentage points from the 2003 study.



Base: 1300 respondents

Note: A further 8% 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.

Figure 8: Pollution contacts.

### 5.3.1 Comparative Analysis

#### Results by Area

- Respondents from Rotorua were more likely to state that they would contact *District/City Council* if they noticed pollution occurring (58%) than respondents from Eastern Bay of Plenty (49%).
- Respondents from Eastern Bay of Plenty were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (45%) than respondents from Rotorua (33%).

#### Results by Age

- Respondents aged 60+ were more likely to state that they would contact *District/City Council* if they noticed pollution occurring (62%) than respondents aged 18-29 (45%).
- Respondents aged 30-59 were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (45%) than respondents aged 60+ (33%).

#### Results by Gender

- Female respondents were more likely to state that they would contact *District/City Council* if they noticed pollution occurring (56%) than male respondents (47%).
- Male respondents were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (44%) than female respondents (38%).

#### 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 (42%) than respondents who identified themselves as Maori (36%).

#### Results by Urban/Rural Location

- Urban respondents were more likely to state that they would contact *District/City Council* if they noticed pollution occurring (55%) than rural respondents (42%).
- Rural respondents were more likely to state that they would contact *Environment Bay of Plenty/Regional Council* if they noticed pollution occurring (50%) than urban respondents (37%).

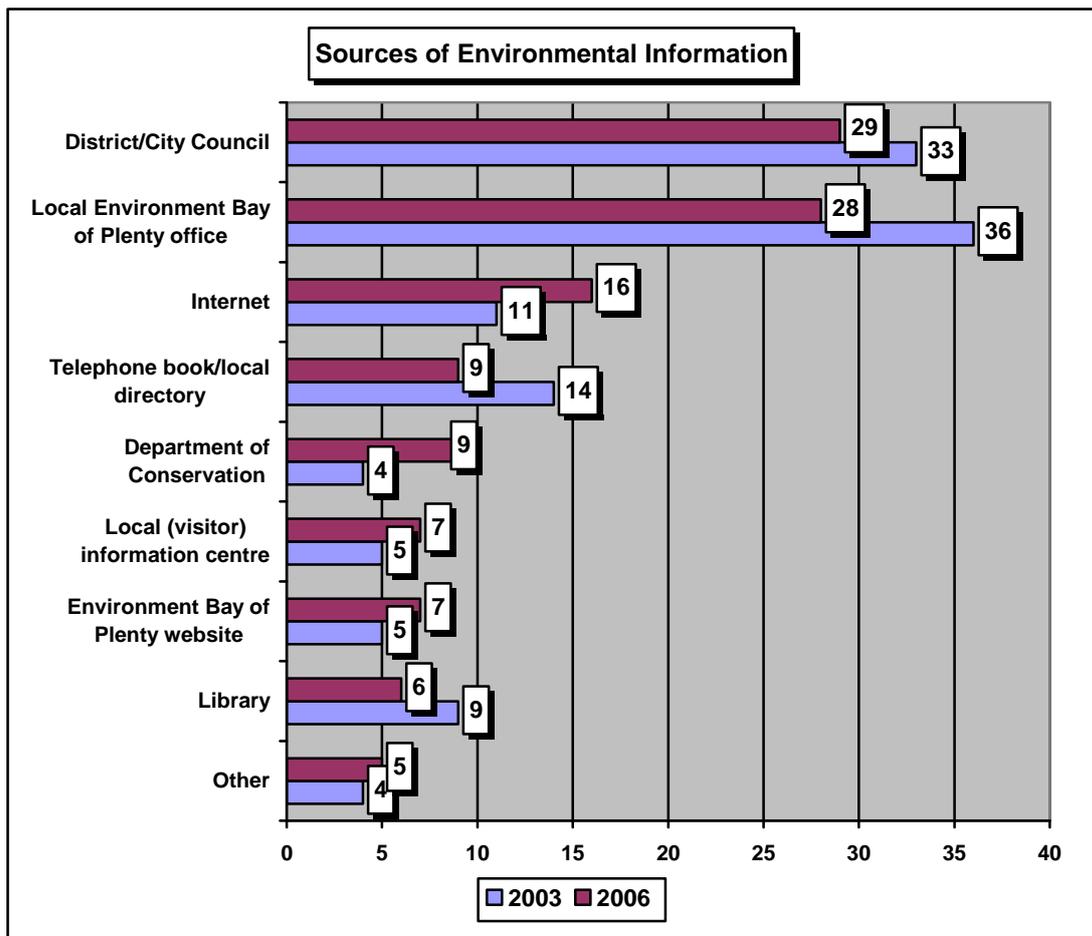
#### Results by Length of Time in Bay of Plenty

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

## 5.4 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 *District/City Council* (29%) and *Local Environment Bay of Plenty office* (28%). These results represent decreases of 4 percentage points and 8 percentage points respectively from the 2003 study (33% and 36%).
- The proportion of respondents who stated that they would use the *Internet* (16%) has increased 5 percentage points from 2003 (11%) while the proportion who stated *Telephone book/local directory* (9%) has decreased 5 percentage points (14%).



Base: 1300 respondents

Figure 9: Sources of environmental information.

### 5.4.1 Comparative Analysis

#### Results by Area

- Respondents from Eastern Bay of Plenty 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* (34%) than respondents from Western Bay of Plenty (25%).
- 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* (19%) than respondents from Eastern Bay of Plenty (12%).

### 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* (31%) than respondents aged 18-29 (14%).
- 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* (21%) than respondents aged 60+ (6%).
- 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* (37%) than respondents aged 18-29 (18%).

### Results by Gender

- Female respondents 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* (33%) than male respondents (24%).

### 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* (30%) than respondents who identified themselves as Maori (24%).
- 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 on the *Internet* (17%) than respondents who identified themselves as Maori (11%).

### Results by Urban/Rural Location

- Rural respondents 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* (32%) than urban respondents (27%).
- 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* (17%) than rural respondents (12%).

### Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty 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* (29%) than respondents who have lived in the Bay of Plenty less than 2 years (16%).
- Respondents who have lived in the Bay of Plenty 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* (29%) than respondents who have lived in the Bay of Plenty more than 5 years (15%).

- Respondents who have lived in the Bay of Plenty 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 *District/City Council* (30%) than respondents who have lived in the Bay of Plenty less than 2 years (23%).



## Chapter 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* (33%) and *Articles in other newspapers* (24%).
- These advertising methods were also the most commonly recalled when respondents were prompted.

Table 13: Recall of Environment Bay of Plenty information or advertising.

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

Base: 1300 respondents

#### 6.1.1 Comparative Analysis

##### Results by Area

- Respondents from Western Bay of Plenty were more likely to recall Environment Bay of Plenty advertising in *Articles about Environment Bay of Plenty in other papers* (28%) than respondents from Rotorua (17%).

- Respondents from Western Bay of Plenty were more likely to recall Environment Bay of Plenty advertising in *Environment Bay of Plenty advertisements in other papers* (21%) than respondents from Rotorua (13%).

### Results by Age

- Respondents aged 60+ were more likely to recall Environment Bay of Plenty advertising in *articles about Environment Bay of Plenty in other papers* (28%) than respondents aged 18-29 (16%).
- Respondents aged 60+ were more likely to recall Environment Bay of Plenty advertising in *Environment Bay of Plenty advertisements in other papers* (21%) than respondents aged 18-29 (12%).
- Respondents aged 60+ were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (41%) than respondents aged 18-29 (17%).

### Results by Gender

- Female respondents were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (37%) than male respondents (30%).
- Female respondents were more likely to recall Environment Bay of Plenty advertising in *Articles about Environment Bay of Plenty in other papers* (26%) than male respondents (21%).

### Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (37%) than respondents who identified themselves as Maori (23%).
- Respondents who identified themselves as non-Maori were more likely to recall Environment Bay of Plenty advertising in *Articles about Environment Bay of Plenty in other papers* (26%) than respondents who identified themselves as Maori (20%).

### Results by Urban/Rural Location

- Urban respondents were more likely to recall Environment Bay of Plenty advertising in *The Regional Guardian* (36%) than rural respondents (28%).

### Results by Length of Time in Bay of Plenty

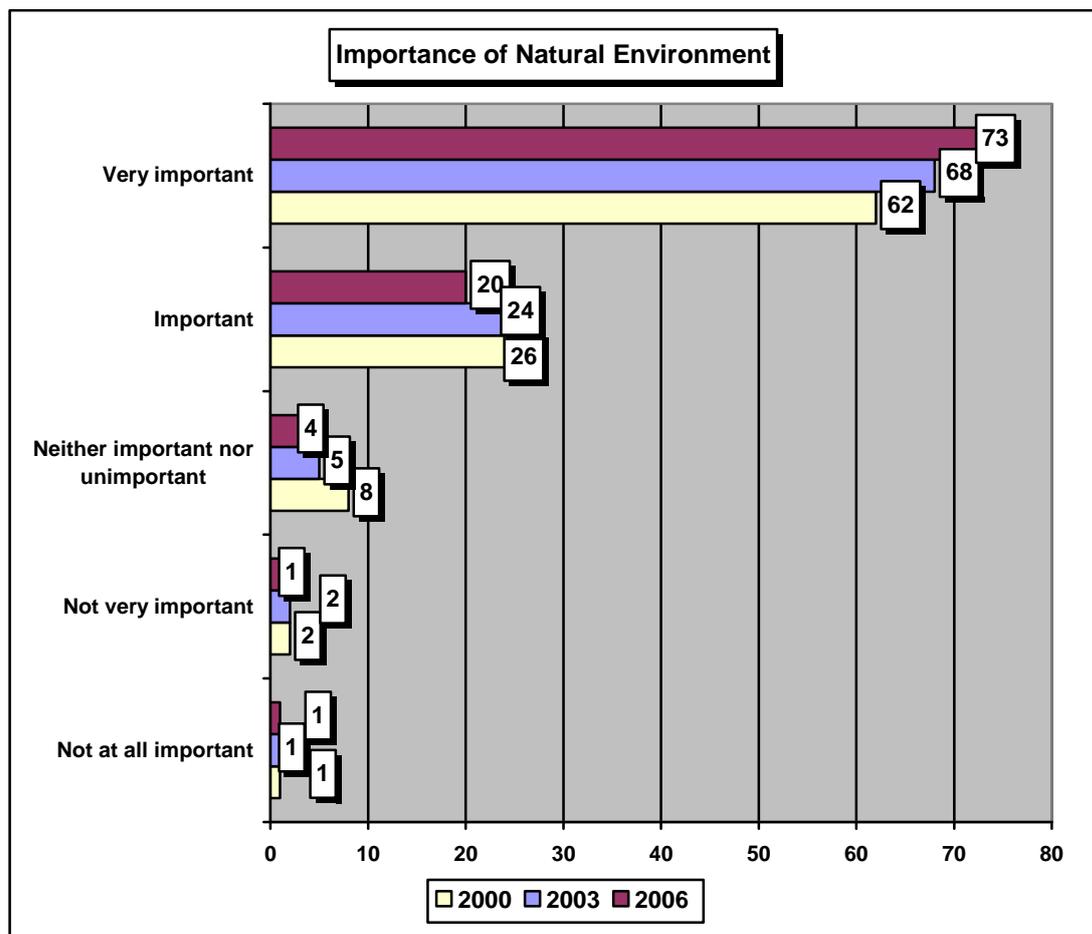
- Respondents who have lived in the Bay of Plenty 2-5 years were more likely to recall Environment Bay of Plenty advertising in *Articles about Environment Bay of Plenty in other papers* (27%) than respondents who have lived in the Bay of Plenty less than 2 years (17%).
- Respondents who have lived in the Bay of Plenty 2-5 years were more likely to recall Environment Bay of Plenty advertising in *Environment Bay of Plenty advertisements in other papers* (20%) than respondents who have lived in the Bay of Plenty less than 2 years (9%).

## Chapter 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 three quarters of respondents (73%) stated that the natural environment is *very important* to their reasons for living in the Bay of Plenty. This result represents an increase of 5 percentage points from 2003 (68%) and 11 percentage points from 2000 (62%).



Base: 1300 respondents

Figure 10: Importance of natural environment.

### 7.1.1 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 lengths 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 (8%) stated that they *are* currently a member of an environmental group.

Table 14: *Membership of an Environmental Group.*

Are you currently a member of an environmental group?	% of Respondents
Yes	8
No	92
Total	100

Base: 1300 respondents

### 7.2.1 Comparative Analysis

#### Results by Area

- Respondents from Rotorua were more likely to state that they *are* a member of an environmental group (11%) than respondents from Eastern Bay of Plenty (5%).

### 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

- Respondents who have lived in the Bay of Plenty more than 5 years were more likely to state that they *are* a member of an environmental group (9%) than respondents who have lived in the Bay of Plenty less than 2 years (4%).

## 7.2.2 Specific Group Membership

Respondents who stated that they *are* currently a member of an environmental group (109 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 14% of respondents stated that they are a member of *Forest and Bird* or a *Care group*.

Table 15: *Specific group membership.*

Which environmental group do you belong to?	% of Respondents
Greenpeace	27
Forest and Bird	14
Care group	14
Marae based group	6
Fish and Game NZ	5
Other	34
<b>Total</b>	<b>100</b>

Base: 109 respondents



## Chapter 8: Demographics

### 8.1 Gender

Table 16: Gender

Gender	% of Respondents	
	Sample	Population
Male	48	49
Female	52	51
<b>Total</b>	<b>100</b>	<b>100</b>

Base: 1300 respondents

### 8.2 Age

Table 17: Age

Age	% of Respondents	
	Sample	Population
18-29	15	16
30-59	57	58
60+	28	26
<b>Total</b>	<b>100</b>	<b>100</b>

Base: 1300 respondents

### 8.3 Ethnicity

Table 18: Ethnicity

Ethnicity	% of Respondents	
	Sample	Population
Maori	26	28
Non-Maori	74	72
<b>Total</b>	<b>100</b>	<b>100</b>

Base: 1300 respondents

## 8.4 Length of Time Living in the Bay of Plenty Region

Table 19: Length of time living in the Bay of Plenty region

How long have you lived in the Bay of Plenty region?	% of Respondents
Less than 2 years	6
2 years –5 years	10
More than 5 years	84
<b>Total</b>	<b>100</b>

Base: 1300 respondents

## 8.5 Area

Table 20: Area

Area	% of Respondents
Western Bay of Plenty	37
Eastern Bay of Plenty	33
Rotorua	30
<b>Total</b>	<b>100</b>

Base: 1300 respondents

## 8.6 Rural/Urban

Table 21: Rural/urban

Rural/Urban	% of Respondents
Urban	72
Rural	28
<b>Total</b>	<b>100</b>

Base: 1300 respondents