



environment
SOUTHLAND
Te Taiao Tonga

VERSUS
RESEARCH

Environment Southland Perceptions Survey

September 2014

1 Executive Summary

1.1 Background and Objectives

Versus Research was commissioned by Environment Southland to conduct a Perceptions Survey. The objectives of the survey were to determine:

- Public perceptions of Environment Southland's environmental management.
- The effectiveness of Environment Southland's current communication channels.
- Which modes would be most effective in communicating with target audiences in the region.

Interviewing was carried out via telephone¹ between the 23rd of September and the 11th of October 2014, from 10a.m. to 8.30p.m. The final sample is comprised of residents (n=450) and farmers (n=150). The residents' findings were primarily analysed by area and demographics, while farmers' findings were analysed by farm type.

1.2 Awareness and Impressions of Environment Southland

Findings show strong awareness of Environment Southland amongst both residents and farmers. Unprompted, farmers are more likely to be aware of Environment Southland (86% cf. residents, 75%), however, total awareness of Environment Southland for both residents and farmers is at 99%. Awareness for residents, both prompted and unprompted, has remained on par with results from the last three years.

Impressions of Environment Southland vary between residents and farmers. Residents have the highest level of agreement with Environment Southland being a leader in the development of an environmentally sustainable Southland, with 59% of residents agreeing (33%) or strongly agreeing (26%) with this, while farmers give the highest level of agreement to Environment Southland effectively managing environmental issues with 65% of farmers agreeing (43%) or strongly agreeing (22%) with this.

Variations are also seen in the performance ratings given to Environment Southland by residents and farmers. Fifty-four per cent of residents think Environment Southland is doing well (32%) or very well (22%) at informing them about the management of Southland's natural resources, while 64% of farmers think Environment Southland is doing well (39%) or very well (25%) at protecting and managing the quality of water in Southland's rivers, lakes and streams.

1.3 Environmental Concerns

Fifty-eight per cent of residents and 53% of farmers have environmental concerns about the Southland region with a significant increase seen in the number of residents who have environmental concerns this year (58% cf. 2013, 39%). Environmental concerns for both residents and farmers mainly revolve around issues associated with water and farming. Residents specifically identify river water quality (meaning the physical look and feel of the water, 24% cf. farming, 11%) and dairy farming (13%) as their primary concerns while farmers primarily indicate that stock, in or near the waterways is an issue (20%).

¹ Computer Assisted Telephone Interviewing.

Year on year comparisons also show that the primary environmental concern for residents continues to be water pollution/quality (34%) however the proportion of residents who mentioned this has fallen considerably since 2014 (now at 34% compared to 47% in 2011).

1.4 Land Sustainability and Dairy Liaison Officer

Overall 37% of farmers have interacted with a land sustainability officer or dairy liaison officer in the past year. Of these farmers, 42% had their request responded to within one to two working days. Twenty-four per cent had their request responded to within three to five working days and 13% in more than five working days. Eighty-two per cent of farmers agree (29%) or strongly agree (53%) with the advice given by the officer. Fifty-eight per cent of farmers acted on all the advice given by the officer, while 27% acted on some of it. When asked why they didn't act on the advice given by the officer, farmers indicated that they did not agree with the officer, they needed more details from the officer, or that it was going to be too costly to implement.

1.5 Communication

The main forms of communication residents use to get information about Environment Southland include newspapers (61%), flyers in the letterbox (29%) and the Envirosouth Newsletter (18%). Similarly, farmers also identified they use newspapers (48%), flyers in their letterbox (25%), and the Envirosouth Newsletter (24%) to get information about Environment Southland.

Positively, residents and farmers both agree that the information Environment Southland provides is valuable; 76% of residents agree (35%) or strongly agree (41%), and an equal number (76%) of farmers also agree (39%) or strongly agree (37%) with this statement.

Fifty-nine per cent of residents and 55% of farmers have seen Enviroweek in the past six months with residents' results on par with results from the past three years. Of those who have seen Enviroweek, 72% of residents actually read it, while 63% of farmers read it. Significantly more farmers (76% cf. residents, 63%) are aware that Environment Southland produces Enviroweek.

Farmers are more likely to have seen Envirosouth (83% cf. residents, 74%) in the past six months. Seventy-nine per cent of residents who have seen Envirosouth have read it, and 78% of farmers that have seen Envirosouth have read it. Farmers are also more likely to know that Environment Southland produces Envirosouth (95% cf. residents, 82%).

Thirty-seven per cent of farmers have seen Envirofarm in the past six months. Of the farmers who have seen Envirofarm, 82% have read it and 82% know that it is produced by Environment Southland. Furthermore, half (50%) of farmers listen to the Lunchtime Farming Show. Of these farmers, 73% have heard information for Environment Southland in the last six months on the show.

The local newspapers residents most commonly read are the Southland Times (85%), Southland Express (55%) and the Invercargill Eye (43%). Significant increases can be seen this year in the number of residents who read the Southland Express (55% cf. 2013, 46%) and the Invercargill Eye (43% cf. 2013, 32%). Farmers are more likely to read the Otago Southland Farmer (50%), Southern Rural Life (48%) and Newslink (40%).

The radio stations most listened to by residents include The Rock (13%), The Edge (12%), or More FM (12%) with farmers more likely to listen to Hokonui Gold (45%), Classic Hits (11%), or National Radio (10%).

Significantly more residents watch Cue TV than farmers (38% cf. farmers, 29%). Cue TV viewership among residents has remained consistent over the past three years. Of the residents who have watched Cue TV in the past six months, 25% have seen advertising from Environment Southland, while 20% of farmers (who have watched Cue TV) have seen advertising from Environment Southland.

Seventy-four per cent of residents and 75% of farmers go online regularly. Of the residents who go online regularly, 67% have a Facebook profile. Only one quarter (25%) of residents and 28% of farmers who have a Facebook profile know that Environment Southland has a Facebook page, however only 55% of residents and 46% of farmers would use the page for information. Significantly more farmers (55% cf. residents, 26%) use the Environment Southland website to access information.

1.6 Civil Defence

Overall, natural disasters and weather events are the main hazards in Southland that could affect residents and farmers. Generally, residents are most concerned about natural disasters (76%), specifically an earthquake (66%), flooding (62%) or a tsunami (27%). Farmers are also concerned about a natural disaster (69%), specifically an earthquake (59%), flooding (54%) or a hurricane/storm (29%).

Overall, 15% of residents are fully prepared, as they have a complete emergency kit and an emergency plan; a further 11% are semi prepared as they have some emergency items and water, but not an emergency plan. Thirty eight per cent of residents are not prepared as they have only emergency items *or* water *or* an emergency plan, while the remaining 36% are not at all prepared, as they have no emergency items or water or plan.

Similarly, 16% of farmers are fully prepared with a complete emergency kit and emergency plan. Eleven per cent are semi prepared with emergency items and water but not an emergency plan. Thirty one per cent are not prepared, as they only have emergency items *or* water *or* an emergency plan and the remaining 43% are not at all prepared, with no emergency items or water or plan.

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2 Method

2.1 Background and objectives

Environment Southland is responsible for the management of the Southland region’s natural resources. Currently Environment Southland communicates information about their role and activities in the region to stakeholder groups and the wider community via several different methods including both print and targeted media.

To ensure the information is reaching the target audiences, Environment Southland monitors how well their communications are received by resident groups within the region. In 2014 Versus Research was commissioned by Environment Southland to conduct a Perceptions Survey to assist with this monitoring. The primary objectives of the survey were to determine:

- Public perceptions of Environment Southland’s environmental management.
- The effectiveness of Environment Southland’s current communication channels.
- Which modes would be most effective in communicating with target audiences in the region.

2.2 Approach

The work utilised a quantitative survey conducted via Computer Assisted Telephone Interviewing. The survey was 10 minutes in duration with fieldwork completed between the 23rd of September and the 11th of October 2014, from 10a.m. to 8.30p.m.

This project utilised a stratified sample based on the areas that make up the Southland region. Telephone numbers for the interviewing were supplied by Inivio² and the final sample is comprised of n=450 residents and n=150 farmers.

Sample quotas were applied to districts to ensure that the final sample was proportionately representative to the region overall. The tables below detail the final sample sizes and proportions by district as well as the proportion of dairy farmers and sheep and beef farmers achieved:

Table 2.2-1. Residents

Total	Invercargill	Gore	Southland
n=450	n=250 55%	n=60 13%	n=140 32%

Table 2.2-2. Farmers

Total	Dairy	Sheep and Beef
n=150	n=75 50%	n=75 50%

² Inivio is a sample supply company who provide privacy compliant phone numbers from the Telecom White Pages connections. Inivio randomly select data cases that fit within the specified sample frame, i.e., people living within the Southland Region, via SQL random code. These contact phone numbers were then provided to Versus Research.

2.3 Weighting

Age and gender weightings have been applied to the final data set for this project. Weighting ensures that specific demographic groups are not under or over represented in the final data set and that each group is represented as it would be in the population.

The proportions used for the gender and age weights are taken from the 2013 Census (Statistics New Zealand). The weights added to the residents' sample are outlined in the table below:

Table 2.3-1. Weight factors

Age	Proportion Male	Proportion Female
16-39	18%	18%
40-59	18%	18%
60+	13%	14%
Total	49%	51%

The farming sample has not been weighted as a 50/50 split between dairy farmers and sheep and beef farmers was requested by Environment Southland. This means that dairy farmers are very slightly over-represented in the farming sample although this is unlikely to have a significant effect on the overall findings.

2.4 Margin of Error

Margin of error (MOE) is a statistic used to express the amount of random sampling error present in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE. The final sample sizes for this particular study are n=450 residents and n=150 farmers, which gives a maximum margin of error of +/- 4.62% for residents and +/- 8% for farmers at the 95% confidence interval. This means that if the observed result on the total resident sample of n=450 respondents is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 45.38% and 54.62%, while for the total farming sample of n=150, respondents the true answer falls between 42% and 58%. The table below outlines the MOE for each district and farming sub group:

Table 2.4-1. Margin of error

	Number of residents	MOE
Total Residents	n=450	+/- 4.62%
Invercargill	n=250	+/- 6.2%
Gore	n=60	+/- 12.65%
Southland	n=140	+/- 8.28%
	Number of farmers	MOE
Total	n=150	+/- 8%
Dairy	n=75	+/- 11.32%
Sheep and Beef	n=75	+/- 11.32%

3 Reporting of Results


3.1 Sub-group analysis


Results in this report are primarily analysed and displayed at the total level, showing both residents and farmers within the chart. Demographic differences are noted in a table below the chart, as are year on year comparisons between the resident samples where applicable. Differences between farm type, dairy or sheep and beef, are also listed in tabulated form below the main chart.

3.2 Statistical testing

Statistical testing has been applied to the figures in this report. A significant difference means that the results show an actual change and that this is not due to chance, i.e., that if the survey was repeated we would achieve a similar result.

This testing compared *residents and farming results*, as well as differences between *2014 and 2013*. Where changes are statistically significant³, they are indicated by green and orange shading, as follows:

 Green squares indicated that a result was significantly *greater*.

 Orange squares indicated that a result was significantly *lower*.

The testing of the results was done at the 95% confidence interval, which means that if the survey was repeated 100 times, we would expect a similar result at least 95 times out of 100.

3.3 Percentages

Please note that not all percentages shown add up to 100%. This is due to rounding and/or occurs where questions allow multiple responses (rather than a single response).

3.4 Comparability of results to previous years

Where applicable, results have been compared to previous years. Where a wording change had occurred within a question it has been noted with the appropriate chart. A change in the scale used, from a four point scale to a ten point scale may have affected the results, although response scales have been grouped to maintain comparability where possible.

³ Statistical testing indicates differences at the 95% or 99% confident level.

4 Detailed Results

4.1 Awareness and Impressions of Environment Southland

Unprompted awareness of Environment Southland remains high amongst both residents and farmers within the region. Seventy-five per cent of residents and 86% of farmers are aware of Environment Southland unprompted. Residents' unprompted awareness results this year (75%) have remained on a par with results from the last three years.

Figure 4.1-1. Unprompted awareness⁴⁵

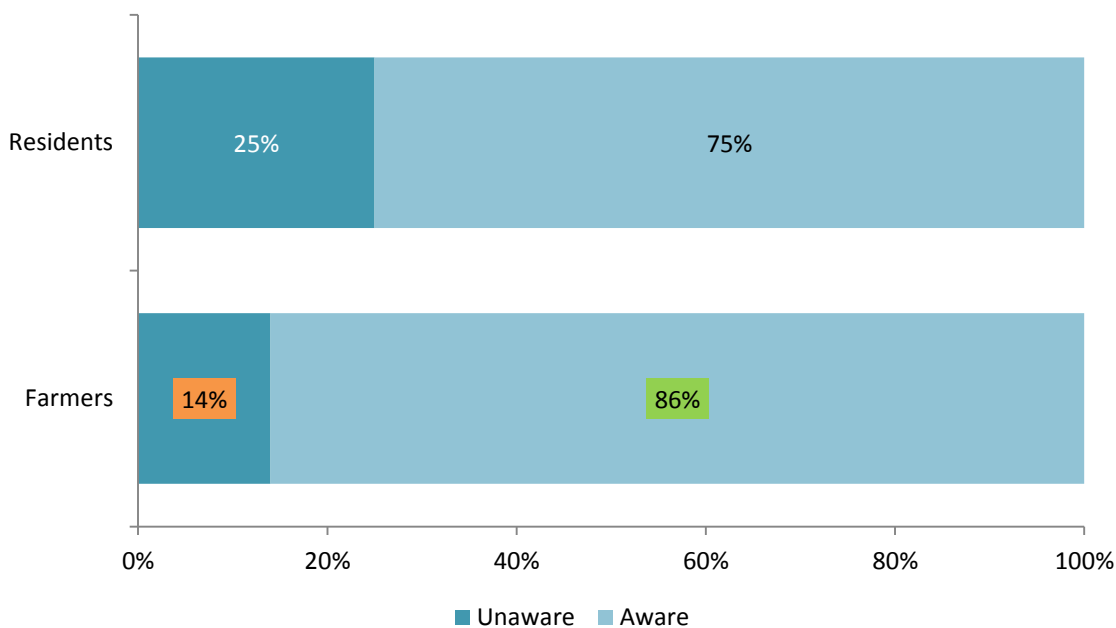


Table 4.1-1. Unprompted awareness: residents

	2014	2013	2012	2011
Aware	75%	76%	75%	76%
Unaware	25%	24%	25%	25%

⁴ Which organisation do you understand to be responsible for the management of Southland's natural resources?
Base: all respondents; 2014 residents n=450; farmers n=150; 2013 n=400, 2012 n=600, 2011 n=600.

⁵ Orange shading indicates that the result for farmers is significantly lower than the result for residents.
Green shading indicates that the result for farmers is significantly higher than the result for residents.

Total awareness of Environment Southland is also high; both residents and farmers total awareness is 99%. Results for residents also remain on a par with results from the past three years.

Figure 4.1-2. Total Awareness⁶

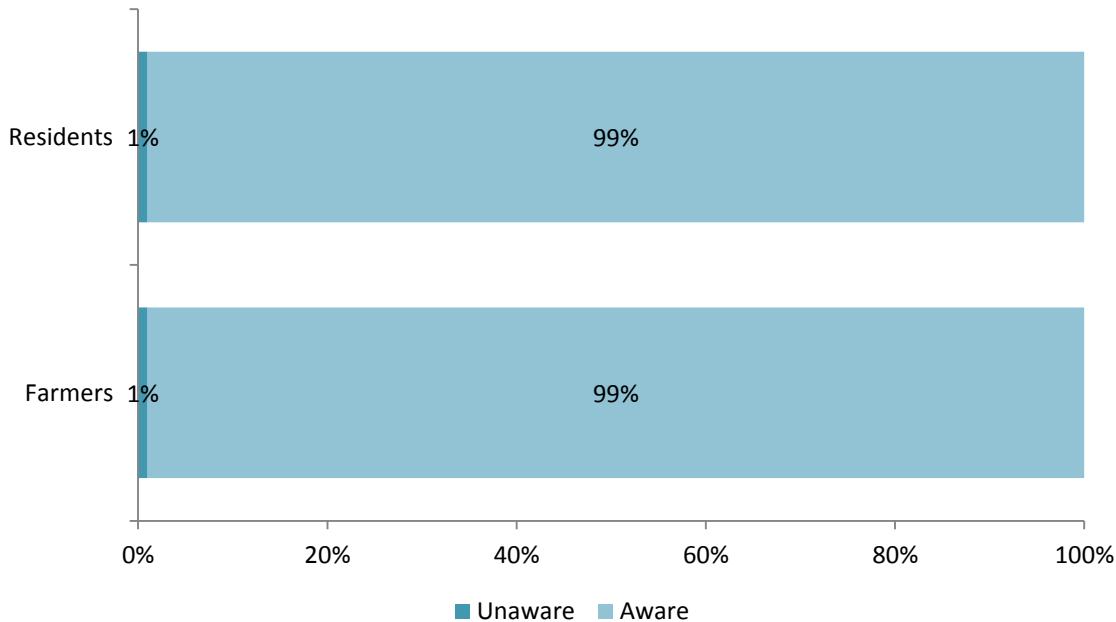


Table 4.1-2. Total awareness: residents

	2014	2013	2012	2011
Aware	99%	98%	97%	100%
Unaware	1%	2%	3%	

Ratepayers in the region (80% cf. total, 75%) and residents aged between 40 and 59 (82% cf. total, 75%) are more likely to be aware of Environment Southland unprompted.

Table 4.1-3. Key demographic differences between awareness: residents

	Result for residents	Key demographic differences
Unprompted awareness	75%	More likely to be: <ul style="list-style-type: none"> • Ratepayers in the region (80%) • Residents aged 40-59 (82%)

Although not statistically significant, dairy farmers (91%) are more likely to be aware of Environment Southland unprompted than sheep and beef farmers (81%).

Table 4.1-4. Differences in farm type between awareness: farmers

	Result for farmers	Comparison between farm types
Unprompted awareness	86%	<ul style="list-style-type: none"> • Dairy farmers (91%) • Sheep and beef farmers (81%)

⁶ Have you heard of Environment Southland or the Southland Regional Council? Base: Respondents that were not aware unprompted; residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

Residents in the region have the highest level of agreement with Environment Southland being a leader in the development of an environmentally sustainable Southland, with 59% of residents agreeing (33%) or strongly agreeing (26%) with this. Following this, 56% of residents agree (33% cf. farmers, 43%) or strongly agree (23%) that Environment Southland is effectively managing pressing environmental issues. Forty-two per cent of residents agree (28%) or strongly agree (14%) that Environment Southland is a leader in the development of prosperity in Southland. Results for effectively managing pressing environmental issues remain on a par with results from last year as well as results over the past three years.

The impressions of Environment Southland amongst farmers vary from that of residents in the region. Farmers have the highest level of agreement with Environment Southland effectively managing pressing environmental issues, with 65% of farmers agreeing (43% cf. residents 33%) or strongly agreeing (22%) with this. This is followed by 54% of farmers agreeing (28%) or strongly agreeing (26%) that Environment Southland is a leader in the development of an environmentally sustainable Southland (54%). Being a leader in the development of prosperity in Southland received the lowest levels of agreement, with 33% of farmers agreeing (21%) or strongly agreeing (13%).

Figure 4.1-3. Impressions of Environment Southland⁷⁸

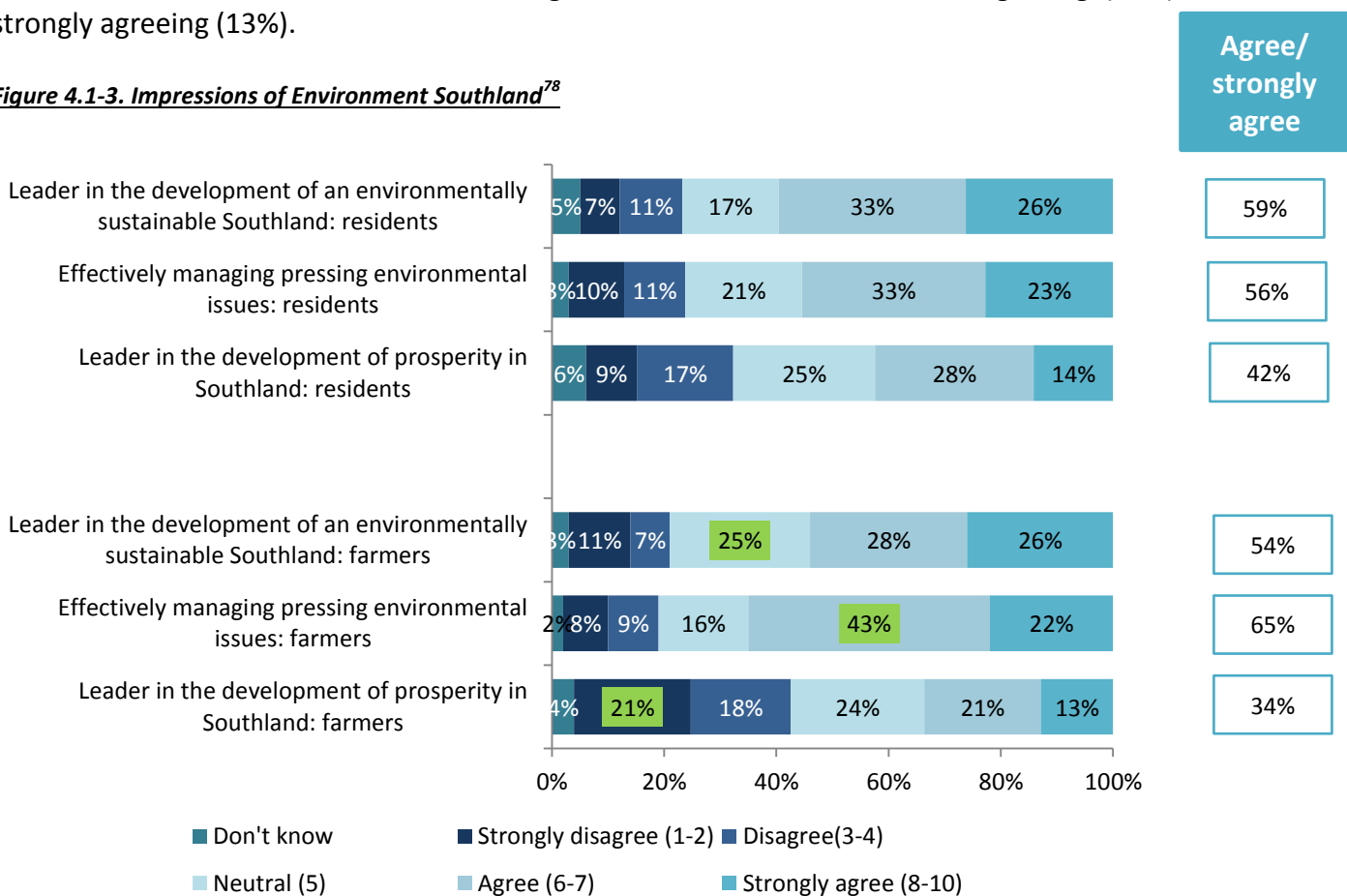


Table 4.1-5. Impressions of Environment Southland agree and strongly agree ratings: residents

	2014	2013	2012	2011
Effectively managing pressing environmental issues	56%	57%	60%	57%

⁷ On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, can you please tell me to what extent do you agree or disagree that.... Base: all respondents; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁸ Green shading indicates that the result for farmers is significantly higher than the result for residents.

Non-ratepayers in the region (56% cf. total, 42%) and residents aged 16 to 39 (53% cf. total, 42%) are more likely to agree or strongly agree that Environment Southland is a leader in the development of prosperity in Southland. Residents aged 40 to 59 (46% cf. total, 56%) are less likely to agree or strongly agree that Environment Southland is effectively managing pressing environmental issues.

Table 4.1-6. Key demographic differences in impressions of Environment Southland: residents

	Result for residents (6-10 result)	Key demographic differences
Leader in the development of an environmentally sustainable Southland	59%	No significant demographic differences
Effectively managing pressing environmental issues	56%	Less likely to agree/strongly agree: <ul style="list-style-type: none"> Residents aged 40 to 59 (46%)
Leader in the development of prosperity in Southland	42%	More likely to agree/strongly agree: <ul style="list-style-type: none"> Non-ratepayers in the region (56%) Residents aged 16 to 39 (53%)

Overall, dairy farmers have a more positive impression of Environment Southland than sheep and beef farmers. Notably, dairy farmers (41% cf. total, 33%) are more likely to agree or strongly agree that Environment Southland is a leader in the development of prosperity in Southland, while sheep and beef farmers are less likely (25% cf. total, 33%).

Table 4.1-7. Differences in farm type in impressions of Environment Southland: farmers

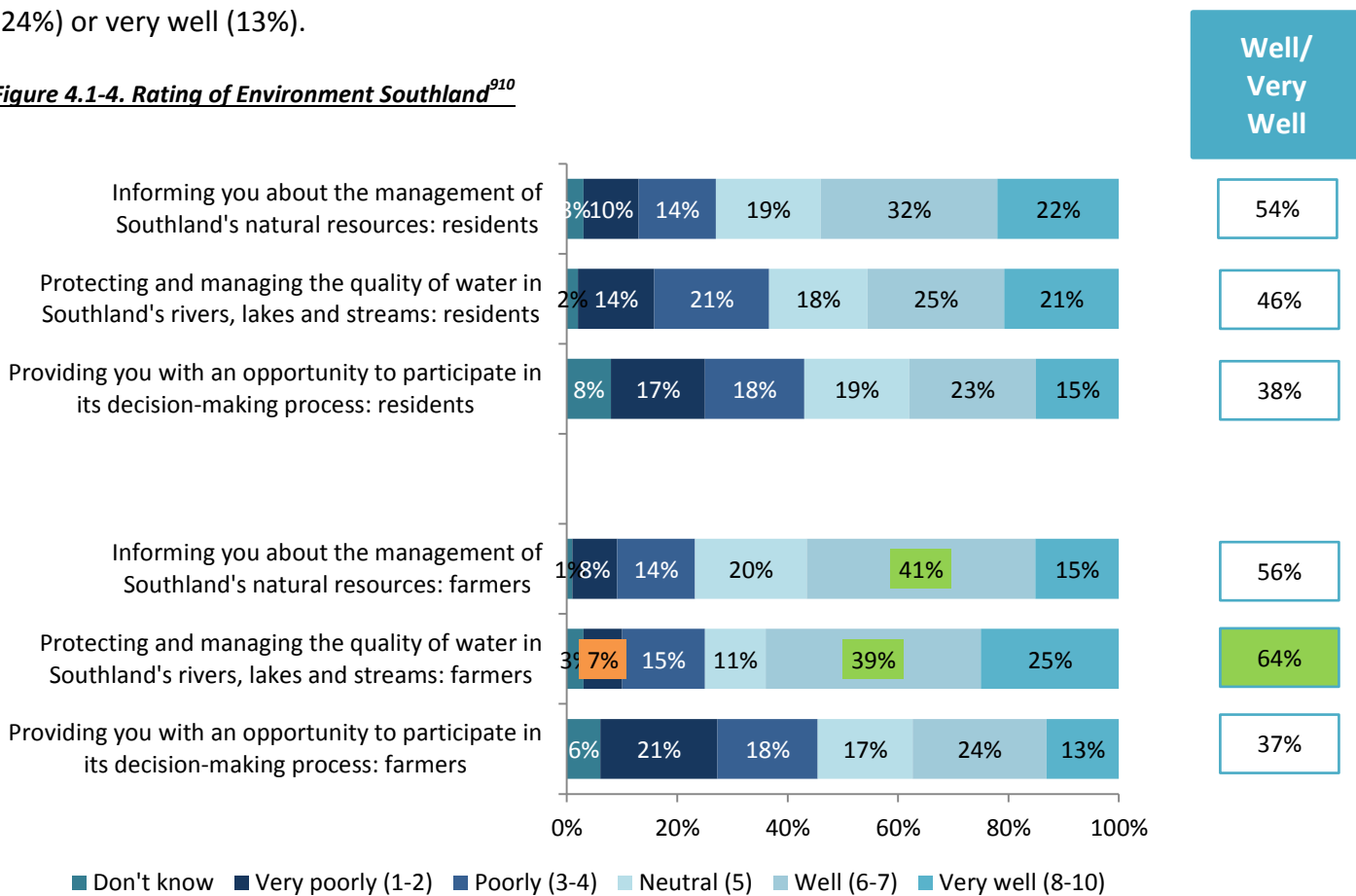
	Result for farmers (6-10 result)	Comparison between farm types
Leader in the development of an environmentally sustainable Southland	54%	<ul style="list-style-type: none"> Dairy farmers (59%) Sheep and beef farmers (49%)
Effectively managing pressing environmental issues	65%	<ul style="list-style-type: none"> Dairy farmers (72%) Sheep and beef farmers (57%)
Leader in the development of prosperity in Southland	34%	<ul style="list-style-type: none"> Dairy farmers (41%) Sheep and beef farmers (25%)

High ratings are given to Environment Southland amongst residents for informing the public about the management of Southland resources, with 54% of respondents rating Environment Southland as doing well (32%) or very well (22%). Forty-six per cent of residents think Environment Southland is doing well (25%) or very well (21%) at protecting and managing the quality of water in Southland’s rivers, lakes and streams; while 38% of residents think Environment Southland is doing well (23%) or very well (15%) at providing residents with an opportunity to participate in its decision-making process.

Compared with the results from last year, significantly more residents gave positive ratings for Environment Southland informing the public about the management of Southland’s natural resources (54% cf. 2013, 31%) as well as protecting and managing the quality of water in Southland’s rivers, lakes and streams (46% cf. 2013, 34%). However, this year significantly fewer residents gave positive ratings to Environment Southland for providing the public with an opportunity to participate in its decision-making process (38% cf. 2013, 49%).

Significantly more farmers gave positive ratings to Environment Southland protecting and managing the quality of water in Southland’s rivers, lakes and streams than residents with 64% stating that Environment Southland is doing well (39%) or very well (25%) at this. This is followed by 56% of farmers rating Environment Southland informing the public about the management of Southland natural resources as well (41%) or very well (15%) and 37% rating Environment Southland providing the public with an opportunity to participate in its decision making as well (24%) or very well (13%).

Figure 4.1-4. Rating of Environment Southland^{9,10}



⁹ Using a similar scale where 1 means very poorly and 10 means very well, how well or poorly do you think Environment Southland has done at... Base: all respondents 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

¹⁰ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Table 4.1-8. Rating of Environment Southland well and very well ratings: residents¹¹

	2014	2013	2012	2011
Informing you about the management of Southland's natural resources	54%	31%	-	-
Protecting and managing the quality of water in Southland's rivers, lakes and streams	46%	34%	30%	27%
Providing you with an opportunity to participate in its decision-making process	38%	49%	-	-

Non-ratepayers in the region (60% cf. total, 46%), residents aged 16 to 39 (56% cf. total, 46%) and younger couples or single residents with no children (63% cf. total, 46%) are more likely to give positive ratings for Environment Southland protecting and managing the quality of water in Southland's rivers, lakes and streams. Non-ratepayers in the region (54% cf. total, 38%) and residents aged 16 to 39 (46% cf. total, 38%) are more likely to give positive ratings for Environment Southland providing the public with an opportunity to participate in its decision making. Residents aged 40 to 59 (48% cf. total, 54%) are less likely to give positive ratings for Environment Southland informing the public about the management of Southland's natural resources.

Table 4.1-9. Key demographic differences in ratings of Environment Southland: residents

	Result for residents (6-10 result)	Key demographic differences
Informing you about the management of Southland's natural resources	54%	Less likely to think well / very well: <ul style="list-style-type: none"> Residents aged 40 to 59 (48%)
Protecting and managing the quality of water in Southland's rivers, lakes and streams	46%	More likely to think well / very well: <ul style="list-style-type: none"> Non-ratepayers in the region (60%) Residents aged 16 to 39 (56%) Younger residents with no children (63%)
Providing you with an opportunity to participate in its decision-making process	38%	More likely to think well / very well: <ul style="list-style-type: none"> Non-ratepayers in the region (54%) Residents aged 16 to 39 (46%)

¹¹ Orange shading indicates that the result for 2014 is significantly lower than the result from 2013. Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

Although not statistically significant, dairy farmers are more likely to give positive ratings to Environment Southland in relation to being informed about the management of Southland’s natural resources and protecting and managing the quality of water. However, sheep and beef farmers are more positive about Environment Southland providing them with an opportunity to participate in its decision making.

Table 4.1-10. Differences in farm type in ratings of Environment Southland: farmers

	Result for residents (6-10 result)	Comparison between farm types
Informing you about the management of Southland’s natural resources	56%	<ul style="list-style-type: none"> • Dairy farmers (60%) • Sheep and beef farmers (53%)
Protecting and managing the quality of water in Southland’s rivers, lakes and streams	64%	<ul style="list-style-type: none"> • Dairy farmers (71%) • Sheep and beef farmers (59%)
Providing you with an opportunity to participate in its decision-making process	37%	<ul style="list-style-type: none"> • Dairy farmers (36%) • Sheep and beef farmers (39%)

4.2 Environmental Concerns

More than half of residents (58%) and farmers (53%) have environmental concerns in Southland. This year, significantly more residents indicate they have environmental concerns (58% cf. 2013, 39%).

Figure 4.2-1. Environmental concerns in Southland¹²

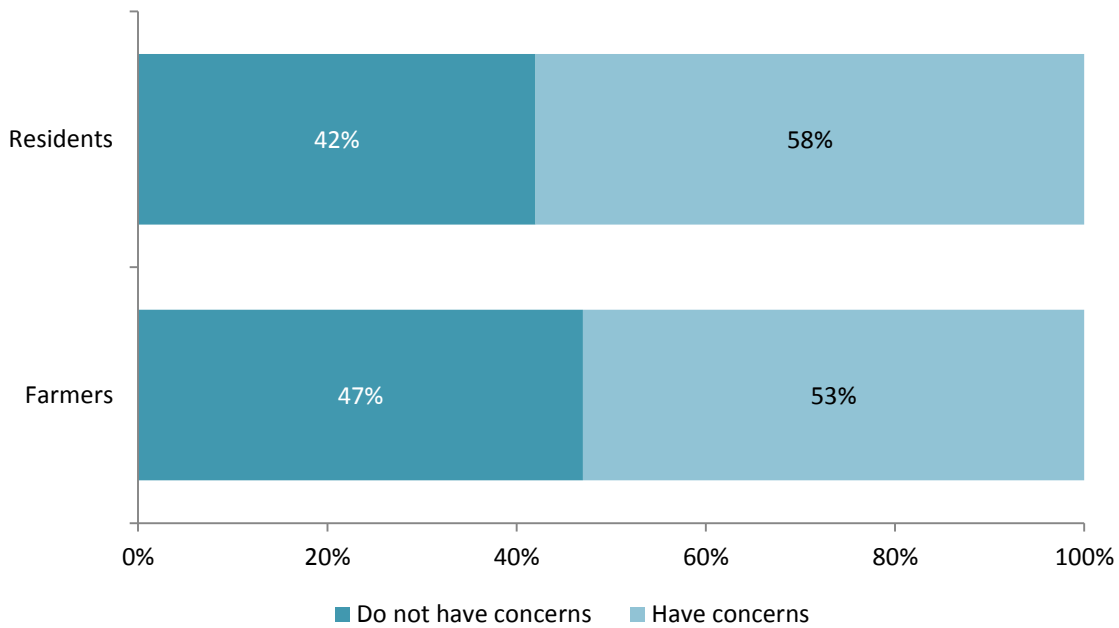


Table 4.2-1. Environmental Concerns in Southland: residents¹³

	2014	2013	2012	2011
Have concerns	58%	39%	39%	46%
Do not have concerns	42%	61%	61%	54%

¹² I'd like you to think now about Southland's environment. In the last 12 months have you seen anything, anywhere in the region, that is of concern to you? Base: All respondents 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

¹³ Orange shading indicates that the result for 2014 is significantly lower than the result from 2013. Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

Ratepayers in the region (61% cf. total, 58%) and residents aged 40 to 59 (65% cf. total, 58%) are more likely to have environmental concerns in the Southland region.

Table 4.2-2. Key demographic differences in environmental concerns Southland: residents

	Result for residents	Key demographic differences
Have concerns	58%	More likely to be: <ul style="list-style-type: none"> • Ratepayers (61%) • Residents aged 40-59 (65%)

Beef and sheep farmers (63% cf. total, 53%) are more likely, than dairy farmers (44% cf. total, 53%), to have environmental concerns in Southland.

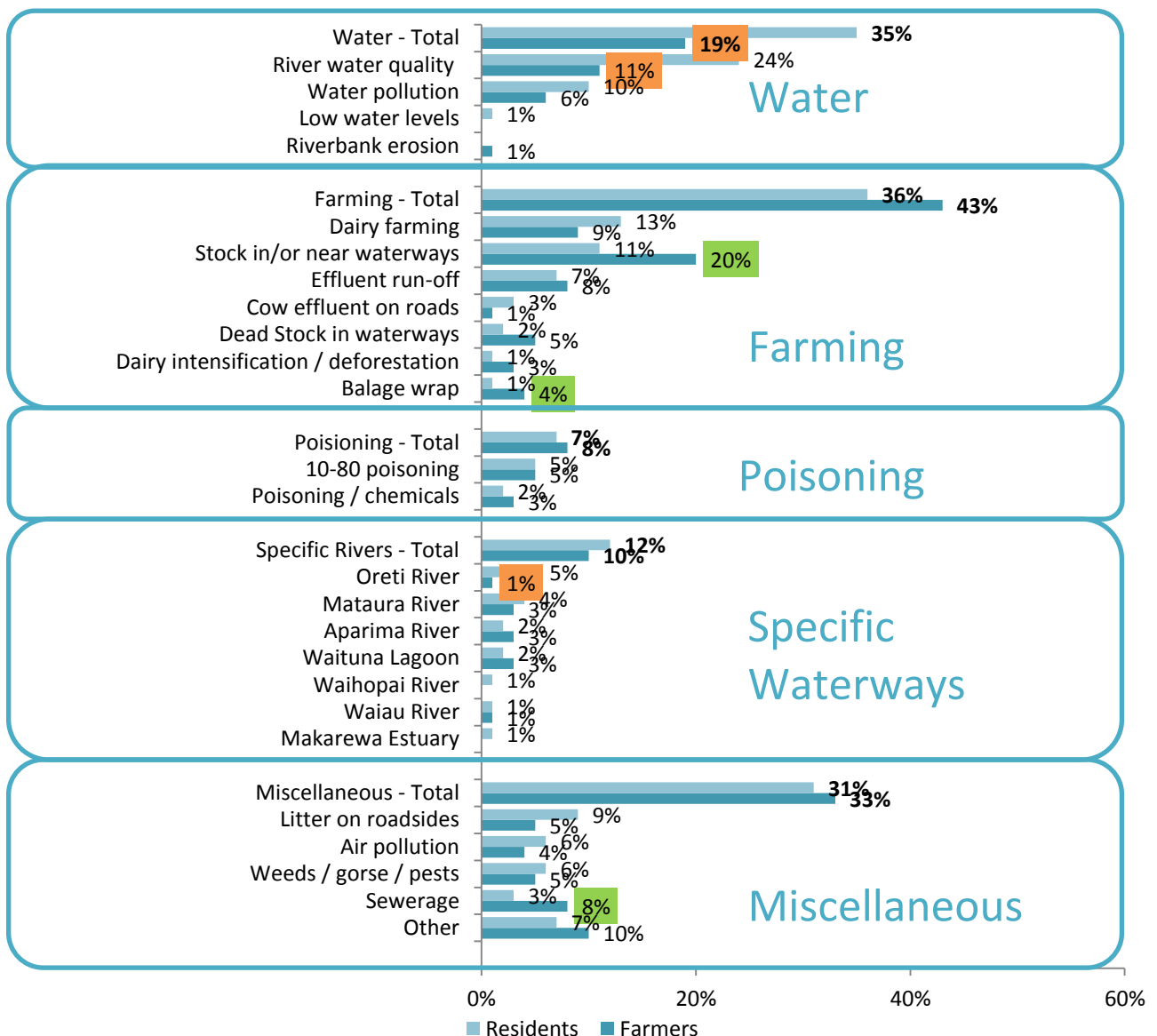
Table 4.2-3. Differences in farm type for environmental concerns Southland: farmers

	Result for farmers	Comparison between farm types
Have concerns	53%	<ul style="list-style-type: none"> • Dairy farmers (44%) • Beef and sheep farmers (63%)

Specific environmental concerns mostly pertain to issues around water and farming. Overall, 36% of residents identify concerns surrounding farming and 35% identify concerns relating to water. Residents' specific concerns revolve around river water quality¹⁴ (24%), dairy farming (13%) and stock in or near the waterways (11%). Interestingly, farmers' main concerns in regard to Southland's environment pertain to farming, with 43% of farmers identifying an issue related to farming. Farmers in the region are mostly concerned about stock in or near the waterways (20%), river water quality (11%) and dairy farming (9%).

Specific waterways of concern mentioned by respondents are also listed below; Oreti River (5%) is the most mentioned waterway by residents, while 3% of farmers (each) mentioned Mataura River, Waituna Lagoon and Aparima River.

Figure 4.2-2. Specific environmental concerns¹⁵¹⁶



¹⁴ Please note that river water 'quality' relates to the general look and feel of the river where as water 'pollution' relates to contamination.

¹⁵ What was it that you saw? Please provide as much detail as you can here. Base: Respondents that have an environmental concern; 2014 residents n=264; farmers n=80; 2013 n=156; 2012 n=231; 2011 n=285.

¹⁶ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Comparable groupings from previous years have been shown in Table 4.2-4 below. These results indicate that water pollution/quality and dairying continued to be residents' main environmental concerns; however the proportion of residents who mentioned water pollution/quality has fallen considerably since 2014 (now at 34% compared to 47% in 2011). This year, a significantly greater number of residents indicated their environmental concerns related to litter on roadsides (9% cf. 2013, 5%).

Table 4.2-4. Specific environmental concerns: residents¹⁷

	2014	2013	2012	2011
Water pollution/quality¹⁸	34%	36%	45%	47%
Dairy intensification / deforestation / dairy farming in general¹⁹	14%	16%	7%	9%
Stock in or near waterways	11%	7%	11%	14%
Litter on roadsides	9%	5%	8%	7%
Weeds / gorse / pests	6%	6%	10%	9%
Air pollution	6%	6%	4%	6%
Cow effluent on roads	3%	4%	4%	6%
Low water levels	1%	3%	4%	
Balage wrap	1%	1%	2%	
Other	7%	14%	9%	11%

¹⁷ Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

¹⁸ 2014 data combines water quality and water pollution mentions for comparability with previous year's data.

¹⁹ 2014 data combines dairy farming and dairy intensification/deforestation mentions for comparability with previous year's data.

Male residents are more likely to be concerned about farming issues (42% cf. total, 36%), while residents aged 16 to 39 are more likely to be concerned about cow effluent on the roads (7% cf. total, 3%). Residents aged 60 years and over are more likely to have concerns around specific rivers (19% cf. total, 12%), and specifically the Aparima River (6% cf. total, 2%).

Families with school-aged children are more likely to be concerned about poisoning (13% cf. total, 7%), specifically they are more likely to be concerned about 10-80 poisoning (11% cf. total, 5%). Families or couples with no children at home are more likely to be concerned about weeds, gorse and pests (9% cf. total, 6%).

Invercargill residents are more likely to be concerned about water pollution (13% cf. total, 10%), specifically the Oreti River (7% cf. total, 5%) and the Waituna Lagoon (4% cf. total, 2%). Southland residents are more likely to be concerned about 10-80 poisoning (9% cf. total, 5%), cow effluent on the roads (7% cf. total, 3%) and low water levels (3% cf. total, 1%). Gore residents are more likely to be concerned about the Mataura River (13% cf. total, 4%).

Table 4.2-5. Key demographic differences in specific environmental concerns Southland: residents

	Result for residents	Illustrative comments	Key demographic differences
Water - Total	35%		
River water quality	24%	<i>The rivers are awful. The smell, the weeds, you can't swim in them. The river under the Gore bridge is terrible. There are rivers all around the Southland / Otago region that we used to swim in, which now we can't. Nowadays there are too many chemicals.</i>	
Water pollution	10%	<i>The rivers - the pollution in the rivers, and that we can't take the kids out to swim in them. Specifically the Oreti River.</i>	More likely to be: <ul style="list-style-type: none"> Invercargill residents (13%)
Low water levels	1%	<i>The low level of Lake Te Anau. Meridian Energy has been drawing out water from there; it is making the lake look a bit dreadful. We haven't had the rain either.</i>	More likely to be: <ul style="list-style-type: none"> Southland residents (3%)
Farming - Total	36%		
Dairy farming	13%	<i>Dirty dairying, the leaching into the rivers and how they are fading away. The colour of this is green; there is just a lack of care and consideration.</i>	
Stock in / or near waterways	12%	<i>In the local river 200 meters from our house there are dead animals and loads of rubbish.</i>	
Dead stock in waterways	2%	<i>I was up the river last weekend and there were dead cows in the river just below Riverton.</i>	
Effluent run-off	7%	<i>Mainly where they are putting these dairy farms, they are putting them around the Waituna Lagoon and it is disgusting.</i>	
Cow effluent on the roads	3%	<i>Effluent on roads when you're driving, depends on the time of year... it is often dumped from trucks.</i>	More likely to be: <ul style="list-style-type: none"> Residents aged 16 to 39 (7%) Southland residents (7%)
Dairy intensification / deforestation	1%	<i>The increase in the dairy numbers, and the increased irrigation. They seem to be giving consents around quite delicate areas. I don't like the way they manage that at all.</i>	

Table 4.2-5. Continued

	Result for residents	Illustrative comments	Key demographic differences
Balage wrap	1%	<i>Things like leaving all their barrel wrap around is pretty terrible. It's the one thing that annoys me sometimes.</i>	
Poisoning - Total	7%		
10-80 Poisoning	5%	<i>10-80, the aerial drop over the forest to kill the possums and pests but it is poisoning the streams.</i>	More likely to be: <ul style="list-style-type: none"> Families with school-aged children (11%) Southland residents (9%)
Poisoning / chemicals	2%	<i>Cow wintering, fertiliser getting into water ways by aerial spreading and dirt roads.</i>	
Specific Rivers – Total	12%		
Oreti River	5%	<i>That the Southland rivers we used to swim in are un-swimmable now. Especially the Oreti River.</i>	More likely to be: <ul style="list-style-type: none"> Invercargill residents (7%)
Mataura River	4%	<i>When we had our farm on the Mataura River many years ago, we used to swim in there. We no longer take our children down there because it is polluted.</i>	More likely to be: <ul style="list-style-type: none"> Gore residents (13%)
Aparima River	2%	<i>Taking water from the Aparima River.</i>	More likely to be: <ul style="list-style-type: none"> Residents aged 60 years and over (6%)
Waituna Lagoon	2%	<i>Waituna Lagoon, the quality of the water in it is very poor. I think it is poisonous; I wouldn't let a dog swim in it.</i>	More likely to be: <ul style="list-style-type: none"> Invercargill residents (4%)
Waihopai River	1%	<i>The growth of the Waihopai River in Invercargill. All the weeds growing over the river from the banks.</i>	
Waiau River	1%	<i>Upper Waiau River is really bad for water quality.</i>	
Makarewa River	1%	<i>The water is discoloured in the Makarewa River.</i>	
Miscellaneous - Total	31%		
Litter on roadsides	9%	<i>Rubbish dumped at the side of the road and beside rivers.</i>	
Air pollution	6%	<i>My biggest concern is the air quality; I can't go outside because of air quality as I have asthma.</i>	
Weeds / gorse / pests	6%	<i>All around the roadside I've noticed that there are a lot of weeds; it is mainly gorse. They need to get rid of it because that is Environment Southland's job.</i>	More likely to be: <ul style="list-style-type: none"> Families or couples with no children at home (9%)
Sewerage	3%	<i>There is an issue here at the moment around our sewerage treatment; they think it is leaching into the Lake Te Anau. ...I'd like to see the water remain as fresh as it possibly could.</i>	

Sheep and beef farmers are more likely to think dairy farming is the biggest environmental concern in Southland (15% cf. total, 9%).

Table 4.2-6. Differences in farm type for specific environmental concerns Southland: farmers

	Result for farmers	Illustrative comments	Comparison between farm types
Water - Total	19%		
River water quality	11%	<i>Just consequences of phosphates in streams, like the one near Winton. I'm a little worried about the marine environment.</i>	<ul style="list-style-type: none"> • Dairy farmers (6%) • Sheep and beef farmers (15%)
Water pollution	6%	<i>Pollution in our rivers; it seems to have become worse over the years. We live in the lower Mataura area; since they have allowed irrigation it has kept the water level low.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (9%)
River bank erosion	1%	<i>Eroding of the Crawshaw Road from the bay.</i>	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (2%)
Farming - Total	43%		
Stock in / or near waterways	23%	<i>Stock (dead and alive) in waterways. Unfenced and eroded waterways.</i>	<ul style="list-style-type: none"> • Dairy farmers (27%) • Sheep and beef farmers (19%)
Dairy farming	9%	<i>The continual growth of the dairy industry; there is a lack of balance.</i>	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (15%)
Effluent run-off	8%	<i>Effluent mismanagement, areas where they are not consistent with the rules that they have. They are really strict on some things and really lax on others.</i>	<ul style="list-style-type: none"> • Dairy farmers (6%) • Sheep and beef farmers (9%)
Dead stock in waterways	5%	<i>There are dead cows floating down the river near Riverton.</i>	<ul style="list-style-type: none"> • Dairy farmers (6%) • Sheep and beef farmers (4%)
Dairy intensification / deforestation	3%	<i>The overstocking of dairy farms, it's not good for our land or our waterways.</i>	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (4%)
Balage wrap	4%	<i>Balage plastic not picked up by farmers.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (4%)
Cow effluent on roads	1%	<i>Just the lack of unloading for the cows, nowhere for them to unload when they are full so you get effluent all over the place. It is just everywhere, but especially on gypsy weekend.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (0%)
Poisoning - Total	7%		
10-80 Poisoning	5%	<i>Roadside spraying in 10-80. All of the state highways are being sprayed.</i>	<ul style="list-style-type: none"> • Dairy farmers (6%) • Sheep and beef farmers (4%)
Poisoning / chemicals	3%	<i>Was the latest thing on gun clubs, with lead poisoning going into the adjacent land that is being grazed.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (2%)
Specific Rivers - Total	10%		
Mataura River	3%	<i>There are quite a few of us that are worried about the Mataura River.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (2%)

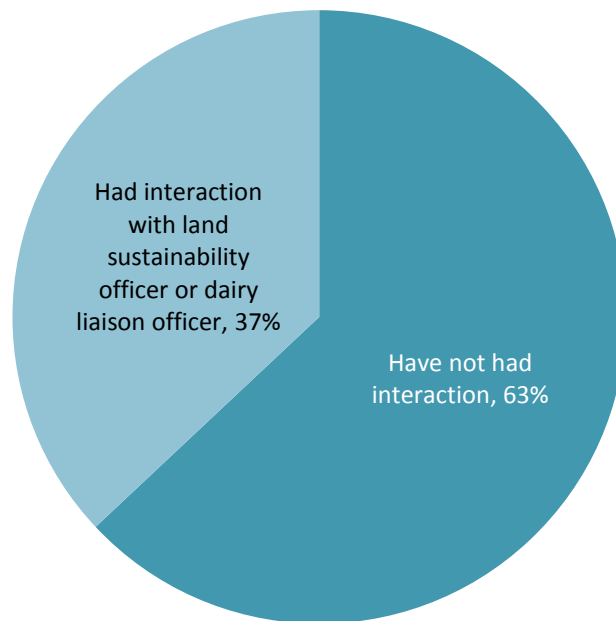
Table 4.2-6. Continued

	Result for farmers	Illustrative comments	Comparison between farm types
Aparima River	3%	<i>The Aparima River, two years ago you could swim it and now you can't.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (2%)
Waituna Lagoon	3%	<i>My concern is the Waituna Lagoon, the information that's coming back is now being challenged by other scientists who have no specific agenda. Dirty dairying is being slandered. The facts coming out now are that it's not the dairy farmers but the preceding operations that have contributed to the water quality in the area.</i>	<ul style="list-style-type: none"> • Dairy farmers (6%) • Sheep and beef farmers (0%)
Waiau River	1%	<i>Waiau River flooding.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (0%)
Oreti River	1%	<i>Just the waterways, they're dirty. Specifically Oreti River.</i>	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (2%)
Miscellaneous - Total	33%		
Sewerage	8%	<i>The reports about the sewage spills into Bluff harbour and those sorts of things.</i>	<ul style="list-style-type: none"> • Dairy farmers (12%) • Sheep and beef farmers (4%)
Litter on roadsides	5%	<i>Dumping rubbish on the sides of the river and the road.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (6%)
Weeds / gorse / pests	5%	<i>I guess the wild pines are a worry; well they are all over the hill country. I think weeds in fenced-off areas are something to think about.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (6%)
Air pollution	4%	<i>It would be farmers doing burn-offs. I've come from an urban area and returned home to see burning of rubbish.</i>	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (4%)

4.3 Land Sustainability and Dairy Liaison Officer

Thirty-seven per cent of farmers have had an interaction with a land sustainability officer or dairy liaison officer in the past year.

Figure 4.3-1. Interactions with land sustainability and dairy liaison officer²⁰



Dairy farmers (52% cf. total, 37%) are more likely to have had interactions with an officer in the past year; while sheep and beef farmers are less likely (21% cf. total, 37%).

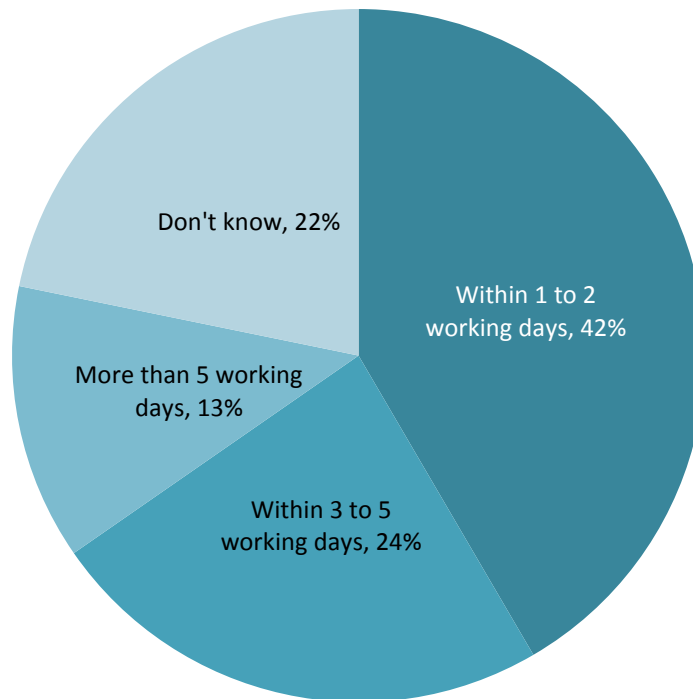
Table 4.3-1. Differences in farm types for interactions with land sustainability and dairy liaison officers

	Result for farmers	Comparison between farm types
Had interactions with officers	37%	<ul style="list-style-type: none"> • Dairy farmers (52%) • Sheep and beef farmers (21%)

²⁰ In the past year have you had interactions with a land sustainability or dairy liaison officer? Base: Farming respondents n=150.

Just under half (42%) of farmers had their request responded to by an officer within one or two days. This is followed by 24% being responded to in three to five days and 13% in more than five days. The remaining 22% didn't know how long it took for the officer to respond.

Figure 4.3-2. Response time of officer²¹



²¹ Thinking about these interactions, was the response to your request responded to... Base: Farming respondents that had an interaction with a land sustainability or dairy liaison officer; n= 55.

Eighty-two per cent of farmers agree (29%) or strongly agree (53%) with the advice provided by the officer.

Figure 4.3-3. Agree with advice provided by officer²²

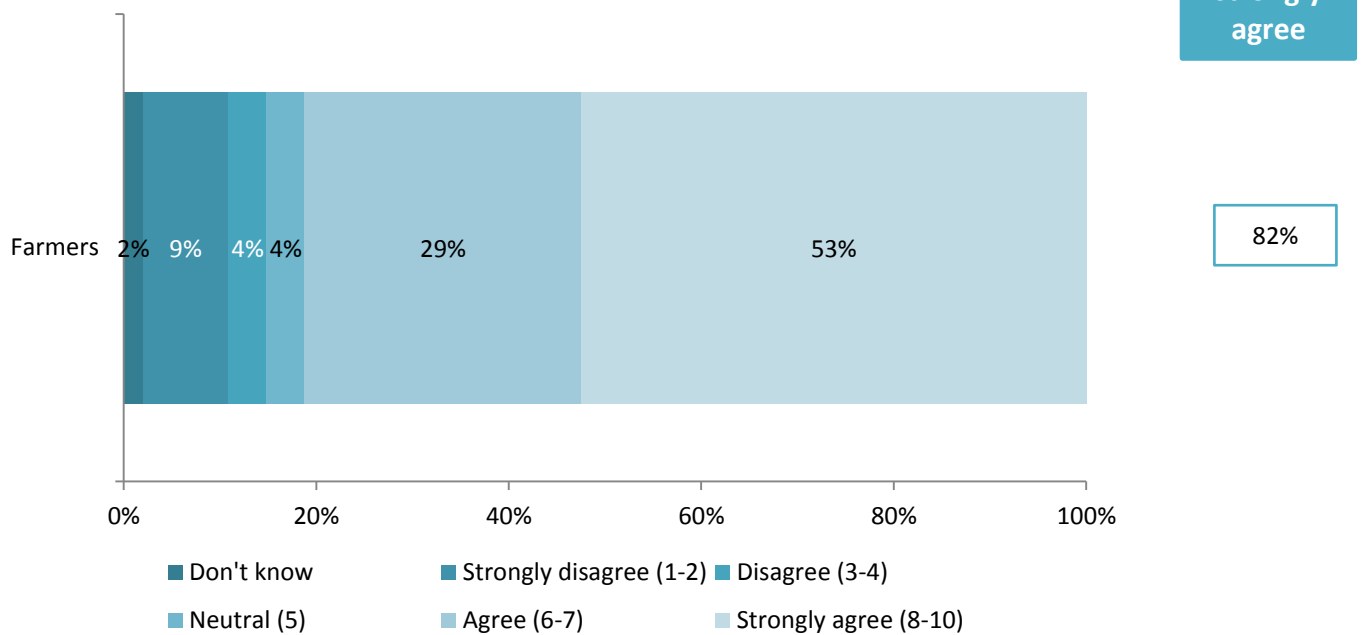


Table 4.3-2. Differences in farm type for agreement with advice from officer

	Result for farmers	Comparison between farm types
Agree with the advice provided	82%	<ul style="list-style-type: none"> • Dairy farmers (85%) • Sheep and beef farmers (75%)

²² Using the same 1 to 10 scale as before, to what extent do you agree that the advice provided by the officer was useful? Base: Farming respondents that had an interaction with a land sustainability or dairy liaison officer; n=5.

Eighty-five per cent of respondents acted on some (27%) or all of the advice (58%) given to them by the officer. Although not statistically significant, dairy farmers are more likely to act on the advice given by the officer.

Figure 4.3-4. Act on advice provided by officer²³

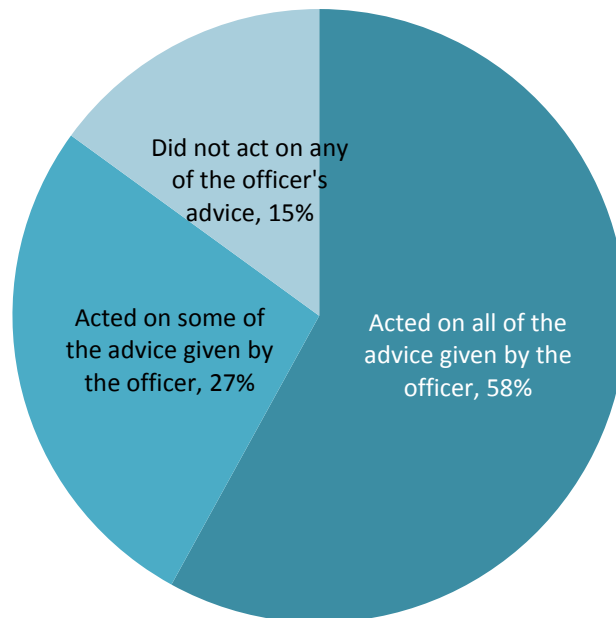


Table 4.3-3. Differences in farm type for acting on advice provided by officer

	Result for farmers	Comparison between farm types
Acted on all advice	58%	<ul style="list-style-type: none"> • Dairy farmers (59%) • Sheep and beef farmers (56%)
Acted on some advice	27%	<ul style="list-style-type: none"> • Dairy farmers (33%) • Sheep and beef farmers (13%)
Did not act on the advice	15%	<ul style="list-style-type: none"> • Dairy farmers (8%) • Sheep and beef farmers (31%)

²³ Did you act on the advice provided by the officer? Base: Farming respondents that had an interaction with a land sustainability or dairy liaison officer; n=55.

Comments from farmers regarding why they didn't act on the advice (listed below) are primarily based around the farmer not agreeing with the advice given by the officer. Comments around more detail from the officer, the cost to implement the suggestions being too high and the officer not giving any advice to follow are also included.

Figure 4.3-5. Why advice from officer not acted on²⁴

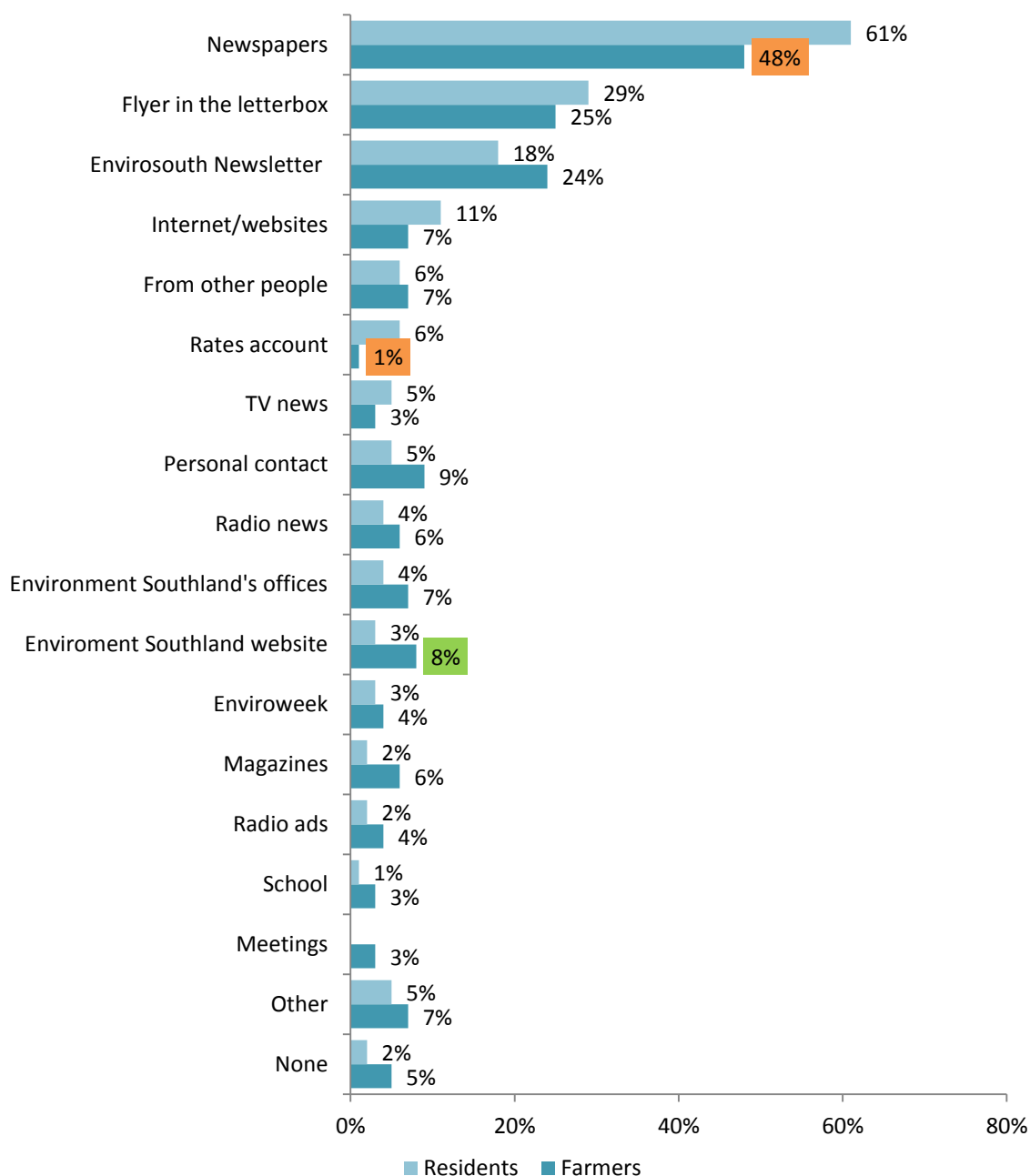
Comments	
More detail required	<i>It wasn't in enough detail. Our problem is the consent officer and if we don't comply with him you get fined. I stressed that I wanted it in detail and others in similar situations felt the same way and I was able to get it in my consent.</i>
Cost	<i>More expensive, meaning the advice given was expensive.</i>
Didn't agree with the advice	<p><i>I didn't agree with it.</i></p> <p><i>He couldn't back up his advice; it was the Chief Executive I am talking about.</i></p> <p><i>The whole basis of his approach to me was based on assumptions based on a database about our farm. Our farm is rather unique in that we have bought land that was gold mined years ago. In some places gorse have generated some native bush because gorse helps the seedlings which will grow and when they get bigger they will smother the gorse, that's the theory anyway. We are making the land environmentally safe and sustainable. Their whole raft of assumptions made was that all farms have all been worked over by man. All of the native bush has been taken out and also been put into swamps and out into the sea; we have already developed quite a bit of the land with top soil. We are trying to help the production of livestock for New Zealand.</i></p> <p><i>Go away because they had no rights to check my shed.</i></p>
Didn't need to make changes	<p><i>Nothing was needed.</i></p> <p><i>I had nothing wrong, everything was sweet.</i></p>

²⁴ What was it that made you not act on the advice provided by the officer? Base: Farming respondents that had an interaction with a land sustainability or dairy liaison officer and did not take their advice; n=8.

4.4 Communication

Residents and farmers use similar communication channels to get information about Environment Southland. Residents main form of getting information about Environment Southland is via newspapers (61%), flyers in letterboxes (29%) and the Envirosouth Newsletter (18%). Farmers also identify newspapers (48%), flyers in their letterbox (25%) and the Envirosouth Newsletter (24%) as their main information sources.

Figure 4.4-1. Information about Environment Southland^{25 26}



²⁵ Can you please tell me where, or from whom, you mainly get your information about Environment Southland from? Base: All respondents; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

²⁶ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

This year, significant differences can be seen in how residents get information about Environment Southland. Significantly more residents have read a flyer in the letterbox (29% cf. 2013, 19%) and used other websites (11% cf. 2013, 1%). However, significant decreases can be seen in the number of residents reading the EnviroSouth Newsletter (18% cf. 2013, 26%), talking to other people (6% cf. 2013, 12%), watching TV news (5% cf. 2013, 9%), visiting the Environment Southland website (3% cf. 2013, 7%) and through schools (1% cf. 2013, 4%). The decrease in awareness of the EnviroSouth newsletter and increase in flyers in the letterbox could be interrelated. The decrease may be associated with a bombardment of letterbox flyers and an inability to remember the specific name of the EnviroSouth newsletter.

Table 4.4-1. Information about Environment Southland: residents²⁷

	2014	2013	2012	2011
Newspapers	61%	65%	62%	74%
Flyers in letterbox	29%	19%	20%	25%
EnviroSouth Newsletter	18%	26%	28%	24%
Other websites	11%	1%		
From other people	6%	12%	8%	11%
Rates account	6%	8%	6%	8%
TV news	5%	9%	9%	9%
Personal contact	5%	6%	5%	7%
Radio news	4%	7%	10%	13%
Environment Southland offices	4%	1%	2%	3%
Environment Southland website	3%	7%	4%	4%
Enviroweek column	3%	5%		
School	1%	4%	3%	1%
Other	5%	3%	9%	7%
None	2%	3%	4%	2%

²⁷ Orange shading indicates that the result for 2014 is significantly lower than the result from 2013. Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

Residents aged 16 to 39 are more likely to gather information about Environment Southland through the internet or website (17% cf. total, 11%), from other people (9% cf. total, 6%) and through school (3% cf. total, 1%). Residents aged 40 to 59 are more likely to get information about Environment Southland on their rates accounts (10% cf. total, 6%). While residents aged 60 years and over are more likely to get their information through the newspapers (70% cf. total, 61%) or radio news (8% cf. total, 4%).

Ratepayers are more likely to get information from the newspapers (64% cf. total, 61%) and the Envirosouth Newsletter (20% cf. total, 18%), while non-ratepayers, are more likely to be aged under 40, and are more likely to use the internet or websites to get their information (21% cf. total, 11%).

Families with school-aged children are more likely to use the internet or websites (16% cf. total, 11%) and through a school (4% cf. total, 1%). Families or couples with no children at home are more likely to have personal contact with the council (7% cf. total, 5%).

Invercargill residents (10% cf. total, 6%) are more likely to get information on their rates accounts, while Gore residents are more likely to use the Environment Southland website (7% cf. total, 3%).

Female residents are more likely to use a flyer in the letterbox to find information about Environment Southland (35% cf. total, 29%).

Table 4.4-2. Key demographic differences in Information about Environment Southland: residents

	Result for residents	Key demographic differences
Newspapers	61%	More likely to be: <ul style="list-style-type: none"> • Ratepayers (64%) • Residents aged 60 and over (70%)
Flyers in letterbox	29%	More likely to be: <ul style="list-style-type: none"> • Female residents (35%)
Envirosouth Newsletter	18%	More likely to be: <ul style="list-style-type: none"> • Ratepayers (20%)
Internet / websites	11%	More likely to be: <ul style="list-style-type: none"> • Non-ratepayers (21%) • Residents aged 16 to 39 (17%) • Families with school-aged children (16%)
Rates account	6%	More likely to be: <ul style="list-style-type: none"> • Residents aged 40 to 59 (10%) • Invercargill residents (10%)
From other people	6%	More likely to be: <ul style="list-style-type: none"> • Residents aged 16 to 39 (9%)
TV News	5%	No demographic differences
Personal contact	5%	More likely to be: <ul style="list-style-type: none"> • Families or couples with no children at home (7%)
Radio news	4%	More likely to be: <ul style="list-style-type: none"> • Residents age 60 years and over (8%)
Environment Southland offices	4%	No demographic differences
Environment Southland website	3%	More likely to be: <ul style="list-style-type: none"> • Gore residents (7%)
Enviroweek	3%	No demographic differences
Magazines	2%	No demographic differences

Table 4.4-2. Continued

	Result for residents	Key demographic differences
Radio ads	2%	No demographic differences
E-newsletter	1%	No demographic differences
Other social media	1%	No demographic differences
Facebook	1%	No demographic differences
TV ads	1%	No demographic differences
School	1%	More likely to be: <ul style="list-style-type: none"> • Residents aged 16 to 39 (3%) • Families with school-aged children (4%)
Community groups	1%	No demographic differences
None	2%	No demographic differences

Dairy farmers are more likely to use the Environment Southland website (13% cf. total, 8%), visit the Environment Southland offices (11% cf. total, 7%) and use the internet or websites (11% cf. total, 7%) to find information about Environment Southland. Sheep and beef farmers are more likely to listen to radio news (11% cf. total, 6%), TV news (5% cf. total, 3%) and source information through a school (5% cf. total, 3%).

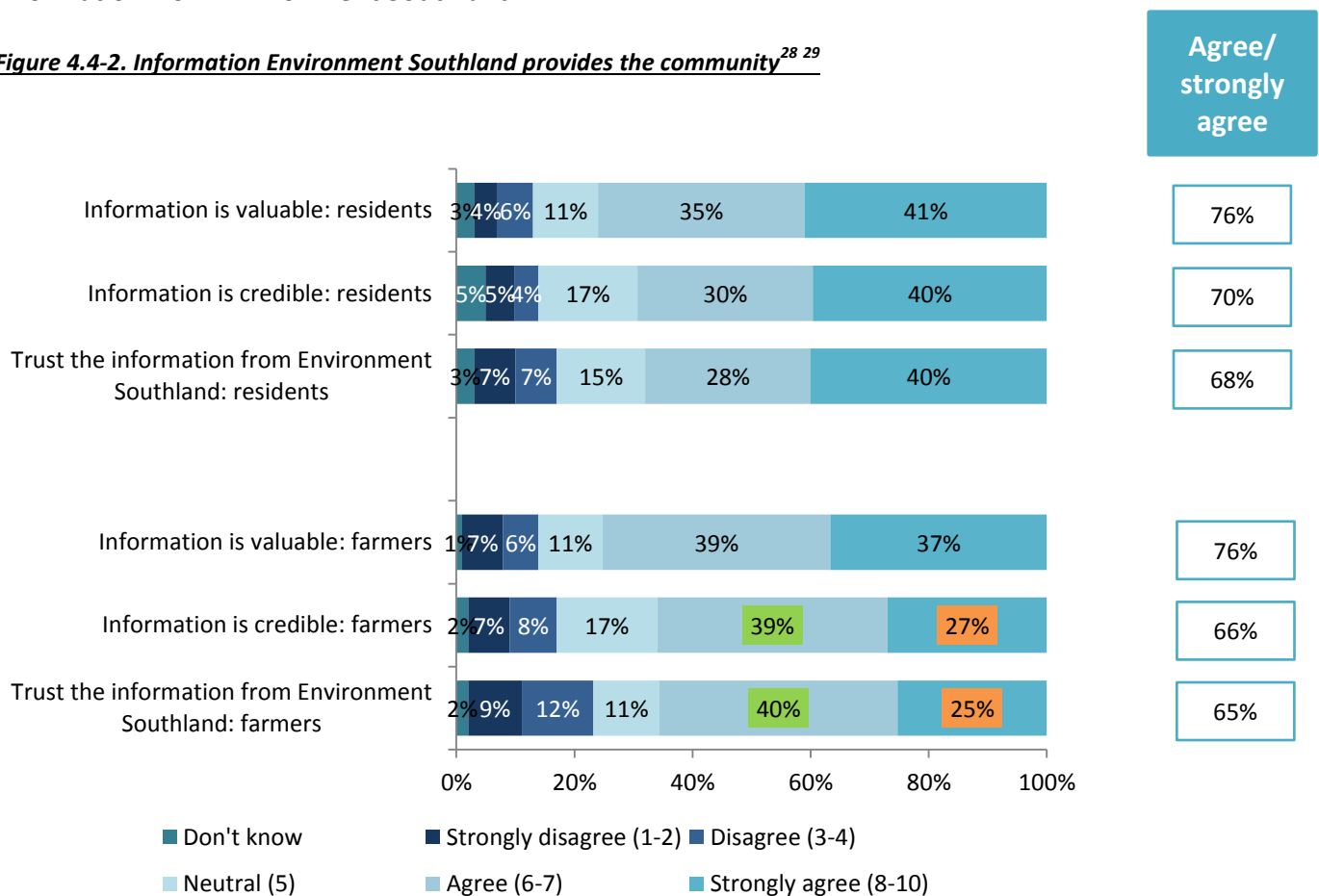
Table 4.4-3. Differences in farm types for information about Environment Southland: farmers

	Result for farmers	Comparison between farm types
Newspapers	48%	No demographic differences
Flyer in the letterbox	25%	No demographic differences
Envirosouth Newsletter	24%	No demographic differences
Personal contact	9%	No demographic differences
From other people	6%	No demographic differences
The Environment Southland website	8%	<ul style="list-style-type: none"> • Dairy farmers (13%) • Sheep and beef farmers (3%)
Environment Southland offices	7%	<ul style="list-style-type: none"> • Dairy farmers (11%) • Sheep and beef farmers (3%)
Internet / websites	7%	<ul style="list-style-type: none"> • Dairy farmers (11%) • Sheep and beef farmers (3%)
		•
Radio news	6%	<ul style="list-style-type: none"> • Dairy farmers (1%) • Sheep and beef farmers (11%)
Magazines	6%	No demographic differences
Radio Ads	4%	No demographic differences
Enviroweek	4%	No demographic differences
TV News	3%	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (5%)
School	3%	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (5%)
Community groups	2%	No demographic differences
Meetings	3%	No demographic differences
Rates account	1%	No demographic differences
E-newsletter	1%	No demographic differences
Other social media	1%	No demographic differences
TV ads	1%	No demographic differences

Seventy-six per cent of residents agree (35%) or strongly agree (41%) that the information Environment Southland provides the community is valuable, with 70% agreeing (30%) or strongly agreeing (40%) that the information is credible. Sixty-eight per cent of residents also agree (28%) or strongly agree (40%) that they trust the information from Environment Southland.

Similarly, 76% of farmers agree (39%) or strongly agree (37%) that the information Environment Southland provides is valuable. Sixty-six per cent agree (39%) or strongly agree (27%) that the information is credible, and 65% agree (40%) or strongly agree (25%) that they trust the information from Environment Southland.

Figure 4.4-2. Information Environment Southland provides the community^{28 29}



²⁸ Thinking about the information that Environment Southland provides to the community, can you please tell me, using a 1 to 10 scale to what extent you agree or disagree with the following statements... Base: All respondents 2014 residents n=450; farmers n=150.

²⁹ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Invercargill residents are more likely to agree or strongly agree that the information is valuable (74% cf. total, 76%) and that they trust the information provided by Environment Southland (73% cf. total, 68%). Residents aged 16 to 39 (77% cf. total, 68%) and female residents (73% cf. total, 68%) are also more likely to agree or strongly agree that they trust the information from Environment Southland.

Table 4.4-4. Key demographic differences for information provided to the community: residents

	Result for residents (6-10 result)	Key demographic differences
Information is valuable	76%	More likely to agree / strongly agree: <ul style="list-style-type: none"> • Invercargill residents (74%)
Information is credible	70%	No demographic differences
Trust the information	68%	More likely to agree / strongly agree: <ul style="list-style-type: none"> • Invercargill residents (73%) • Residents aged 16 to 39 (77%) • Female residents (73%)

Although not shown in the table above, there were a few demographic differences which are important when looking at those residents who were less likely to agree with the above statements. Of particular note is that Gore residents (20% cf. total, 10%) are more likely not to think the information from Environment Southland is valuable. Gore residents (17% cf. total, 9%) and residents aged 40 to 59 (13% cf. total, 9%) are also more likely to not think the information from Environment Southland is credible. Ratepayers (16% cf. total, 14%), residents aged 40 to 59 years old (19% cf. total, 14%) and Southland residents (20% cf. total, 14%) are more likely not to trust the information from Environment Southland.

In general, dairy farmers are more likely to give positive ratings about the information that Environment Southland provides than beef and sheep farmers.

Table 4.4-5. Differences in farm type for information provided to the community: farmers

	Result for farmers	Comparison between farm types
Information is valuable	76%	<ul style="list-style-type: none"> • Dairy farmers (77%) • Sheep and beef farmers (73%)
Information is credible	66%	<ul style="list-style-type: none"> • Dairy farmers (67%) • Sheep and beef farmers (65%)
Trust the information	65%	<ul style="list-style-type: none"> • Dairy farmers (65%) • Sheep and beef farmers (65%)

4.4.1 Enviroweek

Fifty-nine per cent of residents have seen Enviroweek in the past six months. This is on a par with results from last year, and from the past three years. Fifty-five per cent of farmers have seen Enviroweek in the past six months.

Figure 4.4-3. Seen Enviroweek in the past six months³⁰

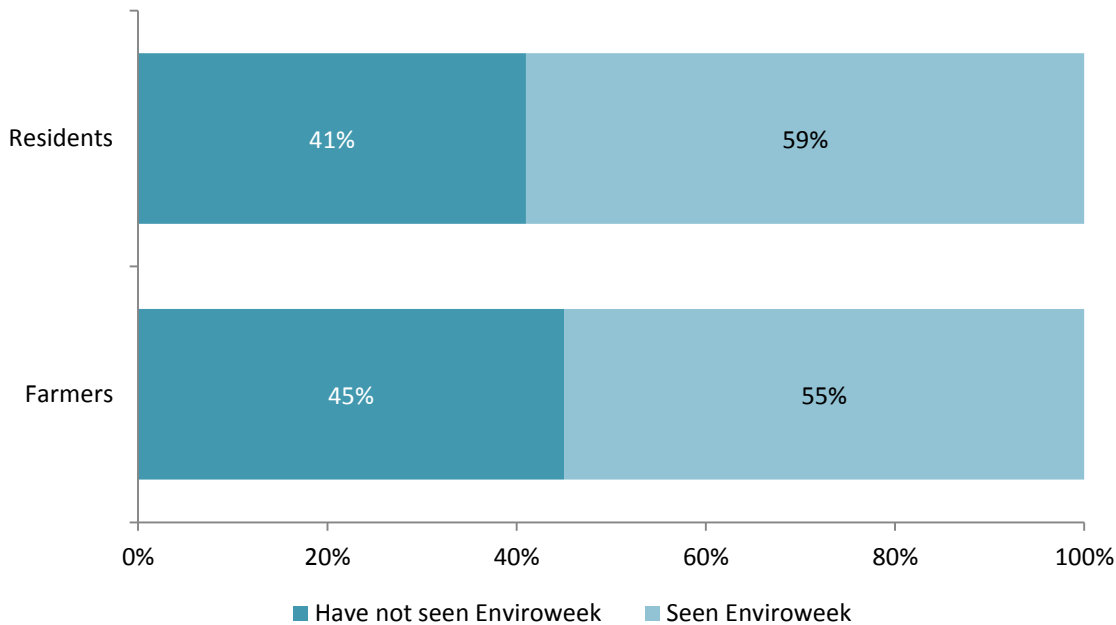


Table 4.4-6. Seen Enviroweek in the past six months: residents

	2014	2013	2012	2011
Have seen Enviroweek	59%	59%	57%	61%
Have not seen Enviroweek	41%	41%	43%	39%

Ratepayers in the region (63% cf. total, 59%) and residents aged 60 years and over (70% cf. total, 59%) are more likely to have seen Enviroweek in the past six months.

Table 4.4-7. Key demographic differences for seen Enviroweek: residents

	Result for residents	Key demographic differences
Have seen Enviroweek	59%	More likely to be: <ul style="list-style-type: none"> • Ratepayers in the region (63%) • Residents aged 60 years and over (70%)

³⁰ Do you recall seeing the Enviroweek column in either the *Southland Express* or *The Ensign* in the past six months? Base: All respondents; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

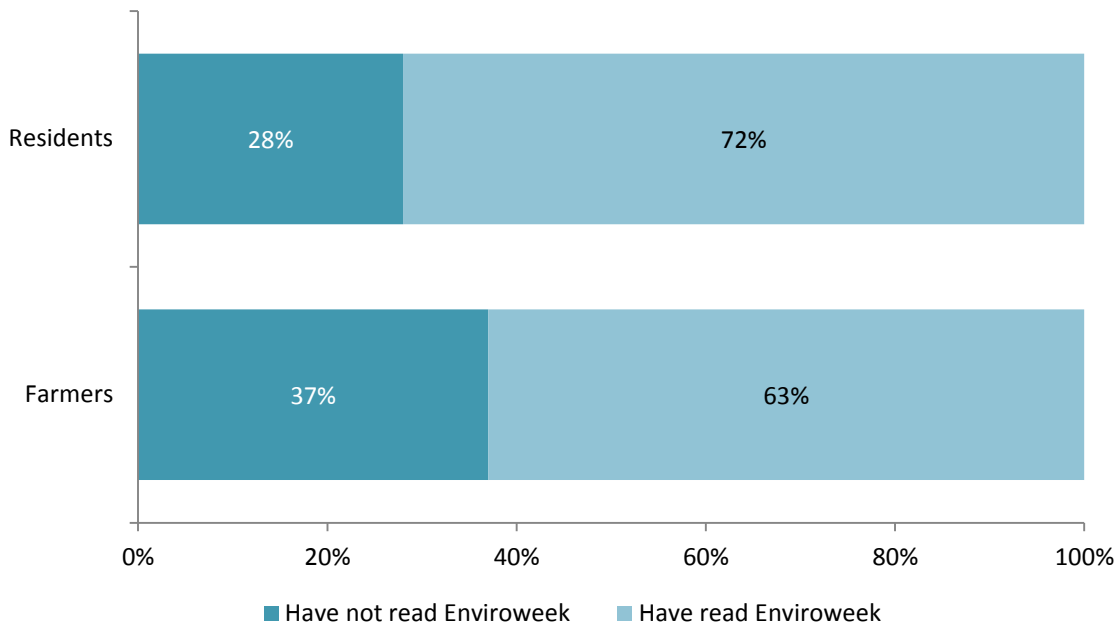
Dairy farmers (61%) are more likely to have seen Enviroweek in the past six months than sheep and beef farmers (49%), although not statistically significant.

Table 4.4-8. Differences in farm type for seen Enviroweek: farmers

	Result for farmers	Comparison between farm types
Have seen Enviroweek	55%	<ul style="list-style-type: none"> • Dairy farmers (61%) • Sheep and beef farmers (49%)

Of the residents who have seen Enviroweek in the past six months, 72% have read it. Sixty-three per cent of farmers that have seen Enviroweek have read it.

Figure 4.4-4. Read Enviroweek³¹



There were no demographic differences noted between residents.

Table 4.4-9. Differences in farm type for have read Enviroweek: residents

	Result for residents	Key demographic differences
Have read Enviroweek	72%	No demographic differences

Sheep and beef farmers (65%) are more likely than dairy farmers (61%) to have read Enviroweek in the past six months, although not statistically significant.

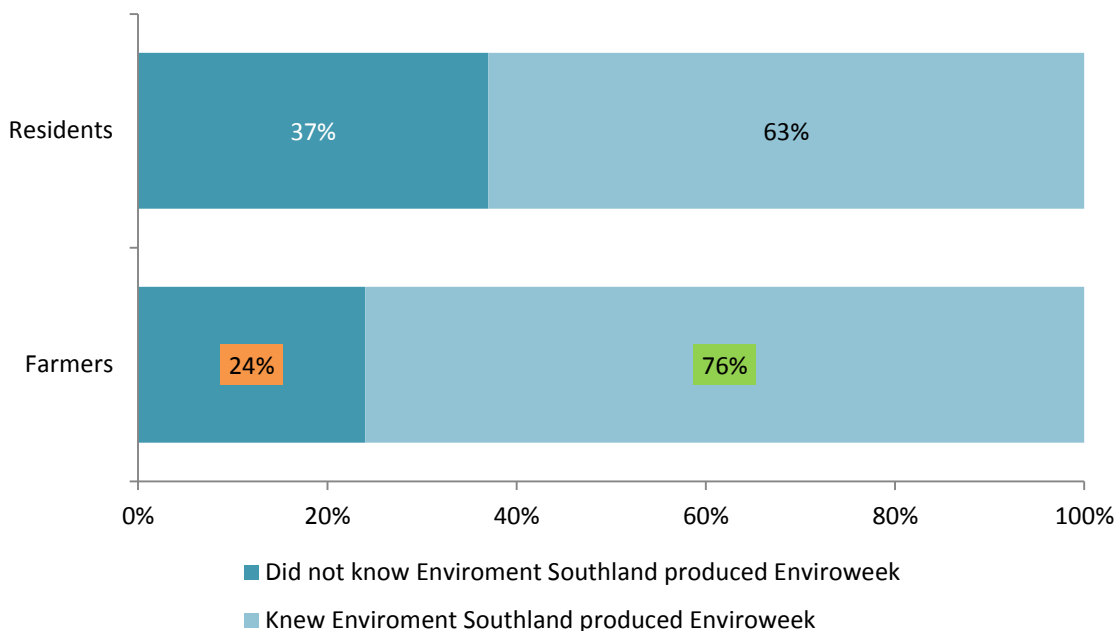
Table 4.4-10. Differences in farm type for have read Enviroweek: farmers

	Result for farmers	Comparison between farm types
Have read Enviroweek	63%	<ul style="list-style-type: none"> Dairy farmers (61%) Sheep and beef farmers (65%)

³¹ Do you read Enviroweek? Base: Respondents that recall seeing Enviroweek; 2014 residents n=272; farmers n=83.

Farmers (76%) are more likely than residents (63%) to have known that Enviroweek was produced by Environment Southland.

Figure 4.4-5. Knew Environment Southland produced Enviroweek^{32 33}



There were no demographic differences noted between residents

Table 4.4-11. Differences in knew Environment Southland produced Enviroweek: residents

	Result for residents	Key demographic differences
Knew Environment Southland produced Enviroweek	63%	No demographic differences

There are no statistically significant differences between farmers.

Table 4.4-12. Differences in farm type for knew Environment Southland produced Enviroweek: farmers

	Result for farmers	Comparison between farm types
Knew Environment Southland produced Enviroweek	76%	<ul style="list-style-type: none"> • Dairy farmers (76%) • Sheep and beef farmers (76%)

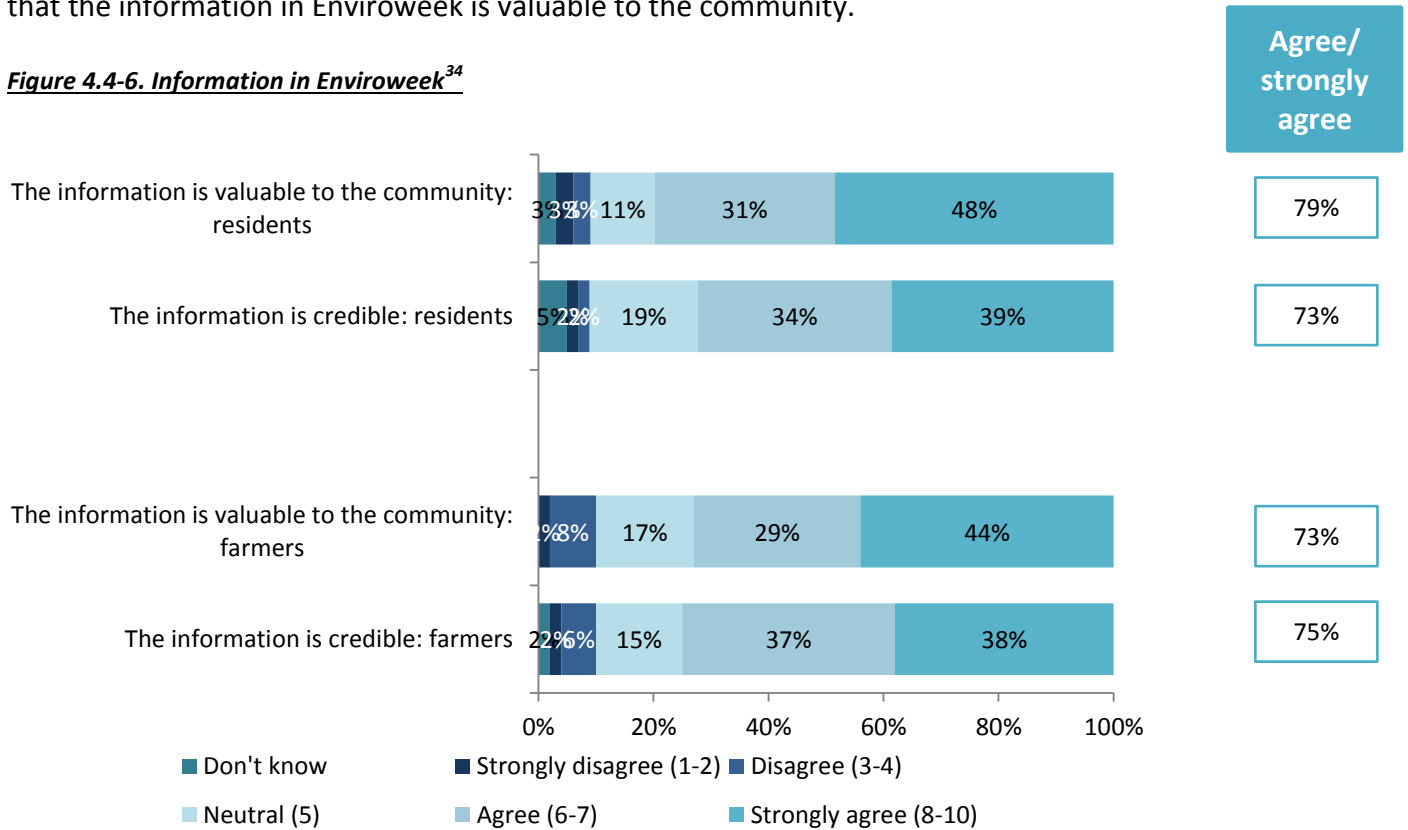
³² Before you started this survey, did you know that Environment Southland produced Enviroweek? Base: All respondents that recall seeing Enviroweek; 2014 residents n=272; farmers n=83.

³³ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Seventy-nine per cent of residents agree (31%) or strongly agree (48%) that the information in Enviroweek is valuable to the community, while 73% of residents agree (34%) or strongly agree (39%) that the information in Enviroweek is credible.

Seventy-five per cent of farmers agree (37%) or strongly agree (38%) that the information in Enviroweek is credible. Seventy-three per cent of farmers agree (29%) or strongly agree (44%) that the information in Enviroweek is valuable to the community.

Figure 4.4-6. Information in Enviroweek³⁴



Residents aged 16 to 39 (87% cf. total, 73%) are more likely to agree or strongly agree that the information in Enviroweek is credible.

Table 4.4-13. Key demographic differences for information in Enviroweek: residents

	Result for residents 6-10 result	Key demographic differences
Information valuable to the community	79%	No demographic differences
Credible information	73%	More likely to agree / strongly agree: <ul style="list-style-type: none"> Residents aged 16 to 39 (87%)

³⁴ Using a 1 to 10 scale, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that... Base: Respondents that read Enviroweek, 2014 residents n=198; farmers n=52.

Although not statistically significant, dairy farmers are more likely to agree or strongly agree that the information in Enviroweek is credible and valuable to the community.

Table 4.4-14. Differences in farm type for information in Enviroweek: farmers

	Result for farmers (6-10 result)	Comparison between farm types
Information valuable to community	73%	<ul style="list-style-type: none"> • Dairy farmers (82%) • Sheep and beef farmers (63%)
Credible information	75%	<ul style="list-style-type: none"> • Dairy farmers (79%) • Sheep and beef farmers (71%)

4.4.2 EnviroSouth

Farmers (83%) are more likely to have seen EnviroSouth in the past six months, with 74% of residents having seen EnviroSouth. Although not significant, the number of residents who have seen EnviroSouth has increased five percentage points from last year; however, this year’s results are on a par with the results from 2011.

Figure 4.4-7. Seen EnviroSouth in the past six months^{35 36}

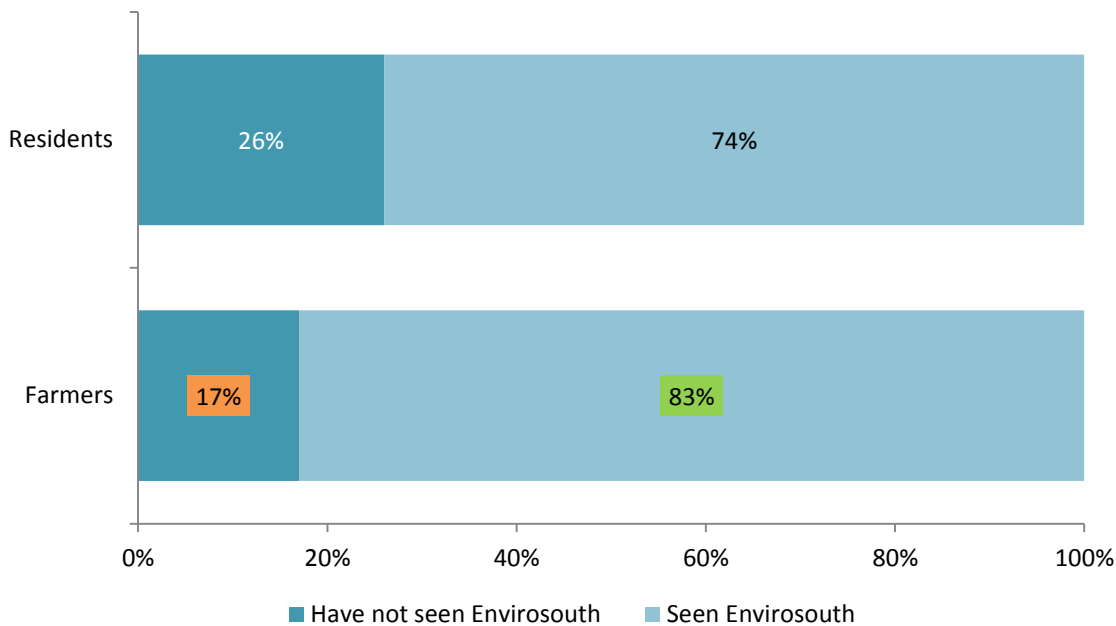


Table 4.4-15. Seen EnviroSouth in the past six months: residents

	2014	2013	2012	2011
Have seen EnviroSouth	74%	69%	77%	73%
Have not seen EnviroSouth	26%	31%	23%	27%

Ratepayers in the region (79% cf. total, 74%), residents aged 40 to 59 (81% cf. total, 74%) and residents aged 60 years and over (82% cf. total, 74%) are more likely to have seen EnviroSouth in the past six months.

Table 4.4-16. Key demographic differences for seen EnviroSouth: residents

	Result for residents	Key demographic differences
Have seen EnviroSouth	74%	More likely to be: <ul style="list-style-type: none"> • Ratepayers in the region (79%) • Residents aged 40 to 59 (81%) • Residents aged 60 years and over (82%)

³⁵ In the past 12 months, have you seen the EnviroSouth newsletter, which is delivered to letterboxes? Base: All respondents; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

³⁶ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

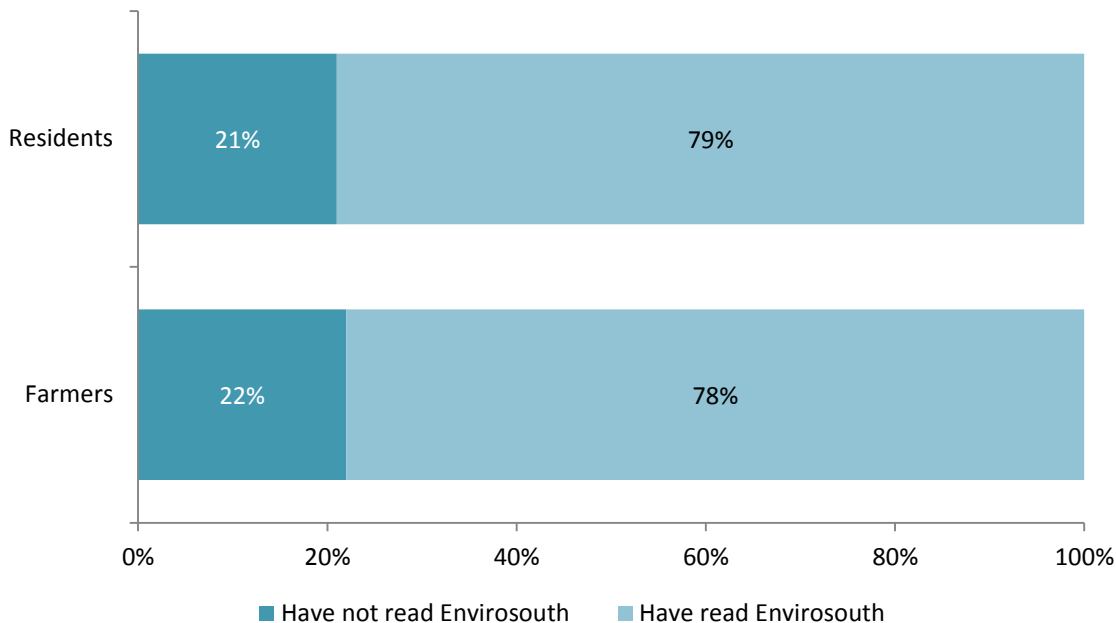
Dairy farmers (84%) are slightly more likely to have seen EnviroSouth than sheep and beef farmers (81%).

Table 4.4-17. Differences in farm type for seen EnviroSouth: farmers

	Result for farmers	Comparison between farm types
Have seen EnviroSouth	83%	<ul style="list-style-type: none"> • Dairy farmers (84%) • Sheep and beef farmers (81%)

Of the respondents who have seen EnviroSouth in the past six months, 79% of residents and 78% of farmers have read it.

Figure 4.4-8. Read EnviroSouth³⁷



Male residents (84%) and ratepayers in the region (82%) are more likely to have read EnviroSouth.

Table 4.4-18. Key demographic differences for have read EnviroSouth: residents

	Result for residents	Key demographic differences
Have read EnviroSouth	79%	More likely to be: <ul style="list-style-type: none"> • Male residents (84%) • Ratepayers in the region (82%)

Sheep and beef farmers (82%) are more likely, than dairy farmers (75%), to have read EnviroSouth although this is not statistically significant.

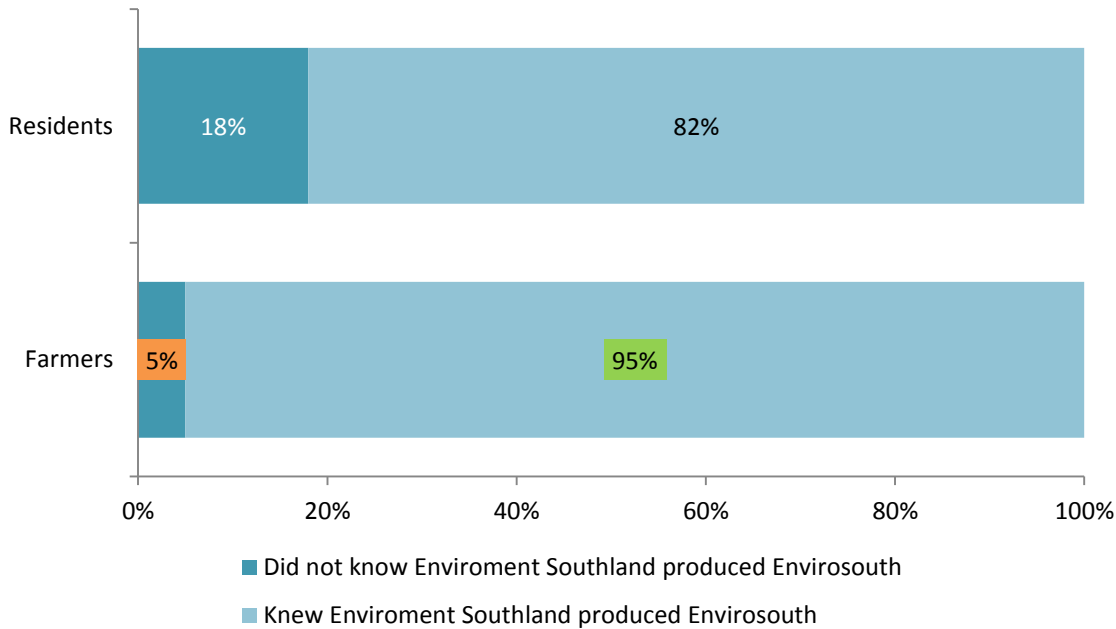
Table 4.4-19. Differences in farm type for have read EnviroSouth: farmers

	Result for farmers	Comparison between farm types
Have read EnviroSouth	78%	<ul style="list-style-type: none"> • Dairy farmers (75%) • Sheep and beef farmers (82%)

³⁷ Do you read the EnviroSouth newsletter? Base: Respondents that recall seeing the newsletter; 2014 residents n=346; farmers n=124.

Almost all (95%) farmers who have seen Envirosouth are aware that it is produced by Environment Southland. Fewer residents (82%) are aware that Environment Southland produces Envirosouth.

Figure 4.4-9. Knew Environment Southland produced Envirosouth^{38 39}



Ratepayers in the region (84%, cf. total, 82%) and residents aged 40 to 59 (88% cf. total, 82%) are more likely to know that Envirosouth is produced by Environment Southland.

Table 4.4-20. Key demographic differences for knew Environment Southland produced Envirosouth: residents

	Result for residents	Key demographic differences
Knew Environment Southland produced Envirosouth	82%	More likely to be: <ul style="list-style-type: none"> • Ratepayers in the region (84%) • Residents aged 40 to 59 (88%)

Although not statistically significant, dairy farmers (97%) are slightly more likely to know Environment Southland produced Envirosouth than sheep and beef farmers (93%).

Table 4.4-21. Differences in farm type for knew Environment Southland produced Envirosouth: farmers

	Result for farmers	Comparison between farm types
Knew Environment Southland produced Envirosouth	95%	<ul style="list-style-type: none"> • Dairy farmers (97%) • Sheep and beef farmers (93%)

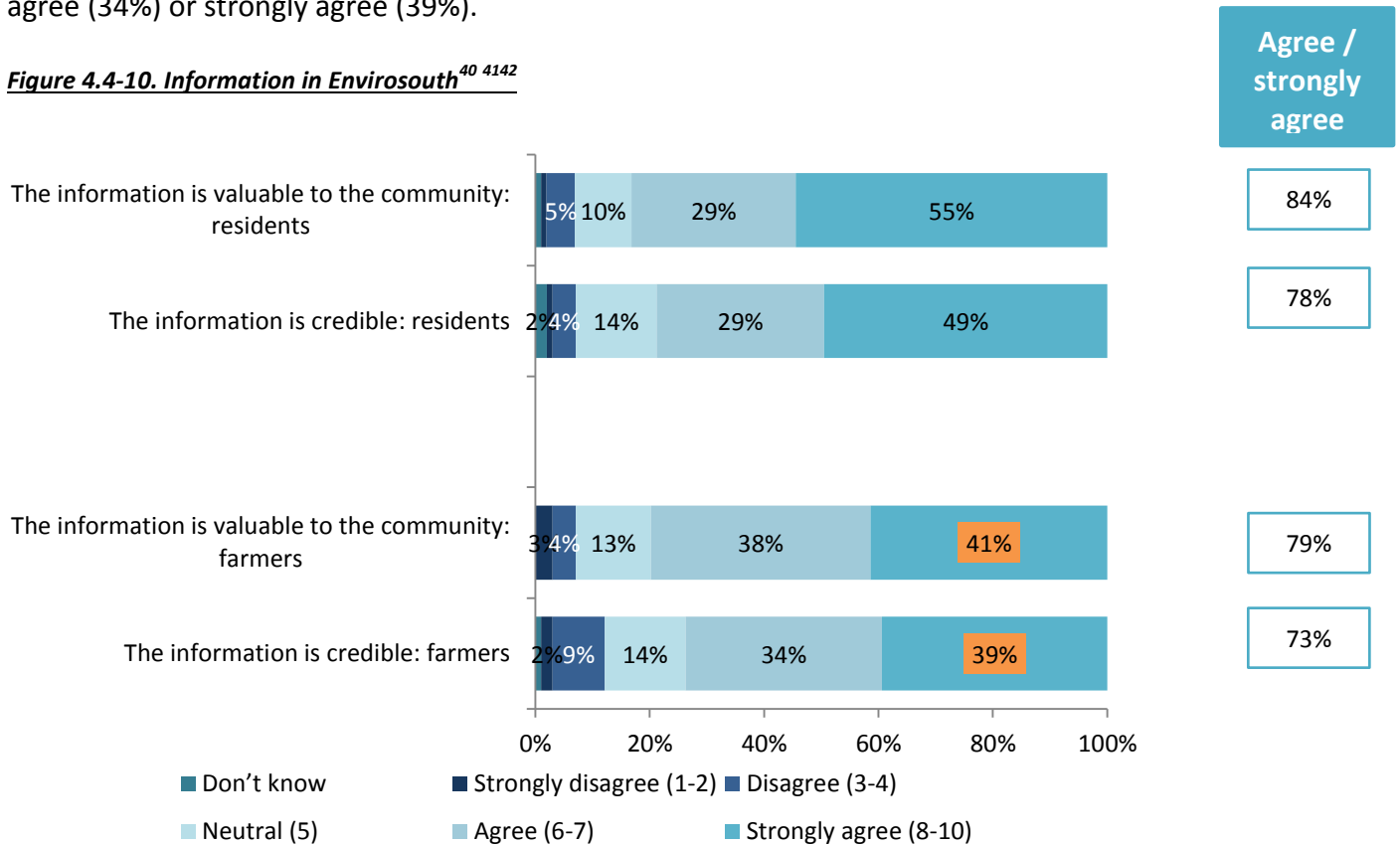
³⁸ Before you started this survey, did you know that Environment Southland produced the Envirosouth newsletter? Base: Respondents that recall seeing the newsletter; 2014 residents n=346; farmers n=124.

³⁹ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Eighty-four per cent of the residents who have read EnviroSouth agree (29%) or strongly agree (55%) that the information in EnviroSouth is valuable to the community; while 78% of residents agree (29%) or strongly agree (49%) that the information in EnviroSouth is credible.

Seventy-nine per cent of the farmers who have read EnviroSouth agree (38%) or strongly agree (41%) that the information in EnviroSouth is valuable to the community, while 73% of farmers agree (34%) or strongly agree (39%) that the information in EnviroSouth is credible.

Figure 4.4-10. Information in EnviroSouth^{40 4142}



Invercargill residents (84% cf. total, 78%) are more likely to agree or strongly agree that the information in EnviroSouth is credible.

Table 4.4-22. Key demographic differences for information in EnviroSouth: residents

	Result for residents (6-10 result)	Key demographic differences
Information valuable to community	84%	No demographic differences
Credible information	78%	More likely to agree / strongly agree: <ul style="list-style-type: none"> Invercargill residents (84%)

⁴⁰Using the same 1 to 10 scale as before, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that.... Base: respondents that have read EnviroSouth; 2014 residents n=276; farmers n=97.

⁴¹ Orange shading indicates that the result for farmers is significantly lower than the result for residents.

Green shading indicates that the result for farmers is significantly higher than the result for residents.

⁴² Data labels of 1% have been removed from this chart to improve readability.

Although not statistically significant, dairy farmers (77%) are more likely to find the information valuable to the community, while sheep and beef farmers (70%) are more likely to agree or strongly agree that the information in EnviroSouth is credible.

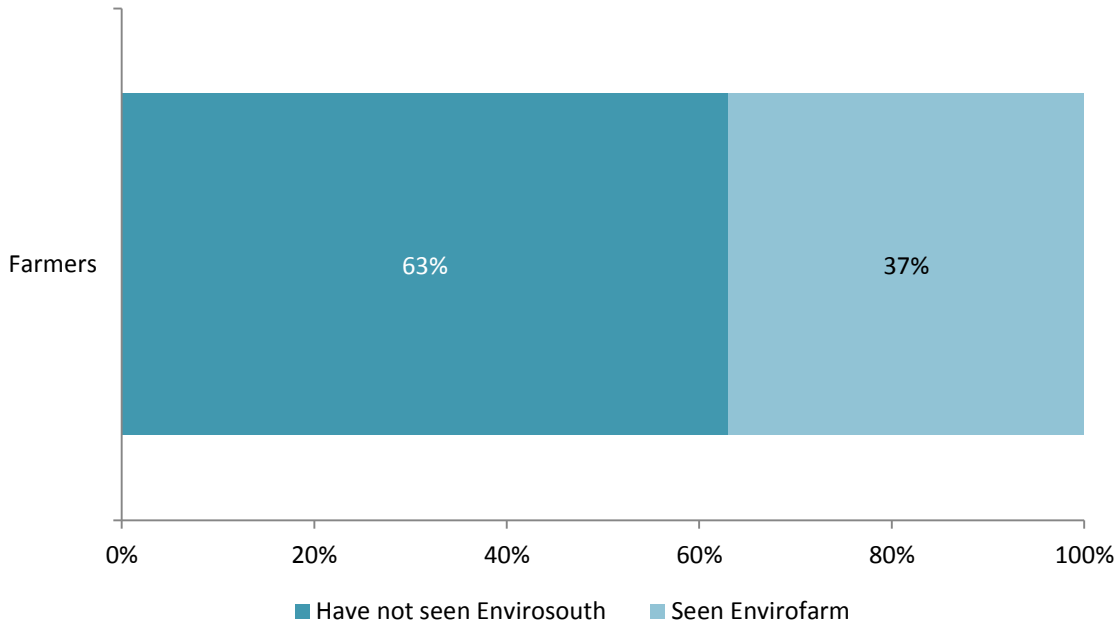
Table 4.4-23. Differences in farm type for information in EnviroSouth: farmers

	Result for farmers (6-10 result)	Comparison between farm types
Information valuable to community	79%	<ul style="list-style-type: none"> • Dairy farmers (77%) • Sheep and beef farmers (82%)
Credible information	73%	<ul style="list-style-type: none"> • Dairy farmers (77%) • Sheep and beef farmers (70%)

4.4.3 Envirofarm

Just over one-third (37%) of farmers have seen Envirofarm in the past six months.

Figure 4.4-11. Seen Envirofarm in the past six months⁴³



Sheep and beef farmers (40%) are more likely, than dairy farmers (35%), to have seen Envirofarm in the past six months, although not statistically significant.

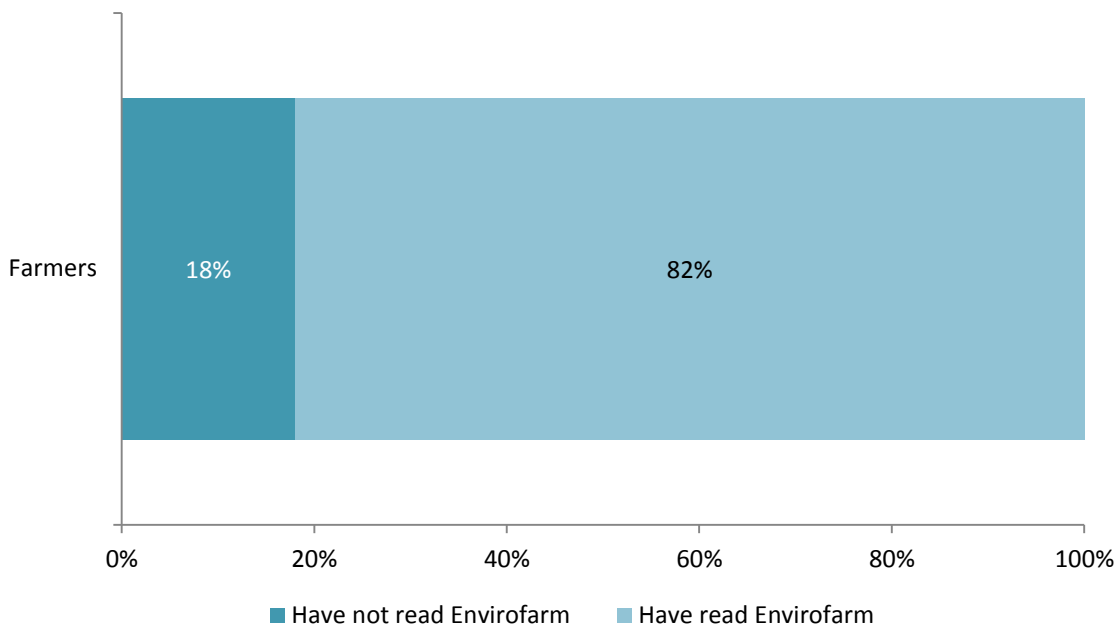
Table 4.4-24. Differences in farm type for seen Envirofarm: farmers

	Result for farmers	Comparison between farm types
Have seen Envirofarm	37%	<ul style="list-style-type: none"> • Dairy farmers (35%) • Sheep and beef farmers (40%)

⁴³ Do you recall seeing the Envirofarm column in *The Southland Times* farming pages in the past six months? Base: Farming respondents n=150.

Most farmers (82%) who have seen Envirofarm in the past six months have read it.

Figure 4.4-12. Read Envirofarm⁴⁴



Sheep and beef farmers (83%) are slightly more likely to have read Envirofarm than dairy farmers (81%).

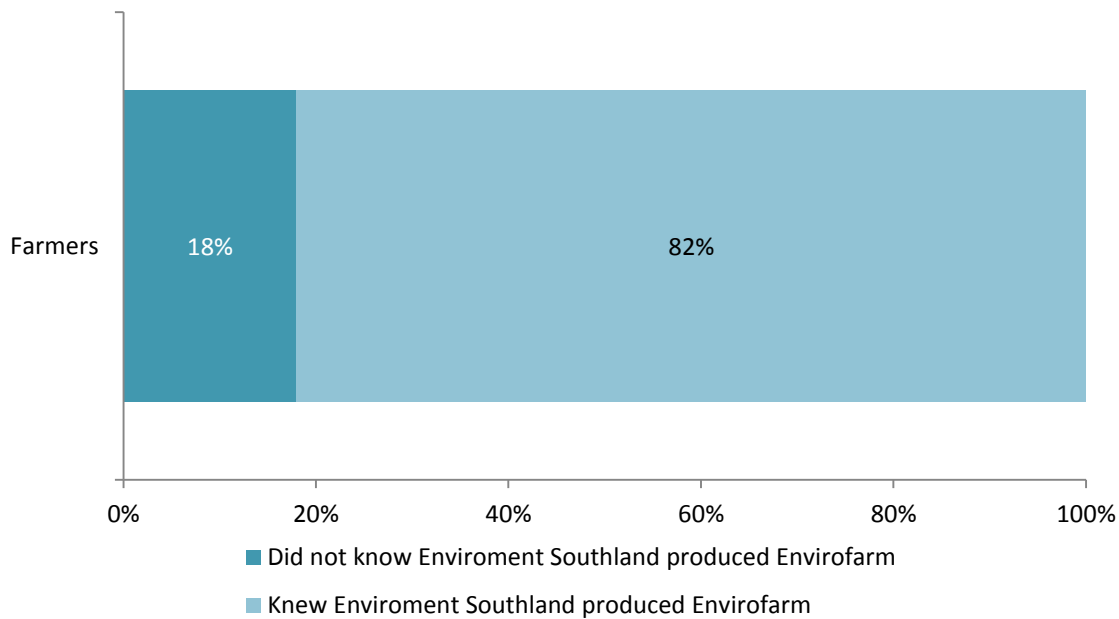
Table 4.4-25. Differences in farm type for have read Envirofarm: farmers

	Result for farmers	Comparison between farm types
Have read Envirofarm	82%	<ul style="list-style-type: none"> • Dairy farmers (81%) • Sheep and beef farmers (83%)

⁴⁴ Do you read the Envirofarm column? Base: farming respondents that recall seeing Envirofarm; n=56.

Most farmers (82%) also know that Envirofarm is produced by Environment Southland.

Figure 4.4-13. Knew Environment Southland produced Envirofarm⁴⁵



Dairy farmers (85%) are more likely, than sheep and beef farmers (80%), to know that Environment Southland produced Envirofarm, although not statistically significant.

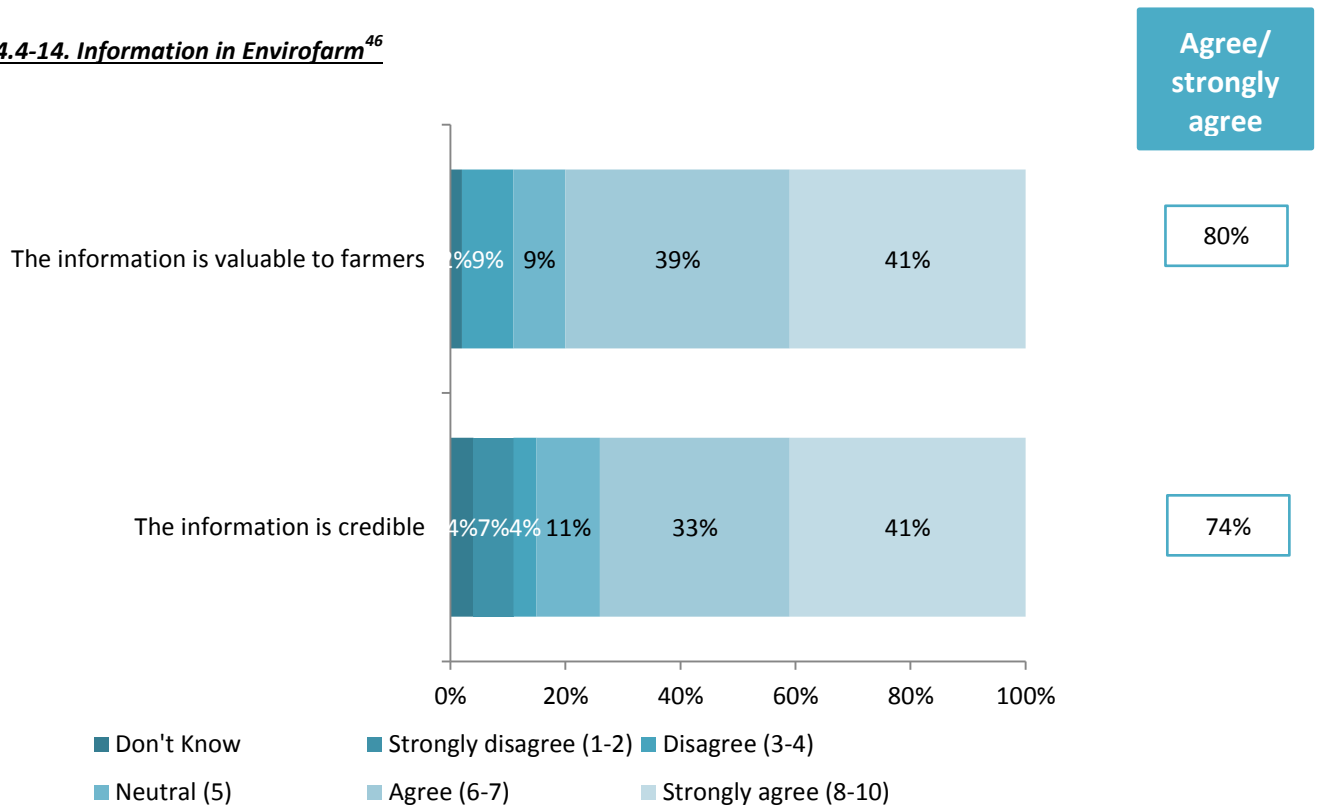
Table 4.4-26. Differences in farm type for knew Environment Southland produced Envirofarm: farmers

	Result for farmers	Comparison between farm types
Knew Environment Southland produced Envirofarm	82%	<ul style="list-style-type: none"> • Dairy farmers (85%) • Sheep and beef farmers (80%)

⁴⁵ Before you started this survey, did you know that Environment Southland produced the Envirofarm column? Base: farming respondents that recall seeing Envirofarm; n=56.

Eighty per cent of farmers agree (39%) or strongly agree (41%) that the information in Envirofarm is valuable to farmers, while 74% agree (33%) or strongly agree (41%) that the information in Envirofarm is credible.

Figure 4.4-14. Information in Envirofarm⁴⁶



Although not statistically significant, sheep and beef farmers (84%) are more likely to agree or strongly agree that the information is valuable to farmers; dairy farmers (76%) are more likely to agree or strongly agree the information is credible.

Table 4.4-27. Differences in farm type for information in Envirofarm: farmers

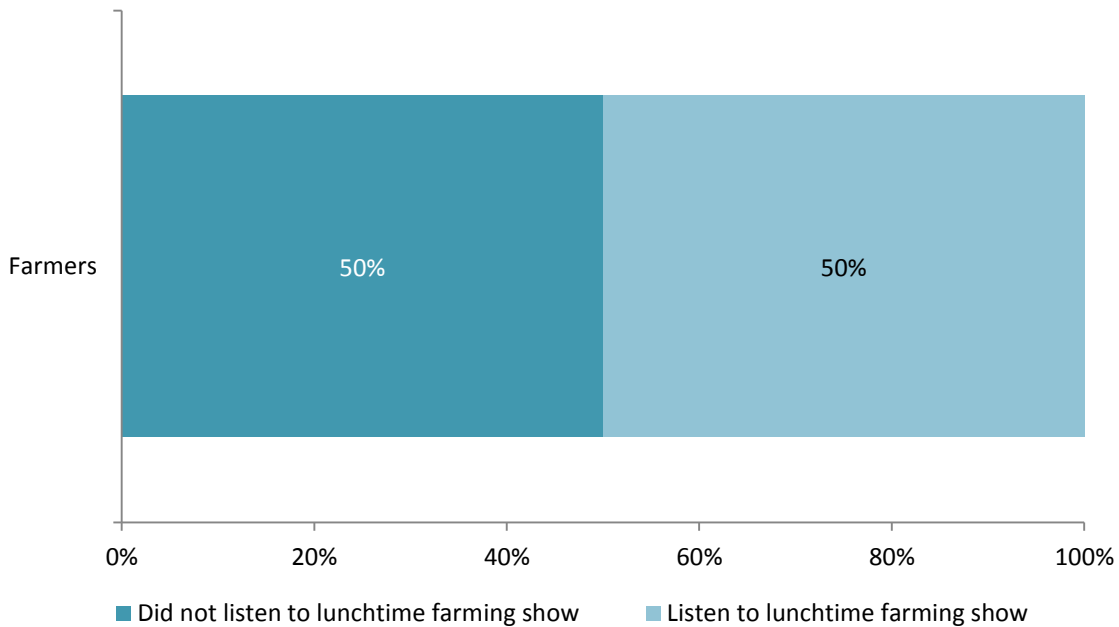
	Result for farmers (6-10 result)	Comparison between farm types
Information valuable to farmers	80%	<ul style="list-style-type: none"> Dairy farmers (76%) Sheep and beef farmers (84%)
Credible information	74%	<ul style="list-style-type: none"> Dairy farmers (76%) Sheep and beef farmers (72%)

⁴⁶ Using the same 1 to 10 scale as before, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that... Base: Farming respondents that had read Envirofarm; n=46.

4.4.4 Lunchtime Farming Show

Half of farmers (50%) listen to the Lunchtime Farming Show on Hokonui Gold. Farmers who listen to the Lunchtime Farming Show are also more likely to have seen the Envirofarm column (61% cf. total, 50%).

Figure 4.4-15. Listen to Lunchtime Farming Show⁴⁷



Dairy farmers (55%) are more likely, than sheep and beef farmers (45%), to listen to the Lunchtime Farming Show, although not statistically significant.

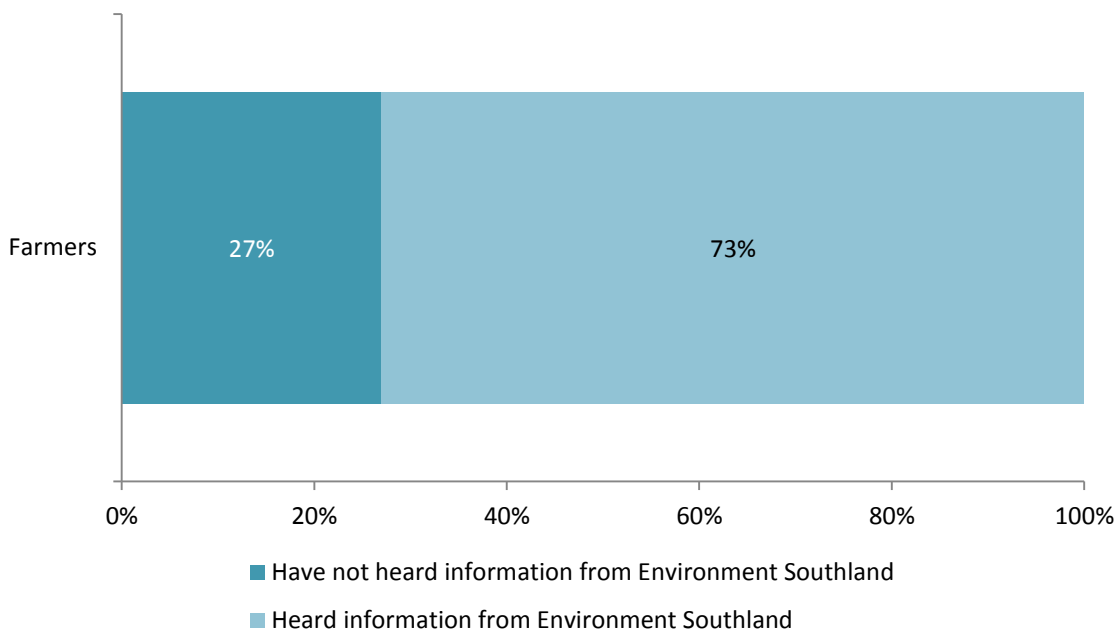
Table 4.4-28. Differences in farm type for listening to Lunchtime Farming Show: farmers

	Result for farmers (6-10 result)	Comparison between farm types
Listen to lunchtime farming show	50%	<ul style="list-style-type: none"> • Dairy farmers (55%) • Sheep and beef farmers (45%)

⁴⁷ Do you listen to the lunchtime farming show on Hokonui Gold? Base: Farming respondents n=150.

Two-thirds (73%) of farmers listening to the Lunchtime Farming Show have heard information from Environment Southland on the show.

Figure 4.4-16. Hear information from Environment Southland on Lunchtime Farming Show⁴⁸



Dairy farmers (78%) are more likely to have heard information from Environment Southland on the Lunchtime Farming Show than sheep and beef farmers (68%), although not statistically significant.

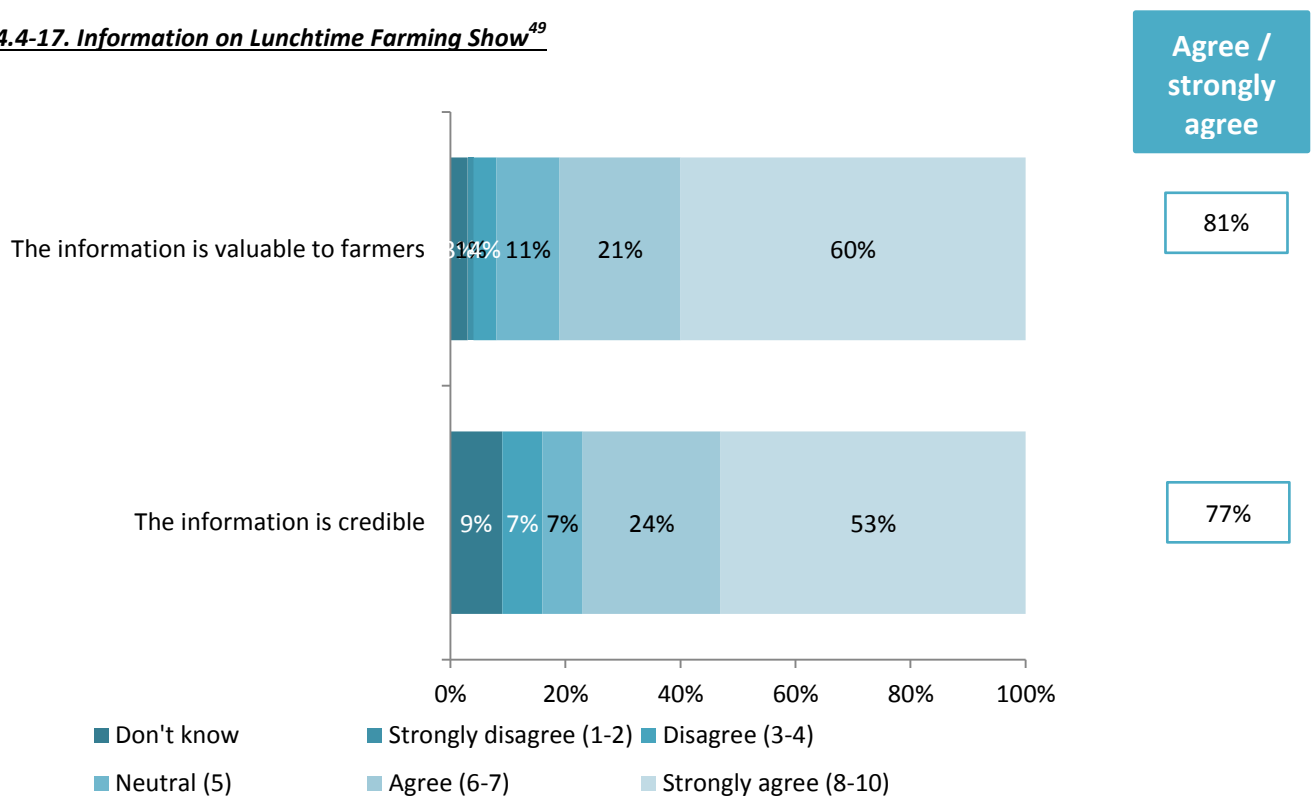
Table 4.4-29. Differences in farm type for hearing information from Environment Southland: farmers

	Result for farmers (6-10 result)	Comparison between farm types
Hear information from Environment Southland	73%	<ul style="list-style-type: none"> • Dairy farmers (78%) • Sheep and beef farmers (68%)

⁴⁸ Over the past six months, did you hear information form Environment Southland on the lunchtime radio farming show on Hokonui Gold? Base: Farming respondents that listen to the Lunchtime Farming Show; n=75.

Eighty-one per cent of farmers that listen to the Lunchtime Farming Show agree (21%) or strongly agree (60%) that the information is valuable to farmers, while 77% agree (24%) or strongly agree (53%) that the information on the Lunchtime Farming Show is credible.

Figure 4.4-17. Information on Lunchtime Farming Show⁴⁹



Although not statistically significant, dairy farmers are more likely, than sheep and beef farmers, to think the information on the Lunchtime Farming Show is valuable to farmers (85%) and that the information is credible (80%).

Table 4.4-30. Differences in farm type for information on Lunchtime Farming Show: farmers

	Result for farmers (6-10 result)	Comparison between farm types
Information valuable to farmers	81%	<ul style="list-style-type: none"> Dairy farmers (85%) Sheep and beef farmers (76%)
Credible information	77%	<ul style="list-style-type: none"> Dairy farmers (80%) Sheep and beef farmers (74%)

⁴⁹ Using the same 1 to 10 scale as before, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that... Base: Farming respondents that listen to the Lunchtime Farming Show; n=75.

4.4.5 Summary of Environment Southland Communications

Envirosouth appears to be the more popular Environment Southland publication amongst residents. More residents are aware of Envirosouth, more have read it and more knew that it was produced by Environment Southland. Residents also have a higher overall impression of Envirosouth’s credibility and value to the community. Amongst residents Enviroweek and Envirosouth are reaching similar audiences, with 82% of the residents that have seen Envirosouth also having seen Enviroweek; similar trends can be seen in readership and knowledge that both publications are produced by Environment Southland.

Table 4.4-31. Summary of Environment Southland communications: residents

	Seen	Read	Knew ES produced	Credibility rating (6-10)	Valuable rating (6-10)
Enviroweek	59%	72%	63%	73%	79%
Envirosouth	74%	79%	82%	78%	84%

Envirosouth is also the most popular Environment Southland publication amongst farmers. Although Envirofarm is the publication farmers have read the most, Envirosouth is the publication farmers have seen the most; it also has the highest awareness of Environment Southland producing it. There are only minimal differences between the overall impressions of credibility and value to the community from all of the Environment Southland publications; however, farmers give the Lunchtime Farming Show the highest ratings for credibility and valuable information. Strong crossovers between publications can also be seen amongst farmers, with 93% of farmers that have seen Envirosouth also having seen Enviroweek and 45% of farmers that have seen Envirofarm having also listened to the Lunchtime Farming Show.

Table 4.4-32. Summary of Environment Southland Communications: farmers

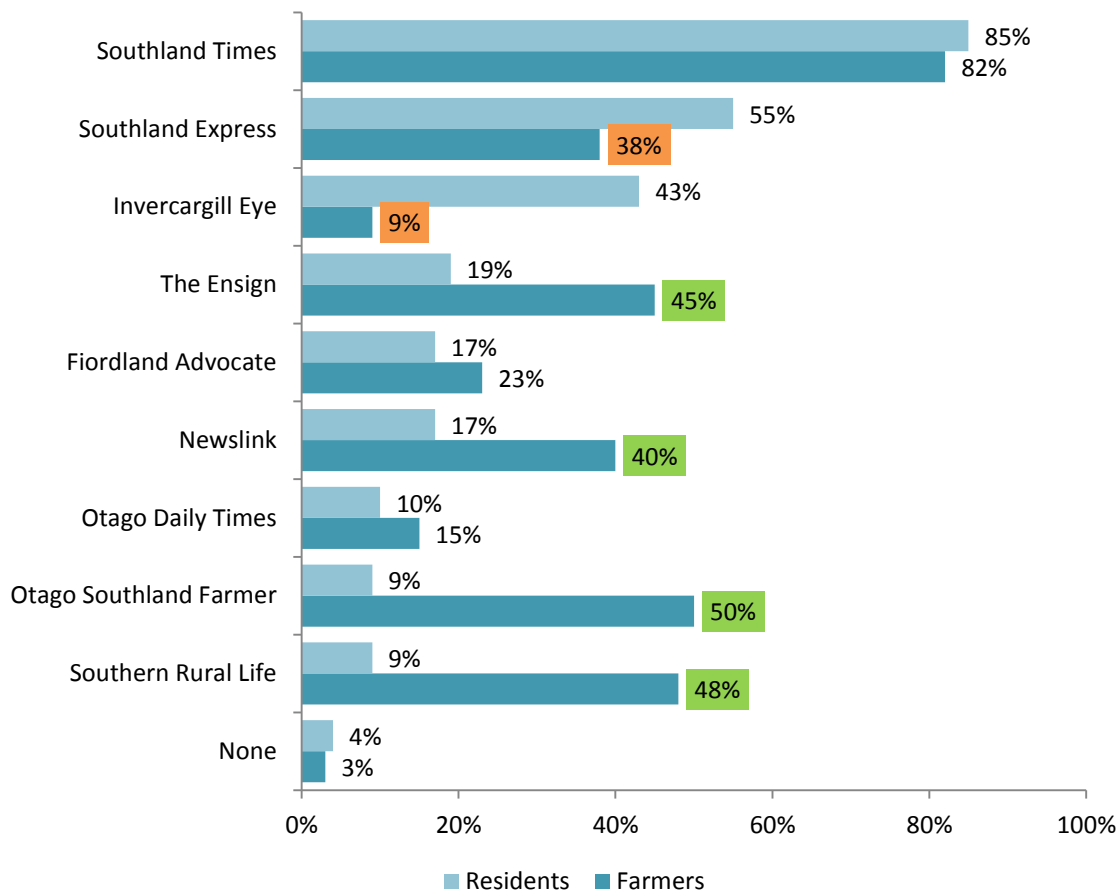
	Seen	Read	Knew ES produced	Credibility rating (6-10)	Valuable rating (6-10)
Enviroweek	55%	63%	76%	75%	73%
Envirosouth	83%	78%	95%	73%	79%
Envirofarm	37%	82%	82%	74%	80%
Lunchtime farming show	50%	73%	-	77%	81%

4.5 Current Media Used

The newspapers most commonly read by residents are Southland Times (85%), Southland Express (55%) and Invercargill Eye (43%).

The newspapers most commonly read by farmers are Southland Times (82%), Otago Southland Farmer (50%) and Southern Rural Life (48%).

Figure 4.5-1. Newspapers read regularly^{50 51}



⁵⁰ The next few questions are about the local papers and radio stations you might read or listen to. Which of the following newspapers do you read regularly? Base: All respondents; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁵¹ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

This year, significantly more residents have read the Southland Express (55% cf. 2013, 46%) and the Invercargill Eye (43% cf. 2013, 32%).

Table 4.5-1. Newspapers read regularly: residents⁵²

	2014	2013	2012	2011
Southland Times	85%	81%	86%	87%
Southland Express	55%	46%	54%	44%
Invercargill Eye	43%	32%	35%	22%
The Ensign	19%	20%	17%	16%
Fiordland Advocate	17%	15%	16%	8%
Newslink	17%	22%	16%	15%
Otago Daily Times	10%	13%	12%	9%
Southern Rural Life	9%	9%	14%	12%
Otago Southland Farmer	9%	10%	12%	14%
None	4%	6%	6%	5%

Residents aged 60 years and over are more likely to read the Southland Times (92% cf. total, 85%) and the Fiordland Advocate (24% cf. total, 17%). Invercargill residents are more likely to read the Southland Times (91% cf. total, 85%), Southland Express (69% cf. total, 55%) and Invercargill Eye (62% cf. total, 43%). Gore residents are more likely to read The Ensign (79% cf. total 19%), Newslink (71% cf. total, 17%) and Otago Daily Times (24% cf. total, 10%). Southland residents are more likely to read the Fiordland Advocate (44% cf. total, 17%), Southern Rural Life (16% cf. total, 9%) and Otago Southland Farmers (13% cf. total, 9%).

Table 4.5-2. Key demographic differences for newspapers read regularly: residents

	Result for residents	Key demographic differences
Southland Times	85%	More likely to be: <ul style="list-style-type: none"> Residents aged 60 years and over (92%) Invercargill residents (91%)
Southland Express	55%	More likely to be: <ul style="list-style-type: none"> Invercargill residents (69%)
Invercargill Eye	43%	More likely to be: <ul style="list-style-type: none"> Invercargill residents (62%)
The Ensign	19%	More likely to be: <ul style="list-style-type: none"> Gore residents (79%)
Fiordland Advocate	17%	More likely to be: <ul style="list-style-type: none"> Residents aged 60 years and over (24%) Southland residents (44%)
Newslink	17%	More likely to be: <ul style="list-style-type: none"> Gore residents (71%)
Otago Daily Times	10%	More likely to be: <ul style="list-style-type: none"> Gore residents (24%)
Southland Rural Life	9%	More likely to be: <ul style="list-style-type: none"> Southland residents (16%)
Otago Southland Farmer	9%	More likely to be: <ul style="list-style-type: none"> Southland residents (13%)

⁵² Orange shading indicates that the result for 2014 is significantly lower than the result from 2013. Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

Significantly more sheep and beef farmers (53% cf. total, 45%) read The Ensign. Gore farmers are more likely to read Newslink (80% cf. total, 40%); while Southland farmers are more likely to read the Fiordland Advocate (32% cf. total, 23%).

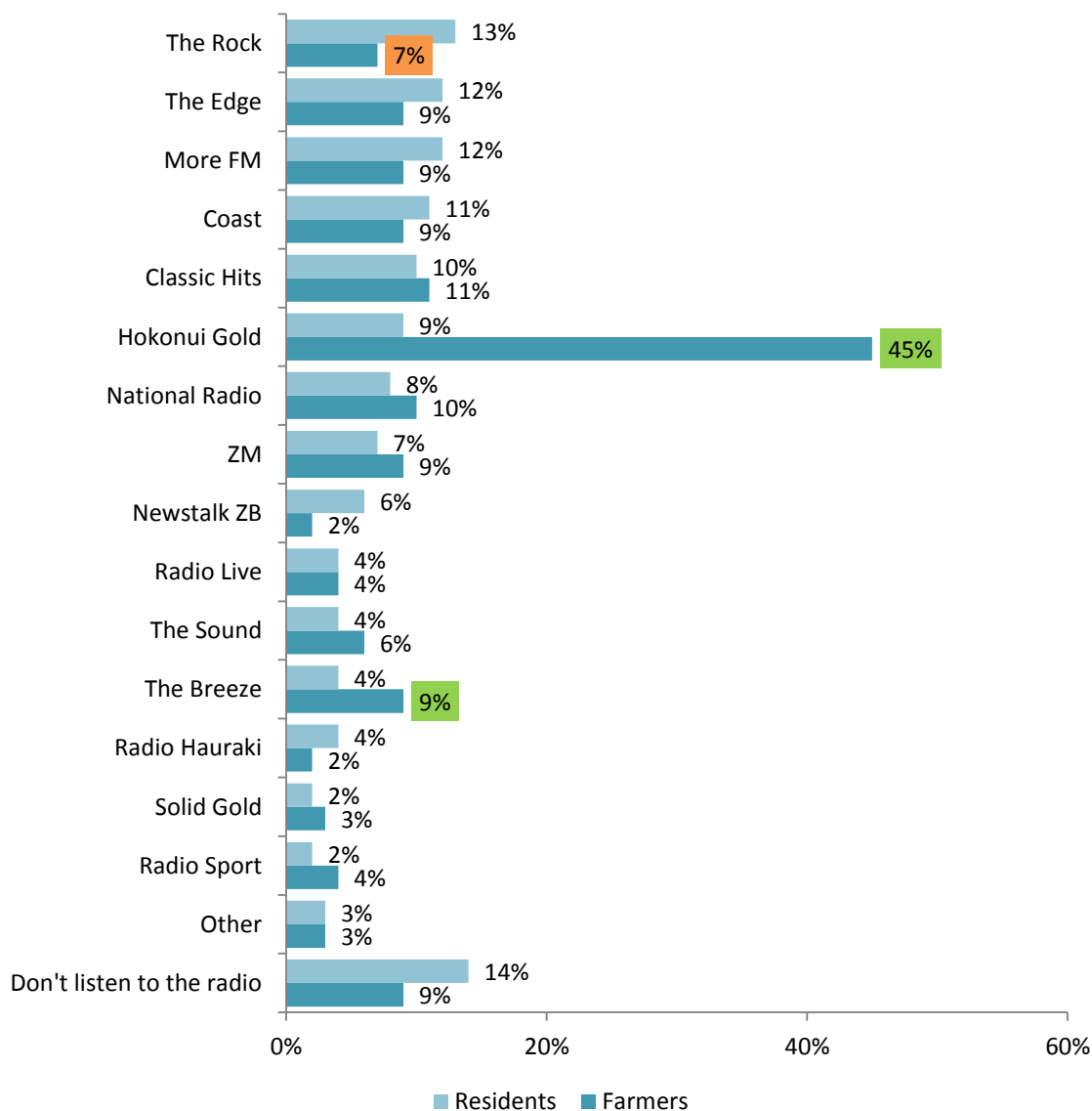
Table 4.5-3. Differences in farm type in newspapers read regularly: farmers

	Result for farmers	Comparison between farm types
Southland Times	82%	<ul style="list-style-type: none"> • Dairy farmers (77%) • Sheep and beef farmers (87%)
Otago Southland Farmer	50%	<ul style="list-style-type: none"> • Dairy farmers (48%) • Sheep and beef farmers (52%)
Southland Rural Life	48%	<ul style="list-style-type: none"> • Dairy farmers (47%) • Sheep and beef farmers (49%)
The Ensign	45%	<ul style="list-style-type: none"> • Dairy farmers (37%) • Sheep and beef farmers (53%)
Newslink	40%	<ul style="list-style-type: none"> • Dairy farmers (33%) • Sheep and beef farmers (47%)
Southland Express	38%	<ul style="list-style-type: none"> • Dairy farmers (36%) • Sheep and beef farmers (40%)
Fiordland Advocate	23%	<ul style="list-style-type: none"> • Dairy farmers (19%) • Sheep and beef farmers (27%)
Otago Daily Times	15%	<ul style="list-style-type: none"> • Dairy farmers (11%) • Sheep and beef farmers (19%)
Invercargill Eye	9%	<ul style="list-style-type: none"> • Dairy farmers (8%) • Sheep and beef farmers (11%)

The radio stations listened to most by residents are The Rock (13%), The Edge (12%), More FM (12%), Coast (11%) and Classic Hits (10%).

Notably, just under half (45%) of farmers listen to Hokonui Gold, followed by Classic Hits (11%) and National Radio (10%). Significantly more farmers also listen to The Breeze (9%) on a regular basis.

Figure 4.5-2. Radio stations listened to^{53 54}



⁵³ Which radio stations do you listen to most often? Base: All respondents; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁵⁴ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

This year, significantly fewer residents listen to ZM (7% cf. 2013, 11%). The four most popular radio stations have remained the same this year as last.

Table 4.5-4. Radio stations listened to regularly: residents⁵⁵

	2014	2013	2012	2011
The Rock	13%	10%	11%	12%
The Edge	12%	13%	14%	10%
More FM	12%	11%	10%	12%
Coast	11%	14%	11%	8%
Classic Hits	10%	9%	13%	12%
Hokonui Gold	9%	11%	13%	12%
National Radio	8%	9%	10%	6%
ZM	7%	11%	9%	8%
Newstalk ZB	6%	4%	5%	6%
Radio Live	4%	6%	6%	
The Sound	4%	3%	3%	
The Breeze	4%	5%	6%	4%
Radio Hauraki	4%	4%	8%	7%
Solid Gold	2%	2%	2%	4%
Radio Sport	2%	3%	2%	3%
Other	3%	14%	9%	7%
Don't listen to the radio	14%	10%	13%	12%

⁵⁵ Orange shading indicates that the result for 2014 is significantly lower than the result from 2013. Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

Residents aged 16 to 39 are more likely to listen to The Rock (25% cf. total, 13%), The Edge (24% cf. total, 12%), ZM (17% cf. total, 7%) and Radio Hauraki (7% cf. total, 4%). While residents aged 60 years and over are more likely to listen to Coast (20% cf. total, 11%), National Radio (19%, cf. total 8%) and Newstalk ZB (16% cf. total, 6%). Non-ratepayers in the region are more likely to listen to The Edge (31% cf. total, 12%) and ZM (13% cf. total, 7%). Families with school-aged children are more likely to listen to The Edge (18% cf. total, 12%), ZM (13% cf. total, 7%) and Radio Hauraki (8% cf. total, 4%). Female residents are more likely to listen to The Edge (16% cf. total, 12%); while ratepayers in the region are more likely to listen to Coast (13% cf. total, 11%). Families or couples with no children at home are more likely to listen to National Radio (12% cf. total, 8%).

Table 4.5-5. Key demographic differences for radio stations listened to regularly: residents

	Result for residents	Key demographic differences
The Rock	13%	More likely to be: <ul style="list-style-type: none"> Residents aged 16 to 39 (25%)
The Edge	12%	More likely to be: <ul style="list-style-type: none"> Female residents (16%) Non-ratepayers (31%) Residents aged 16 to 39 (24%) Families with school-aged children (18%)
More FM	12%	No demographic differences
Coast	11%	More likely to be: <ul style="list-style-type: none"> Ratepayers (13%) Residents aged 60 and over (20%)
Classic Hits	10%	No demographic differences
Hokonui Gold	9%	No demographic differences
National Radio	8%	More likely to be: <ul style="list-style-type: none"> Aged 60 and over (19%) Families or couples with no children at home (12%)
ZM	7%	More likely to be: <ul style="list-style-type: none"> Non-ratepayers (13%) Residents aged 16 to 39 (17%) Families with school-aged children (13%)
Newstalk ZB	6%	More likely to be: <ul style="list-style-type: none"> Residents aged 60 years and over (16%) Family or couple with no children (10%)
Radio Live	4%	No demographic differences
The Sound	4%	No demographic differences
The Breeze	4%	No demographic differences
Radio Hauraki	4%	More likely to be: <ul style="list-style-type: none"> Residents aged 16 to 39 (7%) Families with school-aged children (8%)
Solid Gold	2%	No demographic differences
Radio Sport	2%	No demographic differences

Dairy farmers are more likely to listen to Hokonui Gold (49%), Classic Hits (11%) and National Radio (11%) than sheep and beef farmers, although this is not statistically significant.

Table 4.5-6. Differences in farm type for radio station listened to regularly: farmers

	Result for farmers	Comparison between farm types
Hokonui Gold	45%	<ul style="list-style-type: none"> • Dairy farmers (49%) • Sheep and beef farmers (40%)
Classic Hits	11%	<ul style="list-style-type: none"> • Dairy farmers (12%) • Sheep and beef farmers (9%)
National Radio	10%	<ul style="list-style-type: none"> • Dairy farmers (11%) • Sheep and beef farmers (9%)
The Breeze	9%	<ul style="list-style-type: none"> • Dairy farmers (12%) • Sheep and beef farmers (7%)
The Edge	9%	<ul style="list-style-type: none"> • Dairy farmers (8%) • Sheep and beef farmers (11%)
More FM	9%	<ul style="list-style-type: none"> • Dairy farmers (13%) • Sheep and beef farmers (5%)
Coast	9%	<ul style="list-style-type: none"> • Dairy farmers (8%) • Sheep and beef farmers (9%)
ZM	9%	<ul style="list-style-type: none"> • Dairy farmers (9%) • Sheep and beef farmers (8%)
The Rock	7%	<ul style="list-style-type: none"> • Dairy farmers (8%) • Sheep and beef farmers (5%)
The Sound	6%	<ul style="list-style-type: none"> • Dairy farmers (4%) • Sheep and beef farmers (8%)
Radio Live	4%	<ul style="list-style-type: none"> • Dairy farmers (4%) • Sheep and beef farmers (4%)
Radio Sport	4%	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (5%)
Solid Gold	3%	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (3%)
Radio Hauraki	2%	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (4%)
Newstalk ZB	2%	<ul style="list-style-type: none"> • Dairy farmers (3%) • Sheep and beef farmers (1%)

Around one-third of residents (38%) have watched Cue TV in the past six months and viewership amongst residents has remained on a par over the past three years. Significantly fewer farmers (29%) than residents watch Cue TV.

Figure 4.5-3. Cue TV viewership^{56 57}

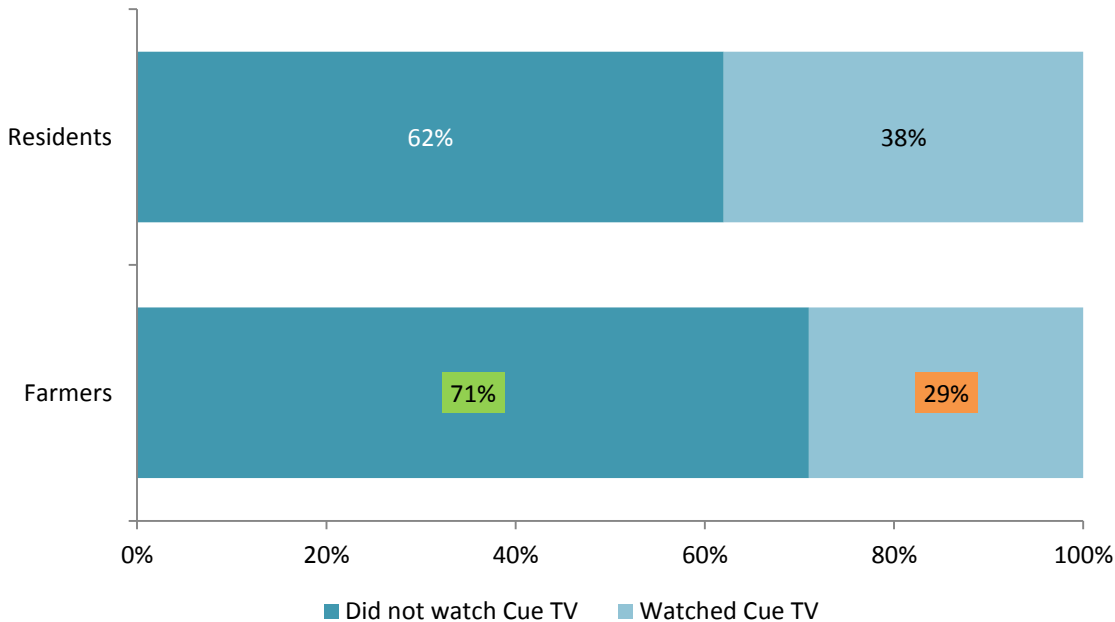


Table 4.5-7. Cue TV viewership: residents

	2014	2013	2012	2011
Watched Cue TV	38%	36%	32%	36%
Did not watch Cue TV	62%	64%	68%	64%

Residents aged 60 years and over (59% cf. total, 38%) and families or couples with no children at home (44% cf. total, 38%) are more likely to have watched Cue TV in the past six months.

Table 4.5-8. Key demographic differences for Cue TV viewership: residents

	Result for residents	Key demographic differences
Watched Cue TV	38%	More likely to be: <ul style="list-style-type: none"> Residents aged 60 and over (59%) Families or couples with no children at home (44%)

Sheep and beef farmers (35%) are more likely than dairy farmers (24%), to have watched Cue TV in the past six months, although this is not statistically significant.

Table 4.5-9. Differences in farm type for Cue TV viewership: farmers

	Result for farmers	Comparison between farm types
Watched Cue TV	29%	<ul style="list-style-type: none"> Dairy farmers (24%) Sheep and beef farmers (35%)

⁵⁶ Did you watch Cue Television at all in the past six months? Base: All respondents; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁵⁷ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Of the residents who have watched Cue TV in the past six months, one-quarter (25%) have seen advertising from Environment Southland; this is on a par with last year’s results. Twenty per cent of the farmers who watch Cue TV have also seen advertising from Environment Southland.

Figure 4.5-4. Seen advertising from Environment Southland⁵⁸

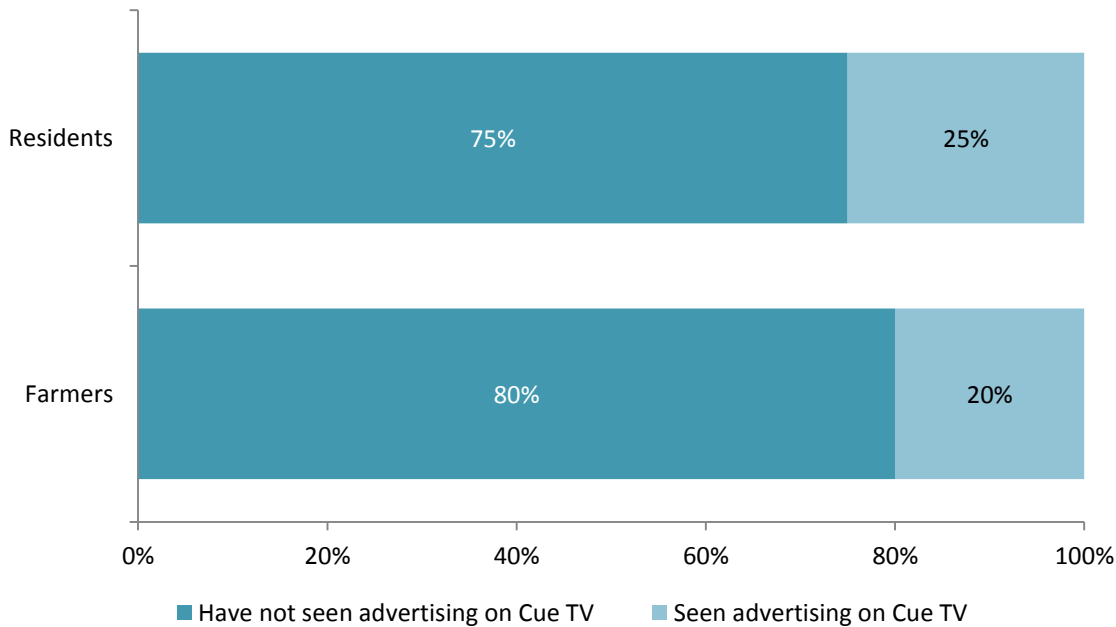


Table 4.5-10. Seen advertising from Environment Southland: residents

	2014	2013
Seen advertising	25%	27%
Have not seen advertising	75%	73%

Residents aged 40 to 59 are more likely to have seen advertising from Environment Southland on Cue TV.

Table 4.5-11. Key demographic differences for seen advertising from Environment Southland: residents

	Result for residents	Key demographic differences
Seen advertising	25%	More likely to be: <ul style="list-style-type: none"> Residents aged 40 to 59 (39%)

Sheep and beef farmers (23%) are more likely than dairy farmers (17%) to have seen advertising from Environment Southland on Cue TV, although this is not statistically significant.

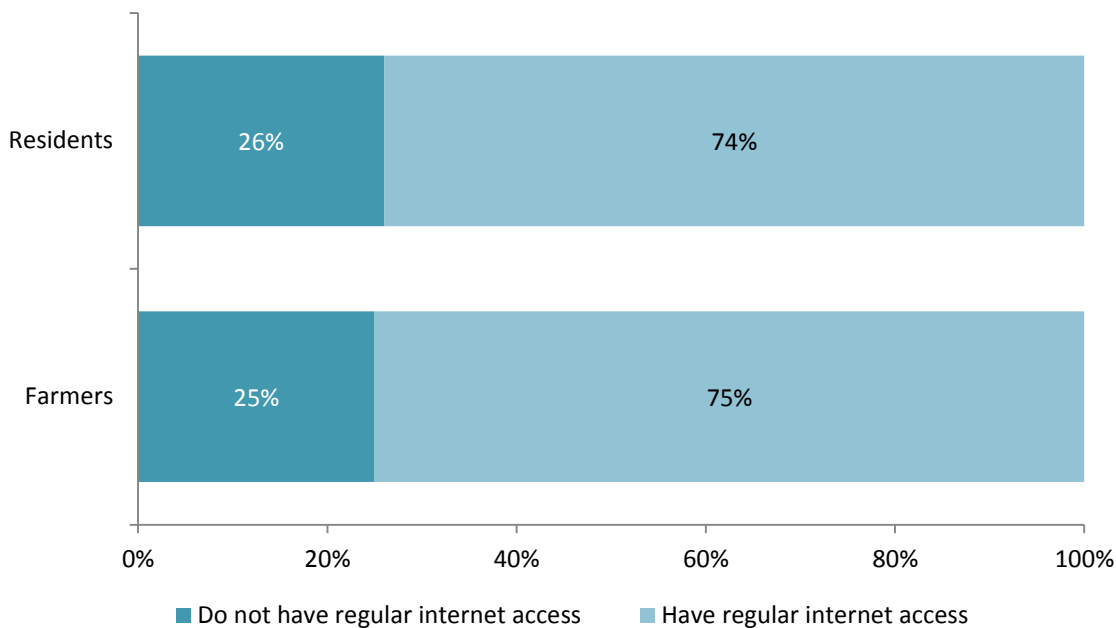
Table 4.5-12. Differences in farm type for seen advertising from Environment Southland: farmers

	Result for farmers	Comparison between farm types
Seen advertising	20%	<ul style="list-style-type: none"> Dairy farmers (17%) Sheep and beef farmers (23%)

⁵⁸ Have you heard or seen any Environment Southland advertising on the nightly weather section on Cue Television? Base: Respondents that have watched Cue TV in the past six months; residents n=170; farmers n=44; 2013 n=144.

Three-quarters of residents (74%) and farmers (75%) regularly go online.

Figure 4.5-5. Regularly go online⁵⁹



This year, significantly less residents indicate that they go online regularly (74% cf. 2013, 86%). Comparisons between 2013 and 2014 results are indicative only, as a result of question wording change.

Table 4.5-13. Regularly go online⁶⁰

	2014	2013	2012	2011
Go online regularly	74%	86%	85%	82%
Do not go online regularly	26%	14%	15%	18%

Residents with regular access to the internet are more likely to be aged between 16 and 39 (91% cf. total, 74%) or to be families with school-aged children (92% cf. total, 74%).

Table 4.5-14. Key demographic differences for internet access: residents

	Result for residents	Key demographic differences
Have internet access	74%	More likely to be: <ul style="list-style-type: none"> Residents aged 16 to 39 (91%) Families with school-aged children (92%)

Dairy farmers are slightly more likely to have regular internet access (76%).

Table 4.5-15. Differences in farm type for internet access: farmers

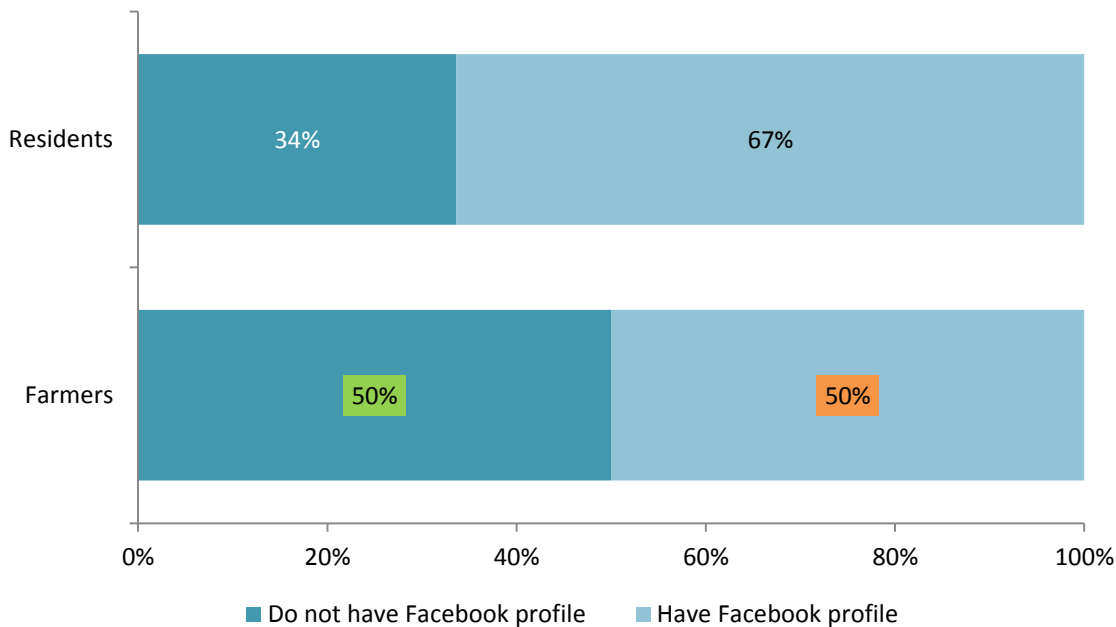
	Result for farmers	Comparison between farm types
Have internet access	75%	<ul style="list-style-type: none"> Dairy farmers (76%) Sheep and beef farmers (75%)

⁵⁹ Do you regularly go online? Base: All respondents; residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁶⁰ Orange shading indicates that the result for 2014 is significantly lower than the result from 2013. Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

Sixty-seven per cent of residents who regularly go online have Facebook profiles with half of farmers (50%) having a Facebook profile.

Figure 4.5-6. Facebook profile^{61 62}



A significant increase can be seen this year in the number of residents who have a Facebook profile (67% cf. 2013, 46%). Comparisons between 2013 and 2014 are indicative only, as this year the question was asked of only regular internet users, as opposed to all residents.

Table 4.5-16. Facebook profile: residents⁶³

	2014	2013	2012
Have Facebook profile	67%	46%	57%
Do not have Facebook profile	34%	54%	43%

Female residents (72% cf. total, 67%), non-ratepayers in the region (81% cf. total, 67%), residents aged 16 to 39 (84% cf. total, 67%) and families with school-aged children (76% cf. total, 67%) are more likely to have a Facebook profile.

Table 4.5-17. Key demographic differences for Facebook profile: residents

	Result for residents	Key demographic differences
Have Facebook profile	67%	More likely to be: <ul style="list-style-type: none"> Female (72%) Non-ratepayers (81%) Residents aged 16 to 39 (84%) Families with school-aged children (76%)

⁶¹ Do you have a Facebook profile? Base: Respondents that go online regularly; 2014 residents n=326; farmers n=113; 2013 n=400; 2012 n=514.

⁶² Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

⁶³ Orange shading indicates that the result for 2014 is significantly lower than the result from 2013. Green shading indicates that the result for 2014 is significantly higher than the result from 2013.

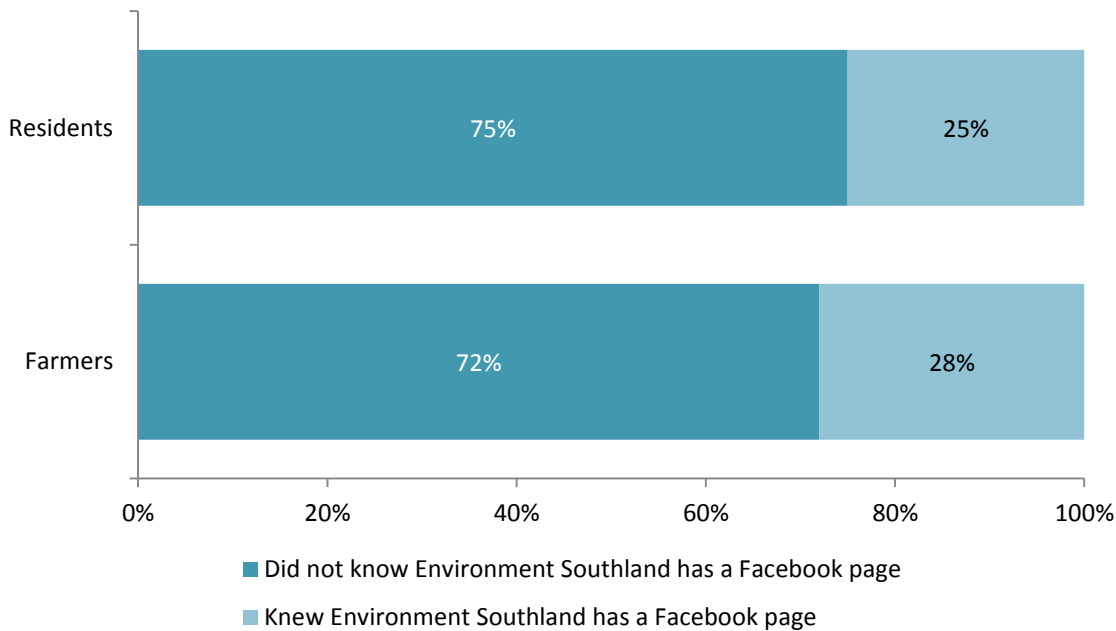
Dairy farmers (51%) are slightly more likely to have a Facebook profile, although this is not statistically significant.

Table 4.5-18. Differences in farm type in Facebook profile: farmers

	Result for farmers	Comparison between farm types
Have Facebook profile	50%	<ul style="list-style-type: none"> • Dairy farmers (51%) • Sheep and beef farmers (50%)

Of the residents who have a Facebook profile, one-quarter (25%) are aware that Environment Southland has a Facebook page. Similarly, 28% of farmers who have a Facebook profile are aware of Environment Southland’s Facebook page.

Figure 4.5-7. Knowledge of Environment Southland’s Facebook page⁶⁴



Although not significant, an increase can be seen this year in the number of residents who are aware that Environment Southland has a Facebook page.

Table 4.5-19. Environment Southland’s Facebook profile: residents

	2014	2013
Know Environment Southland has a Facebook page	25%	18%
Do not know	75%	82%

Dairy farmers (34%) are more likely than sheep and beef farmers (21%) to be aware that Environment Southland has a Facebook page, although this is not statistically significant.

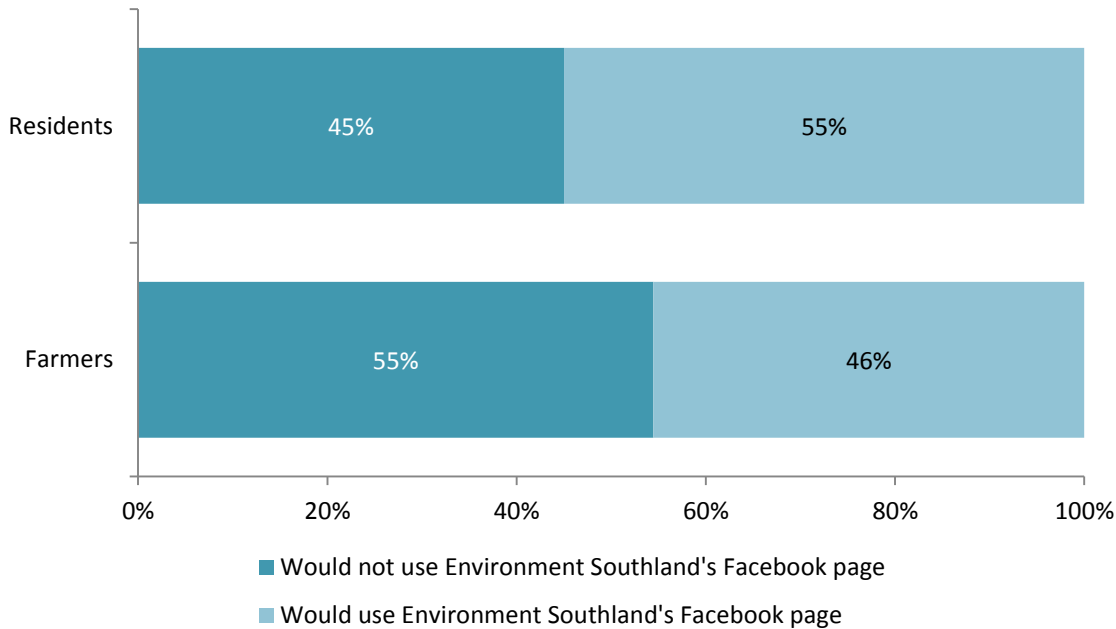
Table 4.5-20. Differences in farm type for Environment Southland’s Facebook profile: farmers

	Result for farmers	Comparison between farm types
Know Environment Southland has a Facebook page	28%	<ul style="list-style-type: none"> Dairy farmers (34%) Sheep and beef farmers (21%)

⁶⁴ Were you aware that Environment Southland has a Facebook page? Base: Respondents that go online regularly and have a Facebook profile; 2014 residents n=210; farmers n=57; 2013 n=184.

Over half (55%) of residents who have a Facebook profile would use Environment Southland’s Facebook page for information, while 46% of farmers would use Environment Southland’s Facebook page for information.

Figure 4.5-8. Use Environment Southland’s Facebook page for information⁶⁵



Although not statistically significant, fewer residents would use Environment Southland’s Facebook page for information than last year.

Table 4.5-21. Use Environment Southland’s Facebook page for information: residents

	2014	2013
Would use Environment Southland's Facebook page	55%	64%
Would not use Environment Southland's Facebook page	45%	36%

Non-ratepayers in the region are more likely to use Environment Southland’s Facebook page for information (71% cf. total, 55%).

Table 4.5-22. Key demographic differences in use Environment Southland’s Facebook page for information: residents

	Result for residents	Key demographic differences
Would use Environment Southland's Facebook page	55%	More likely to be: <ul style="list-style-type: none"> • Non-ratepayers (71%)

⁶⁵ Would you look at Environment Southland’s Facebook page for information? Base: Respondents that go online regularly and have a Facebook profile; 2014 residents n=210; farmers n=57; 2013 n=184.

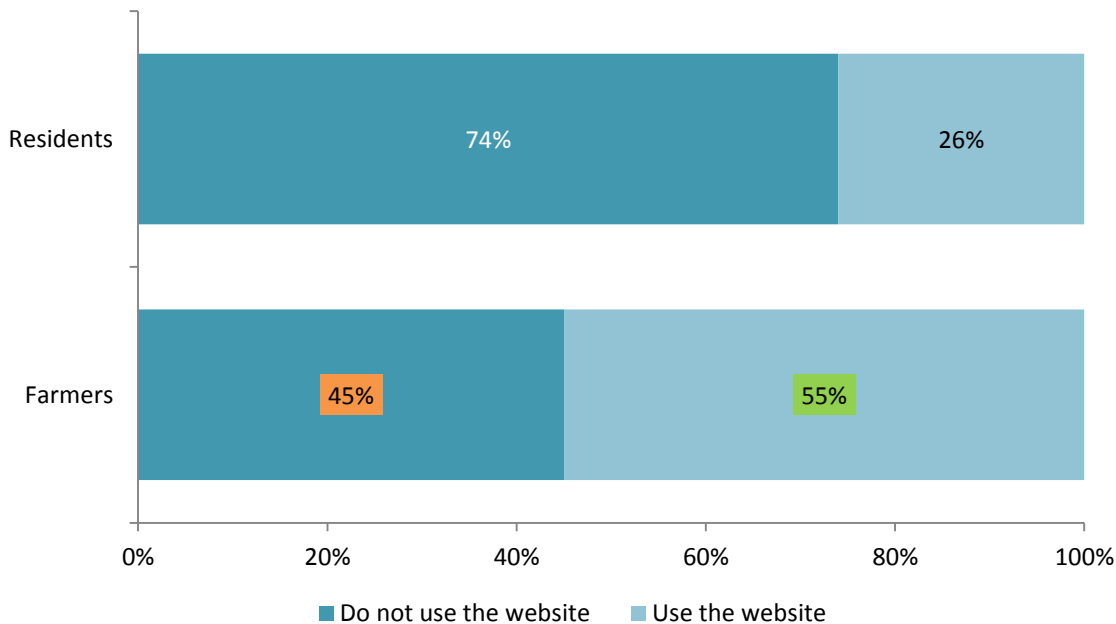
Sheep and beef farmers (50%) are more likely to use Environment Southland’s Facebook page than dairy farmers (41%), although this is not statistically significant.

Table 4.5-23. Differences in farm type in use Environment Southland’s Facebook page for information: farmers

	Result for farmers	Comparison between farm types
Would use Environment Southland's Facebook page	46%	<ul style="list-style-type: none"> • Dairy farmers (41%) • Sheep and beef farmers (50%)

Interestingly, farmers are more likely to use the Environment Southland website to access information (55% cf. residents, 26%) than residents with only one-quarter (26%) of residents having visited the website.

Figure 4.5-9. Use Environment Southland's website^{66 67}



A decrease has been seen this year in the number of residents that have used the Environment Southland website to access information. Comparisons between 2013 and 2014 results are indicative only as a result of question wording change.

Table 4.5-24. Use Environment Southland's website: residents

	2014	2013	2012	2011
Use the website	26%	31%	24%	23%
Do not use the website	74%	69%	76%	77%

There were no demographic differences noted between resident groups.

Table 4.5-25. Differences in farm type in use of Environment Southland's website: residents

	Result for residents	Key demographic differences
Use the website	26%	No demographic differences

Dairy farmers are more likely to use the Environment Southland website to access information (72% cf. total, 55%) than sheep and beef farmers (38% cf. total, 55%).

Table 4.5-26. Differences in farm type in use of Environment Southland's website: farmers

	Result for farmers	Comparison between farm types
Use the website	55%	<ul style="list-style-type: none"> Dairy farmers (72%) Sheep and beef farmers (38%)

⁶⁶ Do you use the Environment Southland website, www.es.govt.nz to access information? Base: Respondents that go online regularly; 2014 residents n=326; farmers n=113; 2013 n=400; 2012 n=514; 2011 n=464.

⁶⁷ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

4.5.1 Summary of Communication and Media Used

Younger residents, aged 16 to 39, are more likely to use modern media. The radio stations they listen to include The Rock, The Edge, ZM and Radio Hauraki. Not surprisingly, they are more likely to access the internet on a regular basis and have a Facebook profile. In terms of awareness, they are more likely to not be aware of Environment Southland unprompted, and correspondingly have not seen Enviroweek or Envirosouth, and have also not read Envirosouth. They are more likely to get information about Environment Southland through the internet and websites, from other people and through school and less likely to get information from the newspaper. Even though these residents have little interaction with the publications and communication Environment Southland produces, they are more likely to trust the information Environment Southland provides the community and are generally positive about Environment Southland.

Middle-aged residents, aged 40 to 59, are more likely to be ratepayers and to be aware of Environment Southland unprompted. In general, they have negative impressions and performance ratings for Environment Southland. These residents are more likely to get information about Environment Southland on their rates bill and are more likely to have seen advertising from Environment Southland on Cue TV in the past six months. They are aware of Envirosouth and know that it is produced by Environment Southland, and give it positive ratings for credibility and value to the community. However, these residents are more likely to give negative ratings for credibility and trustworthiness of information in regards to all of the information Environment Southland supplies to the community. In general, these residents are not satisfied with Environment Southland, or the communication they receive from it.

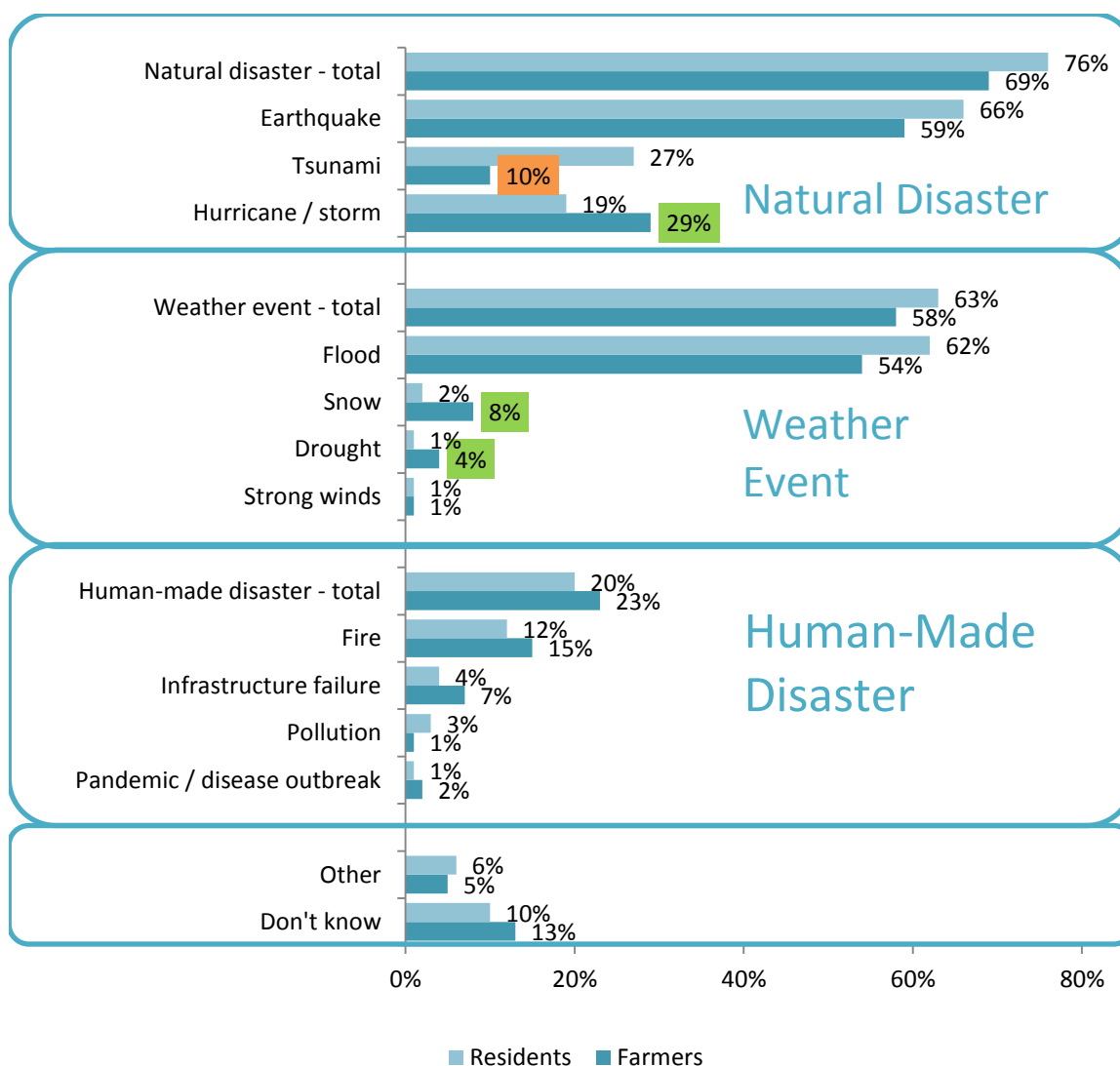
Older residents, aged 60 years and over, are traditional media users and are also more likely to be ratepayers in the region. In general, these residents are more likely to have positive impressions of Environment Southland. They read the Southland Times and the Fiordland Advocate newspapers, listen to Coast, Newstalk ZB and National Radio radio stations and watch Cue TV. Not surprisingly these residents get their information about Environment Southland in newspapers, on radio news and through TV ads. They have seen and read both Enviroweek and Envirosouth and are more likely to give positive ratings to Envirosouth for the information being valuable and negative ratings to the information being credible. In general, these residents disagree that the information Environment Southland supplies is trustworthy.

4.6 Civil Defence

Natural disasters and weather events are the primary causes for concern around civil defence emergencies. Overall, residents are most concerned about a natural disaster (76%). However, earthquake (66%), flooding (62%) or a tsunami (27%) are identified by residents as the three main hazards that could affect them.

Overall farmers are also most concerned about a natural disaster affecting them (58%) with an earthquake (59%), flooding (54%) or hurricane or storm (29%) the three main hazards identified that could affect them.

Figure 4.6-1. Main hazards in Southland^{68 69}



⁶⁸ The next few questions are about civil defence emergencies. What do you think are the three main hazards in Southland that could affect you and your family? Base: All respondents; 2014 residents n=450; farmers n=150.

⁶⁹ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Residents aged 40 to 59 are more likely to be concerned about earthquakes (72% cf. total, 66%), floods (72% cf. total, 62%), tsunamis (35% cf. total, 27%), a drought (3% cf. total, 1%) and in general natural disasters (82% cf. total, 76%).

Ratepayers in the region are more concerned about floods (67% cf. total, 62%) and generally weather events (68% cf. total, 63%), while non-ratepayers in the region are more likely to be concerned about infrastructure failure (9% cf. total, 4%).

Invercargill residents are more likely to be concerned about a tsunami (36% cf. total, 27%); Gore residents snow (6% cf. total, 2%) and human-made disasters (31% cf. total, 20%); while Southland residents are more concerned about strong winds (2% cf. total, 1%).

Table 4.6-1. Key demographic differences in main hazards in Southland: residents

	Result for residents	Key demographic differences
Natural disaster	76%	More likely to be: <ul style="list-style-type: none"> Residents aged 40 to 59 (82%)
Earthquake	66%	More likely to be: <ul style="list-style-type: none"> Residents aged 40 to 59 (72%)
Tsunami	27%	More likely to be: <ul style="list-style-type: none"> Residents aged 40 to 59 (35%) Invercargill residents (36%)
Hurricane / storm	19%	No demographic differences
Weather event	63%	More likely to be: <ul style="list-style-type: none"> Ratepayers in the region (68%)
Flood	62%	More likely to be: <ul style="list-style-type: none"> Ratepayers in the district (67%) Residents aged 40 to 59 (72%)
Snow	2%	More likely to be: <ul style="list-style-type: none"> Gore residents (6%)
Strong winds	1%	More likely to be: <ul style="list-style-type: none"> Southland residents (2%)
Drought	1%	More likely to be: <ul style="list-style-type: none"> Residents aged 40 to 59 (3%)
Human-made disaster	20%	More likely to be: <ul style="list-style-type: none"> Gore residents (31%)
Fire	12%	No demographic differences
Infrastructure failure	4%	More likely to be: <ul style="list-style-type: none"> Non-ratepayers in the district (9%)
Pollution	3%	No demographic differences
Pandemic / disease outbreak	1%	No demographic differences

A natural disaster (69%) is the biggest concern to farmers, followed by a weather event (58%), which sheep and beef farmers (67% cf. total, 58%) are more concerned about than dairy farmers. Earthquakes (59%) are the most mentioned concern for farmers, with sheep and beef farmers (65%) more likely to mention this than dairy farmers (53%).

Significant differences can be seen between farmers, with sheep and beef farmers more likely to be concerned about flooding (64% cf. total, 54%) and fire (24% cf. total, 15%) while dairy farmers are more likely to be concerned about infrastructure failure (11% cf. total, 7%). Dairy farmers are also more likely to not know any hazards that could affect them (20% cf. total, 13%).

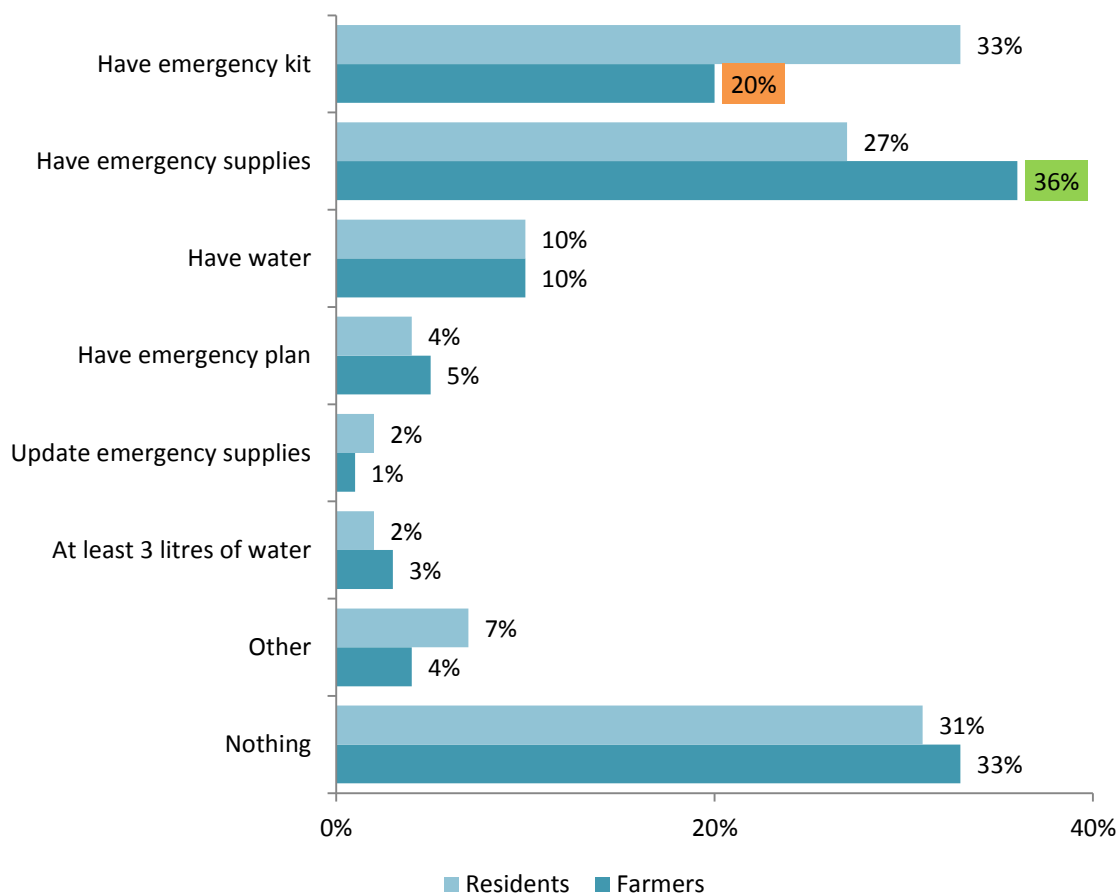
Table 4.6-2. Differences in farm type in main hazards in Southland: farmers

	Result for farmers	Comparison between farm types
Natural disaster	69%	<ul style="list-style-type: none"> • Dairy farmers (64%) • Sheep and beef farmers (75%)
Earthquake	59%	<ul style="list-style-type: none"> • Dairy farmers (53%) • Sheep and beef farmers (65%)
Hurricane / cyclone / storm	29%	<ul style="list-style-type: none"> • Dairy farmers (32%) • Sheep and beef farmers (27%)
Tsunami	10%	<ul style="list-style-type: none"> • Dairy farmers (8%) • Sheep and beef farmers (12%)
Weather event	58%	<ul style="list-style-type: none"> • Dairy farmers (49%) • Sheep and beef farmers (67%)
Flood	54%	<ul style="list-style-type: none"> • Dairy farmers (44%) • Sheep and beef farmers (64%)
Snow	8%	<ul style="list-style-type: none"> • Dairy farmers (11%) • Sheep and beef farmers (5%)
Drought	4%	<ul style="list-style-type: none"> • Dairy farmers (1%) • Sheep and beef farmers (7%)
Strong winds	1%	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (3%)
Infrastructure failure	7%	<ul style="list-style-type: none"> • Dairy farmers (11%) • Sheep and beef farmers (3%)
Fire	15%	<ul style="list-style-type: none"> • Dairy farmers (5%) • Sheep and beef farmers (24%)
Pandemic / disease outbreak	2%	<ul style="list-style-type: none"> • Dairy farmers (4%) • Sheep and beef farmers (0%)
Pollution	1%	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (1%)
Don't know	13%	<ul style="list-style-type: none"> • Dairy farmers (20%) • Sheep and beef farmers (7%)

In terms of preparedness, residents are more likely to have an emergency kit (33%), or emergency supplies (27%). A further 10% have some water stored and 4% identify that they have an emergency plan ready.

Farmers are less likely to have an emergency kit (20%); however, they are more likely to have emergency supplies (36%). Similar to residents, 10% of farmers have some water stored and 5% have an emergency plan organised. Around one-third of residents (31%) and farmers (33%) have nothing prepared for an emergency.

Figure 4.6-2. Preparation^{70 71}



⁷⁰ What, if anything, have you done to prepare for a natural disaster or civil defence emergency? Base: All respondents; 2014 residents n=450; farmers n=150.

⁷¹ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Residents aged 16 to 39 (39% cf. total, 31%) are more likely to have nothing organised for an emergency. Residents aged 40 to 59 are more likely to have an emergency kit (39% cf. total, 33%) and stored water (15% cf. total, 10%). While residents aged 60 years and over (35% cf. total, 27%) are more likely to have emergency supplies ready.

Residents who pay rates in the region are more likely to have emergency supplies (30% cf. total, 27%) and water stored (12% cf. total, 10%), while non-ratepayers are more likely to have nothing prepared (52% cf. total, 31%).

Families and couples with no children at home are more likely to have emergency supplies (31% cf. total, 27%) or water stored (13% cf. total, 10%). Families with school-aged children are more likely to have an emergency kit (46% cf. total, 27%).

Female residents are more likely to have an emergency kit (40% cf. total, 33%) while male residents are more likely to have nothing prepared (37% cf. total, 31%).

Table 4.6-3. Key demographic differences in preparation: residents

	Result for residents	Key demographic differences
Emergency kit	33%	More likely to be: <ul style="list-style-type: none"> • Female residents (40%) • Residents aged 40 to 59 (39%) • Families with school-aged children (46%)
Emergency supplies	27%	More likely to be: <ul style="list-style-type: none"> • Ratepayers in the district (30%) • Residents aged 60 years and over (35%) • Families or couples with no children at home (31%)
Water	10%	More likely to be: <ul style="list-style-type: none"> • Ratepayers in the district (12%) • Residents aged 40 to 59 (15%) • Families or couples with no children at home (13%)
Emergency Plan	4%	No demographic differences
Update emergency supplies	2%	No demographic differences
At least 3 litres of water	2%	No demographic differences
Nothing	33%	More likely to be: <ul style="list-style-type: none"> • Male residents (37%) • Non-ratepayers in the district (52%) • Residents aged 16 to 39 (39%)

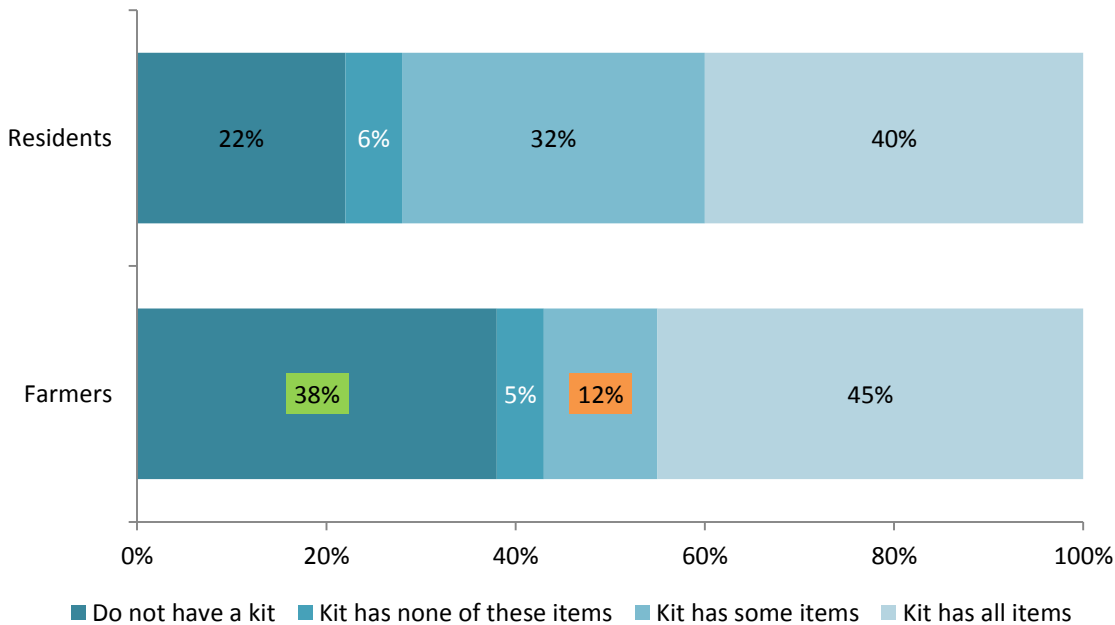
Farmers are more likely to have emergency supplies, with sheep and beef farmers (43%) more likely than dairy farmers (29%) to have emergency supplies. Significantly, dairy farmers are more likely (16% cf. total, 10%) to have water stored than sheep and beef farmers.

Table 4.6-4. Differences in farm type in preparation: farmers

	Result for farmers	Comparison between farm types
Emergency supplies	36%	<ul style="list-style-type: none"> • Dairy farmers (29%) • Sheep and beef farmers (43%)
Emergency kit	20%	<ul style="list-style-type: none"> • Dairy farmers (23%) • Sheep and beef farmers (17%)
Emergency plan	5%	<ul style="list-style-type: none"> • Dairy farmers (4%) • Sheep and beef farmers (7%)
Update emergency supplies	1%	<ul style="list-style-type: none"> • Dairy farmers (0%) • Sheep and beef farmers (1%)
At least 3 litres of water	3%	<ul style="list-style-type: none"> • Dairy farmers (5%) • Sheep and beef farmers (1%)
Water	10%	<ul style="list-style-type: none"> • Dairy farmers (16%) • Sheep and beef farmers (4%)
Nothing	35%	<ul style="list-style-type: none"> • Dairy farmers (39%) • Sheep and beef farmers (27%)

Of the residents who have an emergency kit or emergency supplies, 40% have a kit that has all of the recommended items with a further 32% having a kit with some of the items. Forty-five per cent of farmers have an emergency kit with all of the suggested items, while only 12% have a kit with some of the items.

Figure 4.6-3. Household emergency kit^{72 73}



Families or couples with no children are more likely to not have an emergency kit (30% cf. total, 22%).

Table 4.6-5. Key demographic differences in household emergency kit: residents

	Result for residents	Key demographic differences
Do not have an emergency kit	22%	More likely to be: <ul style="list-style-type: none"> Families or couples with no children at home (30%)

Although not statistically significant, sheep and beef farmers are more likely to have a kit with all of the suggested items (47%), while dairy farmers are more likely to have a kit with some of the suggested items (15%).

Table 4.6-6. Differences in farm type in household emergency kit: farmers

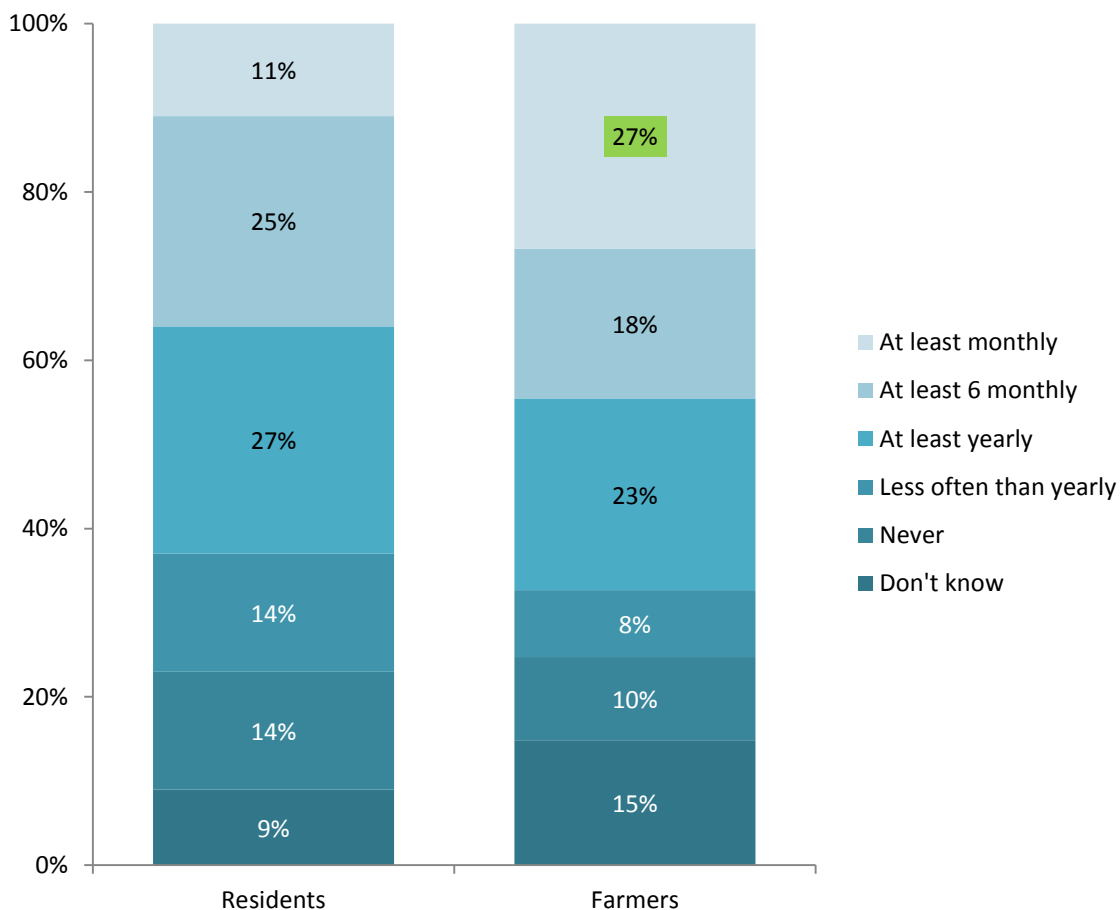
	Result for farmers	Comparison between farm types
Kit has all items	45%	<ul style="list-style-type: none"> Dairy farmers (44%) Sheep and beef farmers (47%)
Kit has some items	12%	<ul style="list-style-type: none"> Dairy farmers (15%) Sheep and beef farmers (9%)

⁷² To be prepared for a civil defence emergency, households should have emergency supplies preferably in a kit, which includes stored food, water, a radio, batteries and a torch. Does your household have an emergency kit containing all of these items? Base: respondents that have an emergency kit or emergency supplies; residents n=284; farmers n=84.

⁷³ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Of the residents who have an emergency kit, 11% update the emergency supplies at least monthly. Comparatively, 27% of farmers update their emergency supplies at least monthly. A further 25% of residents and 18% of farmers update their emergency supplies at least six monthly. Fourteen per cent of residents and 18% of farmers update their emergency supplies at least yearly. Fourteen per cent of residents and 10% of farmers never update their emergency supplies.

Figure 4.6-4. Updating emergency supplies^{74 75}



⁷⁴ How regularly do you update your emergency supplies? Base: respondents that have an emergency kit residents n=277; farmers n=52.

⁷⁵ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

Residents aged between 40 and 59 (34% cf. total, 25%) and families or middle-aged couples (30% cf. total, 25%) are more likely to update their emergency supplies at least every six months. Female residents (19% cf. total, 28%) are more likely to update their emergency supplies less often than yearly and non-ratepayers in the region are more likely to not know (19% cf. total, 9%) how often they update their emergency supplies.

Table 4.6-7. Key demographic differences for updating emergency supplies: residents

	Result for residents	Key demographic differences
At least monthly	11%	No demographic differences
At least 6 monthly	25%	More likely to be: <ul style="list-style-type: none"> • Residents aged 40 to 59 (34%) • Families or middle-aged couples with no children at home (30%)
At least yearly	27%	No demographic differences
Less often than yearly	28%	More likely to be: <ul style="list-style-type: none"> • Female residents (19%)
Never	14%	No demographic differences
Don't know	9%	More likely to be: <ul style="list-style-type: none"> • Non-ratepayers in the region (19%)

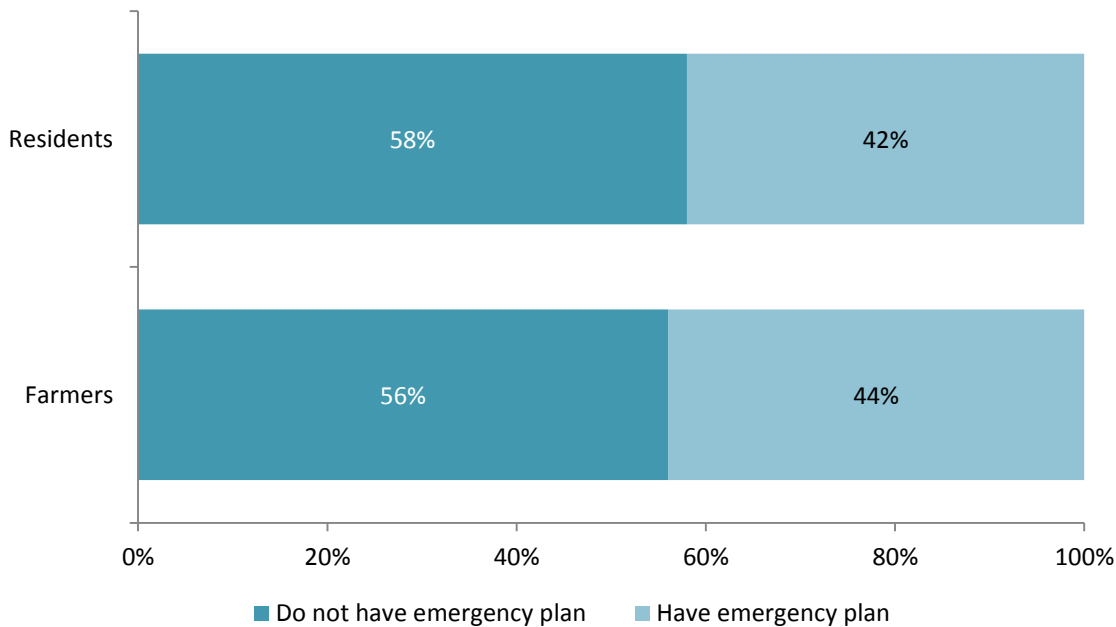
Overall, dairy farmers are more likely to update their emergency supplies more frequently than sheep and beef farmers, although this is not statistically significant.

Table 4.6-8. Differences in farm type for updating emergency supplies: farmers

	Result for farmers	Comparison between farm types
At least monthly	27%	<ul style="list-style-type: none"> • Dairy farmers (25%) • Sheep and beef farmers (29%)
At least 6 monthly	18%	<ul style="list-style-type: none"> • Dairy farmers (17%) • Sheep and beef farmers (18%)
At least yearly	23%	<ul style="list-style-type: none"> • Dairy farmers (33%) • Sheep and beef farmers (14%)
Less often than yearly	8%	<ul style="list-style-type: none"> • Dairy farmers (4%) • Sheep and beef farmers (11%)
Never	10%	<ul style="list-style-type: none"> • Dairy farmers (8%) • Sheep and beef farmers (11%)
Don't know	15%	<ul style="list-style-type: none"> • Dairy farmers (13%) • Sheep and beef farmers (18%)

Of the residents who didn't initially identify they have an emergency kit, 42% do have an emergency plan of where to go, what to do and take in an emergency. Similarly, 44% of farmers also have an emergency plan in place.

Figure 4.6-5. Household emergency plan⁷⁶



Female residents (47% cf. total, 42%) are more likely to have a household emergency plan while younger couples or single residents are less likely to have a household emergency plan (24% cf. total, 42%).

Table 4.6-9. Key demographic differences in household emergency plan: residents

	Result for residents	Key demographic differences
Have household emergency plan	42%	More likely to be: <ul style="list-style-type: none"> • Female residents (47%) Less likely to be: <ul style="list-style-type: none"> • Younger couples or single people (24%)

Dairy farmers are more likely to have a household emergency plan (46%), although this is not statistically significant.

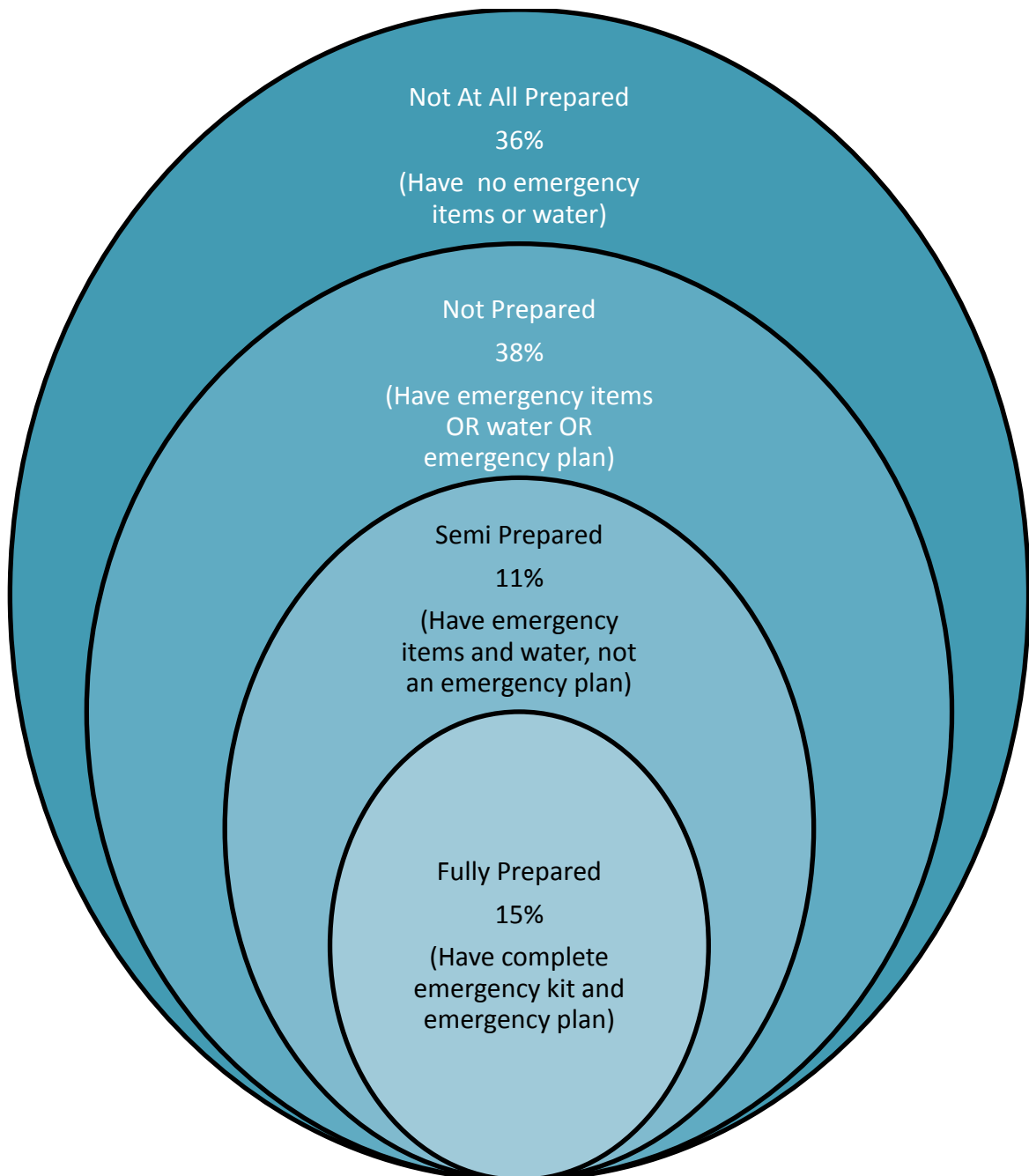
Table 4.6-10. Differences in farm type in household emergency plan: farmers

	Result for farmers	Comparison between farm types
Have household emergency plan	44%	<ul style="list-style-type: none"> • Dairy farmers (46%) • Sheep and beef farmers (41%)

⁷⁶ Do you have a family or household emergency plan, for example, an agreement of what to do, where to go and what to take in an emergency? Base: respondents that did not indicate they had an emergency kit- residents n=429; farmers n=142.

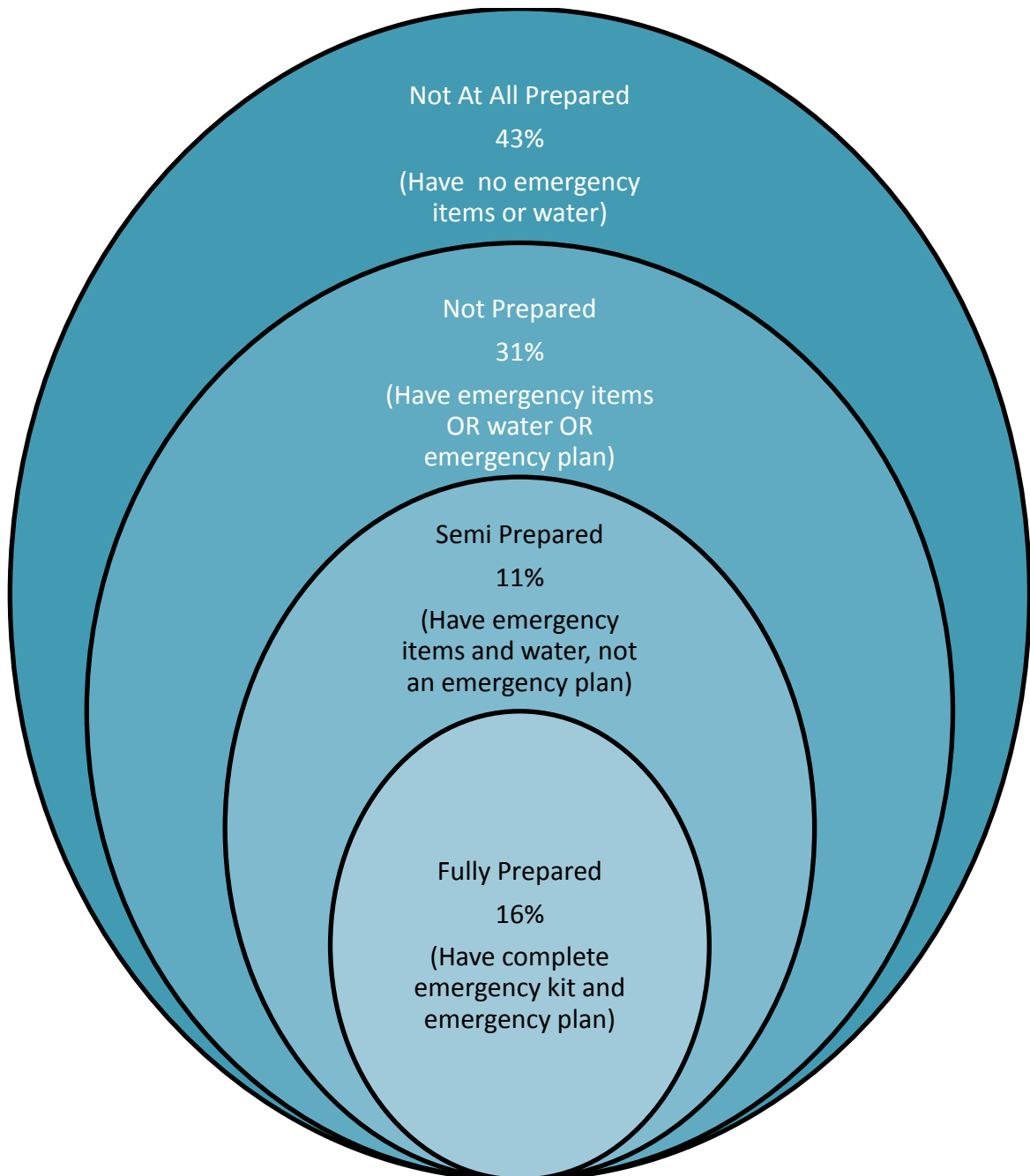
Fifteen per cent of Southland residents are fully prepared for a natural disaster or civil defence emergency; this includes the residents having a complete emergency kit and an emergency plan. A further 11% are semi-prepared for an emergency; this includes residents having emergency items and stored water. Thirty-eight per cent of residents are not prepared; they have either some emergency items, water or an emergency plan. The remaining 36% of residents are not at all prepared; they have no emergency items, no water and no emergency plan.

Figure 4.6-6. Overall preparedness: residents



Similar to residents, 16% of farmers are fully prepared for a natural disaster or civil defence emergency. Eleven per cent are semi-prepared and 31% are not prepared. The remaining 43% of farmers in Southland are not at all prepared for an emergency.

Figure 4.6-7. Overall preparedness: farmers



5 Concluding Comments

Overall Environment Southland has experienced strong awareness amongst their target audiences with nearly all residents and farmers aware of the organisation on some level. Farmers however appear more likely to be aware of Environment Southland at an unprompted level, and this is particularly true of dairy farmers.

Perceptions of Environment Southland are reasonably favourable, with the majority of residents agreeing that Environment Southland is managing environmental issues and is a leader in developing an environmentally sustainable region. Interestingly farmers seem to hold a more positive view of Environment Southland's management of environmental issues, possibly indicating a greater level of involvement with the Council on these issues. However, neither residents nor farmers show strong levels of agreement that Environment Southland is leading the development of regional prosperity, with farmers in particular showing a high level of disagreement.

With regards to Environment Southland's provision of information and regional role, around half of residents and farmers feel that Environment Southland is doing well at informing them about the management of natural resources and farmers in particular feel that Environment Southland is doing well at protecting and managing water quality in rivers lakes and streams. Results for both these measures have increased since 2013 with the management of water quality showing steady and consistent improvements since 2011.

However, it should be noted that neither residents nor farmers feel that Environment Southland is doing particularly well at providing an opportunity for residents to participate in the decision making process, a measure that has dropped since the 2013 results.

Environmental concerns appear to have increased this year with water quality and farming issues at the fore for both residents and farmers. Just over one third of farmers have interacted with a land sustainability or dairy liaison officer with the majority of interactions responded to quickly (within 5 working days) and the advice taken on board by farmers.

Emergency preparedness results show that natural disasters and weather events are considered to be the most likely threats to the Southland Region. Interestingly only a small portion of residents and farmers are fully prepared (15% and 16% respectively) suggesting that if such events did occur many would be left without the required emergency supplies.

Communications wise, newspapers continue to be where the majority of residents get their information about Environment Southland from, followed by direct mail (letterbox flyers or newsletters) indicating these continue to be relevant options for communicating with residents and farmers alike. In saying this, media consumption shows a drop in traditional media formats with decreases since 2011 in newspapers, newsletters, TV news and radio news as primary sources of information, with websites seemingly now occupying this space.

Across Environment Southland's publications, Envirosouth appears to be a slightly stronger publication with greater awareness and stronger branding. Enviroweek has slightly lower awareness although results suggest that readership amongst those aware is still strong, but branding is weaker. Positively, both publications receive strong ratings for information credibility and value. Envirosouth appears to have strong standing amongst the farming community with print an ideal media to reach this group.

It should be noted that there is an overlap between Enviroweek and Envirosouth with significant cross over amongst those who are aware of and/or, who read both products. These results suggest that the publications are reaching the same audience, namely older ratepayers in the region, the same demographic who are more likely to read local papers and/or receive information through their rates bill. Media habits indicate that younger residents have a lower uptake of traditional print media instead opting for online methods to source information.

Rural targeted communications appear to have lower awareness with Envirofarm receiving only 37% awareness amongst the farming community (compared to 83% for Envirosouth and 55% for Enviroweek). The Lunchtime Farming Show also receives lower listenership with 50% tuning in. Encouragingly, those who are aware of Envirofarm rate this publication highly with strong readership and branding results. Farmers also indicate that they feel the information in Envirofarm and on the Lunchtime Farming Show both credible and valuable to rural communities.

5.1 Points to consider

Based on the above findings Environment Southland could consider the following points for future communications strategies.

5.1.1 Increasing engagement and participation in decision making

Residents and farmers appear to believe that Environment Southland is not doing enough to provide opportunities for participation in Council's decision making process with consistent low levels of agreement and a significant drop in this measure since 2013. The change in this result could be driven by a number of factors, however work in previous similar studies has indicated that lack of awareness and resident apathy are common drivers.

While outside the scope of this work, the significance of this measure suggests that some consideration should be given to investigating how residents and farmers would prefer to participate in the decision making processes, e.g., to what level they would like to be involved, on which issues they would like to be consulted upon and how best to gather feedback from these groups.

5.1.2 Strengthening online communication tools

Newspapers and direct mail still appear to work well and gain the greatest traction amongst residents. While maintaining a presence in these channels is important it is likely that these channels will reach an increasingly narrow audience and with younger residents less likely to engage in these channels. Greater integration of social media into Environment Southland could be a way of communicating and interacting with the younger age groups, however careful consideration needs to be given as to how best to use these tools.

In a local government settings social media is most effectively used as either an ongoing communication tool where information changes rapidly, e.g., communicating information about public transport, or as a campaign orientated medium, e.g., specific community focused or seasonal projects, to encourage two way interaction between Environment Southland and residents.

5.1.3 Driving cross readership for the farming community

Awareness of Environment Southland does not appear to be the issue amongst farmers in Southland region, and the information that is produced by Environment Southland is largely well received. Interestingly while dairy farmers appear to have more positive impressions of Environment Southland, readership and media habits show very few differences between Sheep and Beef and Dairy farmers.

Future strategies could focus on leveraging off the strong position of Envirosouth to promote Enviroweek or the Lunchtime Farming Show amongst rural communities. Envirosouth seems well received amongst the rural communities and greater promotion of the Lunchtime Farming Show and/or Enviroweek publications via consistent themes or seasonal topics may help increase uptake of these media channels.

5.1.4 Increasing emergency preparedness amongst communities

With the majority of residents and farmers underprepared for a civil defence emergency promotion of the importance of emergency preparedness could be considered. Possible complacency may have occurred given the time since the Christchurch earthquake (when preparedness was heightened) which poses challenges in terms of keeping messages timely and relevant.

6 Appendices

6.1 Appendix 1: Demographics

6.1.1 Residents

Figure 6.1-1. Residents age, gender and ratepayer status (unweighted)

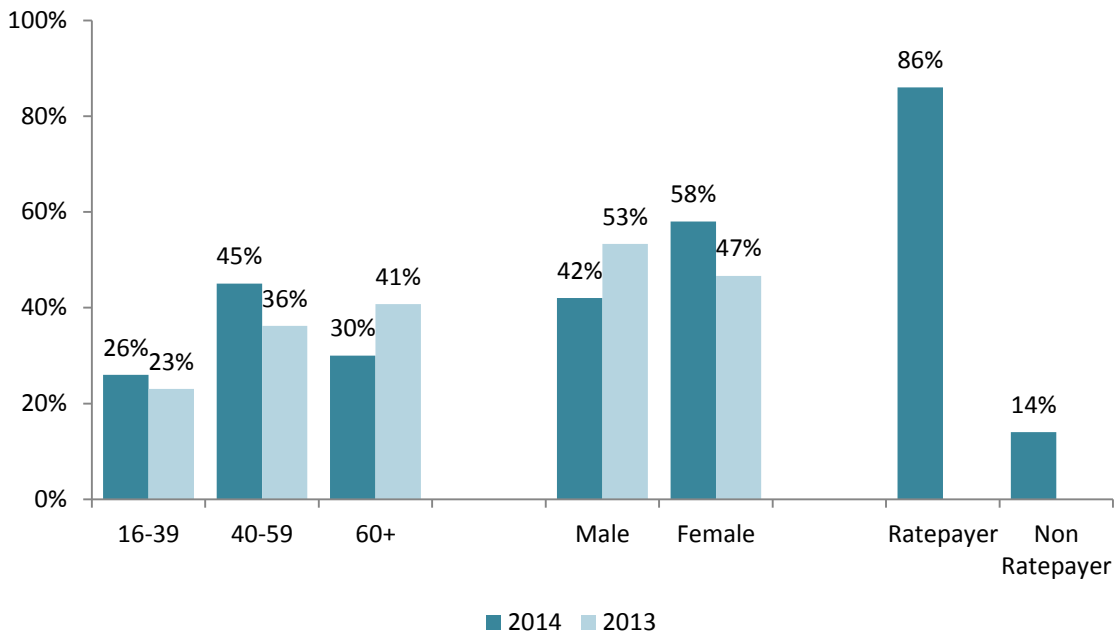
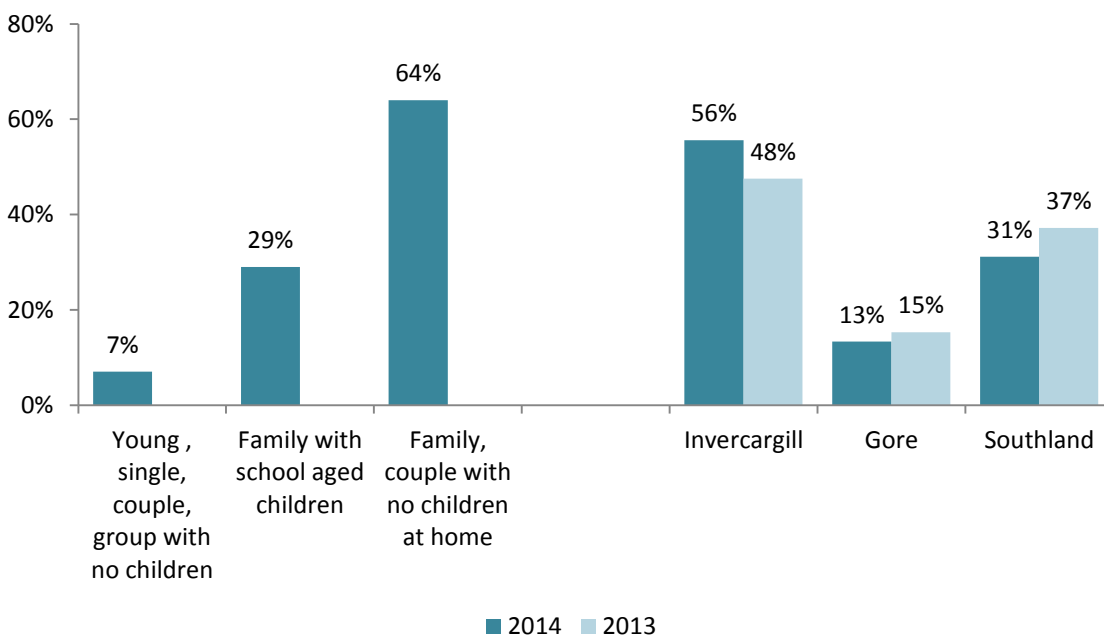


Figure 6.1-2. Residents household situation and region (unweighted)



6.1.2 Farmers

Figure 6.1-3. Farmers' age, gender and ratepayer status

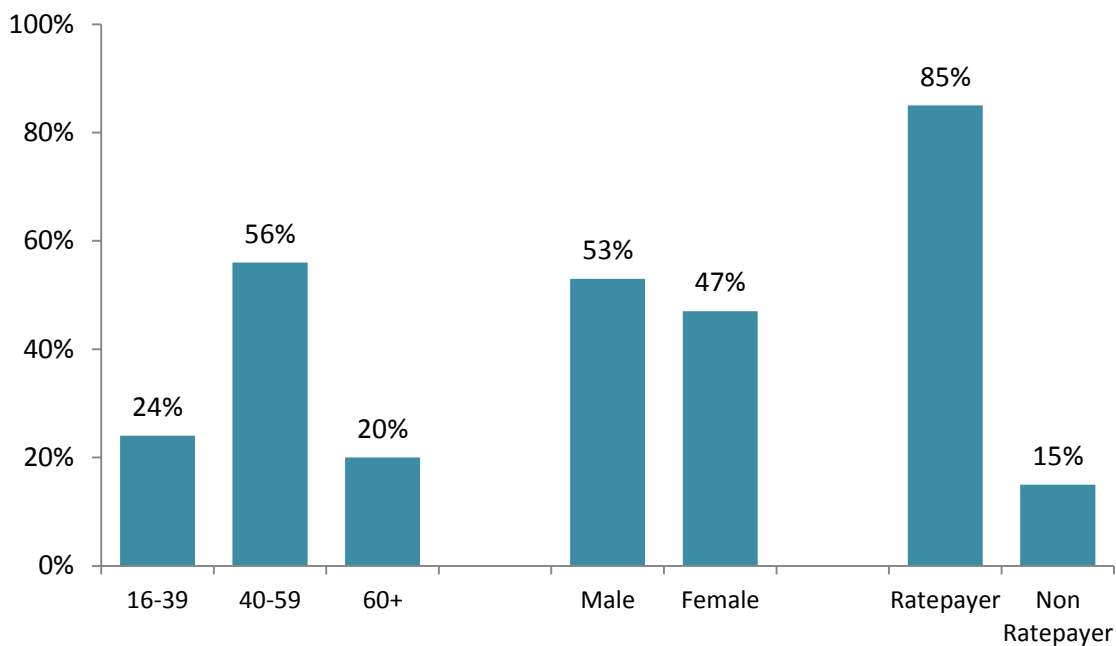
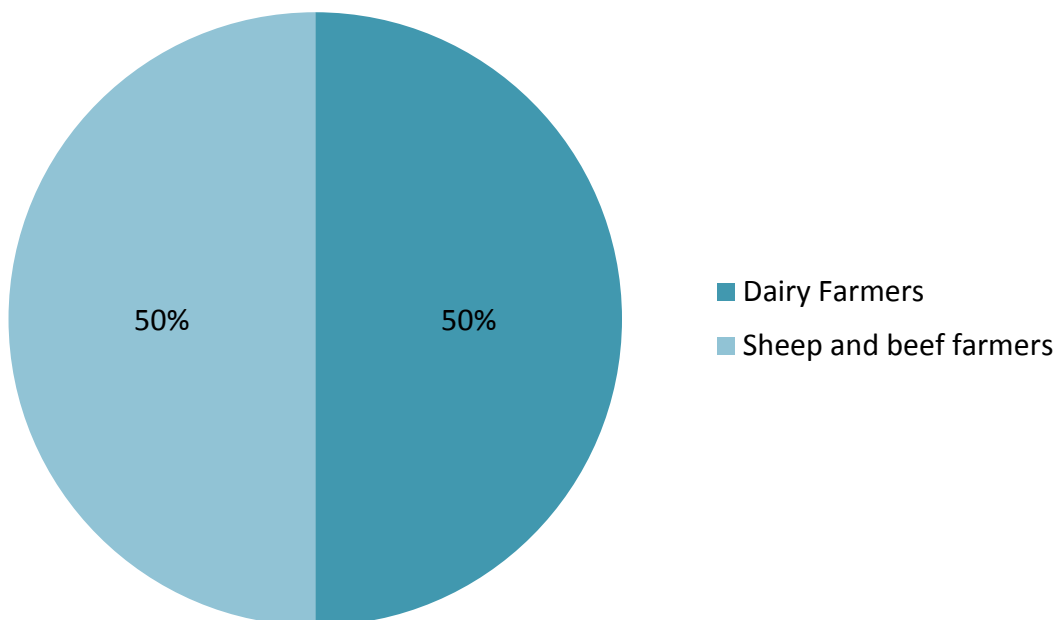


Figure 6.1-4. Farmers' composition



6.2 Appendix 2: Questionnaire

J1611 Environment Southland Perceptions Survey

1. AREA

- Invercargill .. 1
- Gore 2
- Southland ... 3

2. Firstly, do you live in a rural, semi-rural or urban area?
DO NOT READ OUT

- Rural 1
- Semi-rural .. 2
- Urban 3

3. Is the property where you live a...
READ OUT, MULTIPLE RESPONSES ALLOWED

- Dairy farm 1
- Drystock farm (beef and sheep) . 2
- Deer farm 3
- Cropping/Horticulture 4
- Lifestyle/Non-farming 5
- Other (please specify) 6

4. Other specify

5. Which organisation do you understand to be responsible for the management of Southland's natural resources?
DO NOT READ OUT

- Environment Southland/Southland Regional Council .. 1
- Other (please specify) 2
- Don't know 3

6. Other specify

7. Have you heard of Environment Southland or the Southland Regional Council?

DO NOT READ OUT

Yes .. 1

No ... 2

8. Environment Southland is the authority responsible for managing the Southland region's natural resources of water, land, air and coastal areas.

9. On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, can you please tell me to what extent do you agree or disagree that...

READ OUT

	1 - strongly disagree	2	3	4	5	6	7	8	9	10 - strongly agree	Don't know
Environment Southland is a leader in the development of an environmentally sustainable Southland	1	2	3	4	5	6	7	8	9	10	11
Environment Southland is a leader in the development of prosperity in Southland	1	2	3	4	5	6	7	8	9	10	11
Environment Southland is effectively managing pressing environmental issues	1	2	3	4	5	6	7	8	9	10	11

10. Using a similar scale where 1 means very poorly and 10 means very well, how well or poorly do you think Environment Southland has done at...

READ OUT

	1 - very poorly	2	3	4	5	6	7	8	9	10 - very well	Don't know
Protecting and managing the quality of the water in Southland's rivers, lakes and streams.	1	2	3	4	5	6	7	8	9	10	11
Providing you with an opportunity to participate in its decision making processes. [If required such as via submissions or giving feedback]	1	2	3	4	5	6	7	8	9	10	11
Informing you about the management of Southland's natural resources.	1	2	3	4	5	6	7	8	9	10	11

11. Can you please tell me where, or from whom, you mainly get your information about Environment Southland from?

PROMPT: Any others?

MULTIPLE ANSWERS ALLOWED, DO NOT READ OUT

Newspapers (general)	1
Enviroweek (a column in the Southland Express or The Ensign newspapers)	2
Envirosouth Newsletter/ Environment Southland's newsletter	3
The Environment Southland website	4
Rates account	5
Flyers in the letterbox	6
Environment Southland's offices / council offices	7
Radio news	8
Radio ads	9
Personal contact	10
From other people/ word of mouth	11
Meetings	12
Community groups	13
School	14
TV news (general)	15
TV ads	16
Internet/websites (general)	17
Facebook	18
Other social media (not Facebook)	19
E-newsletter	20
I don't get any information about Environment Southland	21
Other, specify	22

12. Other specify source of information

13. Do you recall seeing the Enviroweek column in either 'Southland Express' or 'The Ensign' in the past six months?

DO NOT READ OUT

Yes .. 1

No ... 2

14. Do you read the Enviroweek column?

Yes .. 1

No ... 2

15. Before you started this survey, did you know that Environment Southland produced Enviroweek?

Yes .. 1

No ... 2

16. Using a 1-10 scale, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that...

READ OUT

	1 - strongly disagree	2	3	4	5	6	7	8	9	10 - strongly agree	Don't know
The information in Enviroweek is credible	1	2	3	4	5	6	7	8	9	10	11
The information in Enviroweek is valuable to the community	1	2	3	4	5	6	7	8	9	10	11

17. In the past 12 months, have you seen the Envirosouth newsletter, which is delivered to letterboxes?

DO NOT READ OUT

Yes .. 1

No ... 2

18. Do you read the Envirosouth newsletter?

Yes .. 1

No ... 2

19. Before you started this survey, did you know that Environment Southland produced the Envirosouth newsletter?

Yes .. 1

No ... 2

20. Using the same 1 to 10 scale as before, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that...

READ OUT

	1 - strongly disagree	2	3	4	5	6	7	8	9	10 - strongly agree	Don't know
The information in Envirosouth is credible	1	2	3	4	5	6	7	8	9	10	11
The information in Envirosouth is valuable to the community	1	2	3	4	5	6	7	8	9	10	11

21. Do you recall seeing the Envirofarm column in *The Southland Times* farming pages in the past six months?

DO NOT READ OUT

Yes .. 1
No ... 2

22. Do you read the Envirofarm column?

Yes .. 1
No ... 2

23. Before you started this survey, did you know that Environment Southland produced the Envirofarm column?

Yes .. 1
No ... 2

24. Using the same 1 to 10 scale as before, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that...

READ OUT

	1 - strongly disagree	2	3	4	5	6	7	8	9	10 - strongly agree	Don't know
The information in the Envirofarm column is credible	1	2	3	4	5	6	7	8	9	10	11
The information in the Envirofarm column is valuable to farmers	1	2	3	4	5	6	7	8	9	10	11

25. Do you listen to the lunchtime farming show on Hokonui Gold?

Yes .. 1
No ... 2

26. Over the past six months did you hear information from Environment Southland on the lunchtime radio farming show on Hokonui Gold?

DO NOT READ OUT

Yes .. 1
No ... 2

27. Using the same 1 to 10 scale as before, where 1 is strongly disagree and 10 is strongly agree, do you agree or disagree that...

READ OUT

	1 - strongly disagree	2	3	4	5	6	7	8	9	10 - strongly agree	Don't know
The information on the Hokonui Gold lunchtime farming show is credible	1	2	3	4	5	6	7	8	9	10	11
The information on the Hokonui Gold lunchtime farming show is valuable to farmers	1	2	3	4	5	6	7	8	9	10	11

28. Thinking about the information that Environment Southland provides to the community, can you please tell me, using a 1 to 10 scale to what extent you agree or disagree with the following statements.

	1 - strongly disagree	2	3	4	5	6	7	8	9	10 - strongly agree	Don't know
The information is credible	1	2	3	4	5	6	7	8	9	10	11
I trust the information that I get from Environment Southland	1	2	3	4	5	6	7	8	9	10	11
The information from Environment Southland is valuable	1	2	3	4	5	6	7	8	9	10	11

29. I'd like you to think now about Southland's environment. In the last 12 months have you seen anything, anywhere in the region, that is of concern to you?

- Yes .. 1
- No ... 2

30. What was it that you saw? Please provide as much detail as you can here.

PROMPT: Any other details that you can remember?

31. In the past year have you had interactions with a land sustainability or dairy liaison officer?

- Yes .. 1
- No ... 2

32. Thinking about these interactions, was the response to your request responded to...

READ OUT

- Within 1 or 2 working days 1
- Within 3 to 5 working days 2
- More than 5 working days 3
- Don't know / can't recall - DO NOT READ OUT .. 4

33. Using the same 1 to 10 scale as before, to what extent do you agree that the advice provided by the officer was useful?

PROMPT WITH SCALE IF NEEDED

	1 - strongly disagree	2	3	4	5	6	7	8	9	10 - strongly agree	Don't know
Advice provided was useful	1	2	3	4	5	6	7	8	9	10	11

34. Did you act on the advice provided by the officer?

PROBE FOR YES

- Yes - all of it 1
- Yes - some of it .. 2
- No - none of it ... 3

35. What was it that made you not act on the advice provided by the officer?

PROBE: Anything else?

36. The next few questions are about civil defence emergencies. What do you think are the three main hazards in Southland that could affect you and your family?

DO NOT READ OUT, RECORD ONLY THREE MENTIONS

- Earthquake 1
- Hurricane/cyclone/storm 2
- Tsunami 3
- Flood 4
- Fire 5
- Pandemic/outbreak of disease 6
- Infrastructure failure (such as water/power/roading) . 7
- Other - SPECIFY 8
- Don't know 9

37. Other specify

38. What, if anything, have you done to prepare for a natural disaster or civil defence emergency?

DO NOT READ, MULTIPLE RESPONSES ALLOWED, CODE ONLY IF EXACT OR NEAR EXACT RESPONSE IS GIVEN

- Have emergency kit with emergency supplies 1
- Update emergency supplies more often than every 12 months 2
- Have emergency supplies ready at home (ready but not in a specific kit) . 3
- Have a family or household emergency plan 4
- Have at least 3 litres of water stored per person per day for 3 days 5
- Other specify 6
- Nothing 7
- Water - unspecified amount 8

39. Other specify

40. To be prepared for a civil defence emergency, households should have emergency supplies preferably in a kit, which includes stored food, water, a radio, batteries and a torch. Does your household have an emergency kit containing all of these items?

DO NOT READ OUT, PROBE FOR YES RESPONSE

- Yes - kit has all of these items 1
- Yes - kit has some of these items .. 2
- No - kit has none of these items ... 3
- Do not have an emergency kit 4

41. How regularly do you update your emergency supplies?

DO NOT READ OUT, CODE CLOSEST

- 3 - 4 times per month (weekly/fortnightly) 1
- 1 - 2 times per month (couple of times per month) .. 2
- Every 2 - 3 months 3
- Every 4 - 6 months 4
- Every 7 - 9 months 5
- Every 10 - 12 months 6
- Less often than yearly 7
- Never 8
- Don't know 9

42. Do you have a family or household emergency plan, for example, an agreement of what to do, where to go and what to take in an emergency?

- Yes .. 1
- No ... 2

43. The next few questions are about the local papers and radio stations you might read or listen to.

Which of the following newspapers do you read regularly?

READ OUT, MULTIPLE ANSWERS ALLOWED

- Southland Times 1
- Newslink 2
- Southern Rural Life 3
- Otago Daily Times 4
- Fiordland Advocate 5
- Otago Southland Farmer 6
- Southland Express 7
- Invercargill Eye 8
- The Ensign 9
- None of these - DO NOT READ OUT .. 10

44. Which radio stations do you listen to most often?
DO NOT READ OUT, CODE ALL MENTIONS

- More FM / 89.2 1
- The Rock / 90.8 2
- Hokonui Gold / 94.8 3
- Coast / 92.4 4
- National Radio / 101.2 5
- Classic Hits / 90.4 / 98.8 / ZAFM 6
- ZM / 95.6 7
- Newstalk ZB / 864 AM 8
- Radio Hauraki / 93.2 9
- Radio Sport / 558 AM 10
- Radio Southland / 96.4 11
- Solid Gold / 98.0 12
- The Breeze / 91.6 13
- The Sound 14
- Radio Live 15
- Other (please specify) 16
- Don't listen to the radio 17
- Don't know/can't recall 18

45. Other specify radio station

46. Did you watch Cue Television at all in the past six months?
PROMPT: This is ch 200 on Sky, Ch23 on Freeview, or Ch 83 on Igloo
DO NOT READ OUT

- Yes .. 1
- No ... 2

47. Have you heard or seen any Environment Southland advertising on the nightly weather section on Cue television?
DO NOT READ OUT

- Yes .. 1
- No ... 2

48. Do you regularly go online?
DO NOT READ OUT

- Yes .. 1
- No ... 2

49. Do you have a Facebook profile?
DO NOT READ OUT

- Yes 1
- No 2
- Don't know/refused .. 3

50. Were you aware that Environment Southland has a Facebook page?

DO NOT READ OUT

Yes 1
No 2
Don't know/refused .. 3

51. Would you look at Environment Southland's Facebook page for information?

DO NOT READ OUT

Yes 1
No 2
Don't know/refused .. 3

52. Do you use Environment Southland's website, www.es.govt.nz to access information?

DO NOT READ OUT

Yes .. 1
No ... 2

53. The final few questions are just to make sure we get a good cross section of people.

Which of the following age groups are you in?

SINGLE RESPONSE, READ OUT

16 - 19 years 1
20 - 24 years 2
25 - 29 years 3
30 - 39 years 4
40 - 49 years 5
50 - 59 years 6
60 - 69 years 7
70 years or over 8
Refused - DO NOT READ OUT .. 9

54. And which of the following best describes your household situation?

SINGLE RESPONSE, READ OUT

Young single, living alone 1
Group flatting together 2
Young couple, no children 3
Family, mainly pre-school children 4
Family, school children 5
Family, adult children 6
Middle aged couple / single person ... 7
Older couple / single person 8
Boarding or similar 9
Refused - DO NOT READ OUT 10

55. Do you pay rates on property in the Southland Region?

DO NOT READ OUT

Yes 1
No 2
Don't know/refused .. 3

56. This is the end of our survey. Do you have any other comments that would you like to add about what we have been discussing?

RECORD VERBATIM, PROBE FULLY

57. Thank-you for your time today, this survey was conducted on behalf of Environment Southland. In case you missed it my name is NAME calling from Versus Research, have a good night/day/weekend.

INTERVIEWER RECORD GENDER

Male 1

Female . 2r