



environment
SOUTHLAND
Te Taiao Tonga

VERSUS
RESEARCH

Environment Southland Perceptions Survey

August 2015

1 Executive Summary

1.1 Background and objectives

Environment Southland is responsible for the management of Southland's natural resources. Currently Environment Southland communicates information about its 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 intended target audiences, Environment Southland monitors how well its communications are received by resident groups within the region. In 2015 Versus Research was commissioned by Environment Southland to conduct a Perceptions Survey to assist with this monitoring. The primary objectives of the survey are to determine:

- public perceptions of Environment Southland's environmental management
- the effectiveness of Environment Southland's current communication channels
- residents' understanding of Environment Southland's Big 3 priorities, as well as their perceptions of current campaigns
- public uptake or preference for different media channels, tracked over time.

1.2 Awareness and impressions

Environment Southland continues to enjoy high awareness, with all residents and farmers indicating they are aware of Environment Southland at a prompted level. Awareness is still high at an unprompted level, with 83% of residents and 92% of farmers mentioning they are aware of Environment Southland.

In terms of impressions of Environment Southland, residents continue to have the highest level of agreement that Environment Southland is a leader in the development of an environmentally sustainable Southland, with 62% of residents agreeing with this. However, farmers have the highest level of agreement with Environment Southland effectively managing pressing environmental issues, with 60% agreeing with this. Notably, farmers are less likely to agree than residents that Environment Southland enables prosperity in Southland (40% cf. residents, 50%).

Regarding ratings of Environment Southland overall, 57% of residents think Environment Southland is doing well at informing them about the management of Southland's natural resources while 67% of farmers think Environment Southland is doing well at protecting and managing the quality of water in Southland's rivers, lakes and streams.

1.3 Environment Southland's Big 3 priorities

Overall, 81% of residents and 96% of farmers are able to recall at least one of Environment Southland's Big 3 priorities. Of those residents, 79% mention an issue pertaining to water, 33% air and 32% biodiversity. Farmers' impressions of Environment Southland's priorities are similar, with 83% mentioning water, 39% mentioning air, and 38% biodiversity.

1.4 Campaigns

Awareness of the *Water and Land 2020 and Beyond* project varies between residents and farmers, with farmers more likely to be aware of the project than residents (78% cf. residents, 46%). In terms of hearing about the project, both residents and farmers have received

information on the project from local community newspapers (residents: 35%, farmers: 28%), *The Southland Times* (residents: 23%, farmers: 25%) and the Water and Land 2020 E-newsletter (residents: 21%, farmers: 26%).

However, understanding of the project varies between residents and farmers. Generally, residents mention that the project is about water (38%), future planning (18%) and farming (13%) with specific mentions relating to improving water quality (30%), monitoring waterways (13%) and long-term planning for the area (13%). In terms of farmers' perceptions of the project, water (26%), farming (24%) and future planning (12%) are the general mentions made with more specific references relating to improving water quality (22%), reducing pollution from farming (15%) and long-term planning for the area (9%). Eighteen per cent of farmers also mention they know about the project, but they are unable to list any details.

Sixty-four per cent (each) of residents and farmers are aware of the *Breathe Easy Southland* project. Both residents and farmers' main sources of information about the project are through local community newspapers (residents: 44%, farmers: 41%), *The Southland Times* (residents: 32%, farmers: 38%) and a flyer in their letterbox (residents: 21%, farmers: 24%).

Perceptions of this project are that it pertains to fireplaces (residents: 57%, farmers: 54%) and air (residents: 35%, farmers: 36%). Specifically residents mention the project is based on eliminating coal burning fireplaces (residents: 31%, farmers: 31%), improving air quality (residents: 22%, farmers: 23%) and eliminating open fires (residents: 21%, farmers: 19%).

1.5 Communication

Residents mention their main mediums for gathering information about Environment Southland are through newspapers (58%), the Envirosouth newsletter (33%) and a flyer in their letterbox (24%). Similarly, farmers mention they use newspapers (56%), the Envirosouth newsletter (44%) and a flyer in their letterbox (26%) to get information about Environment Southland.

In terms of the information Environment Southland provides the community, the highest levels of agreement are given to the information being valuable, with 78% of residents agreeing with this. Similarly, 74% of farmers agree that the information Environment Southland provides is valuable. Notably, farmers are less likely to trust the information Environment Southland provides (63% cf. residents, 71%).

Fifty-two per cent of residents have seen Enviroweek in the past six months, of these residents 73% read the publication. A further 64% of residents who have seen Enviroweek are aware that Environment Southland produces it. In terms of satisfaction with the publication, 84% of residents who read Enviroweek agree that the information is valuable.

Similarly, 55% of farmers have seen Enviroweek in the past six months. Seventy-three per cent of these residents have read Enviroweek and a further 77% are aware Environment Southland produces the publication; this is significantly higher than residents (cf. residents, 64%). The information being credible is the highest rated aspect pertaining to Enviroweek, with 78% of farmers mentioning that they think the publication is credible.

Seventy-six per cent of residents have seen Envirosouth in the past six months. Of these residents, 76% have read the publication and 84% are aware that Environment Southland produces it. Eighty-four per cent of residents who read Envirosouth agree that the information is valuable. Farmers are more likely to be aware of Envirosouth (90% cf. residents, 76%) and of

these farmers, 81% have read the publication. A further 92% of farmers know Environment Southland produces EnviroSouth. Regarding satisfaction with the publication, 78% of farmers agree that the information is valuable.

In terms of the farming-specific publication, just over a quarter (29%) of farmers have seen Envirofarm in the past six months. Of these farmers, 72% have read Envirofarm and the majority of farmers (79%) are aware it is produced by Environment Southland. In terms of satisfaction, 80% of farmers agree that the information is credible. Forty-eight per cent of farmers listen to the Lunchtime Farming Show, of these farmers 59% have heard information on the show. Eighty per cent agree that the information on the Lunchtime Farming Show is valuable.

The Southland Times (83%), *Southland Express* (57%) and *The Invercargill Eye* (36%) are the most popular newspapers amongst residents. Furthermore, More FM (14%), Hokonui Gold (12%) and The Rock (9%) are the most popular radio stations. Regarding farmers' media use, the most popular newspapers include *The Southland Times* (84%), *Southern Rural Life* (66%) and *Otago Southland Farmer* (60%). Similar to residents, the most popular radio stations amongst farmers include Hokonui Gold (46%), The Rock (14%) and More FM (8%).

Seventy-two per cent of residents go online regularly and 77% of these residents have a Facebook profile. Only 31% of these residents are aware Environment Southland has a Facebook page, however, 60% would use the Facebook page to get information. A further 30% of residents use the Environment Southland website for information.

Seventy-four per cent of farmers regularly use the internet, however, significantly fewer farmers than residents have a Facebook page (54% cf. residents, 77%). Forty-one per cent of farmers are aware of Environment Southland's Facebook page, and 44% would use it for information; this is significantly lower than the result for residents (cf. residents, 60%). Just under half (48%) of farmers use the Environment Southland website for information.

1.6 Land sustainability officer

Just less than three-quarters (73%) of farmers have had an interaction with a land sustainability officer in the past year. Of these respondents, 38% mention their request was responded to within one to two working days. A further 20% had their request responded to in three to five days and 11% of farmers indicate it took more than five days for the officer to respond. Seventy-three per cent of farmers agreed with the advice provided by the officer, and a further 76% of farmers acted on some (17%) or all (59%) of the advice provided by the officer.

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2 Method

2.1 Background and objectives

Environment Southland is responsible for the management of Southland’s natural resources. Currently Environment Southland communicates information about its 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 intended target audiences, Environment Southland monitors how well its communications are received by resident groups within the region. In 2015 Versus Research was commissioned by Environment Southland to conduct a Perceptions Survey to assist with this monitoring. The primary objectives of the survey are to determine:

- public perceptions of Environment Southland’s environmental management
- the effectiveness of Environment Southland’s current communication channels
- residents’ understanding of Environment Southland’s Big 3 priorities, as well as their perceptions of current campaigns
- public uptake for preference of different media channels, tracked over time.

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 4th of August and the 17th of August 2015, with interviewing conducted between 10a.m. and 8.30p.m.

This project utilised a stratified sample based on the areas that make up Southland. Telephone numbers for the interviewing were supplied by Inivio¹ and the final sample is comprised of n=450 residents and n=250 farmers.

Sample quotas have been applied to districts to ensure that the final sample is proportionately representative to the region overall; the tables below detail the final sample sizes achieved.

Table 2-1. Residents

Total	Invercargill	Gore	Southland
n=450	n=250 56%	n=60 13%	n=140 31%

Table 2-2. Farmers

Total	Dairy	Sheep and Beef
n=250	n=125 50%	n=125 50%

2.3 Farming sample

In 2014 Environment Southland felt it pertinent to separate the opinions of farmers from those of residents within the area. Results prior to 2014 include all residents and farmers within a single group, while results from 2014 and 2015 separate responses from the two groups.

¹ Inivio is a sample supply company who provide privacy-compliant phone numbers from the Spark White Pages. Inivio randomly select data cases that fit within the specified sample frame, i.e., people living within Southland, via SQL random code. These contact phone numbers are then provided to Versus Research.

2.4 Weighting

Age and gender weightings have been applied to the final resident 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. Weight factors

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

The farming data set has not been weighted. 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. The sample profile achieved is available in appendix 1.

2.5 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=250 farmers, which gives a maximum margin of error of +/- 4.62% for residents and +/- 6.2% 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 MOE), 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=250 respondents, the true answer falls between 43.8% and 56.2%. The table below outlines the MOE for each district and farming sub group:

Table 2-4. Margin of error

	Number of residents	MOE
Total Residents	n=450	+/- 4.62%
Invercargill	n=250	+/- 6.2%
Gore	n=60	+/- 12.7%
Southland	n=140	+/- 8.3%
	Number of farmers	MOE
Total	n=250	+/- 6.2%
Dairy	n=125	+/- 8.8%
Sheep and Beef	n=125	+/- 8.8%

3 Reporting of Results

3.1 Grouping of results

To aid interpretation 10-point scales have been grouped into 5 points. These have been presented on charts as: strongly disagree (1-2); disagree (3-4); neutral (5); agree (6-7); and strongly agree (8-10). For ease of interpretation, combined 6-10 ratings have been reported on within the text and are presented within the tables below the charts to allow comparison between, where applicable, results from previous years.

3.2 Sub-group analysis

Results in this report are primarily analysed and displayed at the total level, showing both residents and farmers within the chart. Where applicable, comparisons between the resident and farmer samples are displayed in tables below the chart.


Demographic differences are shown in appendix 2 at the end of this document and any notable differences are mentioned within the text above the chart.

3.3 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 *2015 and 2014*. Where changes are statistically significant², they are indicated by green and orange shading, as follows:

 Green squares indicate that a result is significantly *greater*.

 Orange squares indicate that a result is 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.

3.4 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).

² Statistical testing indicates differences at the 95% or 99% confidence level.

4 Detailed Results

4.1 Awareness and impressions of Environment Southland

Unprompted awareness of Environment Southland remains high amongst both residents and farmers, with 83% of residents and 92% of farmers indicating they are aware of Environment Southland.

Significant increases this year can be seen in awareness amongst both residents (83% cf. 2014, 75%) and farmers (92% cf. 2014, 86%).

Notably, farmers are more likely to be aware of Environment Southland than residents (92% cf. residents 83%).

At a total level, all residents and farmers are aware of Environment Southland when prompted.

Figure 4-1. Unprompted awareness³⁴

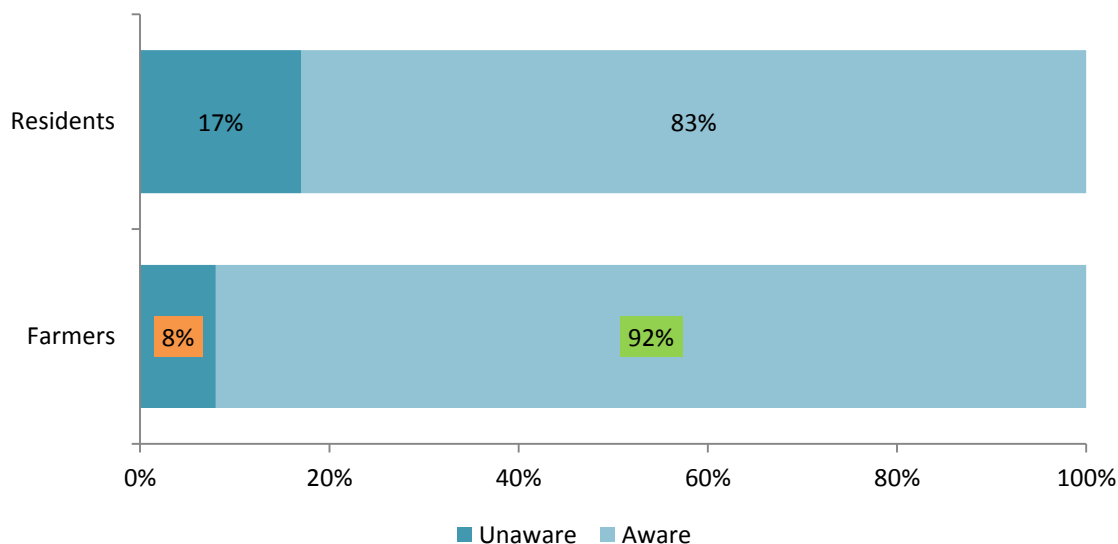


Table 4-1. Unprompted awareness

	2015	2014	2013	2012	2011
Aware: residents	83%	75%	76%	75%	76%
Aware: farmers	92%	86%	-	-	-

Table 4-2. Total awareness⁵

	2015	2014	2013	2012	2011
Aware: residents	100%	99%	98%	97%	100%
Aware: farmers	100%	99%	-	-	-

³ Which organisation do you understand to be responsible for the management of Southland’s natural resources? Base: all respondents; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400, 2012 n=600, 2011 n=600.

⁴ 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.

⁵ Have you heard of Environment Southland or the Southland Regional Council? Base: Respondents that were not aware unprompted; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

Regarding impressions of Environment Southland, 62% of residents agree that Environment Southland is a leader in the development of an environmentally sustainable Southland. Following this, 60% of residents agree that Environment Southland effectively manages pressing environmental issues, while half of residents agree that Environment Southland enables prosperity in Southland. Results for residents remain mostly on a par with last year's results, with the exception of agreement with Environment Southland enabling prosperity which has increased significantly this year (50% cf. 2014, 42%). Interestingly, residents aged 40-59 are more likely to rate all three statements negatively.

Amongst farmers, the highest levels of agreement relate to Environment Southland managing pressing environmental issues, with 60% of farmers agreeing with this statement. Following this, 59% of farmers agree that Environment Southland is a leader in the development of an environmentally sustainable Southland. Lowest levels of agreement amongst farmers are seen in Environment Southland enabling prosperity, with 40% of farmers agreeing with this. Significantly fewer farmers than residents give positive ratings regarding Environment Southland enabling prosperity (40% cf. residents, 50%). Notably, sheep and beef farmers are more likely to agree that Environment Southland enables prosperity.

Although not significant, agreement amongst farmers that Environment Southland leads the development of an environmentally friendly Southland and Environment Southland enabling prosperity, have both increased since 2014, while agreement with Environment Southland effectively managing pressing environmental issues has decreased 5%.

The chart is shown overleaf.

Agree/
strongly
agree

Figure 4-2. Impressions of Environment Southland^{6 7 8}

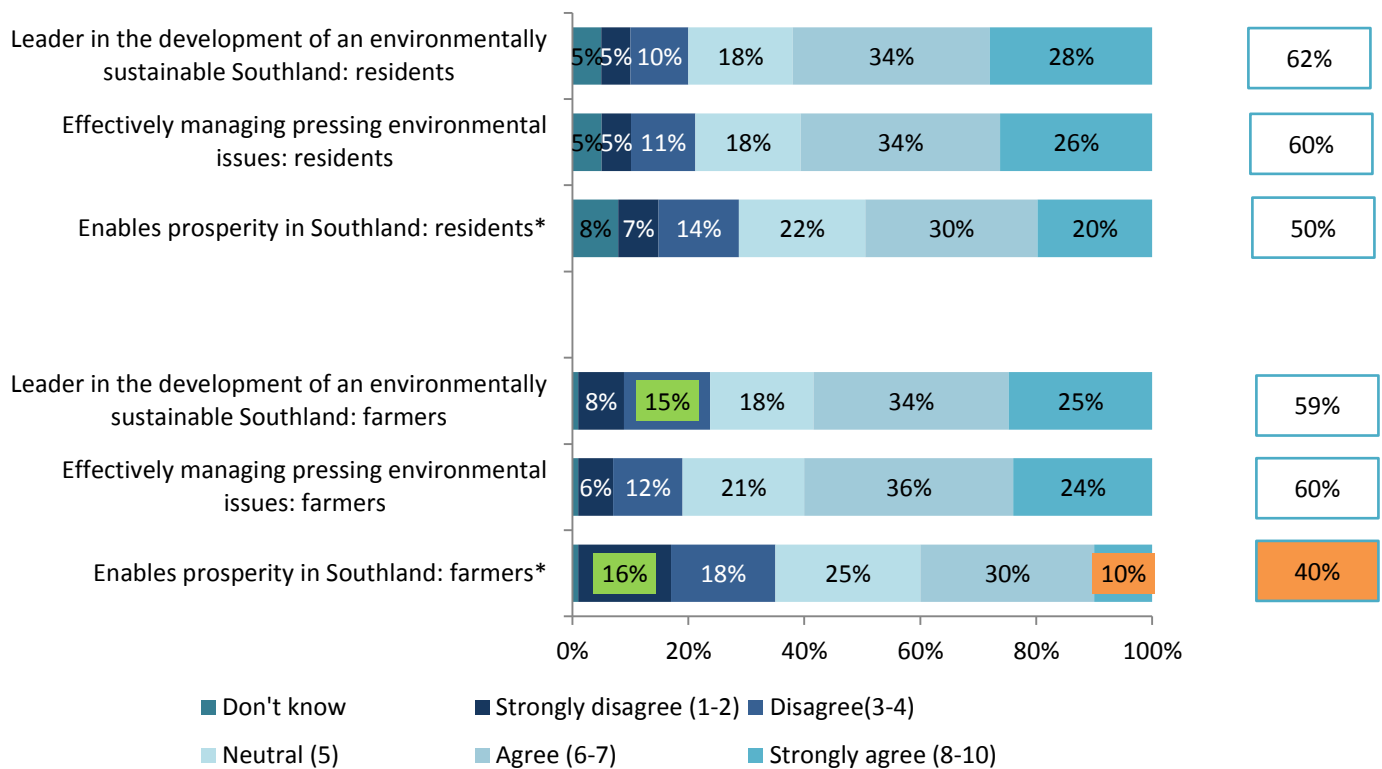


Table 4-3. Impressions of Environment Southland: agree and strongly agree ratings⁹

	2015	2014	2013	2012	2011
Leader in the development of an environmentally friendly Southland: residents	62%	59%	-	-	-
Effectively managing pressing environmental issues: residents	60%	56%	57%	60%	57%
Enables prosperity in Southland: residents*	50%	42%	-	-	-
Leader in the development of an environmentally friendly Southland: farmers	59%	54%	-	-	-
Effectively managing pressing environmental issues: farmers	60%	65%	-	-	-
Enables prosperity in Southland: farmers*	40%	34%	-	-	-

⁶ 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; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁷ 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.

⁸ Data labels of 1% have been removed from this chart to improve the readability.

⁹ Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

*Note question change from leader in development of prosperity.

The highest ratings among residents are seen for Environment Southland informing residents about the management of Southland's natural resources, with 57% of residents stating that Environment Southland does this well. A further 56% of residents indicate that Environment Southland is doing well at protecting and managing the quality of water in Southland's rivers, lakes and streams. Following this, 41% of residents rate Environment Southland as doing well at providing an opportunity to participate in the decision-making process. Interestingly, residents aged 40-59 are more likely to give negative or neutral ratings to these three measures.

Compared with results from 2014, positive ratings for all measures have increased. Notably, positive ratings relating to Environment Southland protecting and managing the quality of water in Southland's rivers, lakes and streams have increased significantly since 2014 (56% cf. 2014, 46%), this has also increased 29% since 2011. Positive ratings for Environment Southland informing residents about the management of Southland's natural resources have also increased 26% since 2013.

In terms of farmers' feedback, significantly more farmers positively rate Environment Southland for protecting and managing the quality of water in Southland's rivers, lakes and streams with 67% (cf. residents, 56%) of farmers indicating they think Environment Southland is doing well. Following this, 59% of farmers think that Environment Southland is doing well at informing them about the management of Southland's resources. While a further 48% of farmers indicate that Environment Southland is doing well at providing them with an opportunity to participate in the decision-making process.

Notably this year, significantly more farmers positively rate having the opportunity to participate in decision-making than in 2014 (48% cf. 2014, 37%).

The chart is shown overleaf.

Well/
Very
Well

Figure 4-3. Rating of Environment Southland^{10 11 12}

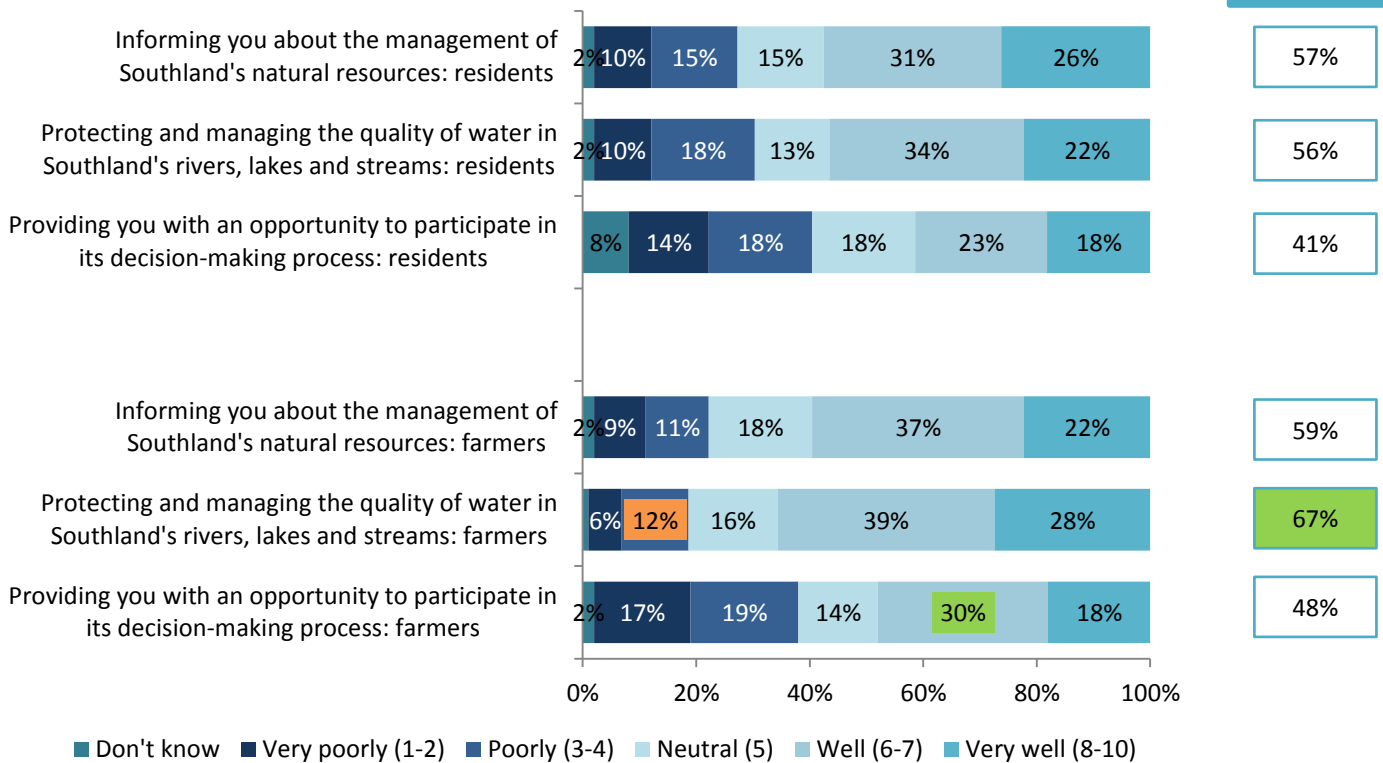


Table 4-4. Rating of Environment Southland: well and very well ratings¹³

	2015	2014	2013	2012	2011
Informing you about the management of Southland's natural resources: residents	57%	54%	31%	-	-
Protecting and managing the quality of water in Southland's rivers, lakes and streams: residents	56%	46%	34%	30%	27%
Providing you with an opportunity to participate in its decision-making process: residents	41%	38%	49%	-	-
Informing you about the management of Southland's natural resources: farmers	59%	56%	-	-	-
Protecting and managing the quality of water in Southland's rivers, lakes and streams: farmers	67%	64%	-	-	-
Providing you with an opportunity to participate in its decision-making process: farmers	48%	37%	-	-	-

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... Base: all respondents 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

¹¹ 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.

¹² Data labels of 1% have been removed from this chart to improve the readability.

¹³ Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

4.2 Environment Southland's Big 3 priorities

This year, respondents were asked what they thought Environment Southland's Big 3 priorities are. Responses were recorded verbatim and post-coded by theme.

At a total level, 19% of residents and 4% of farmers are unable to provide any priorities. The following outlines responses from residents and farmers who did mention specific priorities.

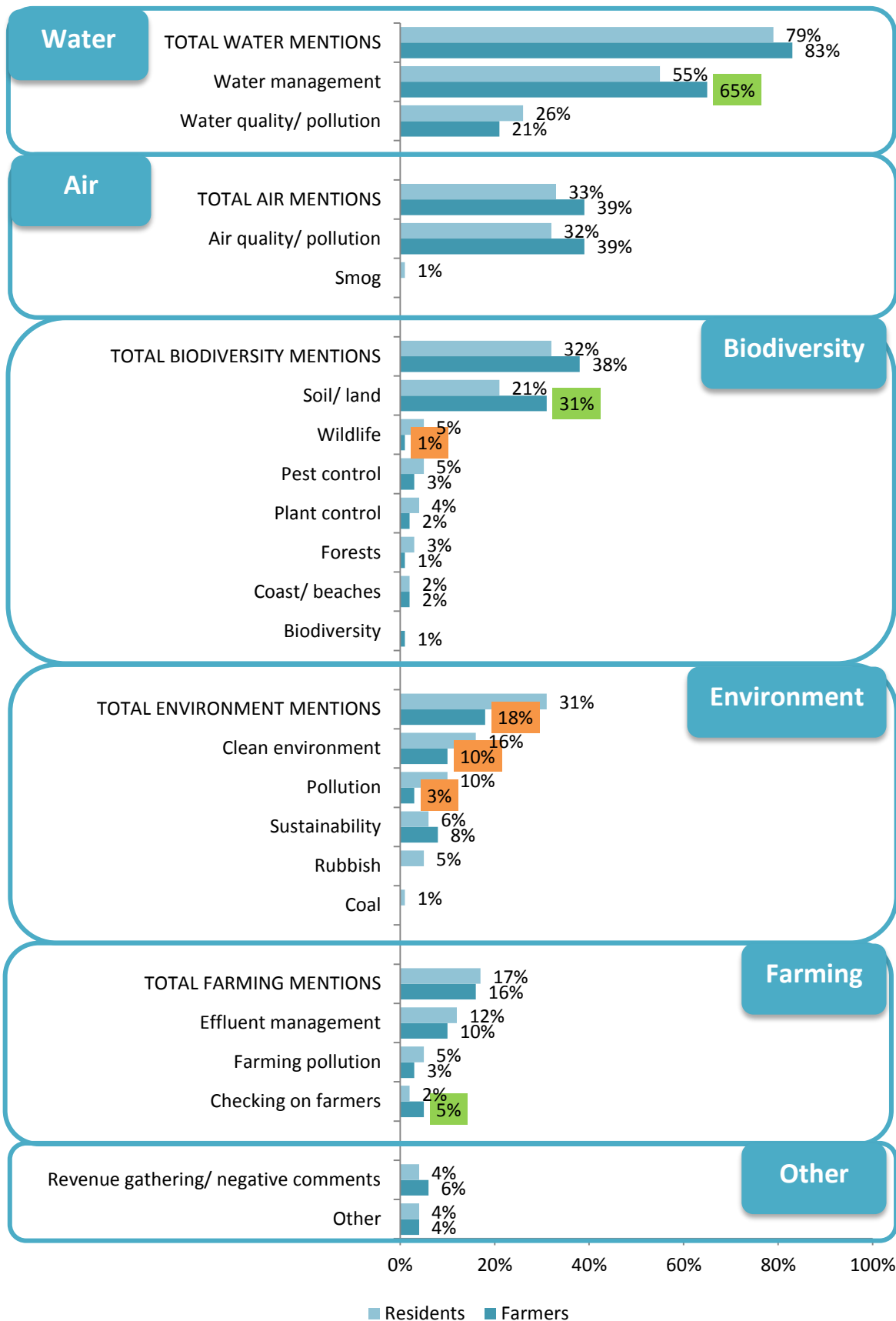
Overall, a high proportion of both residents (79%) and farmers (83%) mention water as a priority, with around one-third of both residents and farmers mentioning air and biodiversity as priorities.

In terms of residents' specific impressions of Environment Southland's Big 3 priorities, water management (55%), air quality and pollution (32%) and water quality and pollution (26%) are the issues residents mention most. Of note, younger residents and those living in Invercargill are more likely to give a general response, such as a clean environment, while older residents and those living in Gore are more likely to mention more specific priorities.

Overall, farmers are less likely to mention the environment as a priority (18% cf. residents, 31%). Farmers are more likely to mention the priorities are water management (65% cf. residents, 55%), air quality and pollution (39% cf. residents, 32%) and soil or land issues (31% cf. residents, 21%). Notably, farmers are also more likely to mention a priority is checking on farmers (5% cf. residents, 2%), however, they are less likely to mention a clean environment (10% cf. residents, 16%), pollution (3% cf. residents, 10%) or wildlife (1% cf. residents, 5%).

The chart is shown overleaf.

Figure 4-4. Environment Southland's Big 3 priorities^{14 15}



¹⁴ Can you please tell me what you think Environment Southland's Big 3 priorities are? Base: All respondents; 2015 residents n=365; farmers n=239.

¹⁵ 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.

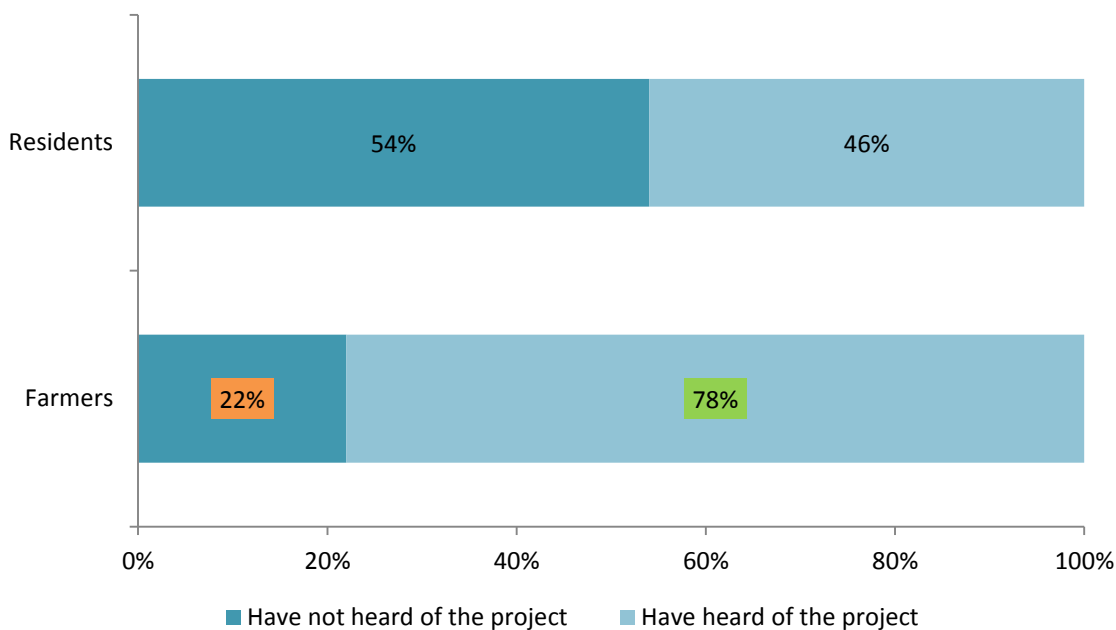
4.3 Campaigns

This year respondents were asked about their awareness and understanding of the *Water and Land 2020 and Beyond* and the *Breathe Easy Southland* projects. Responses relating to respondent understanding of the project were collected verbatim and post-coded by theme.

In terms of awareness of the *Water and Land 2020 and Beyond* project, just under half of all residents (46%) are aware of the campaign. Notably, farmers are much more aware of the project than residents (78% cf. residents, 46%).

4.3.1 Water and Land 2020 and Beyond

Figure 4-5. Awareness of the Water and Land 2020 and Beyond^{16 17}



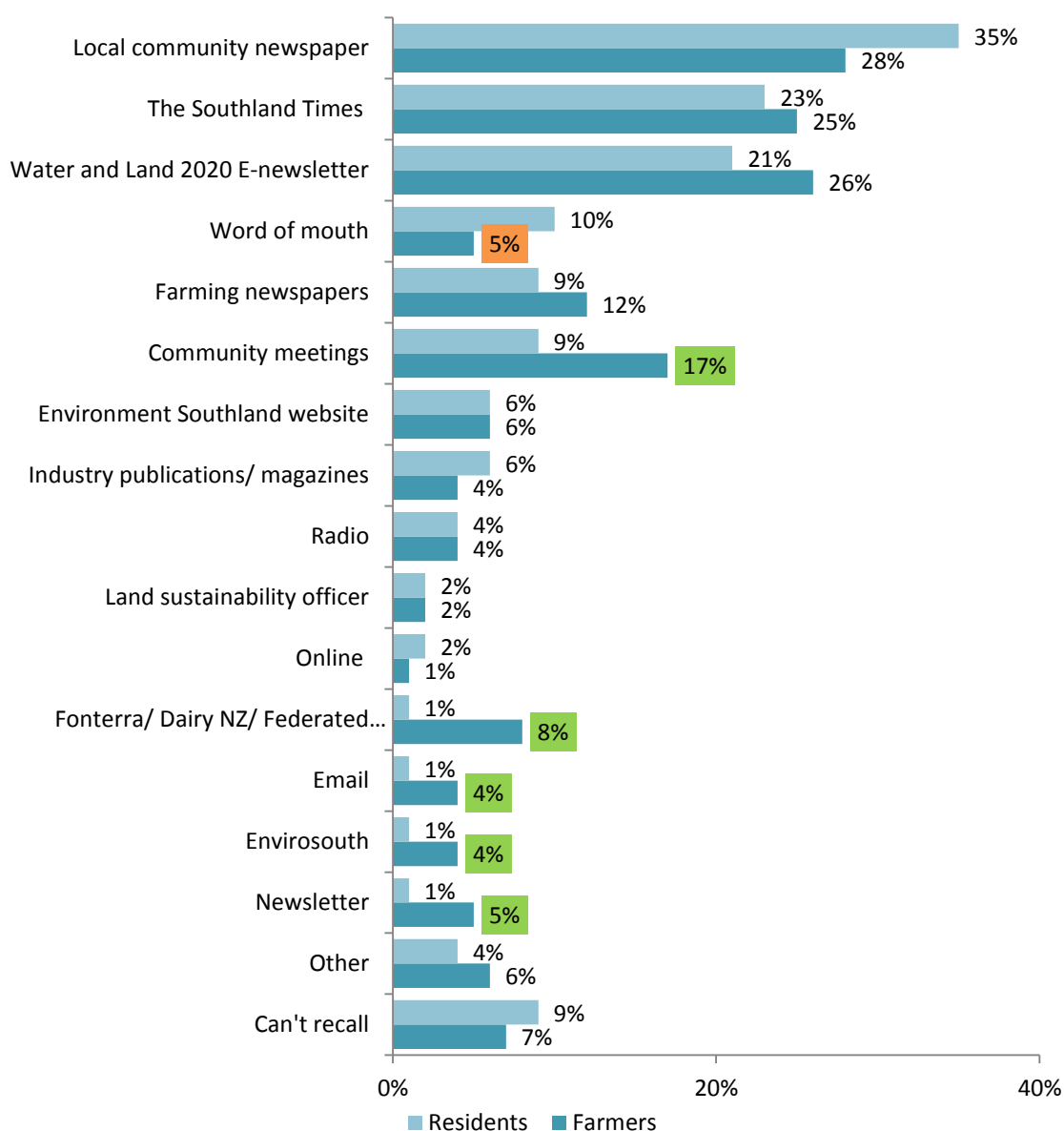
¹⁶ The next few questions are about initiatives that affect Southland. Before this phone call had you heard of the *Water and Land 2020 and Beyond* project to address water quality and quantity issues in Southland? Base: All respondents; 2015 residents n=450; farmers n=250.

¹⁷ 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.

The way both residents and farmers have gathered information about the project is similar. Thirty-five per cent of residents indicate they have received information through their local newspaper. Following this, 23% of residents received information from *The Southland Times* and 21% from the Water and Land 2020 E-newsletter.

Twenty-eight per cent of farmers mention they received information about the project through their local community newspaper. A further 26% mention the Water and Land 2020 E-newsletter and 25% *The Southland Times*. Notably, farmers are more likely to mention they received information through community meetings (17% cf. residents, 9%), through Fonterra/DairyNZ or Federated Farmers (8% cf. residents, 1%), in a newsletter (5% cf. residents, 1%), email (4% cf. residents, 1%) and Envirosouth (4% cf. residents, 1%). Farmers are also less likely to indicate they received information about the project through word of mouth (5% cf. residents, 10%).

Figure 4-6. Information about Water and Land 2020 and Beyond^{18 19}



¹⁸ Where did you hear about the *Water and Land 2020 and Beyond* project? Base: respondents aware of the project; 2015 residents n=207; farmers n=196.

¹⁹ 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.

Impressions of the *Water and Land 2020 and Beyond* project differ between residents and farmers; however, the main themes surrounding water, future planning and farming are consistently mentioned across both groups.

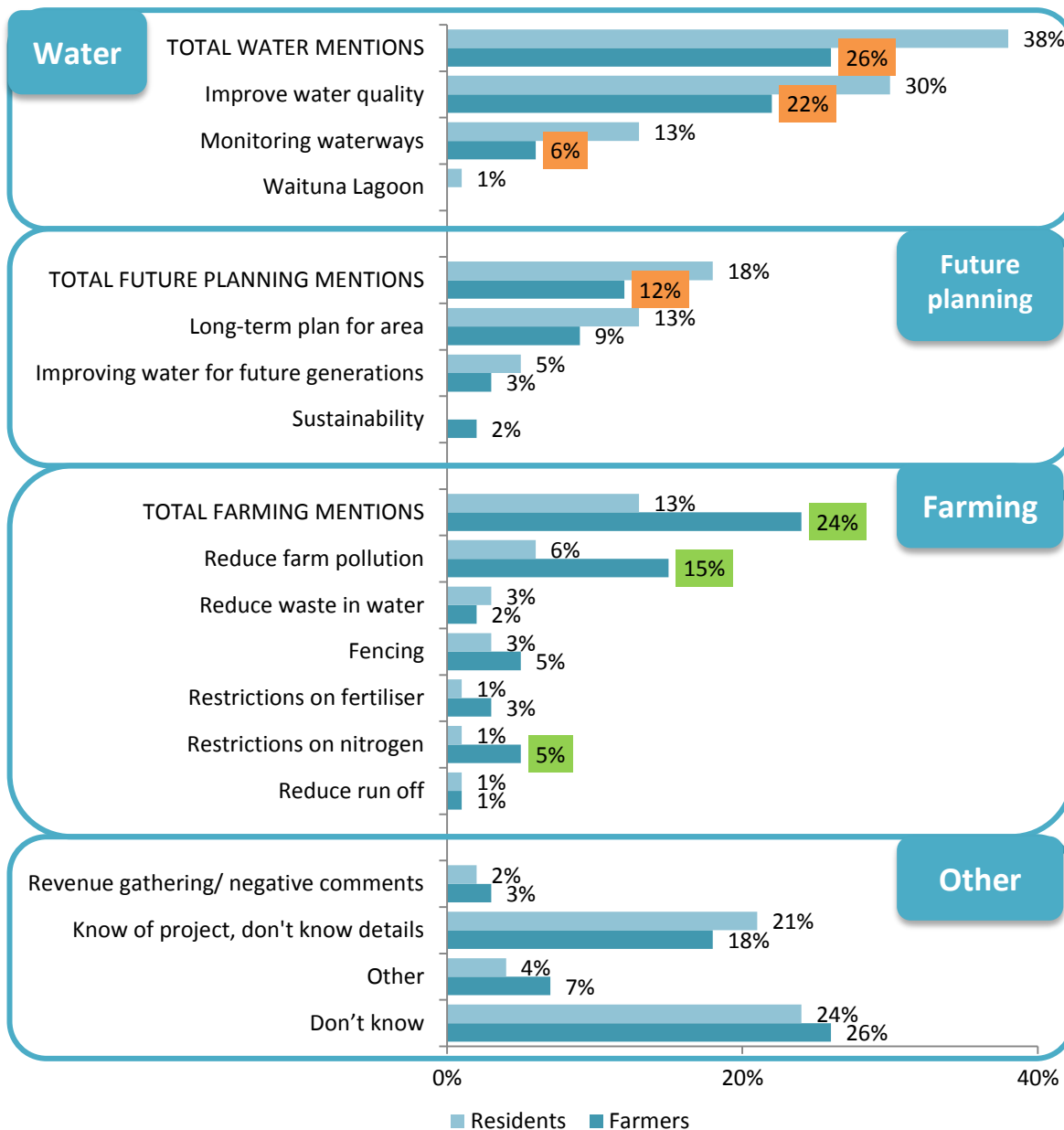
Residents' understanding of the project is based around water, with 38% of residents mentioning an aspect pertaining to water. Specifically, 30% of residents mention it is about improving water quality, and 13% that it is about monitoring waterways. A further 21% of residents indicate they know about the project, but don't know any of the details.

Farmers also mention the project is based around improving water, with 26% mentioning water generally, and 22% mentioning improving water quality. Twenty-four per cent of farmers think the project is about farming with 15% stating the project is aimed at reducing pollution from farms and 5% (each) of farmers mention placing restrictions on nitrogen and fencing. It is interesting to note that farmers who indicate the project is about reducing farm pollution are more likely to have received information about the project through a community meeting.

A total of 18% of farmers indicate they know of the project, but don't know any of the details.

The chart is shown overleaf.

Figure 4-7. Understanding of Water and Land 2020 and Beyond project^{20 21}



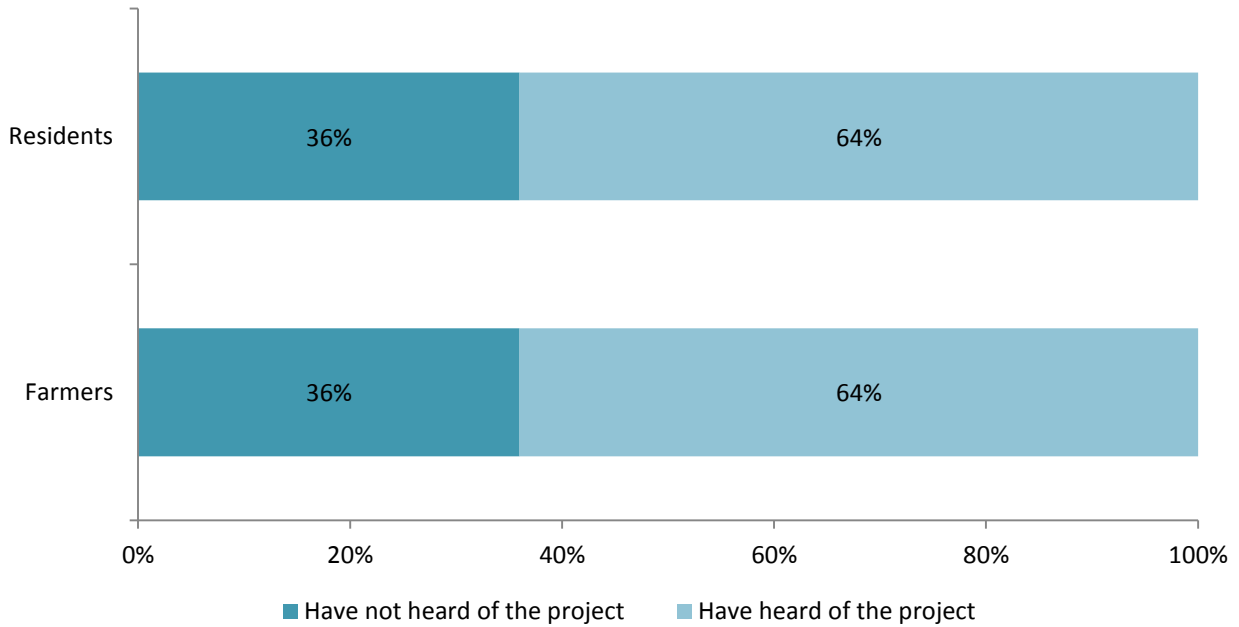
²⁰ What do you know about this project? Base: respondents aware of the *Water and Land 2020 and Beyond* project; 2015 residents n=207; farmers n=196.

²¹ 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.

4.3.2 Breathe Easy Southland

Sixty-four per cent (each) of residents and farmers are aware of the *Breathe Easy Southland* project.

Figure 4-8. Awareness of Breathe Easy Southland²²



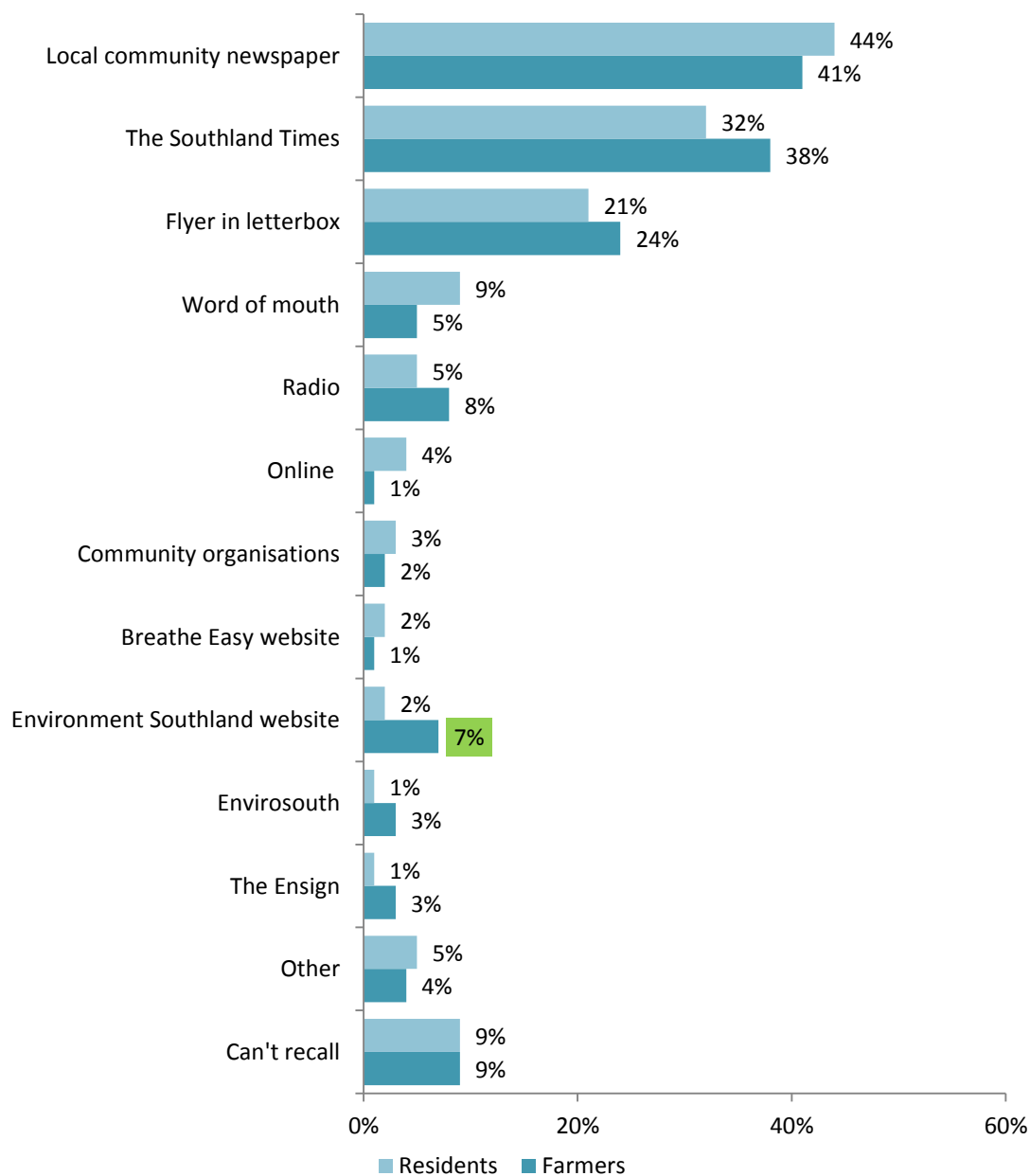
²² Have you heard of the *Breathe Easy Southland* campaign to improve air quality in Southland, particularly in Invercargill and Gore? Base: All respondents; 2015 residents n=450; farmers n=250.

In terms of how residents received information about the project, 44% indicate it was through their local community newspaper, 32% through *The Southland Times* and 21% of residents mention they received a flyer in their letterbox.

Similarly, farmers also received information about the project through their local community newspaper (41%), from *The Southland Times* (38%), and through a flyer left in their letterbox (24%).

Notably, farmers are more likely to mention they got information about the project through the Environment Southland website (7% cf. residents, 2%).

Figure 4-9. Information about Breathe Easy Southland^{23 24}



²³ Where did you hear about *Breathe Easy Southland*? Base: respondents aware of the project; 2015 residents n=299; farmers n=160.

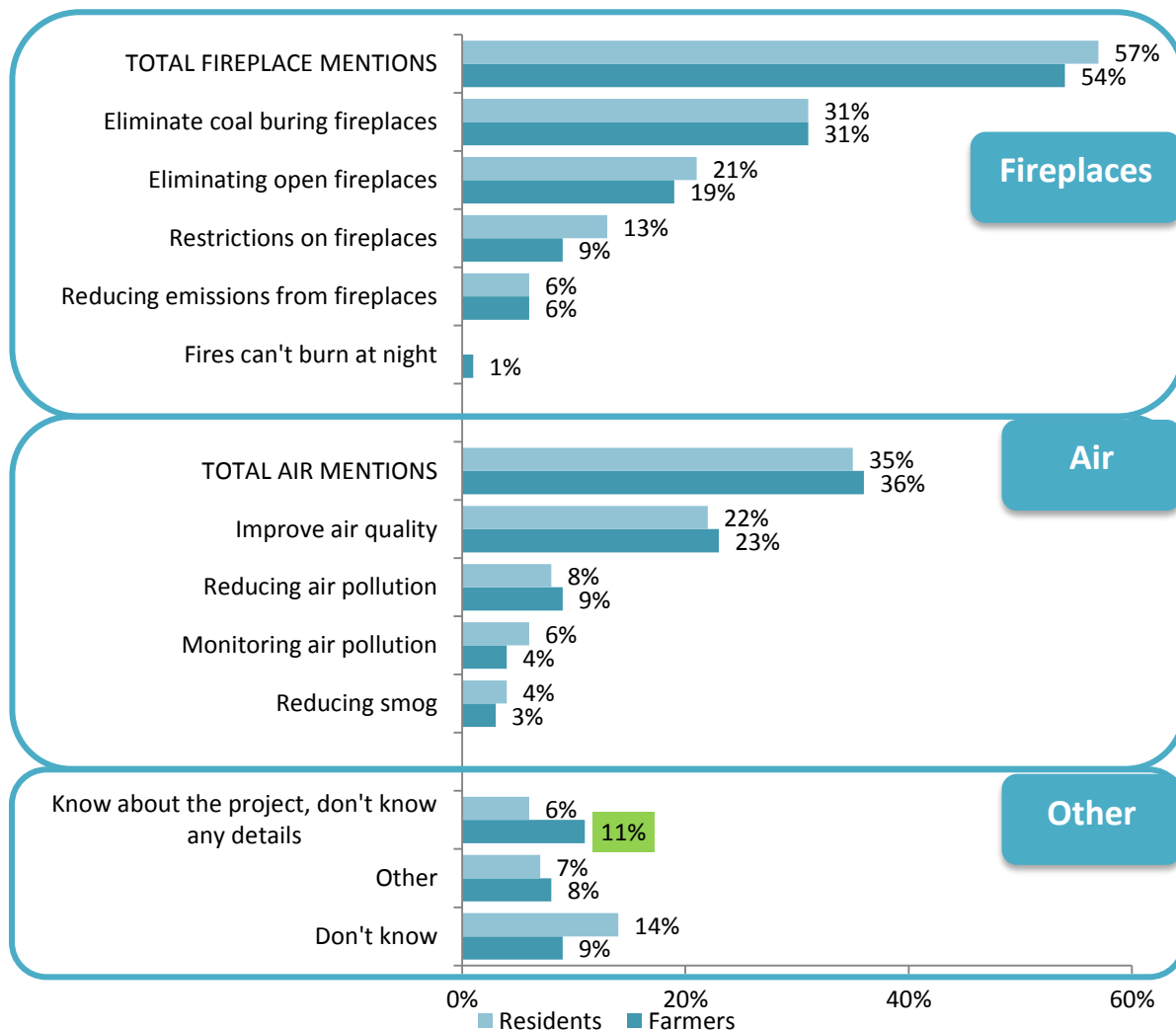
²⁴ Green shading indicates that the result for farmers is significantly higher than the result for residents.

In terms of understanding of the project, residents and farmers' impressions are similar with most mentioning aspects pertaining to fireplaces and air in the region. In total, over 50% of residents (57%) and farmers (54%) mention the project is about fireplaces. Specifically both farmers and residents mention the project aims to eliminate coal burning fireplaces (residents: 31%, farmers: 31%), improve air quality (residents: 22%, farmers: 23%) and eliminate open fireplaces (residents: 31%, farmers: 19%), improve air quality (residents: 22%, farmers: 23%) and eliminate open fireplaces (residents: 21%, farmers: 19%).

Notably, farmers are more likely to mention that they know about the project, but don't know any details (11% cf. residents, 6%).

Also of note, residents who mention eliminating coal burning fireplaces are more likely to indicate they received information about the project in their local community newspaper. Those who mention eliminating open fireplaces are more likely to indicate they received information on the project through a flyer in their letterbox and in their local community newspapers. Farmers who mention the project is about eliminating coal burning fireplaces are more likely to have sourced information on the project through *The Southland Times*.

Figure 4-10. Understanding of Breathe Easy Southland^{25 26}



²⁵ What do you know about this project? Base: respondents aware of the *Breathe Easy Southland* project; 2015 residents n=299; farmers n=160.

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

4.3.3 Awareness of Environment Southland projects

In terms of overall awareness of the projects, residents are more aware of the *Breathe Easy Southland* project than the *Water and Land 2020 and Beyond* project. However, farmers are more likely to be aware of the *Water and Land 2020 and Beyond* project.

Table 4-5. Awareness of both Environment Southland projects

	<i>Water and Land 2020 and Beyond</i>	<i>Breathe Easy Southland</i>
Residents aware	46%	64%
Farmers aware	78%	64%

4.3.3.1 Residents aware of both projects

Residents who are aware of both *Water and Land 2020 and Beyond* and *Breathe Easy Southland* account for around a third of the residents interviewed. They are more likely to live in Gore, be aged 60 years and over, be ratepayers and be aware of Environment Southland at an unprompted level.

These residents are generally more engaged with Environment Southland, and overall, appear satisfied with it. Generally, these residents get information about Environment Southland through newspapers, Envirosouth, flyers in their letterbox, the Environment Southland website, meetings and radio ads. They have seen Enviroweek and Envirosouth in the past six months, are aware it is produced by Environment Southland and think the information is credible and valuable. In general these residents indicate all the information they receive from Environment Southland is credible and valuable.

In terms of specific projects, they received information on the *Water and Land 2020 and Beyond* project through *The Southland Times* and indicate the project is about water, specifically water quality. These residents have gathered information about the *Breathe Easy Southland* project through local community newspapers and flyers in their letterbox. Understanding of the project by these residents is that it pertains fireplaces and specifically eliminating open fireplaces and improving air quality.

When asked about Environment Southland’s priorities, these residents are more likely to mention water, specifically water management; air, specifically air quality; and pollution and biodiversity, specifically soil/land and pest control. These residents are traditional media users, with high usage of most newspapers. In terms of radio stations, they are more likely to listen to Hokonui Gold and Solid Gold. They are also aware that Environment Southland has a Facebook page and use the Environment Southland website for information.

4.3.3.2 Residents aware of one project

Residents who are aware of either *Water and Land 2020 and Beyond* and/or *Breathe Easy Southland* account for just under a quarter of residents interviewed. These residents are more likely to live in Invercargill and be aged 40-59, the majority of these residents are ratepayers and are aware of Environment Southland at an unprompted level.

These residents are less engaged with Environment Southland, and interestingly think Environment Southland is doing a poor job of informing them about the management of Southland’s natural resources. More than half of these residents mention they get information about Environment Southland in newspapers, specifically they read *The Invercargill Eye*. They

are more likely to have not seen Enviroweek or Envirosouth and in general these residents think the information Environment Southland provides is not valuable to the community.

Between the two projects, these residents are more likely to be aware of the *Breathe Easy Southland* project, although understanding of the project is low. These residents have received information about the project through word of mouth and on the radio, however, they are more likely to not know what the project is about. Those who are aware of the *Land and Water 2020 and Beyond* project are more likely to have received information about the project through the radio, and mention the project is about fencing, or that they don't know what the project is about.

In terms of priorities, these residents mention farming; however, they are less likely to mention water management, soil/land and anything pertaining to a clean environment.

4.3.3.3 Residents not aware of either project

Residents who are not aware of *Water and Land 2020 and Beyond* or *Breathe Easy Southland* are more likely to be aged 18-39 and are generally non-ratepayers in the region. Not surprisingly, these residents are the least engaged as they are less likely to be aware of Environment Southland at an unprompted level and indicate they do not get any information from or about Environment Southland.

These residents are not traditional media users, as they mention they don't read any newspapers and either don't listen to the radio, or if they do, The Rock is the most popular choice. In terms of Environment Southland's Big 3 priorities, they are more likely to indicate they don't know what they are. Those who did give a specific answer are more likely to provide a general comment such as a clean environment.

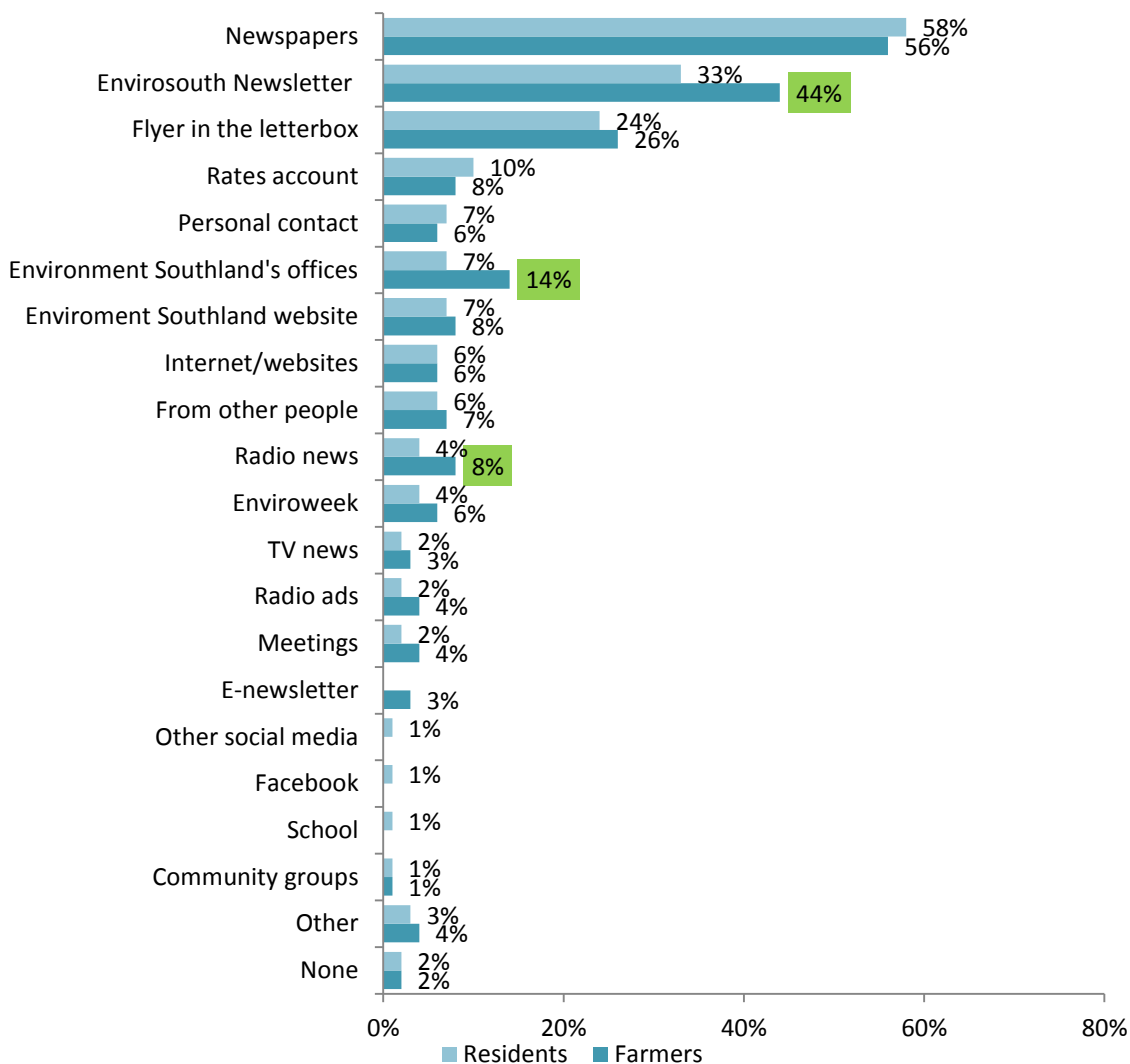
4.4 Communication

Respondents were asked to identify ways in which they receive information about Environment Southland. They were also asked about their awareness, use and satisfaction with Environment Southland produced publications, as well as their satisfaction overall with the information they receive from Environment Southland.

The channels through which respondents receive information about Environment Southland are similar for residents and farmers. Newspapers (residents: 58%, farmers: 56%) are the most common source of information about Environment Southland followed by the Envirosouth newsletter (residents: 33%, farmers: 44%) and a flyer in the letterbox (residents: 24%, farmers: 26%).

Notably, farmers are more likely to mention they get information about Environment Southland through the Envirosouth newsletter (44% cf. residents, 33%), the Environment Southland offices (14% cf. residents, 7%) and via radio news (8% cf. residents, 4%).

Figure 4-11. Information about Environment Southland^{27 28}



²⁷ Can you please tell me where, or from whom, you mainly get your information about Environment Southland from? Base: All respondents; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

²⁸ Green shading indicates that the result for farmers is significantly higher than the result for residents.

Positive changes year on year can be seen amongst residents receiving information directly from Environment Southland, with increases in the number of residents who mention the Envirosouth newsletter (33% cf. 2014, 18%), residents going to the Environment Southland offices (7% cf. 2014, 4%) and visiting the Environment Southland website (7% cf. 2014, 3%). A decrease can also be seen in residents getting information about Environment Southland through the internet generally (6% cf. 2014, 11%).

Since 2011, there has been a 16% decrease in residents mentioning they get information through newspapers; however, there has been a 9% increase in Envirosouth mentions over the same period.

Table 4-6. Information about Environment Southland: residents²⁹

	2015	2014	2013	2012	2011
Newspapers	58%	61%	65%	62%	74%
Envirosouth newsletter	33%	18%	26%	28%	24%
Flyers in letterbox	24%	29%	19%	20%	25%
Rates account	10%	6%	8%	6%	8%
Personal contact	7%	5%	6%	5%	7%
Environment Southland offices	7%	4%	1%	2%	3%
Environment Southland website	7%	3%	7%	4%	4%
Internet/websites	6%	11%	1%	-	-
From other people	6%	6%	12%	8%	11%
Radio news	4%	4%	7%	10%	13%
Enviroweek column	4%	3%	5%	-	-
Other	3%	5%	3%	9%	7%
None	2%	2%	3%	4%	2%

²⁹ Orange shading indicates that the result for 2015 is significantly lower than the result from 2014. Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

Increases in farmers receiving information directly from Environment Southland can also be seen this year, with a significantly greater number of farmers mentioning they receive information through the Envirosouth newsletter (44% cf. 2014, 24%), their rates account (8% cf. 2014, 1%) and at the Environment Southland offices (14% cf. 2014, 7%).

Table 4-7. Information about Environment Southland: farmers³⁰

	2015	2014
Newspapers	56%	48%
Envirosouth Newsletter	44%	24%
Flyers in letterbox	26%	25%
Rates account	8%	1%
Personal contact	6%	9%
Environment Southland offices	14%	7%
Environment Southland website	8%	8%
Internet/ websites	6%	7%
From other people	7%	7%
Radio news	8%	6%
Enviroweek column	6%	4%
Radio ads	4%	4%
Meetings	4%	3%
Other	4%	7%
None	2%	5%

³⁰ Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

Satisfaction with the information Environment Southland provides remains high. Seventy-eight per cent of residents indicate they agree that the information is valuable, while a further 73% agree that the information is credible and 71% of residents agree that they trust the information from Environment Southland. These results remain on a par with the results from 2014.

There are also high levels of agreement amongst farmers regarding the value of the information provided, with 74% of farmers agreeing that the information they receive from Environment Southland is valuable. Following this, 68% agree that the information is credible, however, fewer farmers trust the information they receive, with 63% (cf. residents, 71%) agreeing with this statement. These results remain consistent with the results from 2014.

Figure 4-12. Information Environment Southland provides the community^{31 32 33}

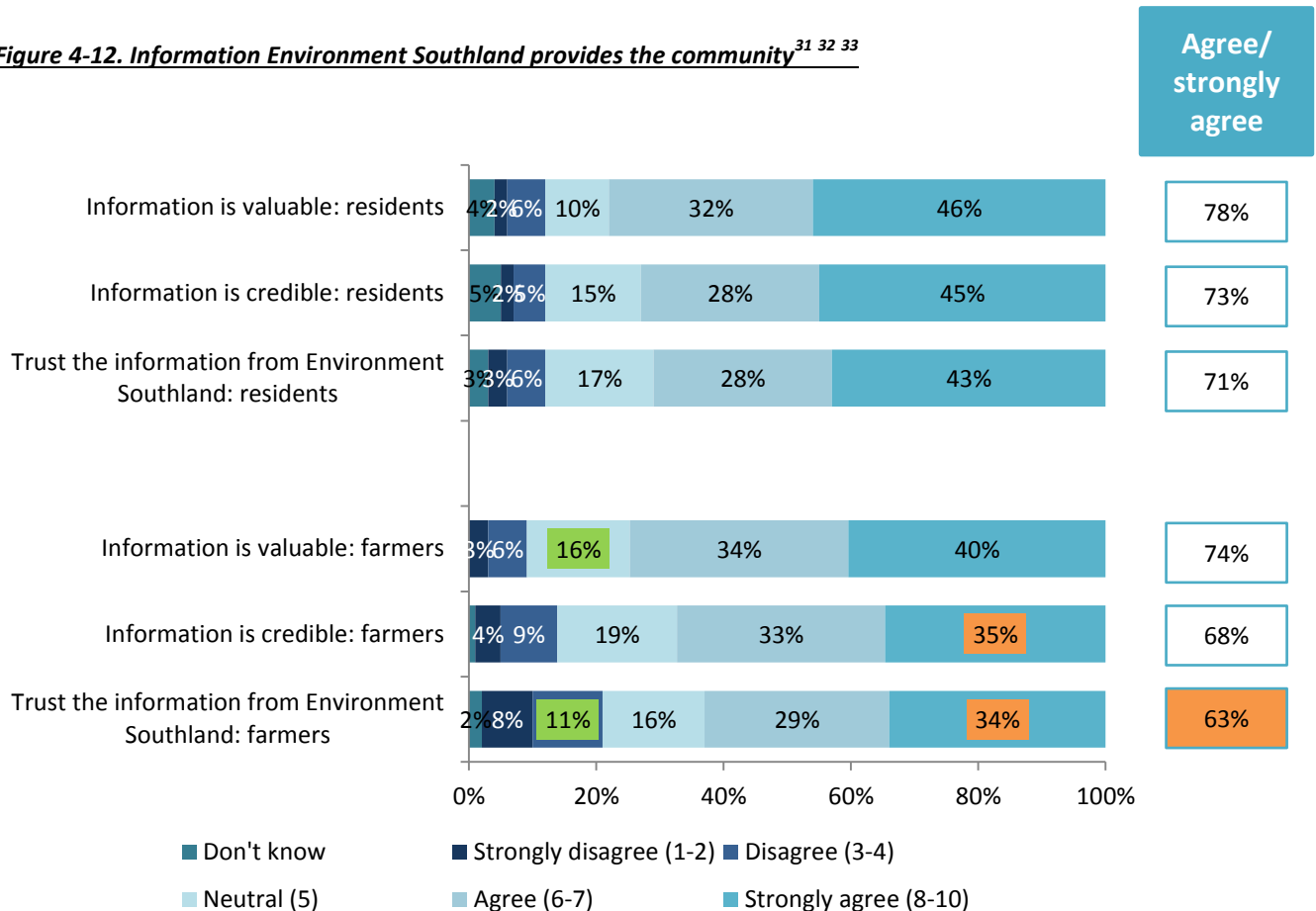


Table 4-8. Information Environment Southland provides the community

	2015	2014
The information is valuable to the community: residents	78%	79%
The information is credible: residents	73%	70%
Trust the information from Environment Southland: residents	71%	68%
The information is valuable to the community: farmers	74%	76%
The information is credible: farmers	68%	66%
Trust the information from Environment Southland: farmers	63%	65%

³¹ 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 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150.

³² 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.

³³ Data labels of 1% have been removed from this chart to improve the readability.

4.4.1 Enviroweek

Just over half of residents (52%) have seen Enviroweek in the past six months. Of these residents, 73% read the publication and 64% are aware that Environment Southland produces it. This year, significantly fewer residents have seen Enviroweek in the past six months (52% cf. 2014, 59%), this follows a trend of decreasing awareness since 2011.

Fifty-five per cent of farmers have seen Enviroweek in the past six months. Of these farmers, 73% have read Enviroweek and 77% are aware that the publication is produced by Environment Southland. Notably, farmers are more likely to be aware that Enviroweek is produced by Environment Southland.

Figure 4-13. Enviroweek^{34 35 36 37}

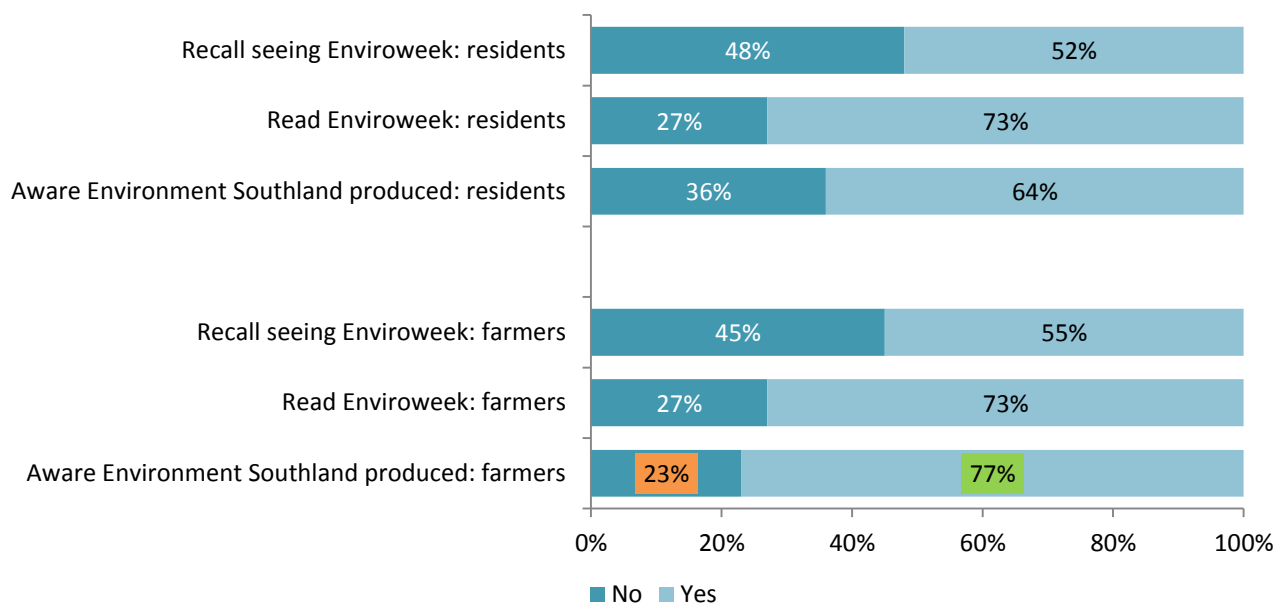


Table 4-9. Enviroweek³⁸

	2015	2014	2013	2012	2011
Have seen Enviroweek: residents	52%	59%	59%	57%	61%
Have read Enviroweek: residents	73%	72%	-	-	-
Aware Environment Southland produced Enviroweek: residents	64%	63%	-	-	-
Have seen Enviroweek: farmers	55%	55%	-	-	-
Have read Enviroweek: farmers	73%	63%	-	-	-
Aware Environment Southland produced Enviroweek: farmers	77%	76%	-	-	-

³⁴ Do you recall seeing the Enviroweek column in either the *Southland Express* or *The Ensign* in the past six months? Base: All respondents; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

³⁵ Do you read Enviroweek? Base: Respondents that recall seeing Enviroweek; 2015 residents n=245; farmers n=138; 2014 residents n=272; farmers n=83.

³⁶ Before you started this survey, did you know that Environment Southland produced Enviroweek? Base: All respondents that recall seeing Enviroweek; 2015 residents n=245; farmers n=138; 2014 residents n=272; farmers n=83.

³⁷ 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.

³⁸ Orange shading indicates that the result for 2015 is significantly lower than the result from 2014.

Of the residents who read Enviroweek, 84% agree that the information is valuable to the community and a further 79% agree that the information is credible. These results remain consistent with the results from 2014.

Of the farmers who read Enviroweek, 77% agree that the information is valuable to the community and 78% agree that the information is credible.

Figure 4-14. Information in Enviroweek^{39 40 41}

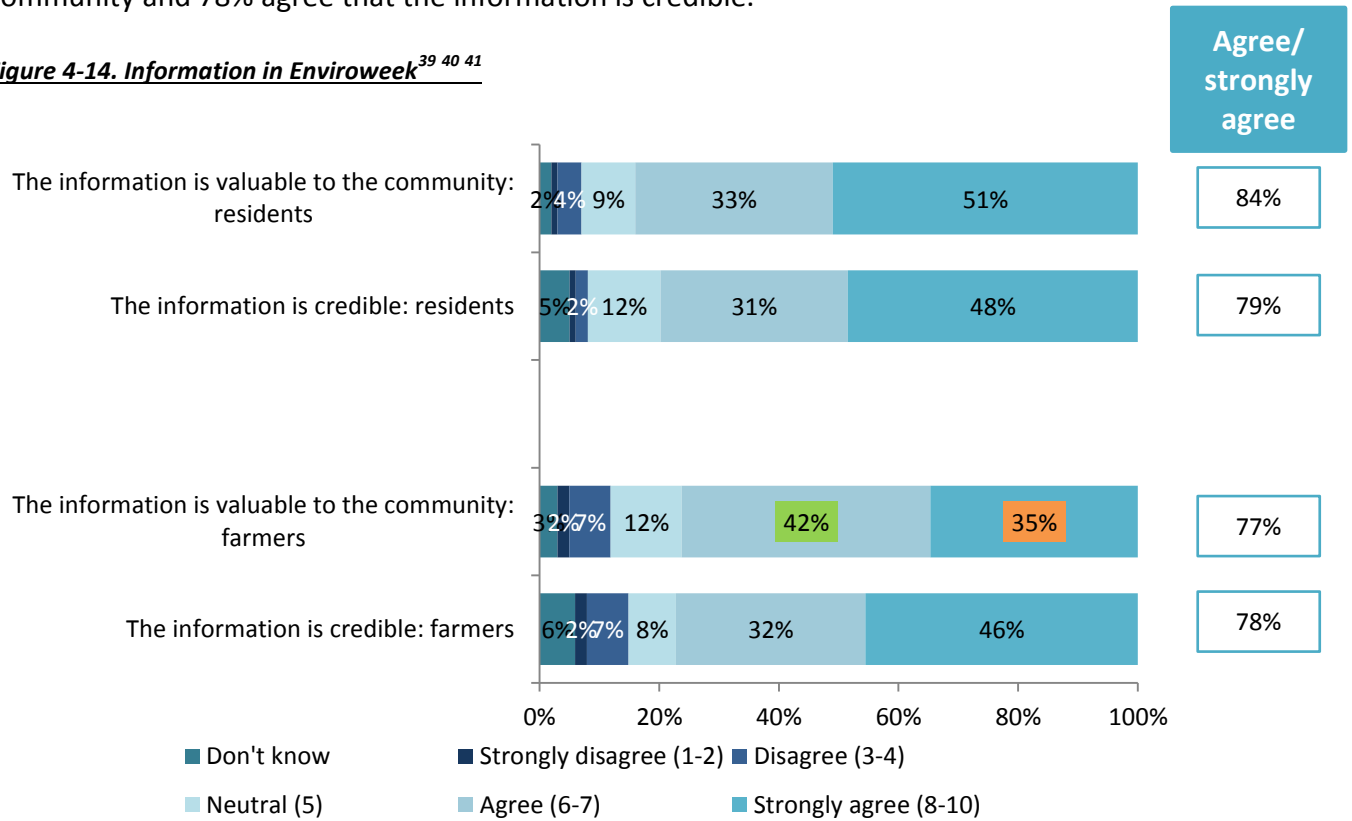


Table 4-10. Information in Enviroweek

	2015	2014
The information is valuable to the community: residents	84%	79%
The information is credible: residents	79%	73%
The information is valuable to the community: farmers	77%	79%
The information is credible: farmers	78%	75%

³⁹ 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, 2015 residents n=181; farmers n=101; 2014 residents n=198; farmers n=52.

⁴⁰ 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.

⁴¹ Data labels of 1% have been removed from this chart to improve the readability.

4.4.2 EnviroSouth

Three-quarters of residents (76%) recall seeing EnviroSouth in the past six months. Of these residents, 76% have read EnviroSouth and 84% are aware that Environment Southland produces the publication. These results remain consistent with the results from last year.

The majority of farmers (90%) have seen EnviroSouth in the past six months. Of these farmers, 81% read the publication and 92% are aware that it is produced by Environment Southland. Notably, significantly more farmers have seen EnviroSouth this year than in 2014 (90% cf. 2014, 83%).

Figure 4-15. EnviroSouth^{42 43 44 45}

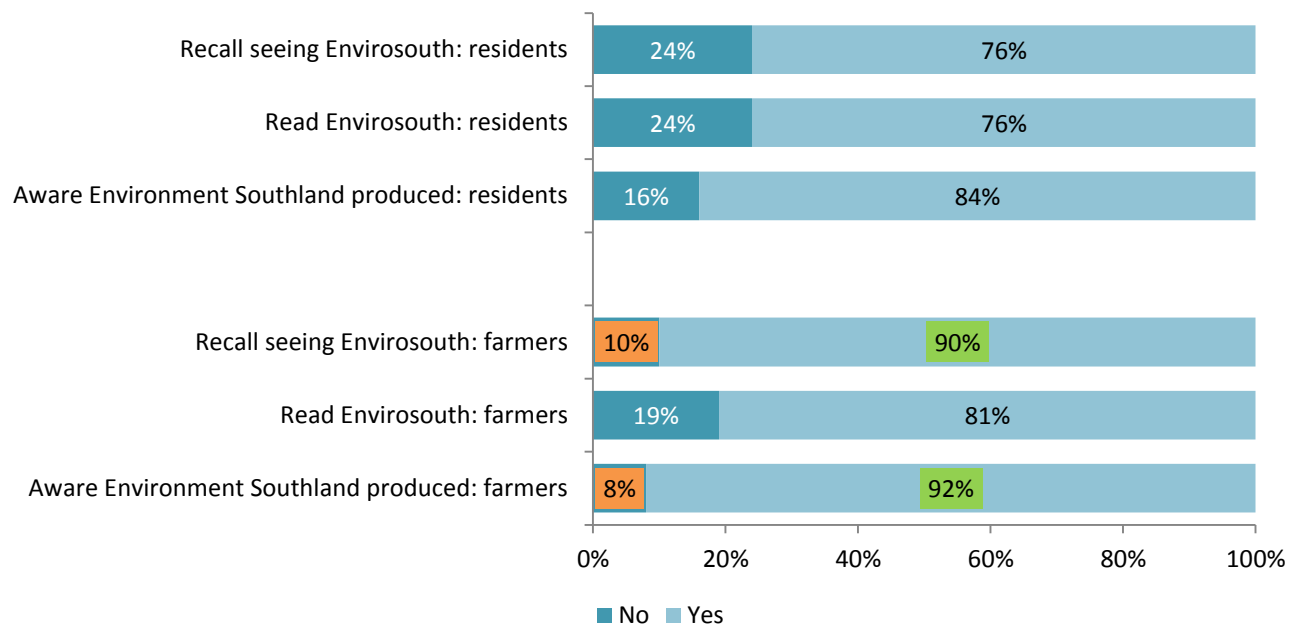


Table 4-11. EnviroSouth⁴⁶

	2015	2014	2013	2012	2011
Have seen EnviroSouth: residents	76%	74%	69%	77%	73%
Have read EnviroSouth: residents	76%	79%	-	-	-
Aware Environment Southland produced EnviroSouth: residents	84%	82%	-	-	-
Have seen EnviroSouth: farmers	90%	83%	-	-	-
Have read EnviroSouth: farmers	81%	78%	-	-	-
Aware Environment Southland produced EnviroSouth: farmers	92%	95%	-	-	-

⁴² In the past 12 months, have you seen the EnviroSouth newsletter, which is delivered to letterboxes? Base: All respondents; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁴³ Do you read the EnviroSouth newsletter? Base: Respondents that recall seeing the newsletter; 2015 residents n=357; farmers n=226; 2014 residents n=346; farmers n=124.

⁴⁴ Before you started this survey, did you know that Environment Southland produced the EnviroSouth newsletter? Base: Respondents that recall seeing the newsletter; 2015 residents n=357; farmers n=226; 2014 residents n=346; farmers n=124.

⁴⁵ 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.

⁴⁶ Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

On a par with results from last year, 84% of residents who read EnviroSouth agree that the information in EnviroSouth is valuable to the community while 78% of residents agree that the information in EnviroSouth is credible.

In terms of farmers' impressions of EnviroSouth, 78% agree that the information is valuable, while 77% agree that the information is credible. These results remain on a par with the results from 2014.

Figure 4-16. Information in EnviroSouth^{47 48 49}

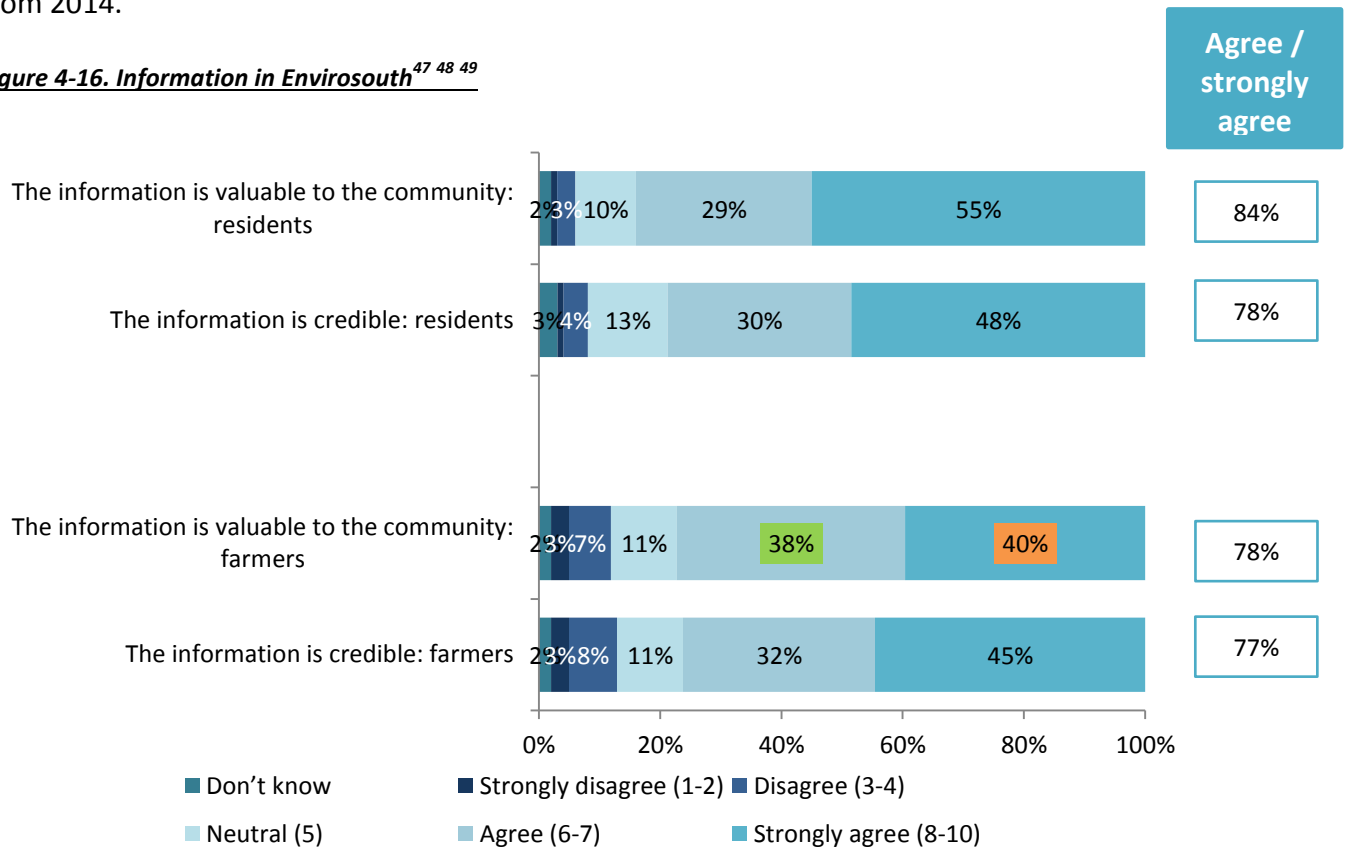


Table 4-12. Information in EnviroSouth

	2015	2014
The information is valuable to the community: residents	84%	84%
The information is credible: residents	78%	78%
The information is valuable to the community: farmers	78%	79%
The information is credible: farmers	77%	73%

⁴⁷Using 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; 2015 residents n=280; farmers n=184; 2014 residents n=276; farmers n=97.

⁴⁸ 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.

⁴⁹ Data labels of 1% have been removed from this chart to improve the readability.

4.4.3 Envirofarm

Twenty-nine per cent of farmers have seen Envirofarm in the past six months, although not significant, this is a decrease from 2014. Of those farmers who have seen Envirofarm, 72% have read it and 79% of are aware that Environment Southland produces the publication.

Figure 4-17. Envirofarm^{50 51 52}

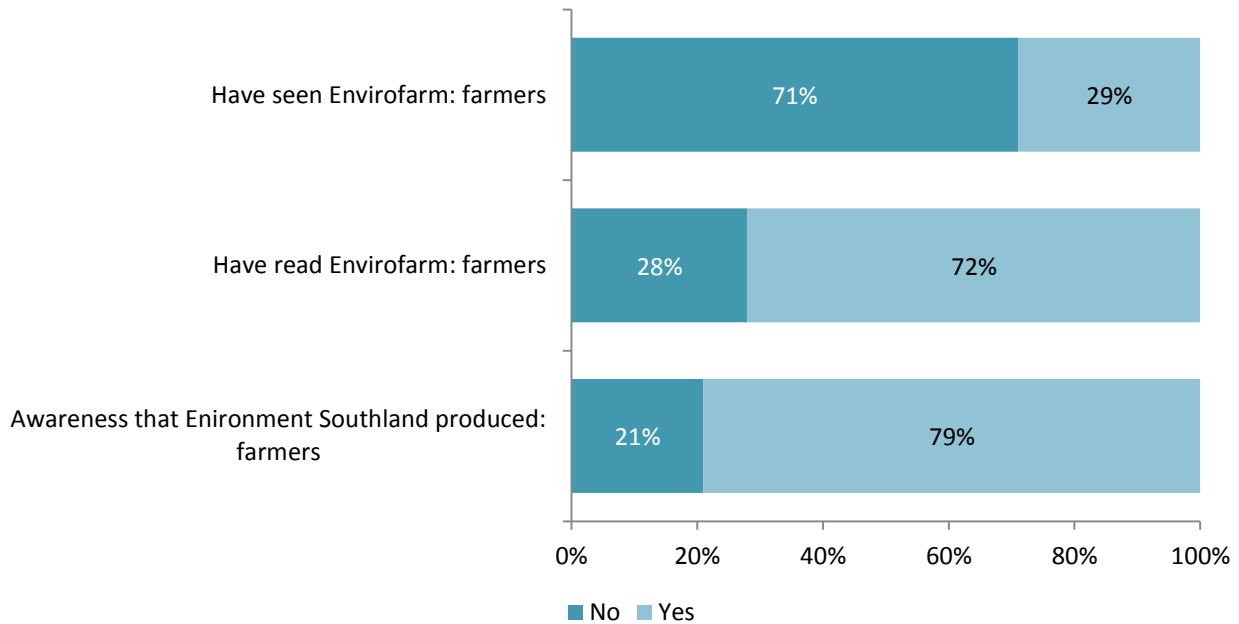


Table 4-13. Envirofarm⁵³

	2015	2014
Have seen Envirofarm	29%	37%
Have read Envirofarm	72%	82%
Aware Environment Southland produced Envirofarm	78%	82%

⁵⁰ Do you recall seeing the Envirofarm column in *The Southland Times* farming pages in the past six months? Base: Farming respondents 2015 n=250; 2014 n=150.

⁵¹ Do you read the Envirofarm column? Base: farming respondents that recall seeing Envirofarm; 2015 n=72; 2014 n=56.

⁵² Before you started this survey, did you know that Environment Southland produced the Envirofarm column? Base: farming respondents that recall seeing Envirofarm; 2015 n=72; 2014 n=56.

⁵³ Orange shading indicates that the result for 2015 is significantly lower than the result from 2014.

In terms of the information in Envirofarm, 80% of farmers agree that the information is credible; although not a significant change this is a 6% increase from last year’s result. In addition, 85% of farmers agree that the information is valuable which is also an increase on the 2014 result.

Figure 4-18. Information in Envirofarm⁵⁴

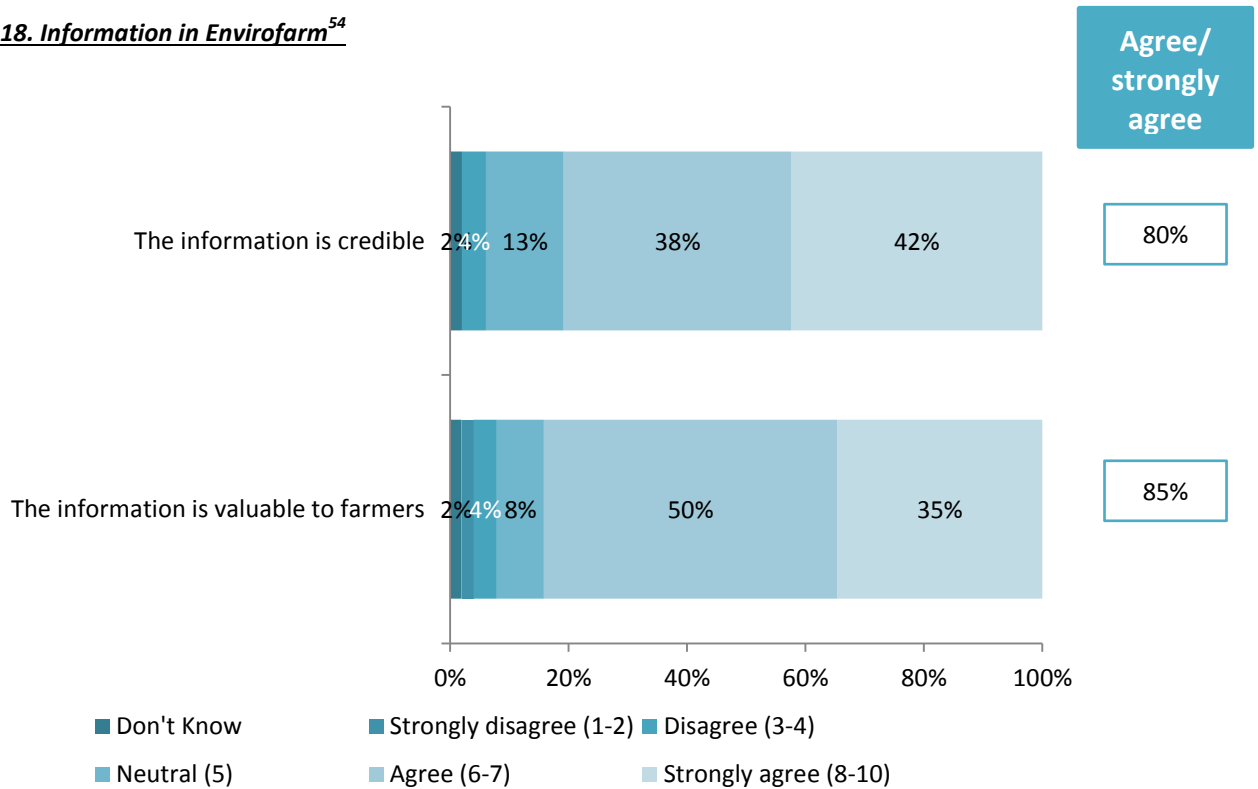


Table 4-14. Information in Envirofarm

	2015	2014
The information is credible	80%	74%
The information is valuable to farmers	85%	80%

⁵⁴ 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 have read Envirofarm; 2015 n=52; 2014 n=46.

4.4.4 Lunchtime Farming Show

Under half of farmers (48%) listen to the Lunchtime Farming Show, which is similar to 2014. Of these farmers, 59% have heard information from Environment Southland on the show; this is a significant decrease from last year (cf. 2014, 73%).

Figure 4-19. Lunchtime Farming Show^{55 56}

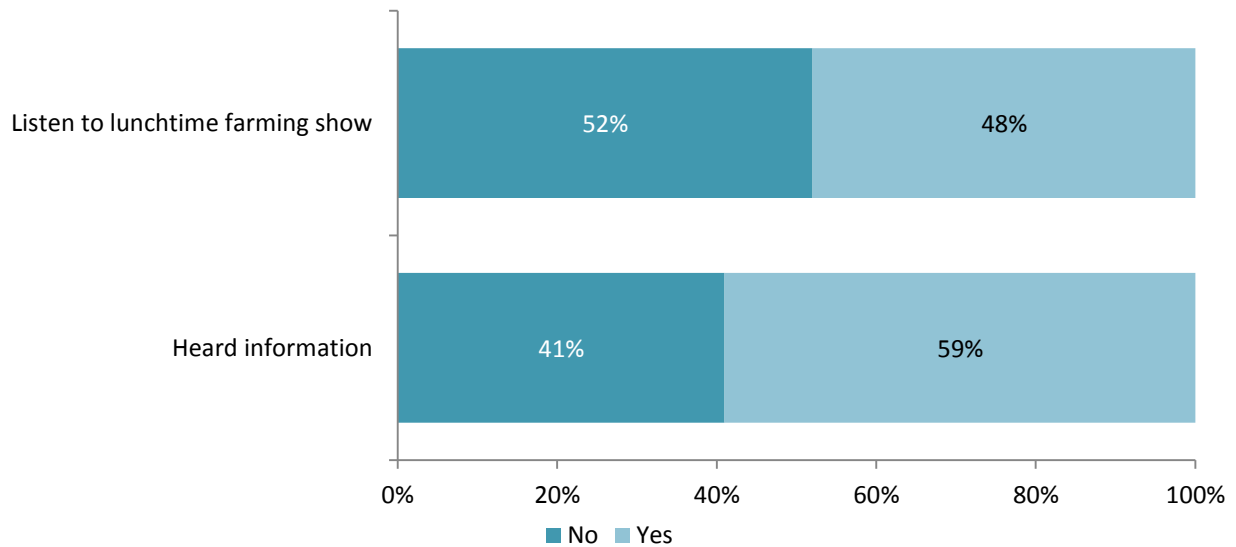


Table 4-15. Lunchtime Farming Show

	2015	2014
Listen to Lunchtime Farming Show	48%	50%
Heard information from Environment Southland	59%	73%

⁵⁵ Do you listen to the Lunchtime Farming Show on Hokonui Gold? Base: Farming respondents; 2015 n=250; 2014 n=150.

⁵⁶ Over the past six months, did you hear information from Environment Southland on the Lunchtime Farming Show on Hokonui Gold? Base: Farming respondents who listen to the Lunchtime Farming Show; 2015 n=119; 2014 n=75.

Over three-quarters of farmers (80%) agree that the information on the Lunchtime Farming Show is valuable while 79% of farmers agree the information is credible.

Figure 4-20. Information on Lunchtime Farming Show⁵⁷

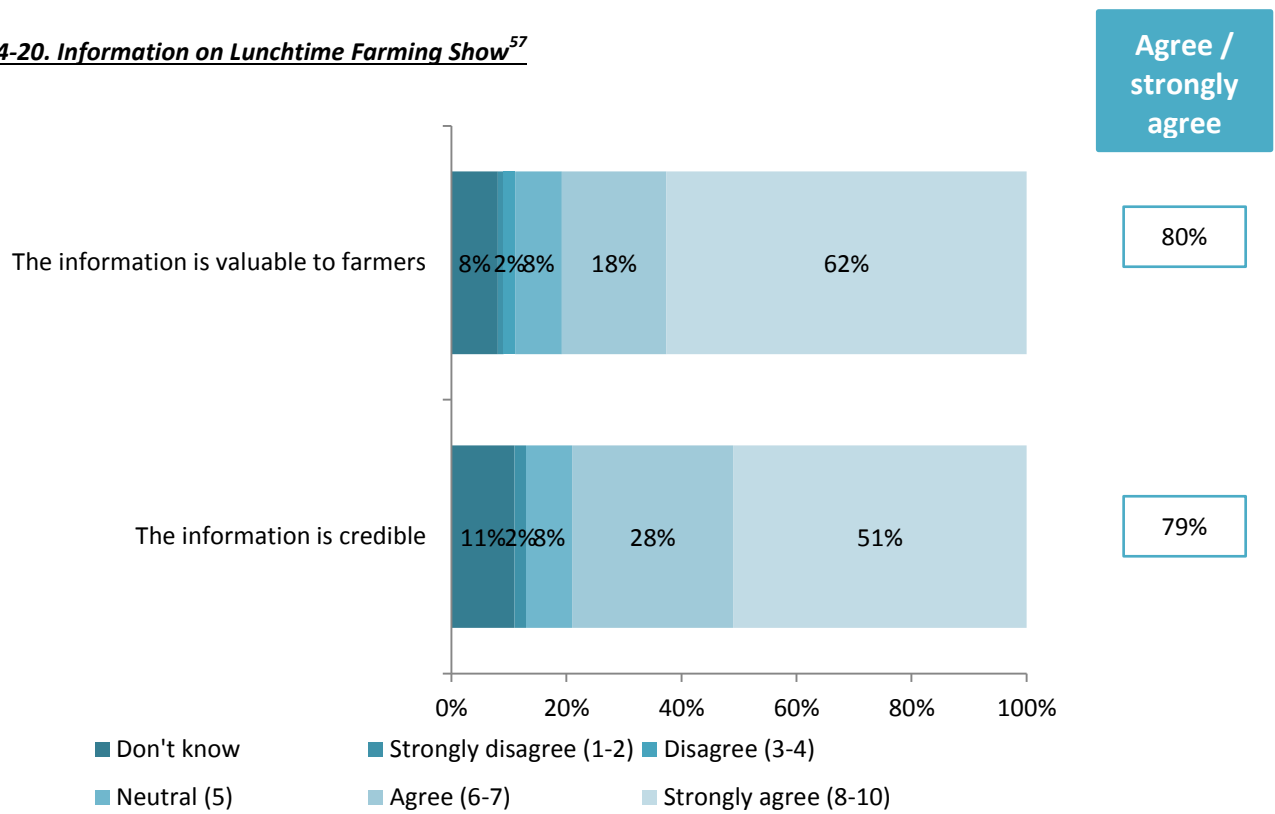


Table 4-16. Information on Lunchtime Farming Show

	2015	2014
The information is credible	80%	81%
The information is valuable to farmers	79%	77%

⁵⁷ 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; 2015 n=191; 2014 n=75.

4.4.5 Summary of Environment Southland communications

Similar to previous years, Envirosouth appears to be the publication that residents are most aware of. While branding is stronger for the Envirosouth publication, readership and satisfaction with the credibility and value of the information is similar across both the Enviroweek and Envirosouth publications. Most residents who read Envirosouth also read Enviroweek, suggesting the publications are reaching the same audiences.

Table 4-17. Summary of Environment Southland communications: residents

	Seen	Read	Knew ES produced	Credibility rating (6-10)	Valuable rating (6-10)
Enviroweek	52%	73%	64%	79%	84%
Envirosouth	76%	76%	84%	78%	84%

Amongst the farming community, Envirosouth also appears to be the publication with the greatest awareness; however, credibility and value of information ratings are higher for Envirofarm. Farmers tend to give higher credibility and value ratings for the farming specific publications than they do for the general Environment Southland publications. Of the farmers who read Envirofarm, around three-quarters also listen to the Lunchtime Farming Show, again indicating that the farming targeted channels are reaching similar audiences.

Table 4-18. Summary of Environment Southland Communications: farmers

	Seen	Read	Knew ES produced	Credibility rating (6-10)	Valuable rating (6-10)
Enviroweek	55%	73%	77%	78%	77%
Envirosouth	90%	81%	92%	77%	78%
Envirofarm	29%	72%	79%	80%	85%
Lunchtime Farming Show	48%	59%	-	79%	80%

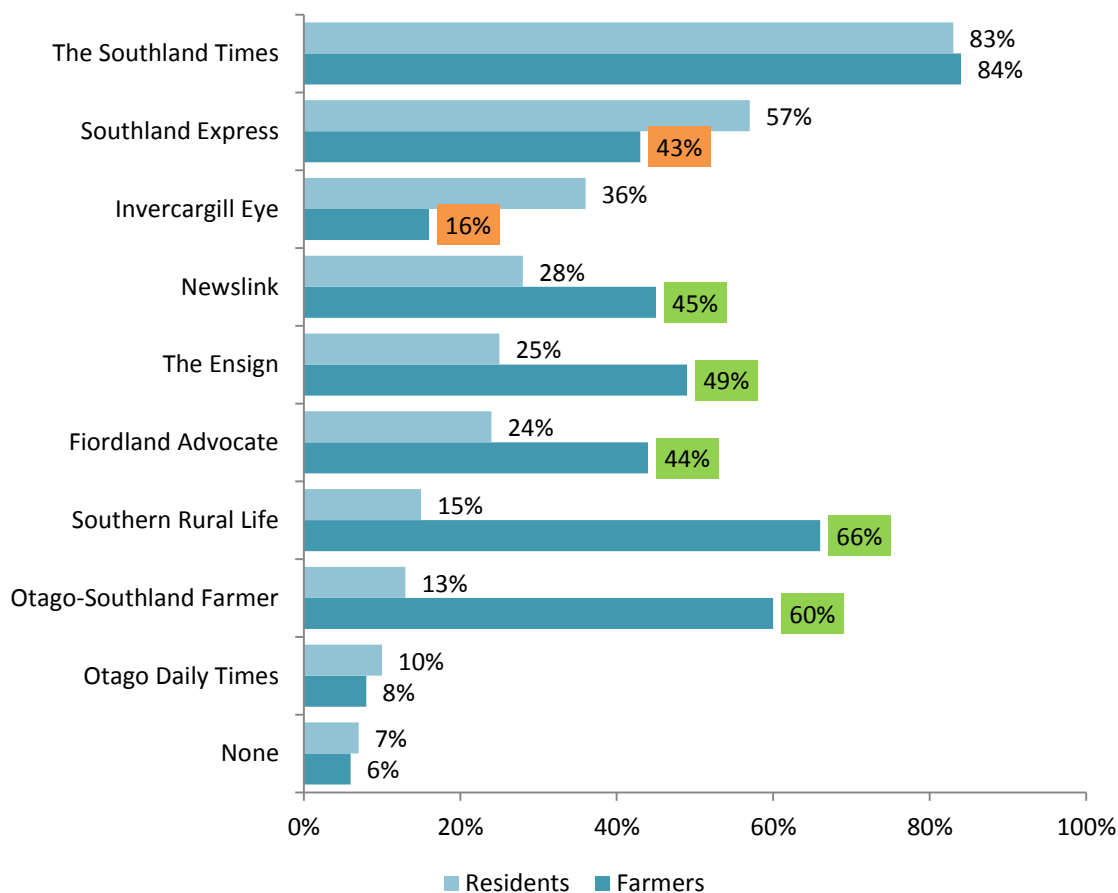
4.5 Current media used

In terms of newspapers regularly read, residents mention they read *The Southland Times* (83%), *Southland Express* (57%) and *The Invercargill Eye* (36%).

Farmers also show high readership of *The Southland Times* (84%) but indicate stronger preferences for *Southern Rural Life* (66%) and *Otago Southland Farmer* (60%).

Farmers are more likely than residents to read *Southern Rural Life* (66% cf. residents, 15%), *Otago Southland Farmer* (60% cf. residents, 13%), *The Ensign* (49% cf. residents, 25%), *Newslink* (45% cf. residents, 28%) and *Fiordland Advocate* (44% cf. residents, 24%). However, they are less likely to read *Southland Express* (43% cf. residents, 57%) or *The Invercargill Eye* (16% cf. residents, 36%).

Figure 4-21. Newspapers read regularly^{58 59}



⁵⁸ 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; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁵⁹ 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.

Year on year, significant increases can be seen in the number of residents who read *Newslink* (28% cf. 2014, 17%), *The Ensign* (25% cf. 2014, 19%), *Fiordland Advocate* (24% cf. 2014, 17%) or *Southern Rural Life* (15% cf. 2014, 9%). There has also been an increase in the number of residents who mention they do not read any of these publications (7% cf. 2014, 4%). A significant decrease can be seen in the number of residents who read *The Invercargill Eye* (36% cf. 2014, 43%).

Table 4-19. Newspapers read regularly: residents⁶⁰

	2015	2014	2013	2012	2011
The Southland Times	83%	85%	81%	86%	87%
Southland Express	57%	55%	46%	54%	44%
Invercargill Eye	36%	43%	32%	35%	22%
Newslink*	28%	17%	22%	16%	15%
The Ensign*	25%	19%	20%	17%	16%
Fiordland Advocate*	24%	17%	15%	16%	8%
Southern Rural Life*	15%	9%	9%	14%	12%
Otago Southland Farmer	13%	9%	10%	12%	14%
Otago Daily Times	10%	10%	13%	12%	9%
None	7%	4%	6%	6%	5%

*It should be noted that this year there is a slight increase in the proportion (n=13 more than in 2014) of rural residents within the residents' sample. This is the result of random sampling across the region and may have affected the year-on-year changes seen amongst the smaller publications which target rural residents.

Amongst farmers, significant increases can also be seen in the number of farmers who mention they read *The Invercargill Eye* (16% cf. 2014, 9%), *Fiordland Advocate* (44% cf. 2014, 23%) and *Southern Rural Life* (66% cf. 2014, 48%). There has also been a significant decrease in the number of farmers who read the *Otago Daily Times* (8% cf. 2014, 15%).

Table 4-20. Newspapers read regularly: farmers⁶¹

	2015	2014
The Southland Times	84%	82%
Southland Express	43%	38%
Invercargill Eye	16%	9%
Newslink	45%	40%
The Ensign	49%	45%
Fiordland Advocate	44%	23%
Southern Rural Life	66%	48%
Otago Southland Farmer	60%	50%
Otago Daily Times	8%	15%
None	6%	3%

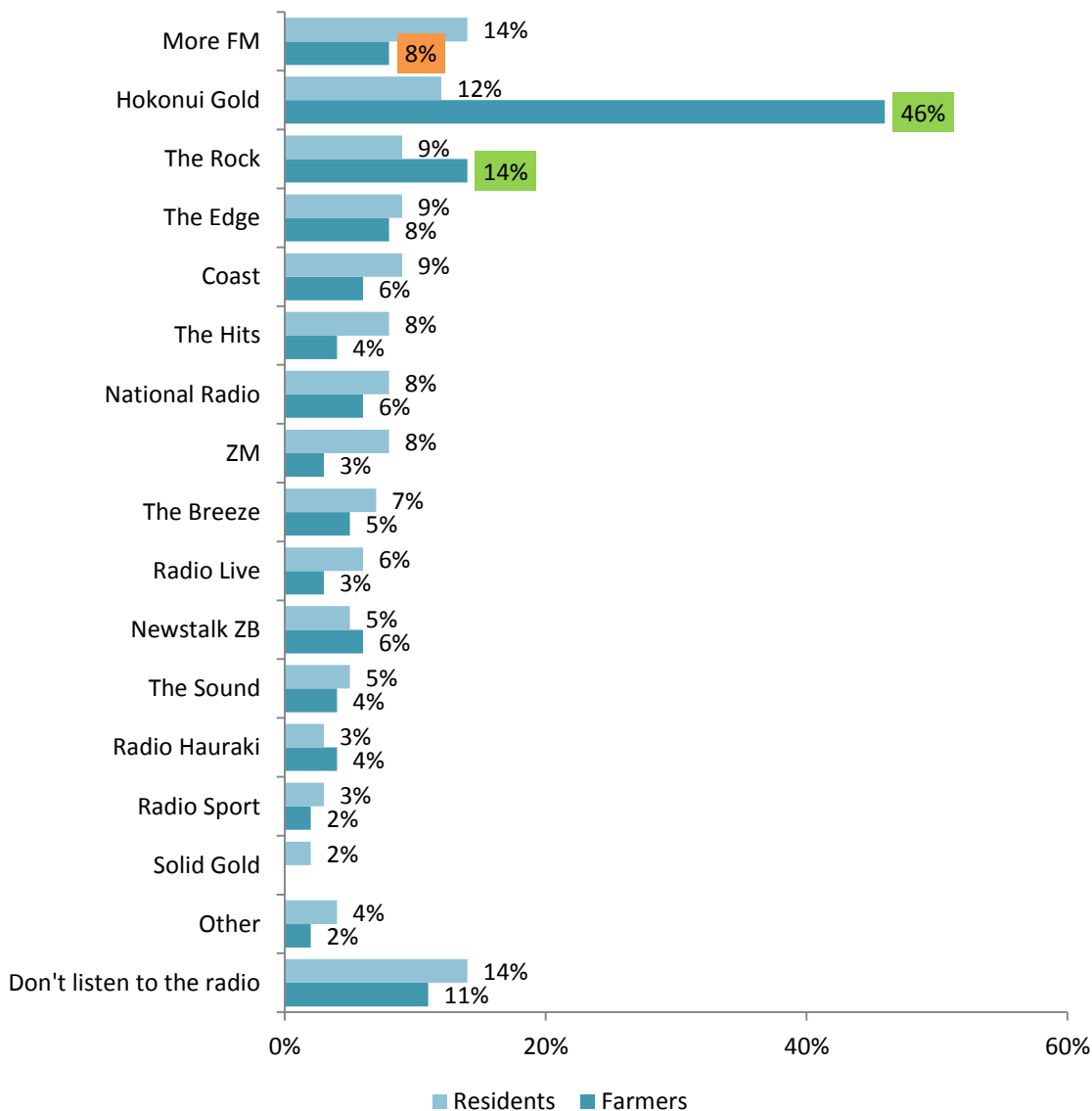
⁶⁰ Orange shading indicates that the result for 2015 is significantly lower than the result from 2014. Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

⁶¹ Orange shading indicates that the result for 2015 is significantly lower than the result from 2014. Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

In terms of the radio stations residents listen to, More FM (14%), Hokonui Gold (12%) and The Rock (9%) are the most popular.

Almost half of farmers (46% cf. residents, 12%) mention they listen to Hokonui Gold, following this 14% listen to The Rock (cf. residents, 9%) and 8% (each) listen to More FM (cf. residents, 14%) and The Edge.

Figure 4-22. Radio stations listened to^{62 63}



⁶² Which radio stations do you listen to most often? Base: All respondents; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁶³ 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.

Results for radio station listenership have remained on a par with the results from previous years.

Table 4-21. Radio stations listened to regularly: residents

	2015	2014	2013	2012	2011
More FM	14%	12%	11%	10%	12%
Hokonui Gold	12%	9%	11%	13%	12%
The Rock	9%	13%	10%	11%	12%
The Edge	9%	12%	13%	14%	10%
Coast	9%	11%	14%	11%	8%
The Hits	8%	10%	9%	13%	12%
National Radio	8%	8%	9%	10%	6%
ZM	8%	7%	11%	9%	8%
The Breeze	7%	4%	5%	6%	4%
Radio Live	6%	4%	6%	6%	-
Newstalk ZB	5%	6%	4%	5%	6%
The Sound	5%	4%	3%	3%	-
Radio Hauraki	3%	4%	4%	8%	7%
Radio Sport	3%	2%	3%	2%	3%
Solid Gold	2%	2%	2%	2%	4%
Other	4%	3%	14%	9%	7%
Don't listen to the radio	14%	14%	10%	13%	12%

This year, significantly more farmers mention they listen to The Rock (14% cf. 2014, 7%), while significantly fewer farmers mention they listen to The Hits (4% cf. 2014, 11%).

Table 4-22. Radio stations listened to regularly: farmers⁶⁴

	2015	2014
More FM	8%	9%
Hokonui Gold	46%	45%
The Rock	14%	7%
The Edge	8%	9%
Coast	6%	9%
The Hits	4%	11%
National Radio	6%	10%
ZM	3%	9%
The Breeze	5%	9%
Radio Live	3%	4%
Newstalk ZB	6%	2%
The Sound	4%	6%
Radio Hauraki	4%	2%
Radio Sport	2%	4%
Solid Gold	-	3%
Other	2%	3%
Don't listen to the radio	11%	14%

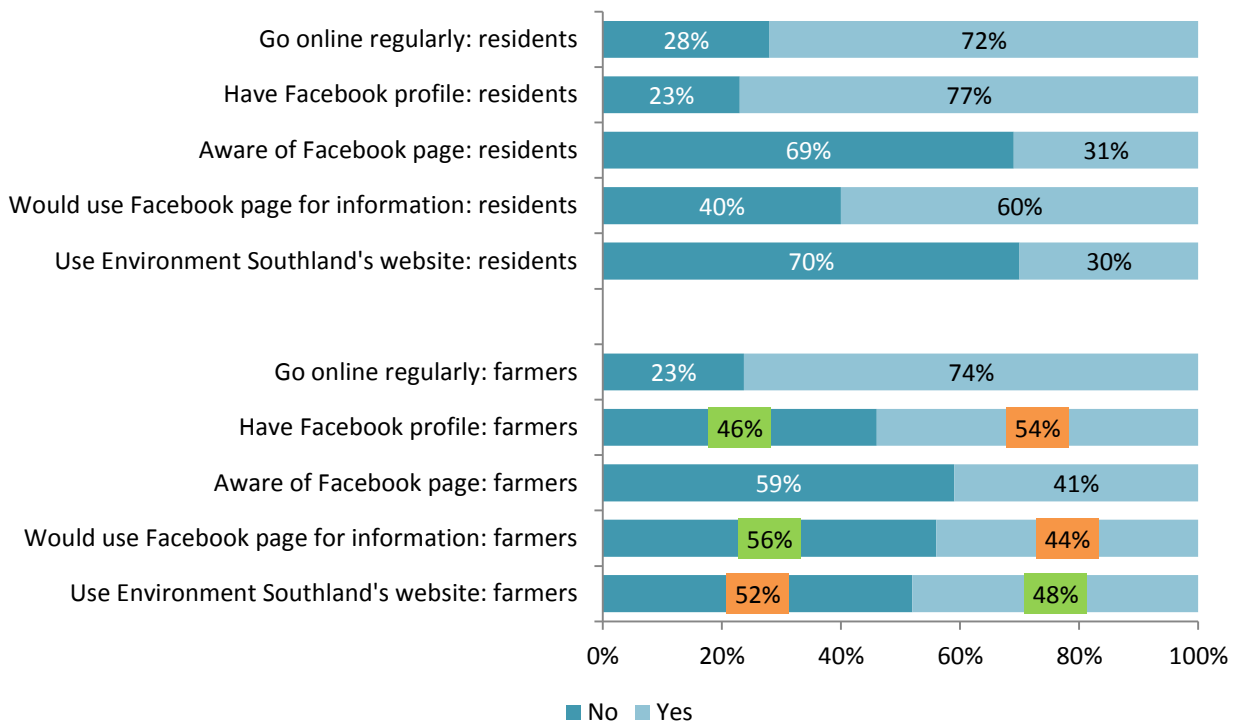
⁶⁴ Orange shading indicates that the result for 2015 is significantly lower than the result from 2014. Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

4.6 Internet and social media

Seventy-two per cent of residents indicate they go online regularly, of whom 77% have a Facebook profile. Thirty-one per cent of residents who are Facebook users are aware of the Environment Southland Facebook page, and 60% would use the page for information. Thirty per cent of regular internet users use the Environment Southland website for information.

Seventy-four per cent of farmers indicate they go online regularly with just over half (54%) having a Facebook profile. Amongst farmers who use Facebook, 41% are aware of the Environment Southland Facebook page, and 44% would use the Facebook page for information. Forty-eight per cent of farmers who regularly go online mention they use the Environment Southland website to find information.

Figure 4-23. Internet and social media usage^{65 66 67 68 69 70}



⁶⁵ Do you regularly go online? Base: All respondents; 2015 residents n=450; farmers n=250; 2014 residents n=450; farmers n=150; 2013 n=400; 2012 n=600; 2011 n=600.

⁶⁶ Do you have a Facebook profile? Base: Respondents that go online regularly; 2015 residents n=309; farmers n=185; 2014 residents n=326; farmers n=113; 2013 n=400; 2012 n=514.

⁶⁷ Were you aware that Environment Southland has a Facebook page? Base: Respondents that go online regularly and have a Facebook profile; 2015 respondents n=229; farmers n=100; 2014 residents n=210; farmers n=57; 2013 n=184.

⁶⁸ Would you look at Environment Southland's Facebook page for information? Base: Respondents that go online regularly and have a Facebook profile; 2015 residents n=229; farmers n=100; 2014 residents n=210; farmers n=57; 2013 n=184.

⁶⁹ Do you use the Environment Southland website, www.es.govt.nz to access information? Base: Respondents that go online regularly; 2015 residents n=309; farmers n=185; 2014 residents n=326; farmers n=113; 2013 n=400; 2012 n=514; 2011 n=464.

⁷⁰ 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.

Notably, this year residents are more likely to indicate they have a Facebook page (77% cf. 2014, 67%). Although not significant, there has also been an increase in residents mentioning they know of the Environment Southland Facebook page, that they would use the Facebook page and that they use the Environment Southland website for information.

Farmers' internet and social media usage remains mostly on a par with results from 2014. Although not significant, there has been a 13% increase in farmers indicating they would use the Environment Southland Facebook page.

Table 4-23. Internet and social media usage⁷¹

	2015	2014	2013	2012	2011
Go online regularly: residents	72%	74%	86%	85%	82%
Have Facebook profile: residents	77%	67%	46%	57%	-
Aware Environment Southland has a Facebook page: residents	31%	25%	18%	-	-
Would use Environment Southland's Facebook page: residents	60%	55%	64%	-	-
Use the website: residents	30%	26%	31%	24%	23%
Go online regularly: farmers	74%	75%	-	-	-
Have Facebook profile: farmers	54%	50%	-	-	-
Aware Environment Southland has a Facebook page: farmers	41%	28%	-	-	-
Would use Environment Southland's Facebook page: farmers	44%	46%	-	-	-
Use the website: farmers	48%	55%	-	-	-

⁷¹ Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

4.6.1 Summary of communication and media used

The summaries below outline the differences between media use by age groups.

4.6.1.1 Residents 16-39

Residents aged 16-39 are more likely to use the Environment Southland website and the internet generally to gather information about Environment Southland. In terms of the media these residents use, they are more likely to not read any newspapers and to listen to contemporary radio stations.

These residents are regular online users with Facebook profiles. They also mention they would use the Environment Southland Facebook page for information and are less likely to have seen Enviroweek or Envirosouth. Although less informed, these residents are satisfied with the information they receive from Environment Southland, as they are more likely to trust the information, and think it is valuable and credible.

4.6.1.2 Residents 40-59

Residents aged 40-59 are more likely to spontaneously mention Enviroweek as a source of information about Environment Southland and are more likely to have seen Envirosouth in the past six months. However, these residents are more likely to state that the information in Enviroweek is not credible or trustworthy.

These residents are more likely to read newspapers than listen to radio, with the most common newspaper readership including *The Southland Times*, *Southland Express*, *Fiordland Advocate* and *Otago Southland Farmer*. These residents are less likely to have a Facebook page, and indicate they aren't likely to use the Environment Southland Facebook page for information.

In general these residents appear less satisfied with the information they receive from Environment Southland, and are more likely to mention that they don't think the information is credible, trustworthy or valuable.

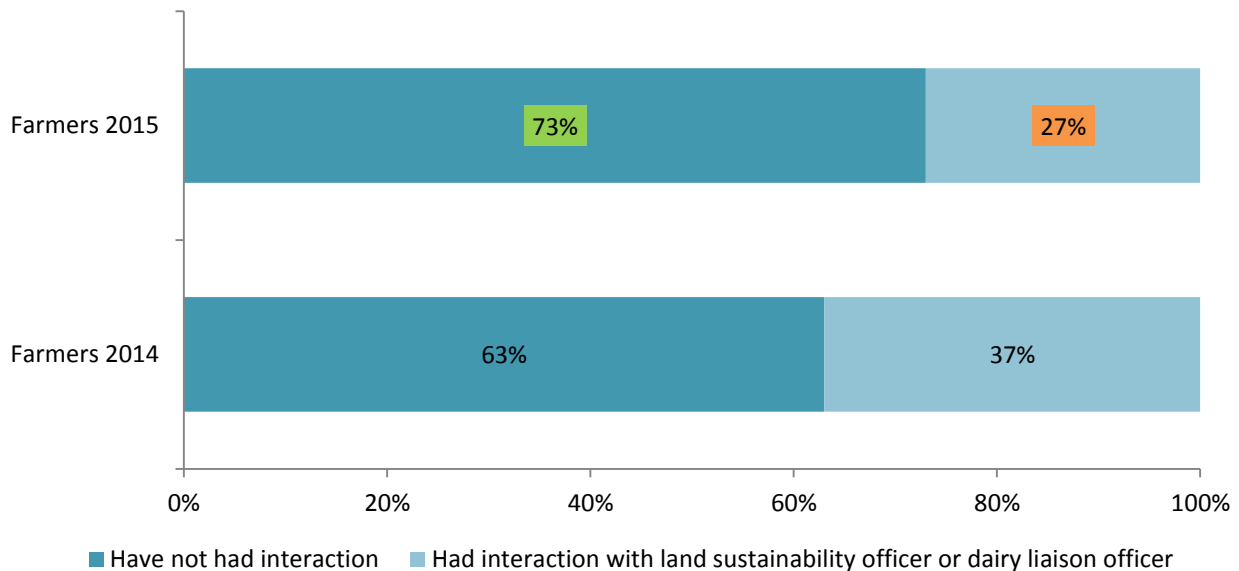
4.6.1.3 Residents 60+

At an unprompted level, residents aged 60+ are more likely to identify Envirosouth and TV news as ways of getting information about Environment Southland. These residents are also more likely to have seen and read Enviroweek, and think the information is credible. These residents are more likely to use all traditional media, with *The Southland Times*, *The Invercargill Eye*, Coast and Newstalk ZB being the most popular channels.

4.7 Land sustainability officer

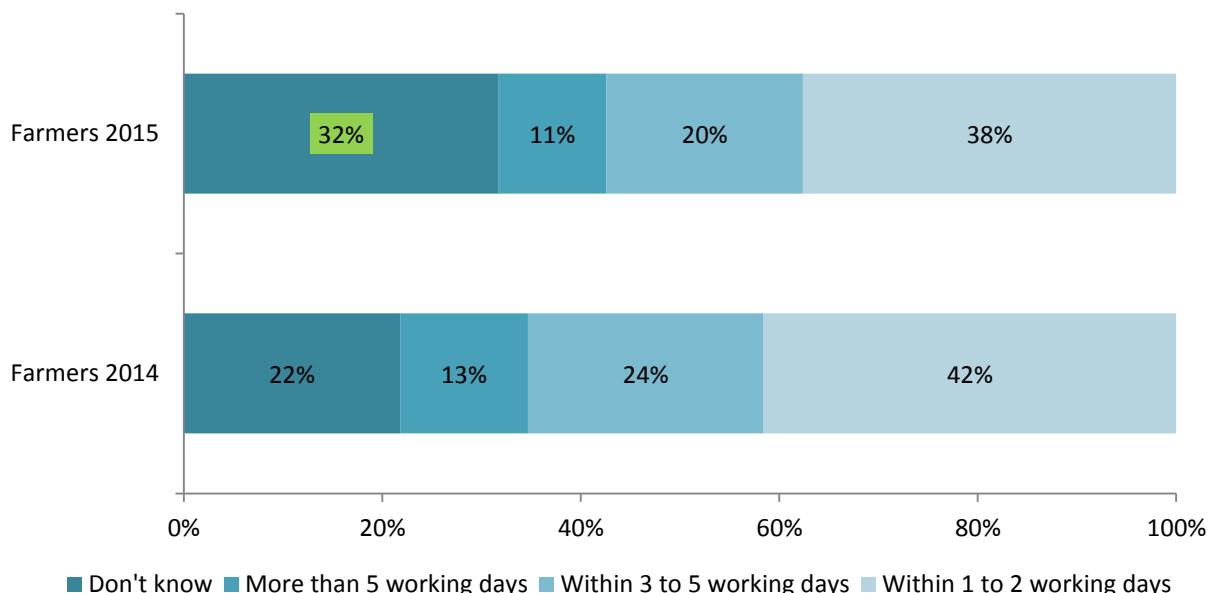
This year, 73% of farmers have had an interaction with a land sustainability officer, this is a significant increase from last year (cf. 2014, 63%).

Figure 4-24. Interactions with land sustainability officer^{72 73}



In terms of response time from the officer, 38% of farmers mention their request was responded to within one or two days. A further 20% of farmers indicate their response was attended to within three to five days, and 11% indicate it was more than five days.

Figure 4-25. Response time of officer^{74 75}



⁷² In the past year, have you had interactions with a land sustainability officer? Base: Farming respondents; 2015 n=250; 2014 n=150. * Please note question wording change in 2015, from land sustainability and dairy liaison officer.

⁷³ Orange shading indicates that the result for 2015 is significantly lower than the result from 2014.

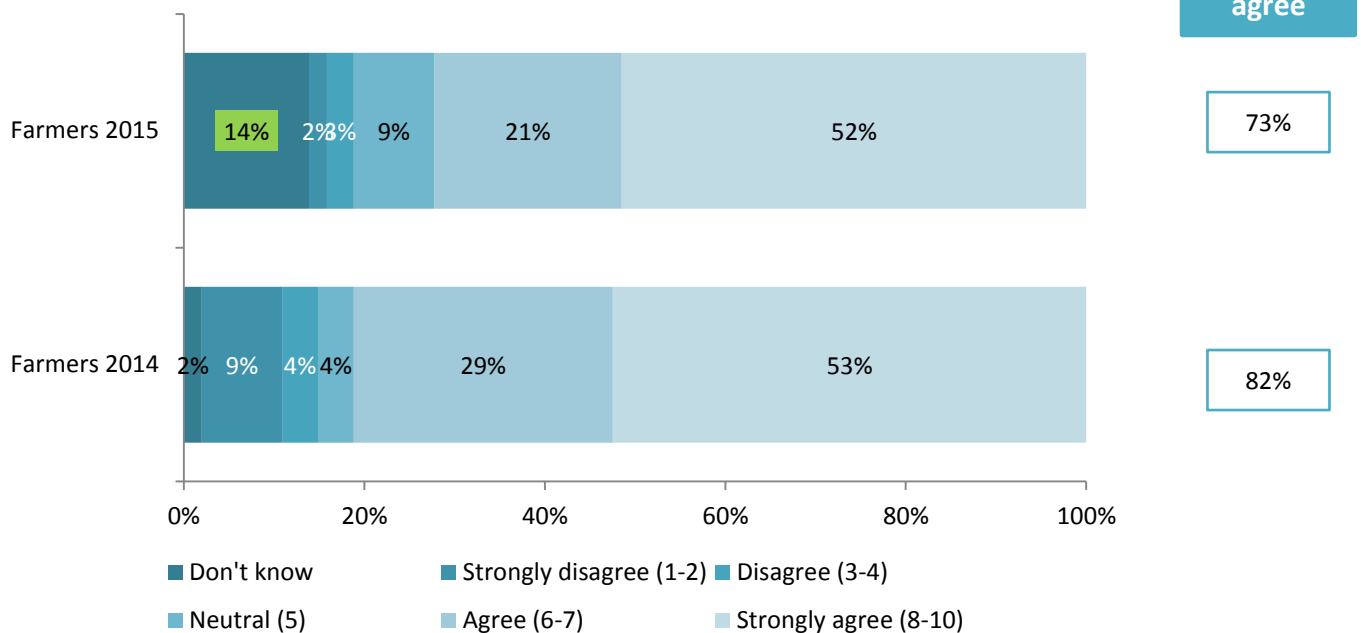
Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

⁷⁴ 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; 2015 n=66; 2014 n= 55.

⁷⁵ Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

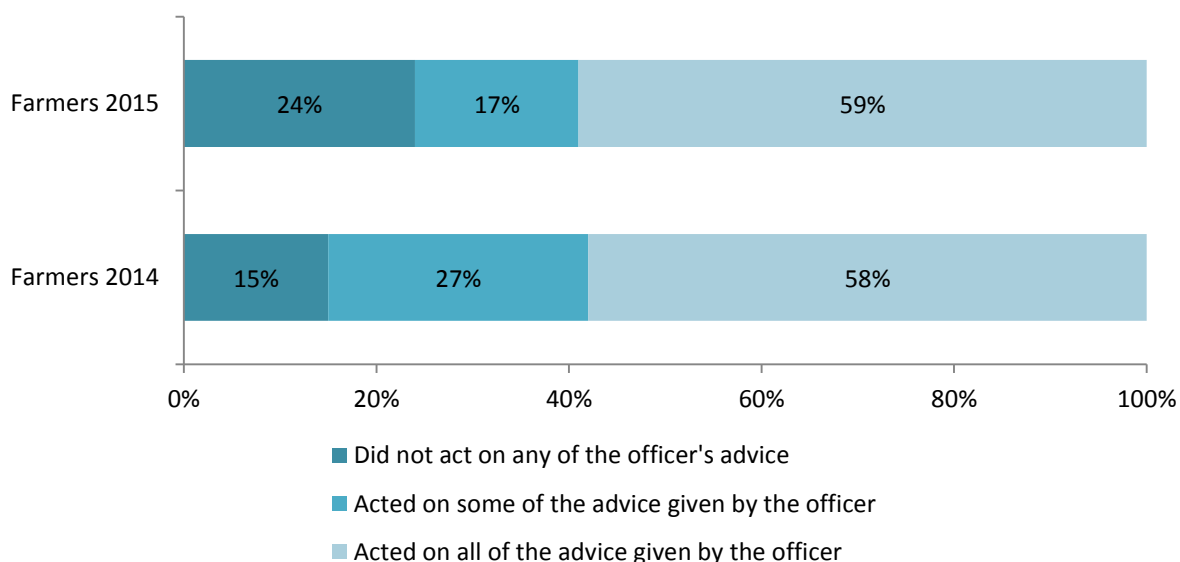
Seventy-three per cent of farmers agree with the advice provided by the officer. Overall, agreement has decreased 9% this year, although this is not significant.

Figure 4-26. Agree with advice provided by officer^{76 77}



Seventy-six per cent of farmers mention they acted on some (17%) or all (59%) of the advice provided by the officer. A further 24% of farmers indicate they didn't act on the advice provided by the officer. The reasons for this are listed below the chart and revolve around not receiving any specific advice as they met with the officer within a meeting.

Figure 4-27. Act on advice provided by officer⁷⁸



⁷⁶ 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; 2015 n=66; 2014 n=55.

⁷⁷ Green shading indicates that the result for 2015 is significantly higher than the result from 2014.

⁷⁸ 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; 2015 n=66 2014 n=55.

Table 4-24. Why advice from officer was not acted on⁷⁹

Comments	
Dairy farmers	<ul style="list-style-type: none"> • <i>Not sure of who the person was that visited.</i> • <i>Monitoring instead of changing.</i> • <i>It is a work in progress.</i> • <i>They don't really give you advice, as long as you are following the rules. They are toughing up the progress if any accidents happen.</i> • <i>They just came, not advice given.</i> • <i>Lack of funding.</i> • <i>Didn't get any advice.</i> • <i>There is no interaction, he just comes and inspects the farm.</i> • <i>Didn't have to because we were compliant and the water quality was fine, so there weren't any issues.</i>
Sheep and beef farmers	<ul style="list-style-type: none"> • <i>No advice was given, it was not that sort of meeting.</i> • <i>No reason.</i> • <i>They changed the policy.</i> • <i>It was general advice at a public meeting.</i> • <i>No real advice given.</i> • <i>We were just sitting down talking about general advice.</i>

⁷⁹ 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=16.

5 Concluding Comments

Environment Southland continues to enjoy strong awareness amongst both residents and farmers at an unprompted level with farmers more likely to be aware of Environment Southland than residents.

Impressions of Environment Southland's role in the region appear positive however lower levels of agreement are seen amongst farmers with regards to Environment Southland enabling prosperity in the region. In terms of the actions Environment Southland undertakes, farmers appear more satisfied with Environment Southland than residents, although encouragingly residents' results have increased across all measures over time.

In terms of understanding Environment Southland's Big 3 priorities, water, air, biodiversity and the environment are clear themes which emerge from both residents and farmers' comments. Awareness of the *Water and Land 2020 and Beyond* project varies between residents and farmers, with farmers having a significantly higher level of awareness than residents. Water, future planning and farming are the most prevalent themes regarding understanding of the project with farmers more likely to perceive the project as based around farming. Awareness and understanding of the *Breathe Easy Southland* project is similar across residents and farmers, with the key perception that the project pertains to fireplaces and air.

Regarding communication, newspapers, the Envirosouth newsletter and a flyer in the letterbox continue to be most common places residents and farmers source information about Environment Southland from. Encouragingly, increases can be seen this year in the proportion of people (both residents and farmers) who source their information about Environment Southland from the organisation itself, as opposed to through a secondary source.

In terms of Environment Southland produced publications, Envirosouth has the highest level of awareness amongst residents and farmers. Credibility and value ratings amongst residents are similar for both Enviroweek and Envirosouth and it should be noted, there are a large number of residents who read both publications. In terms of farming specific publications, the Lunchtime Farming Show has a higher awareness level; however, the information in Envirofarm is rated as more valuable.

While the information provided from Environment Southland is generally perceived as being valuable, farmers are more likely to provide lower ratings to all information measures and are significantly less likely to trust the information they get from Environment Southland.

In terms of online and social media use, residents and farmers regular use of the internet is similar. Residents are more likely have a Facebook profile, however farmers are more aware of the Environment Southland Facebook page. Farmers are also more likely to use the Environment Southland website to gather information.

5.1 Points to consider

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

5.1.1 Continue to encourage participation

A proportion of both residents and farmers continue to perceive that they are not provided with an opportunity to participate in the decision-making process. Although there is an increase in positive results this year, residents' results are still below the results from 2013.

Continuing to increase participation with both residents and farmers may help increase satisfaction overall with Environment Southland, particularly surrounding projects such as *Breathe Easy Southland* and *Water and Land 2020 and Beyond*, which specify changes residents and farmers may be required to make.

5.1.2 Trust in information from Environment Southland

Although this is a small decrease from 2014's results farmers appear less likely to trust the information that Environment Southland provides to the community. Notably, this year has seen farmers' use of Environment Southland produced publications increase, as has their contact with Environment Southland, both through the website and in person.

Possibly, the increase in the amount of information farmers receive from Environment Southland, particularly pertaining to the *Breathe Easy Southland* and *Water and Land 2020 and Beyond* projects, has challenged their perceptions or thinking and this may be affect the ratings of trust that they have in the information, i.e., they may be less inclined to agree with the information they receive, and are therefore less likely to trust it.

5.1.3 Social media presence

Awareness of the Environment Southland Facebook page is relatively low compared to print publications, with less than half of residents and farmers aware that Environment Southland has a Facebook page. Although social media is a positive way for Environment Southland to reach a number of different residents and farmers, the content supplied within the medium is critical.

Relying solely on factual information tends to reduce participation within the social media setting, making it difficult to gain traction. In particular, information supplied within this setting needs to encourage participation and conversation rather than replicate information supplied through print or other channels. In order to position this channel as an alternative source of contact, social media content needs to focus on creating a space where people can participate in an interesting and meaningful manner.

It should be noted that the greatest users of social media are younger, female residents and thus tailoring the content to this audience will help with engagement. Interestingly, younger residents are more likely to be unaware of both the *Water and Land 2020 and Beyond* or *Breathe Easy Southland* projects, indicating this is an opportunity for Environment Southland to engage with residents via this channel.

6 Appendices

6.1 Appendix 1: Demographics

6.1.1 Residents

Figure 6-1. Residents' age, gender and ratepayer status (unweighted)

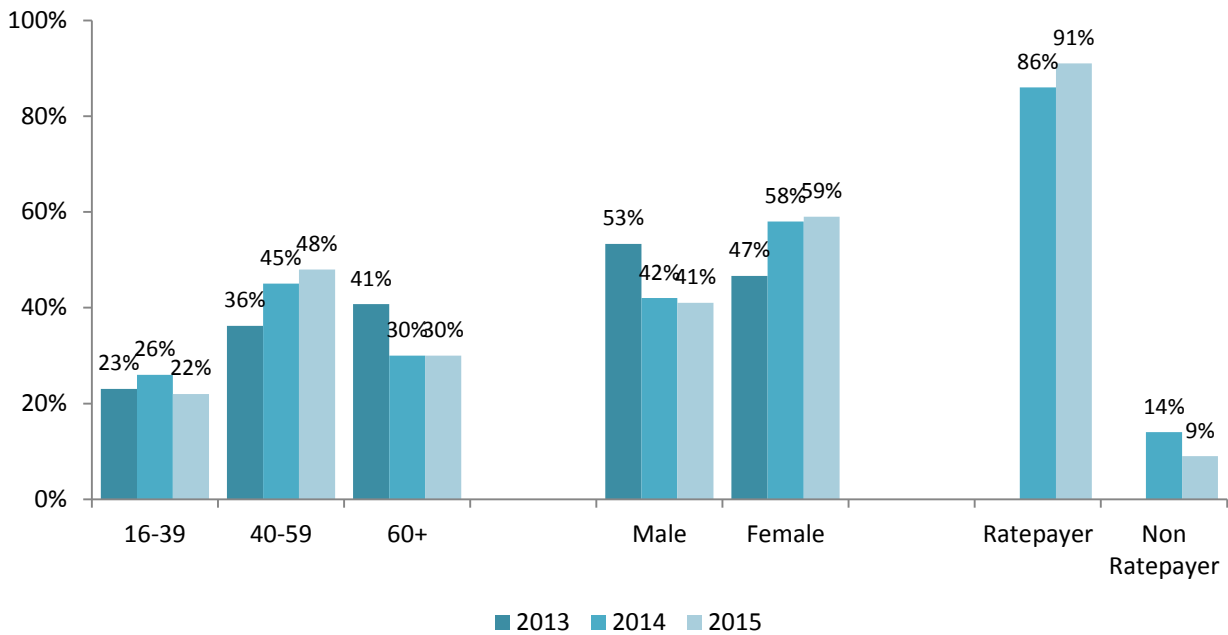
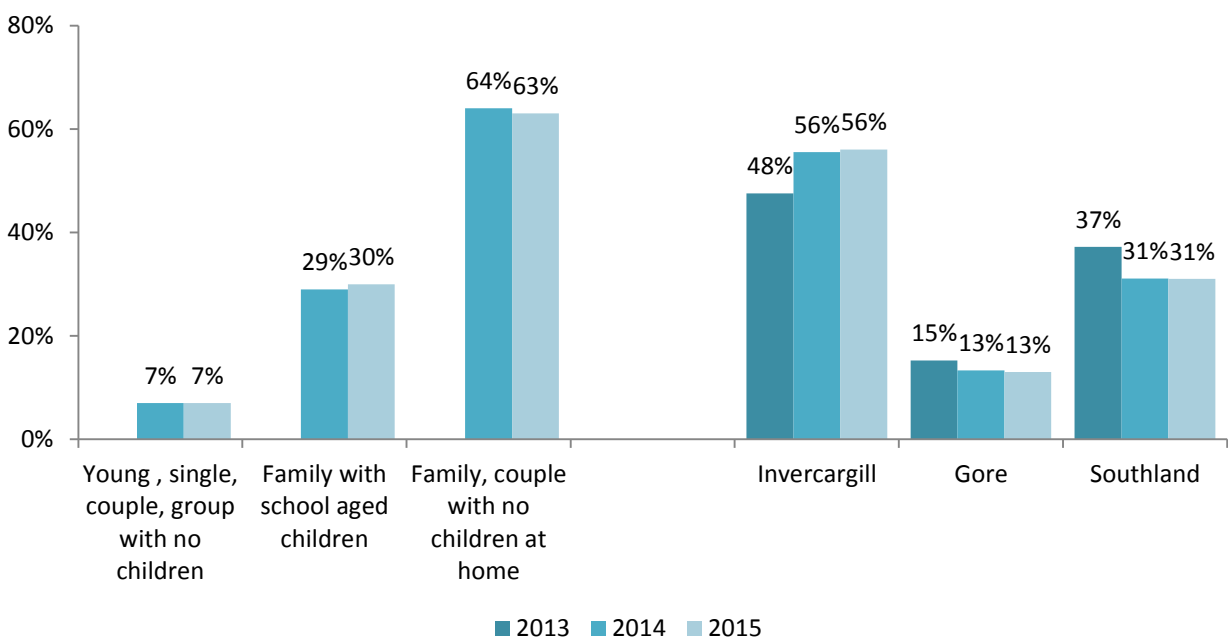


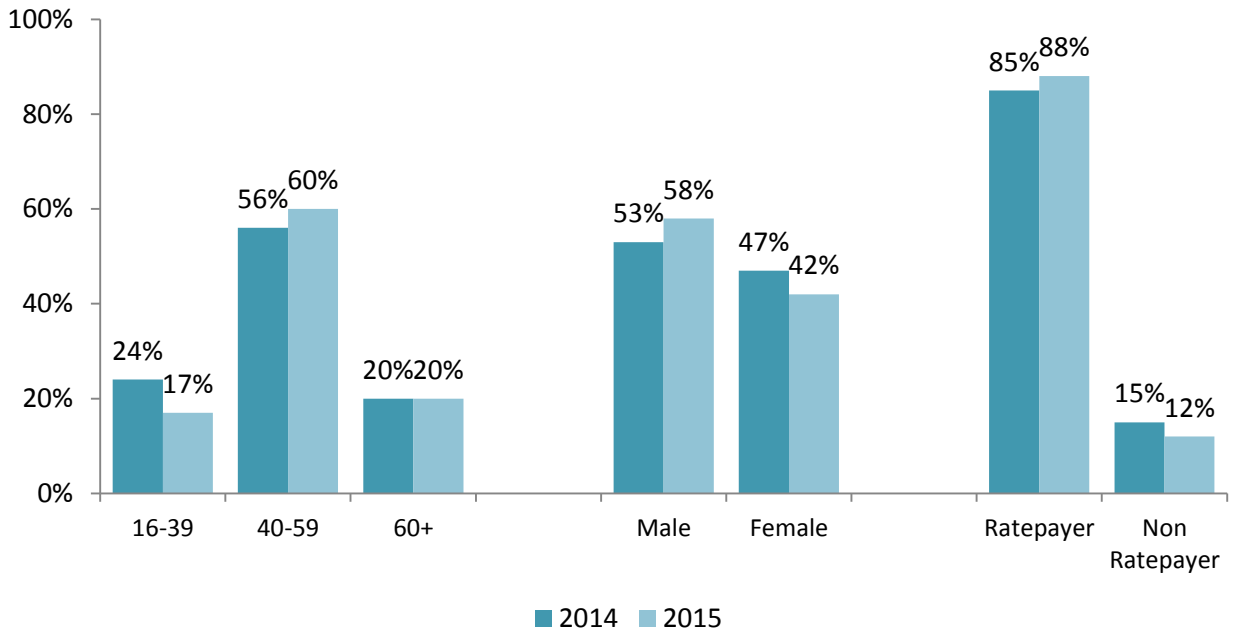
Figure 6-2. Residents' household situation and region (unweighted)

*Household situation was not asked in 2013.



6.1.2 Farmers

Figure 6-3. Farmers' age, gender and ratepayer status



6.2 Appendix 2: Demographic differences among residents⁸⁰

Table 6-1: Area

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
Invercargill	55%	56%	55%	54%	61%	54%	57%	53%	69%	54%	54%
Gore	13%	15%	11%	14%	9%	10%	11%	20%	12%	6%	18%
Southland	32%	29%	34%	32%	30%	36%	32%	27%	19%	40%	28%

Table 6-2: Which organisation do you understand to be responsible for the management of Southland's natural resources?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
Environment Southland/Southland Regional Council	83%	86%	80%	86%	59%	76%	88%	84%	79%	83%	83%
Other	4%	3%	6%	4%	6%	4%	4%	5%	0%	4%	5%
Don't know	13%	12%	15%	10%	35%	21%	7%	11%	21%	13%	12%

Table 6-3: Can you please tell me what you think Environment Southland's Big 3 priorities are?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
Don't know	19%	17%	22%	18%	26%	22%	16%	20%	25%	20%	18%
Specify	81%	83%	78%	82%	74%	78%	84%	80%	75%	80%	82%

⁸⁰ Orange shading indicates that the result for that demographic group is significantly lower than the result for total residents.

Green shading indicates that the result for that demographic group is significantly higher than the result for total residents.

Table 6-4: Priorities

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	365	156	209	333	32	77	179	109	23	112	230
<u>Water</u>	79%	78%	80%	82%	55%	66%	89%	82%	58%	80%	82%
Water management	55%	53%	58%	57%	43%	41%	66%	58%	43%	52%	59%
Water quality/ pollution	26%	28%	23%	27%	17%	26%	26%	26%	15%	29%	26%
<u>Air</u>	33%	37%	28%	34%	22%	26%	34%	40%	39%	32%	32%
Air quality/ pollution	32%	36%	27%	33%	22%	26%	34%	37%	39%	32%	31%
Smog	1%	1%	1%	1%	0%	0%	0%	3%	0%	0%	2%
<u>Biodiversity</u>	32%	33%	30%	32%	33%	28%	34%	33%	46%	31%	30%
Soil/ land	21%	26%	15%	21%	20%	18%	21%	23%	29%	20%	20%
Pest control	5%	3%	7%	5%	1%	0%	7%	8%	6%	2%	6%
Wildlife	5%	6%	3%	4%	11%	9%	3%	2%	21%	3%	3%
Plant control	4%	1%	7%	4%	4%	3%	3%	5%	3%	5%	3%
Forests	2%	1%	3%	1%	3%	1%	2%	2%	0%	2%	2%
Coast, beaches	2%	1%	2%	2%	0%	0%	3%	2%	0%	2%	1%
<u>Environment</u>	31%	30%	31%	28%	52%	40%	28%	22%	41%	28%	30%
Clean environment (general)	16%	13%	18%	13%	31%	24%	11%	10%	23%	17%	13%
Pollution (general)	10%	13%	7%	8%	22%	14%	6%	8%	14%	9%	10%
Sustainability	6%	4%	8%	6%	6%	5%	9%	2%	0%	7%	6%

Table 6-4: Priorities continued

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/older couple
	365	156	209	333	32	77	179	109	23	112	230
Rubbish	5%	6%	5%	5%	8%	7%	6%	3%	13%	4%	5%
Coal	1%	1%	1%	1%	0%	1%	1%	2%	0%	0%	2%
<u>Farming</u>	17%	18%	17%	17%	18%	21%	20%	10%	3%	26%	14%
Effluent management	12%	13%	11%	13%	6%	15%	13%	6%	3%	19%	9%
Farming pollution	5%	4%	6%	4%	9%	6%	6%	2%	0%	5%	5%
Checking on farmers	2%	3%	1%	2%	3%	3%	2%	2%	0%	4%	2%
<u>Other</u>	8%	7%	8%	7%	10%	3%	7%	15%	3%	6%	9%
Other	4%	3%	5%	4%	7%	1%	4%	7%	3%	3%	5%
Revenue gathering/ negative about Environment Southland	4%	4%	3%	4%	3%	2%	2%	8%	0%	3%	5%

Table 6-5: Environment Southland is a leader in the development of an environmentally sustainable Southland

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Strongly disagree	5%	5%	5%	6%	0%	3%	10%	3%	0%	6%	5%
Disagree	10%	13%	7%	10%	9%	10%	11%	8%	7%	10%	11%
Neutral	18%	17%	18%	17%	19%	24%	18%	10%	15%	22%	15%
Agree	34%	34%	34%	34%	37%	35%	35%	33%	26%	36%	35%
Strongly agree	28%	27%	28%	27%	35%	24%	24%	37%	49%	21%	29%
Don't know	5%	4%	6%	6%	0%	5%	2%	9%	4%	6%	5%

Table 6-6: Environment Southland enables prosperity in Southland

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Strongly disagree	7%	7%	7%	7%	3%	5%	11%	5%	4%	8%	7%
Disagree	14%	16%	12%	15%	8%	12%	19%	10%	5%	15%	15%
Neutral	22%	21%	22%	23%	15%	23%	21%	21%	10%	24%	22%
Agree	30%	28%	31%	28%	37%	32%	27%	30%	33%	30%	29%
Strongly agree	20%	19%	21%	18%	29%	19%	16%	25%	36%	14%	21%
Don't know	8%	8%	8%	8%	7%	10%	6%	10%	12%	8%	7%

Table 6-7: Environment Southland is effectively managing pressing environmental issues

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
Strongly disagree	5%	7%	4%	5%	3%	3%	8%	4%	4%	6%	5%
Disagree	11%	13%	10%	13%	5%	12%	17%	4%	5%	13%	12%
Neutral	18%	15%	20%	18%	15%	19%	16%	18%	12%	19%	18%
Agree	34%	37%	32%	33%	42%	38%	34%	31%	37%	36%	33%
Strongly agree	26%	25%	27%	25%	33%	24%	23%	34%	38%	22%	27%
Don't know	5%	3%	7%	6%	2%	5%	3%	8%	5%	5%	6%

Table 6-8: Protecting and managing the quality of the water in Southland's rivers, lakes and streams.

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
Very poorly	10%	12%	9%	11%	9%	8%	16%	6%	6%	10%	11%
Poorly	18%	18%	17%	19%	10%	14%	22%	17%	11%	17%	20%
Neutral	13%	13%	14%	14%	9%	13%	14%	14%	3%	13%	15%
Well	34%	31%	37%	34%	35%	40%	30%	32%	39%	36%	32%
Very well	22%	25%	19%	20%	35%	23%	16%	29%	39%	22%	20%
Don't know	2%	0%	3%	2%	1%	1%	2%	2%	1%	2%	2%

Table 6-9: Providing you with an opportunity to participate in its decision making processes

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Very poorly	14%	17%	12%	15%	12%	14%	19%	8%	4%	16%	15%
Poorly	18%	19%	16%	19%	13%	15%	21%	17%	11%	17%	20%
Neutral	18%	17%	20%	17%	29%	19%	18%	18%	33%	17%	17%
Well	23%	24%	23%	24%	21%	27%	22%	21%	19%	29%	20%
Very well	18%	19%	18%	18%	23%	19%	14%	23%	29%	15%	19%
Don't know	8%	5%	11%	9%	3%	6%	6%	14%	4%	7%	10%

Table 6-10: Informing you about the management of Southland's natural resources.

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Very poorly	10%	11%	10%	10%	12%	11%	13%	7%	14%	10%	10%
Poorly	15%	18%	13%	15%	18%	15%	18%	12%	9%	17%	16%
Neutral	15%	16%	15%	16%	13%	13%	21%	12%	15%	14%	16%
Well	31%	34%	27%	31%	28%	37%	28%	26%	35%	35%	27%
Very well	26%	19%	32%	25%	30%	22%	19%	40%	26%	21%	29%
Don't know	2%	2%	2%	3%	0%	2%	2%	3%	1%	2%	3%

Table 6-11: Can you please tell me where, or from whom, you mainly get information about Environment Southland from?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
Newspapers (general)	58%	59%	58%	60%	48%	47%	64%	65%	46%	51%	65%
Envirosouth Newsletter/ Environment Southland's newsletter	33%	28%	38%	36%	14%	27%	31%	44%	21%	37%	33%
Flyers in the letterbox	24%	21%	26%	25%	14%	16%	29%	26%	16%	22%	26%
Rates account	10%	7%	13%	11%	2%	10%	8%	12%	0%	11%	10%
Personal contact	7%	8%	6%	7%	9%	9%	8%	3%	14%	8%	5%
Environment Southland's offices / council offices	7%	10%	4%	7%	9%	8%	9%	3%	20%	4%	7%
The Environment Southland website	7%	7%	6%	7%	7%	12%	5%	1%	5%	13%	3%
From other people/ word of mouth	6%	8%	5%	6%	9%	4%	8%	7%	8%	8%	5%
Internet/websites (general)	6%	8%	4%	5%	10%	9%	6%	1%	9%	7%	4%
Radio news	4%	6%	2%	5%	0%	4%	4%	4%	0%	4%	5%
Enviroweek (a column in the Southland Express or The Ensign newspapers)	4%	2%	5%	4%	0%	1%	6%	4%	4%	4%	3%
TV news (general)	2%	3%	1%	3%	0%	0%	2%	5%	0%	1%	4%
Meetings	2%	1%	2%	2%	0%	2%	2%	2%	2%	3%	1%
Radio ads	2%	2%	2%	2%	2%	1%	3%	2%	0%	1%	3%

Table 6-11: Can you please tell me where, or from whom, you mainly get information about Environment Southland from? continued

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
School	1%	2%	1%	1%	2%	3%	0%	0%	0%	3%	1%
Community groups	1%	0%	2%	1%	0%	1%	1%	1%	0%	1%	1%
Other social media (not Facebook)	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%
Facebook	1%	0%	1%	1%	0%	1%	0%	1%	2%	1%	0%
Other, specify	3%	3%	2%	3%	3%	4%	3%	2%	5%	3%	2%
I don't get any information about Environment Southland	2%	2%	2%	1%	5%	1%	3%	1%	8%	1%	1%

Table 6-12: Do you recall seeing the Enviroweek column in either 'Southland Express' or 'The Ensign' in the past six months?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Yes	52%	50%	53%	55%	29%	37%	54%	69%	49%	43%	57%
No	48%	50%	47%	45%	71%	63%	46%	31%	51%	57%	43%

Table 6-13: Do you read the Enviroweek column?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	245	103	142	229	16	38	113	94	17	65	163
Yes	73%	72%	73%	72%	80%	62%	72%	81%	73%	65%	77%
No	27%	28%	27%	28%	20%	38%	28%	19%	27%	35%	23%

Table 6-14: Before you started this survey, did you know that Environment Southland produced Enviroweek?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	245	103	142	229	16	38	113	94	17	65	163
Yes	64%	65%	62%	64%	62%	69%	62%	62%	53%	59%	68%
No	36%	35%	38%	36%	38%	31%	38%	38%	47%	41%	32%

Table 6-15: The information in Enviroweek is credible

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	181	77	104	168	13	24	81	76	13	44	124
Strongly disagree	1%	0%	2%	1%	0%	0%	2%	1%	0%	1%	1%
Disagree	2%	4%	1%	2%	0%	0%	6%	0%	0%	2%	2%
Neutral	12%	15%	10%	14%	0%	15%	12%	12%	0%	13%	14%
Agree	31%	31%	31%	31%	35%	31%	33%	29%	20%	30%	33%
Strongly agree	48%	45%	51%	46%	65%	54%	43%	50%	73%	49%	44%
Don't know	5%	6%	4%	6%	0%	0%	5%	8%	6%	4%	6%

Table 6-16: The information in Enviroweek is valuable to the community

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	181	77	104	168	13	24	81	76	13	44	124
Strongly disagree	1%	1%	1%	1%	0%	0%	2%	1%	0%	0%	2%
Disagree	4%	5%	4%	5%	0%	0%	8%	4%	0%	2%	6%
Neutral	9%	12%	5%	9%	0%	11%	8%	8%	0%	10%	9%
Agree	33%	34%	32%	33%	35%	28%	45%	25%	11%	38%	34%
Strongly agree	51%	45%	56%	49%	65%	61%	36%	58%	89%	48%	47%
Don't know	2%	4%	1%	2%	0%	0%	2%	4%	0%	2%	3%

Table 6-17: In the past 12 months, have you seen the Envirosouth newsletter or magazine, which is delivered to letterboxes?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	99	214	137	31	137	282
Yes	76%	74%	77%	79%	51%	60%	85%	84%	55%	76%	79%
No	24%	26%	23%	21%	49%	40%	15%	16%	45%	24%	21%

Table 6-18: Do you read the Envirosouth newsletter?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	357	145	212	333	24	61	181	115	19	109	229
Yes	76%	77%	74%	80%	36%	57%	80%	88%	61%	71%	80%
No	24%	23%	26%	20%	64%	43%	20%	12%	39%	29%	20%

Table 6-19: Before you started this survey, did you know that Environment Southland produced the Envirosouth newsletter?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	357	145	212	333	24	61	181	115	19	109	229
Yes	84%	82%	85%	84%	81%	88%	81%	83%	79%	84%	84%
No	16%	18%	15%	16%	19%	12%	19%	17%	21%	16%	16%

Table 6-20: The information in EnviroSouth is credible

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	280	117	163	268	12	35	144	101	14	80	186
Strongly disagree	1%	1%	1%	1%	0%	0%	1%	1%	0%	2%	1%
Disagree	4%	6%	3%	4%	0%	7%	6%	0%	7%	7%	3%
Neutral	13%	17%	9%	13%	0%	9%	17%	10%	15%	10%	14%
Agree	30%	32%	29%	29%	64%	32%	30%	30%	29%	32%	30%
Strongly agree	48%	42%	54%	49%	36%	50%	42%	55%	45%	48%	49%
Don't know	3%	2%	4%	3%	0%	2%	3%	4%	4%	2%	4%

Table 6-21: The information in EnviroSouth is valuable to the community

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	280	117	163	268	12	35	144	101	14	80	186
Strongly disagree	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%
Disagree	3%	4%	3%	4%	0%	0%	5%	4%	0%	2%	5%
Neutral	10%	14%	6%	10%	6%	10%	15%	4%	15%	11%	9%
Agree	29%	33%	26%	29%	50%	23%	38%	23%	22%	33%	28%
Strongly agree	55%	47%	62%	55%	44%	67%	40%	64%	59%	54%	55%
Don't know	2%	2%	2%	2%	0%	0%	1%	4%	4%	0%	2%

Table 6-22: The information is credible

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Strongly disagree	2%	2%	1%	2%	1%	0%	4%	1%	1%	2%	2%
Disagree	5%	6%	4%	6%	1%	1%	8%	7%	2%	3%	7%
Neutral	15%	20%	11%	17%	6%	13%	17%	16%	10%	15%	17%
Agree	28%	26%	30%	27%	33%	30%	27%	27%	17%	33%	27%
Strongly agree	45%	43%	47%	43%	56%	52%	37%	45%	62%	41%	44%
Don't know	5%	4%	6%	5%	3%	4%	7%	3%	6%	6%	4%

Table 6-23: I trust the information that I get from Environment Southland

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Strongly disagree	3%	3%	3%	3%	0%	1%	4%	4%	0%	2%	4%
Disagree	6%	8%	4%	7%	2%	4%	8%	6%	2%	6%	7%
Neutral	17%	20%	14%	18%	10%	13%	19%	20%	16%	16%	18%
Agree	28%	28%	28%	27%	29%	29%	32%	21%	10%	33%	28%
Strongly agree	43%	39%	47%	41%	55%	51%	33%	46%	65%	41%	41%
Don't know	3%	1%	5%	3%	3%	2%	4%	3%	6%	2%	3%

Table 6-24: The information from Environment Southland is valuable

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Strongly disagree	2%	3%	2%	3%	0%	2%	3%	3%	0%	2%	3%
Disagree	6%	6%	5%	6%	2%	1%	8%	7%	1%	2%	9%
Neutral	10%	12%	8%	11%	2%	9%	11%	8%	10%	12%	8%
Agree	32%	37%	27%	32%	35%	37%	35%	21%	25%	39%	29%
Strongly agree	46%	39%	53%	45%	57%	47%	38%	56%	57%	42%	48%
Don't know	4%	3%	5%	4%	3%	3%	4%	4%	6%	3%	4%

Table 6-25: The next few questions are about initiatives that affect Southland Before this phone call had you heard of the Water and Land 2020 and Beyond project to address water quality and quantity issues in Southland?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Yes	46%	48%	43%	47%	34%	41%	47%	49%	50%	44%	46%
No	54%	52%	57%	53%	66%	59%	53%	51%	50%	56%	54%

Table 6-26: Where did you hear about the Water and Land 2020 and Beyond project?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single/couple flatting	Children at school	Family, middle/older couple
	207	94	113	190	17	42	98	67	15	61	131
Local community newspaper	35%	35%	36%	37%	18%	31%	38%	37%	23%	38%	36%
The Southland Times Newspaper	23%	26%	21%	25%	6%	22%	26%	20%	4%	29%	23%
Water and Land 2020 E newsletter	21%	22%	20%	23%	6%	20%	17%	26%	17%	24%	19%
Word of mouth	10%	10%	10%	7%	37%	15%	9%	6%	24%	10%	8%
Community meetings	9%	8%	10%	8%	20%	11%	11%	4%	14%	8%	9%
Farming newspapers	9%	12%	6%	10%	0%	11%	7%	8%	10%	12%	7%
Industry publications/magazines	6%	4%	9%	7%	0%	10%	7%	2%	0%	12%	4%
Environment Southland website	6%	6%	7%	5%	13%	9%	7%	2%	10%	8%	4%
Radio	4%	7%	1%	3%	10%	6%	2%	3%	10%	4%	2%
Online (general mention)	2%	3%	1%	2%	0%	3%	3%	0%	0%	0%	4%
Land sustainability officers	2%	2%	2%	1%	10%	5%	1%	0%	10%	2%	1%
Newsletter	1%	2%	1%	2%	0%	3%	0%	1%	0%	0%	3%
Envirosouth	1%	1%	2%	2%	0%	0%	4%	0%	0%	1%	2%
Email	1%	2%	1%	1%	0%	3%	1%	0%	0%	3%	1%
Fonterra/ Dairy NZ/ Federated farmers	1%	0%	1%	1%	0%	2%	0%	0%	0%	2%	0%
Other specify	4%	6%	2%	5%	0%	3%	5%	6%	10%	1%	5%
Can't recall	9%	4%	14%	8%	11%	8%	8%	10%	0%	8%	11%

Table 6-27: Understanding of Water and Land 2020 and Beyond project

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	207	94	113	190	17	42	98	67	15	61	131
Water	38%	39%	38%	38%	40%	38%	43%	33%	22%	46%	37%
Improve water quality	30%	33%	28%	29%	37%	32%	31%	27%	18%	37%	28%
Monitoring waterways	13%	11%	14%	13%	10%	11%	16%	11%	4%	14%	13%
Waituna Lagoon	1%	2%	1%	1%	0%	0%	1%	3%	0%	1%	2%
Revenue gathering/ negative about Environment Southland	2%	2%	2%	2%	0%	0%	4%	2%	0%	4%	1%
Future planning	18%	21%	15%	18%	24%	25%	15%	15%	24%	20%	16%
Long term plan for area	13%	16%	9%	12%	20%	20%	5%	14%	24%	13%	11%
Improving water for the future	5%	5%	5%	6%	3%	4%	11%	0%	0%	7%	5%
Sustainability	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	1%
Farming	13%	16%	10%	13%	10%	9%	16%	13%	24%	11%	12%
Reduce farm pollution	6%	8%	4%	6%	7%	6%	6%	6%	20%	4%	5%
Fencing	3%	5%	1%	3%	3%	6%	2%	2%	14%	4%	1%
Reduce waste in water	3%	2%	4%	3%	0%	0%	4%	4%	0%	1%	4%
Reduce run off	1%	1%	2%	2%	0%	0%	3%	1%	0%	1%	2%
Restrictions on nitrogen	1%	2%	1%	1%	0%	0%	2%	2%	0%	1%	1%
Restrictions on fertiliser	1%	2%	0%	1%	0%	0%	2%	0%	0%	1%	1%
Other	30%	27%	33%	29%	36%	31%	22%	39%	29%	23%	35%
Don't know	24%	22%	26%	23%	33%	29%	15%	31%	25%	16%	29%
Other	4%	3%	5%	4%	3%	2%	3%	6%	4%	3%	4%

Table 6-28: Have you heard of the Breathe Easy Southland campaign to improve air quality in Southland, particularly Invercargill and Gore?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single/couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Yes	64%	65%	63%	66%	46%	51%	67%	77%	47%	61%	68%
No	36%	35%	37%	34%	54%	49%	33%	23%	53%	39%	32%

Table 6-29: Where did you hear about Breathe Easy?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single/couple flatting	Children at school	Family, middle/older couple
	299	125	174	278	21	50	144	105	17	88	194
Local community Newspaper	44%	44%	44%	45%	32%	44%	44%	44%	37%	40%	47%
The Southland Times Newspaper	32%	33%	31%	32%	25%	23%	38%	31%	14%	31%	34%
Flyer in my letterbox	21%	20%	22%	23%	5%	19%	22%	22%	9%	23%	22%
Word of mouth	9%	9%	8%	7%	23%	14%	7%	6%	18%	12%	6%
Radio	5%	7%	3%	5%	4%	3%	6%	5%	5%	4%	5%
Online (general)	4%	3%	5%	3%	8%	9%	3%	0%	0%	10%	1%
Community organisation, e.g., Grey Power, community budgeting service	3%	1%	5%	3%	0%	5%	1%	4%	0%	3%	3%
Environment Southland website	2%	1%	3%	2%	0%	2%	2%	3%	0%	2%	3%
Breathe Easy website	2%	3%	1%	1%	8%	3%	3%	0%	11%	0%	2%
The Ensign	1%	1%	2%	1%	0%	0%	1%	2%	0%	1%	2%
Envirosouth	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%
Other specify	5%	6%	3%	5%	8%	9%	4%	3%	26%	4%	3%
Can't recall	9%	5%	13%	9%	12%	13%	6%	9%	0%	11%	9%

Table 6-30: Understanding of Breathe Easy Southland.

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	299	125	174	278	21	50	144	105	17	88	194
Fireplaces	57%	51%	62%	57%	48%	63%	60%	47%	72%	61%	52%
Eliminating coal burning fire places	31%	26%	35%	31%	32%	37%	33%	23%	42%	34%	28%
Eliminating open fire places	21%	24%	19%	20%	32%	24%	21%	19%	50%	23%	17%
Restrictions on fire places (general)	13%	8%	19%	13%	16%	21%	15%	5%	11%	16%	12%
Reducing emissions from fire places	6%	8%	4%	6%	0%	2%	6%	9%	0%	5%	7%
Fires can't burn all night	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%
Air	35%	34%	35%	34%	36%	32%	40%	30%	20%	40%	33%
Improving air quality	22%	21%	23%	21%	30%	29%	22%	15%	15%	32%	17%
Reducing air pollution	8%	9%	7%	8%	8%	5%	7%	11%	9%	5%	10%
Monitoring air pollution	6%	2%	9%	6%	4%	3%	7%	6%	0%	5%	6%
Reducing smog	4%	6%	3%	4%	5%	0%	9%	3%	5%	4%	5%
Other	21%	28%	15%	22%	11%	15%	18%	31%	19%	16%	25%
Costing residents money	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other	7%	10%	4%	8%	0%	3%	6%	12%	5%	2%	10%
Don't know	14%	18%	11%	15%	11%	13%	11%	20%	14%	14%	15%

Table 6-31: Which of the following newspapers do you read regularly?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
The Southland Times	83%	83%	83%	85%	66%	73%	88%	89%	80%	76%	88%
Southland Express	57%	55%	59%	59%	46%	43%	67%	63%	49%	52%	61%
Invercargill Eye	36%	30%	42%	37%	29%	23%	42%	47%	28%	24%	45%
Newslink	28%	29%	27%	29%	20%	28%	24%	32%	22%	26%	31%
The Ensign	25%	22%	28%	27%	15%	24%	26%	26%	22%	23%	27%
Fiordland Advocate	24%	25%	23%	24%	22%	20%	30%	20%	16%	24%	24%
Southern Rural Life	15%	16%	13%	15%	11%	11%	18%	15%	9%	17%	14%
Otago Southland Farmer	13%	16%	11%	14%	7%	8%	19%	13%	5%	13%	15%
Otago Daily Times	10%	10%	10%	10%	10%	5%	14%	13%	14%	6%	12%
None of these	7%	6%	7%	5%	18%	12%	4%	4%	9%	12%	3%

Table 6-32: Which radio stations do you listen to most often?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Family, Children at school	middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
More FM / 89.2	14%	11%	17%	12%	26%	24%	11%	6%	5%	17%	14%
Hokonui Gold / 94.8	12%	15%	10%	13%	7%	10%	16%	11%	9%	13%	13%
Coast / 92.4	9%	9%	10%	11%	0%	0%	12%	18%	4%	3%	15%
The Rock / 90.8	9%	12%	7%	9%	9%	18%	7%	1%	0%	17%	6%
The Edge 97.2	9%	8%	10%	9%	13%	19%	6%	0%	16%	16%	3%
National Radio / 101.2	8%	8%	8%	9%	4%	3%	7%	16%	2%	4%	12%
ZM / 95.6	8%	6%	10%	7%	14%	18%	4%	1%	0%	16%	4%
The Hits / 90.4 / 98.8 / ZAFM	8%	8%	7%	6%	15%	9%	8%	5%	10%	8%	7%
The Breeze / 91.6	7%	6%	8%	7%	6%	5%	9%	7%	0%	6%	9%
Radio Live	6%	7%	4%	6%	3%	4%	7%	5%	2%	8%	5%
The Sound	5%	8%	3%	5%	7%	5%	8%	2%	12%	5%	4%
Newstalk ZB / 864 AM	5%	4%	5%	6%	0%	2%	1%	14%	0%	1%	8%
Radio Hauraki / 93.2	3%	4%	2%	3%	7%	5%	3%	1%	15%	2%	2%
Radio Sport / 558 AM	3%	5%	1%	4%	0%	3%	4%	3%	7%	3%	3%
Solid Gold / 98.0	2%	2%	1%	2%	0%	1%	3%	1%	0%	1%	2%
Radio Southland / 96.4	1%	3%	0%	2%	0%	3%	1%	1%	0%	1%	2%
Solid Gold / 98.0	2%	2%	1%	2%	0%	1%	3%	1%	0%	1%	2%
Cave FM 106.4	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%
Don't know/can't recall	4%	4%	3%	3%	5%	2%	5%	4%	7%	2%	4%
Don't listen to the radio/NONE	14%	11%	17%	14%	15%	16%	11%	15%	13%	18%	11%

Table 6-33: Do you regularly go online?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	450	184	266	408	42	99	214	137	31	137	282
Yes	72%	68%	75%	70%	81%	93%	73%	41%	81%	89%	59%
No	28%	32%	25%	30%	19%	7%	27%	59%	19%	11%	41%

Table 6-34: Do you have a Facebook profile?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	309	115	194	278	31	93	159	57	23	120	166
Yes	77%	66%	86%	73%	97%	90%	67%	59%	95%	79%	70%
No	23%	34%	14%	27%	3%	10%	33%	41%	5%	21%	30%

Table 6-35: Were you aware that Environment Southland has a Facebook page?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	229	68	161	200	29	85	110	34	21	93	115
Yes	31%	31%	31%	29%	38%	30%	36%	24%	42%	23%	36%
No	69%	69%	69%	71%	62%	70%	64%	76%	58%	77%	64%

Table 6-36: Would you look at Environment Southland's Facebook page for information?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	229	68	161	200	29	85	110	34	21	93	115
Yes	60%	56%	63%	57%	74%	72%	44%	47%	66%	72%	45%
No	40%	44%	37%	43%	26%	28%	56%	53%	34%	28%	55%

Table 6-37: Do you use Environment Southland's website, www.es.govt.nz to access information?

		GENDER		RATEPAYER		AGE			HOUSEHOLD		
		Male	Female	Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/older couple
	309	115	194	278	31	93	159	57	23	120	166
Yes	30%	33%	28%	32%	20%	33%	33%	14%	30%	36%	25%
No	70%	67%	72%	68%	80%	67%	67%	86%	70%	64%	75%

Table 6-38: The final few questions are just to make sure we get a good cross section of people.

		GENDER		RATEPAYER		HOUSEHOLD		
		Male	Female	Yes	No	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	184	266	408	42	31	137	282
16-19 years	7%	10%	5%	3%	36%	20%	10%	4%
20-24 years	3%	3%	4%	2%	13%	16%	2%	2%
25-29 years	4%	6%	2%	2%	16%	15%	7%	0%
30-39 years	22%	19%	25%	22%	19%	16%	48%	6%
40-49 years	16%	15%	16%	17%	9%	9%	27%	9%
50-59 years	20%	21%	20%	23%	6%	0%	6%	33%
60-69 years	13%	12%	14%	15%	0%	9%	1%	22%
70 years or over	14%	15%	14%	16%	1%	15%	0%	24%

Table 6-39: And which of the following best describes your household situation?

		GENDER		RATEPAYER		AGE		
		Male	Female	Yes	No	16-39	40-59	60+
	450	184	266	408	42	99	214	137
Young single, living alone	4%	5%	2%	3%	12%	4%	1%	8%
Group flatting together	1%	1%	0%	0%	3%	1%	1%	0%
Young couple, no children	3%	5%	2%	3%	7%	9%	0%	0%
Family, mainly preschool children	6%	3%	9%	6%	5%	15%	2%	0%
Family, school children	30%	30%	29%	30%	29%	49%	31%	1%
Family, adult children	13%	13%	14%	11%	25%	11%	22%	5%
Middle aged couple / single person	19%	19%	20%	21%	9%	7%	35%	15%
Older couple / single person	22%	22%	23%	26%	0%	0%	8%	71%
Boarding or similar	1%	2%	1%	0%	11%	3%	1%	0%
Refused DO NOT READ OUT	0%	0%	0%	0%	0%	0%	1%	0%

Table 6-40: Do you pay rates on property in the Southland Region?

		GENDER		AGE			HOUSEHOLD		
		Male	Female	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	184	266	99	214	137	31	137	282
Yes	87%	83%	90%	70%	94%	99%	53%	88%	92%
No	13%	16%	10%	29%	6%	1%	47%	12%	7%

Table 6-41: Gender

		RATEPAYER		AGE			HOUSEHOLD		
		Yes	No	16 -39	40-59	60+	Young single, couple flatting	Children at school	Family, middle/ older couple
	450	408	42	99	214	137	31	137	282
Male	49%	47%	61%	50%	49%	48%	72%	45%	48%
Female	51%	53%	39%	50%	51%	52%	28%	55%	52%

6.3 Appendix 3: Questionnaire

Q.1 AREA: Pre-coded from sample.

- Invercargill 1
- Gore 2
- Southland 3
- Dairy 4
- Sheep and Beef 5

Q.2 Firstly, do you live in a rural, semi-rural or urban area?

DO NOT READ OUT

- Rural 1
- Semi-rural 2
- Urban 3

Q.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

Q.4 Other specify

Q.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

Q.6 Other specify

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

DO NOT READ OUT

Yes 1

No 2

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

Q.9 Can you please tell me what you think Environment Southland's Big 3 priorities are?

Don't know 1

Specify 2

Q.10 Priorities

Q.11 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, RANDOMISE ORDER

	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 enables 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

Q.12 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, **DO NOT** RANDOMISE ORDER

INTERVIEWER NOTE: participation in decision making is things like participating in public meetings, submissions or putting forward your views

	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	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

Q.13 Can you please tell me where, or from whom, you mainly get 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
Internet/websites (general)	16
Facebook	17
Other social media (not Facebook)	18
E-newsletter	19
I don't get any information about Environment Southland	20
Other, specify	21

Q.14 Other specify source of information

Q.15 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

Q.16 Do you read the Enviroweek column?

- Yes 1
- No 2

Q.17 Before you started this survey, did you know that Environment Southland produced Enviroweek?

- Yes 1
- No 2

Q.18 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

Q.19 In the past 12 months, have you seen the Envirosouth newsletter or magazine, which is delivered to letterboxes?

Interviewer note: This comes out four times a year.

DO NOT READ OUT

Yes 1
No 2

Q.20 Do you read the Envirosouth newsletter?

Yes 1
No 2

Q.21 Before you started this survey, did you know that Environment Southland produced the Envirosouth newsletter?

Yes 1
No 2

Q.22 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

Q.23 Do you recall seeing the Envirofarm column in the Southern Rural Life newspaper in the past six months?

DO NOT READ OUT

Yes 1
No 2

Q.24 Do you read the Envirofarm column?

Yes 1
No 2

Q.25 Before you started this survey, did you know that Environment Southland produced the Envirofarm column?

- Yes 1
- No 2

Q.26 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

Q.27 Do you listen to the lunchtime farming show on Hokonui Gold?

- Yes 1
- No 2

Q.28 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

Q.29 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

Q.30 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

Q.31 The next few questions are about initiatives that affect Southland Before this phone call had you heard of the *Water and Land 2020 and Beyond* project to address water quality and quantity issues in Southland?

- Yes 1
- No 2

Q.32 Where did you hear about the *Water and Land 2020 and Beyond* project?

DO NOT READ OUT, RECORD ALL MENTIONS

- Community meetings 1
- Water and Land 2020 E -newsletter 2
- Land sustainability officers 3
- Environment Southland website 4
- Online (general mention) 5
- The Southland Times Newspaper 6
- Local community newspaper 7
- Farming newspapers 8
- Industry publications/magazines 9
- Other specify 10
- Can't recall 11

Q.33 Other, specify

Q.34 What do you know about this project?

Q.35 Have you heard of the *Breathe Easy Southland* campaign to improve air quality in Southland, particularly Invercargill and Gore?

- Yes 1
- No 2

Q.36 Where did you hear about *Breathe Easy*?

DO NOT READ OUT, RECORD ALL MENTIONS

- Flyer in my letterbox 1
- Breathe Easy website 2
- Environment Southland website 3
- Online (general) 4
- The Southland Times Newspaper 5
- Local community Newspaper 6
- Community organisation, e.g., Grey Power, community budgeting service 7
- Other specify 8
- Can't recall 9

Q.37 Other, specify

Q.38 What do you know about this project?

Q.39 In the past year have you had interactions with a land sustainability officer?

- Yes 1
- No 2

Q.40 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

Q.41 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

Q.42 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

Q.43 What was it that made you not act on the advice provided by the officer?

PROBE: Anything else?

Q.44 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

The 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

Q.45 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
The 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/NONE	17
Don't know/can't recall	18
The Edge 97.2	19

Q.46 Other specify radio station

Q.47 Do you regularly go online?

DO NOT READ OUT

Yes 1
No 2

Q.48 Do you have a Facebook profile?

DO NOT READ OUT

Yes 1
No 2
Don't know/refused 3

Q.49 Were you aware that Environment Southland has a Facebook page?

DO NOT READ OUT

Yes 1
No 2
Don't know/refused 3

Q.50 Would you look at Environment Southland's Facebook page for information?

DO NOT READ OUT

Yes 1
No 2
Don't know/refused 3

Q.51 Do you use Environment Southland's website, www.es.govt.nz to access information?

DO NOT READ OUT

Yes 1
No 2

Q.52 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

Q.53 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

Q.54 Do you pay rates on property in the Southland Region?

DO NOT READ OUT

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

Q.55 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

Q.56 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 2