



R E P O R T	TO	PLANNING AND FINANCE COMMITTEE
	FROM	Mark Buttimore, P&E Service Manager
	FILE REF	70.000.999 - OO194134.rtf
	DATE	1 June 2004
	SUBJECT	ENVIRONMENTAL AWARENESS SURVEY

RECOMMENDATION

That the report be received.

Last year, Environment Waikato undertook a survey on the *Environmental Awareness, Attitudes and Actions, 2003: A survey of residents of the Waikato Region*.

The survey was carried out on the entire region as a whole, but was also collated according to each district.

The three-yearly telephone poll surveys residents' views on the Waikato environment. A total of 1822 people throughout the Region were surveyed. The response rate was 46%.

In this survey questions were asked about community values and well-being to feed into the LTCCP in addition to the benchmark questions repeated each survey (1998, 2000 and 2003). We also examined coastal, electricity generation, biodiversity, land and natural hazards themes.

One of the main values of this survey for Hauraki District is that the information reflects the communities' thoughts and feelings about the environment they live in.

Attached are the selected results of most interest to Hauraki District. The full report will be considered and integrated as part of the development of the 2006 Community outcomes.

Environmental Awareness, Attitudes and Actions, 2003: A survey of residents of the Waikato Region.

- Hauraki District

This summary presents the Hauraki District results from *Environmental Awareness, Attitudes and Actions, 2003: A survey of residents of the Waikato Region*.

Previous surveys were conducted in 1998 and 2000. In 2003, 1822 people participated Region-wide and the Regional margin of error was ± 2.3 percent at the 95 percent confidence level.

Results are based on 123 interviews with people in the Hauraki District. The margin of error based on this sample size is $\pm 8.8\%$ at the 95% confidence level.

Hauraki District residents were:

- Significantly more likely than residents in other parts of the Waikato Region to:
 - Value good access to the coast/beaches and not too much traffic as the things they most value about living in the Waikato Region.
 - Value the coast/beaches, walking tracks and the Coromandel Peninsula as the aspects they most value of the Waikato Region's physical environment.
 - Mention mining as the most important environmental issue facing the Waikato Region.
 - Consider quarrying/mining as the biggest personal environmental issues.
 - Mention mining as the most important environmental issue facing the Region in five years time.
 - Believe that the availability of waste and recycling services has deteriorated.
 - Say that other dust, general poor air quality, mining/quarrying and climate/changes are activities that are damaging air quality in the Region.
 - Mention mining as a hazard they are aware of that could damage them or their property.
 - Not support environmental regulations that protect the environment.

- Significantly less likely than residents in other parts of the Waikato Region to:
 - Value the Waikato River as the aspect they most value of the Waikato Region's physical environment.

HAURAKIDISTRICT

Community Outcomes

One thing most value about living in the Waikato Region (Top 5 in Hauraki)

	Hauraki %	Waikato %
Central to things	20	19
Access to the coast/beaches/Gulf	16	6
The lifestyle in general	9	4
Quiet/Serene	9	5
Not too much traffic	8	2

One aspect of the Waikato Region's physical environment most value (Top 5 in Hauraki)

	Hauraki %	Waikato %
The coast/beaches/Gulf	20	7
The hills/mountains	10	6
The landscape/countryside	9	9
The walking tracks	9	2
The rivers/waterways	7	8

Environmental Issues

Overall satisfaction with local environment

Mean rating on scale of 1 (completely unsatisfactory) to 10 (perfect in every way):
6.35 (compared with 6.32 for Waikato Region)

Most important environmental issue facing Waikato Region (Top 5 in Hauraki)

	Hauraki %	Waikato %
Water pollution	18	26
Mining	6	0
Drainage/flooding	6	2
Animal pest and disease	5	6
Pollution in general	5	4

Next most important environmental issue facing Waikato Region (Top 5 in Hauraki)

	Hauraki %	Waikato %
Water pollution	10	13
Transport	8	11
Managing land use/resources	7	2
Rubbish disposal	6	8
Air pollution	5	92

Biggest personal environmental issues (Top 5 in Hauraki)

	Hauraki %	Waikato %
Quarrying/mining	12	1
Water pollution (in general)	6	11
Flooding	6	2
Noise	4	1
Pollution (in general)	4	7

Most important environmental issue in 5 years (Top 5 in Hauraki)

	Hauraki %	Waikato %
Rubbish disposal	15	10
Transport	12	12
Air pollution	7	8
Pollution (in general)	7	7
Water pollution	7	20
Ozone layer/global warming	7	14

Perceptions of Changes of Environmental Issues

	Worse %	Same %	Better %
The water quality in your local streams, rivers, and lakes	30	49	20
The level of pollution or waste produced by nearby businesses, farms and industries (Base:26)*	26	23	36
The availability of waste recycling services and facilities in your area	30	24	40
Soil and land erosion	18	45	18
The number of animal pests	29	42	21
The number of plant pests and weeds	32	38	22
Fencing off areas of native bush or wetland on private property (Base:26)*	8	3	69
Traffic congestion on local streets, roads and highways	64	32	4
Overall State of Local Environment (Base:26)*	15	49	42

* Owing to questionnaire length constraints, this question was only asked of a sub-set of the total sample.

Natural Hazards

Hazards aware of that could damage property (Top 5 in Hauraki)

	Hauraki %	Waikato %
Flooding	42	27
Earthquakes	24	28
None/don't know	20	32
High winds/storms/cyclones	15	17
Mining	10	1

Preparedness to deal with natural hazards

	Hauraki %	Waikato %
Very well prepared	16	8
Fairly well prepared	45	44
Not very well prepared	26	31
Not prepared at all	12	16
Don't know	2	1

Environmental Regulation and Control

	Agree %	Neither/nor %	Disagree %
Council should enforce its rules and laws to make sure that the environment is well looked after	87	5	6
Landowners should be allowed to do what they like on their own land	45	14	40
There is enough protection given to local significant natural sites	52	9	33
Urban sprawl and subdivisions threaten the natural environment	64	6	24
The use of biological controls, such as immuno-contraceptives for possum control, is acceptable to me.	77	9	10
Livestock should be allowed to enter streams and waterways on farms	14	5	81
Government restrictions on the use of private property are necessary so that the environment will not be harmed	67	14	15

Economy, Business and the Environment

	Agree %	Neither/nor %	Disagree %
A healthy environment is necessary for a healthy economy	94	3	3
It is okay to sacrifice environmental quality for economic growth	7	14	79
Environmental protection and economic development can go hand in hand	88	8	4
The most important objective of any business should be to maximise profit even if that means	1	2	97

damaging the environment			
Businesses usually find it is too expensive to be more environmentally friendly	55	8	33

Personal Environmental Action

Actions taken to protect environment (Top 5 in Hauraki)

	Hauraki	Waikato
	%	%
Recycled plastic	27	38
Recycled paper	26	35
Recycled glass	25	35
Planted trees/plants	20	15
Recycled tins/cans	17	28

Involvement in public action/meetings

	Hauraki	Waikato
	%	%
Yes	25	22
No	75	78

Actions taken (Top 5 in Hauraki)

	Hauraki	Waikato
	%	%
Attended a meeting	13	9
Signed a petition	6	5
Made a formal submission	5	3
Wrote a letter to the paper	3	1
Wrote a letter to Council or other organisation	2	2

Perceived effectiveness of actions

	Hauraki	Waikato
	%	%
Not effective at all	51	31
Fairly effective	22	44
Very effective	15	13
Hard to tell	12	12

Public say and individual acknowledgement of role

	Agree	Neither/nor	Disagree
	%	%	%
The public have enough say in the way the environment is managed	45	13	42
There is a lot I, as an individual, can do to protect the environment. (Base:26)*	87	5	8

* Owing to questionnaire length constraints, this question was only asked of a sub-set of the total sample.

Coastal Use

Visited a sea or coastal beach in last 12 months

	Hauraki	Waikato
	%	%
Yes	97	89
No	3	11
Base*	26	359

* Owing to questionnaire length constraints, this question was only asked of a sub-set of the total sample.

Mark Buttimore
P&E Service Manager