

# Review of previously conducted surveys on the public's understanding of environmental issues

Report prepared for the  
Ministry for the Environment's  
Sustainable Management Fund  
(Project 7063)



*Ministry for the*  
**Environment**  
*Manatū Mō Te Taiao*

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Sustainable Management Fund

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## Acknowledgements

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## Executive summary

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This report provides a review of previously carried out surveys that assess the public's understanding of environmental issues. It is hoped that this report will provide useful information and guidance to people preparing future surveys.

People's understanding and attitudes are a powerful influence on the extent to which they will respond to environmental challenges. How much is known about what people in New Zealand know, care about and are currently willing to do in relation to environmental management? This project was commissioned by the Sustainable Management Fund to assess the need for; issues relating to; and scope of a possible national survey to assess the New Zealand public's understanding of environmental issues. Part one of this scoping project was a review of surveys.

A questionnaire was sent to approximately 300 people throughout New Zealand asking for information about any previously conducted surveys. In addition to this, people from six other countries were contacted by email to ask if they conduct any surveys about the public's understanding of environmental issues. The information provided has been collated and analysed and a summary of this analysis is provided in this report.

Section 2 of this report provides a discussion of issues and considerations in relation to the types of surveys that have been undertaken on public opinion on the environment and how the results of these surveys are used. Of the surveys reviewed:

- some cover people's perceptions, attitudes and values (i.e. what they believe are the key environmental issues etc);
- others examine knowledge of environmental matters (i.e. asking respondents whether they agree/disagree with a series of statements about the environment – such as “*most stormwater drains drain directly into streams, rivers or the sea*”); and
- fewer still assess:
  - environmental actions and behaviours (what people *do* on a day to day basis in relation to environmental management); and
  - barriers to environmentally responsible behaviour (i.e. what stops people from conserving water, using public transport, recycling, not putting chemicals down stormwater drains etc).

Section 2 also provides a discussion of the need to move beyond surveys that assess public satisfaction and environmental attitudes and issues (though these are useful and have their place) to surveys that assess action and behaviours and barriers to environmentally friendly and responsible behaviour. This section discusses in more detail the national surveys that have been previously conducted. The chapter contains an analysis of information provided from issues specific surveys, general surveys at the national scale that include environmental questions and environmentally focused questions.

Section 3 of this report lists tables summarising a review of previously conducted surveys. These surveys were conducted both in New Zealand and overseas. The tables include a discussion of the following:

- name of the survey;
- author and organisation;
- date the survey was conducted;

- scope of the survey;
- who was surveyed;
- methodology used; and
- how the information was used.

93 surveys conducted in New Zealand and 9 from overseas are listed in these tables. A range of issues is covered in these surveys. Both the methodologies used to collect the information (including the number of people surveyed) and the way the information obtained from the surveys is used, varies considerably. Surveys relating to the environment in New Zealand are *ad hoc*. This makes any comparisons at the national level difficult (except in a few cases where surveys provide nationally applicable information).

In conclusion, this report indicates there are many localised satisfaction surveys that ask the public for their opinions on localised environmental issues, however there is limited information at the national level on what is stopping people from acting in an environmentally responsible manner and what people actually do and are prepared to do to care for our environment.

# Contents

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<b>ACKNOWLEDGEMENTS .....</b>	<b>II</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>III</b>
<b>1. INTRODUCTION .....</b>	<b>1</b>
<b>2. THE TYPES OF SURVEYS CONDUCTED.....</b>	<b>2</b>
<b>3. PREVIOUSLY CONDUCTED SURVEYS .....</b>	<b>13</b>
<b>4. CONCLUSIONS.....</b>	<b>34</b>
<b>APPENDIX 1 – BIBLIOGRAPHY .....</b>	<b>35</b>
<b>APPENDIX 2 – EMAIL QUESTIONNAIRE .....</b>	<b>36</b>

# 1. Introduction

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## 1.1 *Background and purpose*

People's understanding and attitudes are a powerful influence on the extent to which they will respond to environmental challenges. How much is known about what people in New Zealand know, care about and are currently willing to do in relation to environmental management? This scoping project was commissioned by the Sustainable Management Fund to assess the need for; issues relating to; and scope of a possible national survey to assess the New Zealand public's understanding of environmental issues. This including a review of previously conducted surveys.

The purpose of this report is to provide a compilation and review of surveys on the public's understanding of environmental issues, which have previously been conducted in New Zealand, and a sample of such surveys from overseas (including Australia, Canada, USA and the OECD). This review includes surveys on:

- public opinion - perceptions, attitudes and values relating to the environment;
- environmental awareness and knowledge;
- actions and behaviours towards the environment; and
- barriers to acting in an environmentally responsible manner.

It is hoped that this report will provide useful information and guidance to people preparing future surveys.

## 1.2 *Methodology*

A questionnaire was sent to approximately 300 people throughout New Zealand (250 by email and 50 by post) asking for information about any previously conducted surveys. In addition to this, people from six other countries were contacted by email to ask if they conduct any surveys about the public's understanding of environmental issues. The information provided has been collated and analysed and a summary of this analysis is provided in this report.

The questionnaire was sent to people from the following groups:

- regional councils;
- territorial local authorities;
- relevant central government agencies (Ministry for the Environment, Department of Conservation, Statistics New Zealand, Te Puni Kokiri, and the Ministries of: Health, Education, Agriculture and Forestry, Fisheries, Social Policy etc);
- the Ministry for the Environment Non Government Agency liaison contacts;
- a representative sample of tertiary institutes;
- the Ministry for the Environment Professional Bodies liaison contacts;
- a representative sample of business/industry (from the Ministry for the Environment's list);
- a representative sample of community groups;
- a representative sample of Iwi and
- other interested parties.

## 2. The types of surveys conducted

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A range of surveys is conducted in New Zealand and overseas under the broad subject area “public understanding of environmental issues”. It is the action element that is largely missing in the surveys reviewed. A feature of only a few of the surveys reviewed was assessing what people are prepared to do to act in an environmentally responsible manner and what barriers there are to caring for the environment.

### 2.1 Purpose of and issues covered by previously conducted surveys

Many perception and public opinion surveys have been conducted in the past three years. However, most surveys undertaken (up to 1997) were localised one-off surveys. Because of this, no clear or comprehensive understanding of New Zealanders’ perceptions of environmental quality emerged nationally. Today, this comment is still valid. Many surveys of public opinion on environmental issues in New Zealand are localised and issues-specific (such as waste management, water/air quality, and surveys of farmers’ land management practices). There are only eleven nationally conducted surveys reviewed and most are issue specific.

Surveys of public opinion about the environment are many and varied. Analysis of reviewed surveys shows that the main purposes of surveys conducted in New Zealand and overseas were to:

- assess people’s perceptions, attitudes and values (i.e. what are the key environmental issues, do people think that the environment is getting better or worse etc);
- examine knowledge of environmental matters and ask people about their skills in relation to environmental management (i.e. asking respondents if they agree/disagree with statements about the environment e.g. most stormwater drains drain directly into streams, rivers, sea);
- in only a small number of surveys environmental actions and behaviours are assessed (what are people prepared to do and what do people actually do to act in an environmentally friendly manner, such as normal mode of transport to work, whether people recycle or conserve water etc); and
- in even fewer surveys barriers to environmentally responsible behaviour were explored.

These four main purposes for surveys of public opinion on environmental issues will be considered in further detail in this section of the report.

### **Surveys of public perceptions, attitudes and values towards the environment - key purpose and issues covered, and what the results tell us**

Many of the surveys done to date focus more on “public relations” than on gathering information about people’s views etc on the environment. These surveys are likely to be of high value to the organisations conducting them (such as regional/district councils) as they inform the organisation about how effectively they are perceived and if their environmental management is working.

*What are the most important environmental issues?*

The most important issues for people surveyed across the board in New Zealand included:

- water quality issues – including pollution, discharge from industrial sites, quality of drinking water, quality of lakes, rivers and the sea;

- general pollution – hazardous and industrial waste; and
- air pollution.

Possum and weed control also emerged as issues of concern and so did water supply and sewage disposal. The marine environment and biodiversity were rarely raised as important issues despite them being identified in the 1997 New Zealand state of the environment report as amongst New Zealand's most pervasive environmental issues (see Ministry for the Environment, 1997). A number of surveys have recently been developed on genetic modification.

#### *How important is the environment?*

Of the surveys undertaken some asked what weight people gave to environmental issues. The results were mixed.

- most people believed that economic growth should be balanced with environmental protection (63% of Bay of Plenty people, compared with 70% of Australians);
- most consider the environment to be an emerging important issue (69-95%) rather than a significant concern. This indicates that some people have the perception that there are no major environmental problems requiring immediate attention;
- concern for the environment tends to be higher in economically buoyant times. During recessions health, education and employment appear to hold more weight.

Most people support councils/central government in their environmental management role, but fewer people believed they had a significant role in environmental management in New Zealand.

#### *Are things getting better or worse?*

The 2000 Lincoln University survey findings included the following:

- people thought New Zealand environmental quality overall to be good to adequate – the majority perspective would appear to be that there are no major environmental problems and that New Zealand is clean and green;
- air quality was reported as high (good quality); and
- the state of marine fisheries was reported to be of lower quality but still good to adequate.

This would indicate that people perceive that there are fewer environmental problems in New Zealand than there are in reality in New Zealand. This will influence the priority people give to acting in an environmentally responsible manner.

#### *What is the value of perception surveys?*

Perception surveys can assist by:

- gauging public views, opinions and priorities about environmental issues; and
- assessing which resources come under most pressure, where and why.

This type of public opinion monitoring can be useful for political processes and can assist local/central government politicians with decision-making – to prioritise environmental management.

## Surveys that ask about people’s knowledge and skills in relation to the environment

In addition to perception surveys there are also a few that assess what people’s level of knowledge is in relation to environmental management. This can indicate how well equipped the public is to care for our environment. An example is the Environment Waikato survey (1998, 2000) that asks people *what they think the causes of damage to air quality are*, and whether they agree/disagree with a number of statements such as “*grazing stock in native bush is not harmful to the bush*” and “*most stormwater drains and road gutters drain directly into streams, rivers or the sea*” etc.

## Surveys that assess actions and behaviours towards the environment

Very few of the surveys reviewed include information about how attitudes towards the environment translate to action and behaviours (such as whether people have a recycling system at home/work). Some exceptions are the Environment Waikato survey; Project Green, the Australian Bureau of Statistics and the Canadian environmental and energy use surveys. The Environment Waikato 2000 Survey, for example, includes a series of questions on what people might do (never, sometimes, often, always or NA) to protect the environment, such as:

- *decide for environmental reasons to re-use something yourself instead of throwing it away;*
- *compost your food and/or garden wastes;*
- *recycle bottles, cans, paper or plastic instead of throwing them away;*
- *buy household products you think are better for the environment;*
- *get the car tuned regularly;*
- *make an effort to reduce water consumption;*
- *use buses, walk or ride a bicycle to reduce car use;*
- *put things into the gutters or stormwater drains, like oil or detergent etc*

The surveys reviewed indicate a gap between what people say they value and their actions and behaviours. Heightened environmental awareness does not necessarily lead to widespread changes in behaviour. People often “answer up”, which means they provide socially responsible answers.

## Surveys that assess barriers to environmentally responsible behaviour

Identifying barriers to change can assist with environmental management and develop effective methods and strategies to manage resources sustainably. Some earlier work by Environment Waikato and related to the Australian Bureau’s work highlights the following barriers to change:

### Barriers to change

Farmers	Businesses	General public
<ul style="list-style-type: none"> <li>- financial reasons</li> <li>- time</li> <li>- technological constraints</li> </ul>	<ul style="list-style-type: none"> <li>- costs</li> <li>- sourcing alternative materials</li> </ul>	<ul style="list-style-type: none"> <li>- don't know what to do</li> <li>- don't have time</li> <li>- costs</li> <li>- uncertainty about the way to do something (correct channels to take etc)</li> <li>- feelings of powerlessness “no one listens”</li> <li>- awareness and skills – knowing it is an issue and knowing what to do to fix it</li> </ul>

(Source: Unpublished Environment Waikato report to Council, 1997)

It is useful to understand what motivates people to make environmental changes. The Environment Waikato surveys show that people are motivated by different things (as listed in the table below):

**What motivates people to change**

<b>Farmers</b>	<b>Businesses</b>	<b>General public</b>
<ul style="list-style-type: none"> <li>- to maintain and improve land productivity</li> <li>- to improve appearance of property</li> <li>- increased market opportunities</li> <li>- compliance with international regulations</li> <li>- minimise expenditure on chemicals and fertilisers</li> <li>- increased personal awareness and knowledge of environmental issues</li> </ul>	<ul style="list-style-type: none"> <li>- customer pressure</li> <li>- development of environmental standards within their industry</li> </ul>	<ul style="list-style-type: none"> <li>- when a problem affects their or their family's health, property, or recreation – most will then take action</li> <li>- issues that are tangible and visible (smog) compared to the less tangible (CO<sub>2</sub>)</li> </ul>

*(Source: Unpublished Environment Waikato report to Council, 1997)*

## **2.2 Methodology of previously conducted surveys**

### **Survey methodology**

A range of methodologies was employed to conduct the reviewed surveys. Telephone surveys were the most commonly used approach (which is likely to be related to cost effectiveness) and self-completed written mail surveys were also popular. Although mail surveys tend to have a poor response rate they are popular because it is possible to easily and relatively cost effectively send the survey to a wide range of people (i.e. all residents of a particular area, district, region). Some face-to-face surveys were conducted. Face-to-face surveys provide the most reliable responses (as they are done by people skilled at asking questions and recording answers), but are costly to administer.

#### *Telephone surveys*

Telephone surveys are relatively easy to administer. They are biased in that they only cover those with telephones who are at home at the time of the call/s. It has also been found that there are cultural differences in terms of appropriateness of this approach. Some Pacific Islanders would prefer not to answer questions on the phone, and this may alter the results.

#### *Self-completed written mail surveys*

People can be quickly and easily selected for self completed surveys and so this is a relatively cost effective method. The main issue is the traditionally low response rate and the possible bias because people most interested in the issues tend to respond to these surveys. Sometimes low response rates mean a bias in the results obtained and the results are not representative.

#### *Face-to-face surveys*

Face-to-face surveys were less common amongst the New Zealand surveys but more common in the overseas surveys that were reviewed. Face-to-face surveys gain good information but are costly to administer.

### *Focus Groups*

Focus groups were popular and used to complement telephone or self completed surveys, as were facilitated meetings and workshops, and interviews with key stakeholders. These will be discussed further under the heading of “quantitative vs qualitative research”.

### *Newspaper surveys and flyers*

A newspaper-based survey in the Christchurch Press was effectively a self completed written survey but done in a more user friendly and brief form than a number of the other self completed written questionnaires. Another, similar approach by the Waimakariri District Council, was sending out a number of simple flyers to residents and asking for these to be returned - with a few simple open ended questions (such as “what do you like/dislike about where you live” and “what would you like/not like to change” etc).

### *Self completed email surveys and use of the Internet*

*Enviro Solutions New Zealand Ltd.* asked people for feedback on any previously conducted surveys by means of a simple self-completed email survey. This survey was also included on the web and could be completed as a self submitted web form. This approach has the advantage of being quick and cheap to administer but is biased towards those on the Internet. Internet polls are being used internationally to gain information from large numbers of people.

## **Quantitative vs qualitative research**

Some examples include the use of focus groups and more in-depth face-to-face interviews with key people to complement the quantitative survey, which is conducted through the surveys of a large number of people – often randomly selected/or sent to all residents or ratepayers. Focus groups and other qualitative approaches are used to provide more detailed information about *why* people hold the views they do or act in the way they do towards the environment. The most useful surveys appear to be those that combine some quantitative research with a qualitative assessment.

## **Open vs closed questions**

Combinations of open and closed questions are usually included in the surveys reviewed. Closed questions have the advantage of being focused and specific to the issues being assessed, and therefore can be pre-coded to enable a streamlined and efficient collation and analysis of the results. Closed questions can provide information on the level of agreement/disagreement respondents have to certain statements. The disadvantage of closed questions is that they may be too focused and not allow respondents to answer the question exactly as they would like or they may focus on issues that are not priority concerns for respondents or that are new/emerging issues. Open-ended questions sometimes provide more in-depth information but are more time consuming to collate and analyse. Open-ended questions may result in answers that are of little relevance.

## **One-off or longitudinal surveys**

Another trend to note is that many of the New Zealand surveys reviewed (with a few notable exceptions) were “one-off” surveys and therefore cannot be used to assess trends. This differs from the Australian work, which is longitudinal research. Many organisations are starting longitudinal surveys. The same questions are being asked in different years to obtain information about any

changes in opinions over time. Longitudinal surveys require on-going funding but provide useful results. The value is being able to assess trends and changes over time/space.

### **2.3 The way information from previously conducted surveys is used**

The way in which the information from the surveys reviewed is used shows a lot of variation. Some of the main ways information is used is listed below:

- to assess satisfaction with council/organisational services;
- to provide information for the policy development and review process;
- to indicate gaps in the policy framework;
- to assist with the development and review of educational programmes;
- to gain political buy-in and to assist in justifying expenditure in certain areas; and
- to complement information provided on the biophysical environment through state of the environment reporting.

#### **Possible uses of information from perception surveys**

Information about the public's perceptions can be used in a number of ways, for example to:

- assess attitudes towards specific issues;
- find out the degree of support for different environmental management options;
- assist with developing policy – to see what people think the most important issues are;
- balance the assessment of environmental costs with human costs;
- implement and review policy – i.e. public acceptance of the suitability and effectiveness of certain policies and methods;
- assist with the allocation of resources;
- assist with communications strategies;
- assist with the provision of services (i.e. know what people want and expect);
- assess what the key issues are for different sectors of the community; and
- identify gaps in people's knowledge, understanding, and awareness of environmental issues – so assisting with the development of education and advocacy programmes and initiatives.

#### **Possible uses of surveys about people's knowledge of the environment**

- for a gap analysis and baseline information;
- to develop guidelines in the areas of greatest need;
- to develop programmes in areas where people are unaware of key environmental issues; and
- to build on the areas that people are aware of.

#### **Possible uses of surveys that assess actions/behaviours towards the environment**

- to assess environmental responsiveness;

- to assess the gaps between awareness and action;
- to assess what people are prepared to do and build on this;
- to prioritise environmental programmes and initiatives;
- to assist with policy development and implementation in the areas of greatest need;
- to complement the biophysical information and add the human elements to state of the environment reporting (regionally and nationally);
- to identify priorities for environmental education;
- to raise awareness of environmental issues;
- to educate, train and guide people towards environmentally responsible behaviour where this is not occurring; and
- to provide benchmark information.

### **Possible uses of surveys on barriers to environmentally responsible behaviour**

- to prioritise environmental programmes and initiatives;
- to assist with policy development and implementation in the areas of greatest need;
- to identify priorities for environmental education;
- to provide information for state of the environment reporting on barriers to progress in some resource management areas;
- to educate, train and guide people towards environmentally responsible behaviour where this is not occurring; and
- for input into strategic planning.

### **The use of survey information on the environment from overseas**

Australia and Canada use the information from their national environmental surveys to assess residents' views and practices in relation to the environment and to obtain trend data. They also assess barriers to environmentally responsible behaviour. This directly feeds into the planning and policy cycle and is used to assist with the development and implementation of environmental programmes and initiatives.

## **2.4 National level surveys and gaps**

Few surveys assess public opinion relating to the environment at a national level compared to the number of surveys undertaken at the local and regional scale. Most surveys are regionally or locally based and issue specific. While useful for the purposes for which they were designed they do not contribute greatly to the body of information available nationally on across the board environmental responsiveness of the New Zealand public. The information that is available nationally is summarised here.

## Previously conducted national surveys

The surveys reviewed that have been conducted nationally in New Zealand include:

- A number of surveys of the farming community by Ag Research and others;
- Businesses affected by HASNO conducted by ERMA;
- Caught in the Headlights: possum control options and genetic modification by PCE;
- Department of Conservation surveys (ongoing) on conservation issues;
- Environmental Survey, Lincoln University;
- Federated Farmers' surveys of members (ongoing);
- Genetic engineering - by the National Council of Women;
- Green trends, conducted for the Ministry for the Environment;
- Perceptions of Marlborough Sounds and Impact of Marine Farms, Croyden Consultants;
- Project Green, conducted for Department of Conservation and others;
- Survey of Corporate Environmental Responsiveness by Massey University
- The International Environment Monitor (1997 and 1998 in New Zealand);
- The International Social Survey Programme by Massey University;
- The Values Survey conducted by Massey University;
- Waste surveys conducted by a range of organisations (ongoing); and
- Women and the Environment survey by the National Council of Women.

## General surveys that include some environmental questions

### *The International Social Survey Programme*

The International Social Survey Programme, conducted by the Marketing Department at Massey University, involves academic institutions in 21 countries in an annual survey of economic and social policy issues. This survey is conducted in New Zealand, Australia, Austria, Bulgaria, Canada, Czechoslovakia, Germany, Hungary, Ireland, Israel, Italy, Japan, Netherlands, Norway, Philippines, Poland, Russia, Slovenia, Sweden, UK and USA. The data from this survey enables changes to be monitored and similarities and differences between countries to be examined.

The International Social Survey Programme included some environment questions in 1993. The intention was that these questions on the environment would be repeated in New Zealand every five years (i.e. in 1998). The environment questions were not asked in 1998 due to lack of space but some environment questions have been included in the 2000 survey.

### *The New Zealand Study of Values*

The New Zealand Study of Values was conducted in New Zealand in 1985, 1989, 1993 and 1998 and focuses on attitudes and values about politics and government. In 1998 the survey included four specific environment questions and others on the role of local/central government:

- Asked people to agree/disagree with statements on environmental management - would:
  - they be prepared to pay increased taxes to prevent environmental damage?
  - they buy things at 20% higher prices to protect the environment?

- New Zealand's environmental problems be solved by less international agreements?
- Asking people if “*protecting the environment should be given priority even if it causes slower economic growth and loses some jobs*” OR whether “*economic growth and creating jobs should be the top priority, even if the environment suffers to some extent*”?
- Which things, if any, people have done in the last 12 months out of concern for the environment (and there is a list of options) and
- In general how urgent people think that protection of the environment is.

## **Environmentally focused surveys**

There are environmentally focused surveys conducted nationally in New Zealand that ask people about a range of environmental issues, including the following four that are likely to be of great interest to the Ministry for the Environment: the Survey of Corporate Environmental Responsiveness by Massey University (2000); the International Environment Monitor (1997 and 1998 in New Zealand); Project Green (1990); and Environment Survey, Lincoln University (2000).

### *Survey of Corporate Environmental Responsiveness*

This survey is based on the UK Index of Environmental Engagement. New Zealand businesses/companies' assess themselves against 10 parameters of environmental engagement. The survey covers a range of environmental issues/matters (including business planning).

### *International Environment Monitor*

Research is conducted in 30 participating countries to gauge public opinion on environmental matters. This research was conducted in New Zealand in 1997 and 1998. The research is comparable with research conducted internationally and gives a wide range of information about the public's views on the environment. There was insufficient support and funding in New Zealand to continue to conduct this research and it is not likely that it will be repeated in New Zealand. The results of this survey include information on:

- what the most important issues are viewed to be in New Zealand  
*economic issues are viewed as more significant than environmental issues;*
- how strong concern for the environment is  
*89% of New Zealanders expressed concern about environmental problems;*
- what the most important environmental issues are  
*depletion of resources and pollution of water;*
- the extent to which people are concerned about world-wide environmental problems  
*which is higher than people's concerns about their local environment;*
- how many people believe that environmental problems have affected their health (49%);
- whether people think that individuals can make a difference in solving environmental problems and want to help (*people do*);
- whether companies are working hard enough to ensure the environment is clean  
*not in some industries;*
- whether the Government should be more proactive in its response to environmental problems (62% *thought the Government had done enough*);
- people's views on climate change; motor vehicle usage; energy usage; and chemical use and genetic modification of food.

### *Project Green Survey*

In 1990 Colmar Brunton conducted a survey on behalf of the Department of Conservation and other agencies to explore green issues from New Zealand consumers' perspective and assess consumer attitudes and behaviours to green issues. The objectives of the study were to:

- determine the overall degree of “greenness” among the New Zealand population;
- determine how growing concern for the environment is translating into changes in attitudes and behaviour regarding specific industries, issues, products and brands; and
- segment the population in terms of their “green” behaviour and attitudes and describe these different groups with respect to their behaviour, attitudes, consumption of specific categories, brands and media.

While dated, this survey provides useful general information about environmental attitudes and how these translate into behaviours by particular segments of the population. The survey report provides information about:

- what people view as the key environmental issues (*which were global issues such as nuclear weapons testing, ozone, greenhouse effects and drift-net fishing*);
- which agencies people viewed as the most credible information sources and how people gained information about the environment (*mainly through the TV, radio and newspaper*);
- whether people were interested in learning more about the environment (*almost a third were very interested in more information*);
- what actions people undertook for environmental reasons (*mainly related to aerosol sprays, recycling, using environmentally friendly products, supporting environmental and conservation causes, and efforts to save energy*);
- attitudes to environmentally friendly products, packaging, harmful products etc;
- claims of environmentally friendly behaviour; and
- questions on a number of conservation issues.

### *Lincoln University Environmental Survey*

The Lincoln University survey conducted in 2000 provides information about what New Zealander's think about their environment. This survey aims to provide information on the public's perceptions, attitudes and preferences on the state of the environment in New Zealand to complement national state of the environment reporting. The intention is to conduct this survey as longitudinal research every two years.

The Lincoln University Environmental Survey includes questions on:

- respondents' perceptions of their knowledge of environmental issues;
- perceptions of the state (quality or condition) of various aspects of the New Zealand environment i.e. *the quality of New Zealand's: natural environment, air, native land and freshwater plants and animals, native bush and forests, soils, coastal waters and beaches, marine fisheries, fresh water, wetlands, natural environment compared to other countries*;
- perceptions on the availability or amount of some of New Zealand's natural resources i.e. in New Zealand there is *very high, high, moderate, low, very low, don't know ... diversity of native land and fresh water plants and animals, native bush and forests, ...etc*;

- perceived changes to the environment over the past five years i.e. is it better or worse and to what degree and in relation to *towns and cities, all other natural environments, air quality, condition of native land and fresh water plants and animals ... etc*;
- adequacy of management of various resource management problems and of environmental management in New Zealand and perceived changes to the management of environmental resources over the past five years. Management adequacy:
  - in relation to: *pest and weed control, solid waste disposal, sewage disposal, farm effluent and runoff, hazardous chemicals use and disposal, towns and cities, natural environment, air, native land and freshwater plants and animals, native bush and forests, soils, coastal waters and beaches, marine fisheries, fresh water, wetlands, natural environment compared to other countries*;
  - *compared to five years ago, management of New Zealand's environment is...; and*
  - *people's preferences of ways to manage resources in New Zealand*;
- the three main causes of environmental problems in New Zealand;
- preferences of agencies to manage resources in New Zealand;
- allocation of government expenditure on environment, health and education;
- individual participation in environmentally friendly activities in the past twelve months:
  - *reduced or limited the use of electricity,*
  - *visited a marine reserve,*
  - *visited a national park,*
  - *bought products that are marked environmentally friendly,*
  - *recycled household waste,*
  - *composted garden and/or household waste,*
  - *been involved in a project to improve the natural environment,*
  - *grown some of your own vegetables,*
  - *obtained information about the environment from any source,*
  - *taken part in hearings of resource consent processes about the environment,*
  - *participated in an environmental organisation,*
  - *regularly commuted by buses or trains,*
  - *been an active member of a club or group that restores and/or replants natural environments*;
- perceptions/capability of New Zealand emergency services to cope with natural hazards; and
- perceived household preparedness for coping with a range of natural hazards.

### **Gaps in the information that is available from previously conducted surveys**

There are no nationally applied surveys that assess a broad range of environmental actions and behaviours and barriers to environmentally responsible behaviour, with the exception of the 2000 Survey of Corporate Environmental Responsiveness and Project Green (to some extent). The corporate survey is specifically of New Zealand businesses and not the general public. A gap exists in terms of information at the national level on environmental actions and behaviours and barriers to the public acting in an environmentally responsible manner.

The tables in the following section summarise the surveys that were reviewed as part of this project.

### 3. Previously conducted surveys<sup>1</sup>

The following tables are a summary collation of the surveys reviewed for this scoping project. They have been organised into the type of survey (ie local perception survey, national behaviour survey etc) and date order. It should be noted that not all surveys neatly fitted into one of the categories in these tables so some discretion has been used to decide which category best reflects the type of survey. It is recommended that reader of this report check all of the categories for surveys that may be of interest.

#### 3.1 Previously conducted New Zealand Surveys

##### PERCEPTIONS AND ATTITUDES TOWARDS THE ENVIRONMENT

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Environmental attitudes survey Taranaki	Bev Raine, Taranaki Regional Council 2001 Student 1994, 1991	January 2001, 1994, 1991	Extension of survey conducted in 1991 and 1994. Importance of environmental issues	900 households General public - Taranaki	Telephone interviews	Will be reported to Council. Used in developing policy and plans and in state of the environment reporting.
Environmental Awareness Survey 2001	To be conducted in late 2000/early 2001 by Forsythe Research for Auckland Regional Council	Early 2001	Environmental attitudes & values, recent environmental problems. Satisfaction with council services & awareness of ARC role,	Approx 540 people from across the region	Telephone survey, open ended questions (Digi-poll)	Provide baseline information on environmental values held by residents, recent experiences with environmental problems and knowledge of the ARC.
The most pressing environmental issues, both globally and in your takiwa	Linda Constable, Ngai Tahu	Dec 2000	Small survey at Hui a Tau to assist with 5 year planning. People's views on important environmental issues	84 adult tribal members	Two page self completed written questionnaire	To help with programmes and policies that are tribal member driven
Ngongotaha Community Planning Project	Rotorua District Council	Sept 2000	What do you like about Ngongotaha? What don't you like? What would you like to change?	Ngongotaha residents (approx 600)	Public meetings, facilitated sessions, approaching people in the village, asked a series of open ended questions, participant appraisal approach	To assess what community want for Ngongotaha, to assist with planning for the future of the village
Residents satisfaction survey on amenity in	Tasman District Council	July – Sept 2000	One off	General public Residents in Mapua and	Telephone interviews, self completed questionnaire and qualitative research – focus	To assist with developing corporate and strategic policy and to assess policy

<sup>1</sup> The surveys reviewed are those that were made available to the author during this scoping study (Nov 2000-Jan 2001). There are other surveys but these were not easily accessed during this research.

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Mapua (Ruby Bay) & Richmond				Richmond	groups	implementation
Rural Zone Amenity Perception Survey	Marlborough District Council/Boffa Miskell	August 2000	One off	General public - Marlborough	Mail out and focus group	To assist with resource consent analysis and for plan review purposes
Fast Ferries Operations in the Marlborough Sounds a Social Impact Assessment	Croydon Consultants for the Marlborough District Council	August 2000	To assess people's perceptions of the impact of fast ferries and the social and economic costs to people involved.	192 residents/ property owners  146 rec. boat users	Postal survey of residents  Face-to-face survey of recreational boat users	For council policy development – for evidence for a Council bylaw to control the speed of the fast ferries.
Public newspaper survey -significant environmental issues	Tasman District Council	March 2000	Public newspaper survey of significant environmental issues. One off	General public Residents	Telephone interviews, self completed questionnaire and qualitative research – focus groups	To assist with developing corporate and strategic policy and to assess policy implementation
Nelson City Council survey of residents	National Research Bureau for Nelson City Council	Jan 2000 (annual)	Environmental info, city planning, section size, & infill housing, historic buildings, air quality, waste reduction & recycling, management of Nelson's rivers & coastal environments, environmental issues. Survey repeated annually with different focus annually	General public	Telephone interviews	To find out degree of support for different environmental management options
Attitudes to air quality in Christchurch	Options Market Research, on contract to Environment Canterbury	2000 1999 1998 1997	Several surveys over the past four years. Attitudes to air quality in Christchurch	General public	Telephone interviews – random selection of 500 respondents 18 years and over	To convey public attitudes to air quality to councillors
Public awareness survey	Options Market Research, on contract to Environment Canterbury	2000 1998	Assesses what people think the important environmental issues in Canterbury are today; rates quality of the environment - soil, air, water etc. Similar	General public in Canterbury	Telephone interviews – random selection of 500 respondents 18 years and over	Conveyed to councillors - awareness of CRC/ Environment Canterbury - understanding Council's role - attitudes towards Council

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
			questions every 2 years			
Annual Residents Survey	Christchurch City Council  (Survey conducted in some years by Zane Colville of Statistics New Zealand)	2000 1999 1998 1997 1996 1995 1994 1993 1992 1991	750 person annual survey on attitudes & behaviours to Council services. Perceptions & opinions on issues – including environment. View at: <a href="http://www.ccc.govt.nz/residentssurveys">www.ccc.govt.nz/residentssurveys</a>	General public – Christchurch residents over 18 years	Face-to-face survey with the Christchurch public	Help decision-making, provides general information for Council & assists with service delivery.  For policy evaluation purposes & to assess public opinion on value of & need for council services
Water quality, land restoration, creation of wilderness areas	'Guardians of the Styx' – John Knox	2000	Water quality issues, restoration of land, creation of wilderness areas	General public	Face to face interviews, focus groups	For development of 5 visions for The Styx
Looking at Raglan's Future Business Development Options Survey	Conducted by community representatives for Waikato District Council	2000	Questions on Raglan shopping centre, wharf, compatibility with neighbours, land for new businesses and service industries.	Sent to all Raglan residents over 18 years	Self completed written survey (chance to win a dinner for two)	Possibly for a change to the District Plan and for input into the Council's Annual and Strategic Plans.
Attitudes and Perceptions towards the Environment and Environment BOP	Key Research and Marketing Ltd. for Environment BOP	2000	Environment BOP image, communication, environmental issues, & perceived state of environment.	1018 Bay of Plenty residents (phone) & 35 people in four focus group workshops	Telephone survey and focus group sessions	Satisfaction of council services and awareness of issues and perceived state of the environment
Vision 2000-2040 The Styx	Water Services Unit of Christchurch City Council	2000	Waterways, wetlands, surface water of Styx River: feedback sought on vision statement	Sent to local residents of the Styx	Self completed questionnaire	To assist with development and implementation of the Styx Vision statement
Dairy farmers' attitudes, beliefs about effluent management.	Agresearch – Terry Parminter	2000	One off – but repeated concept tested. Dairy farmers' attitudes and beliefs about effluent management	300 dairy farmers, workshop with 200 industry leaders	Telephone interviews, face-to-face interviews, self-completed interviews, qualitative research/focus groups	To develop guidelines for policy and science agencies and increase understanding on the relationships between attitudes and behaviour
Many simple open	Waimakariri District	From 1990	Assess what residents:	Waimakariri	Flyers, postal self completed	For input into district plan

<b>Title</b>	<b>Author &amp; organisation</b>	<b>Date</b>	<b>Scope</b>	<b>Who was surveyed</b>	<b>Methodology</b>	<b>How was information used</b>
ended surveys conducted – different titles	Council	– 2000	- like/dislike - want to change/ don't want to change	District residents	surveys, focus group meetings	policies and anticipated environmental results
Awareness of the regional council – also environmental issues of concern	Cinta Research for Hawke's Bay Regional Council	Aug 1999 1996	Which environmental issues are important (local/regional/national) Which issues Council should resource? Which statements best describe public attitudes / practices? Which factors prevent the public from doing more for environment?	General public in Hawke's Bay region	Telephone interviews – baseline undertaken in 1996 Intention to undertake survey every two years.	To examine public awareness of regional council activities and identify people's environmental attitudes and practices. To refocus some communication activities. To identify priorities for environmental education
Indicate your future – choices for the future	Canterbury Dialogues Trust	June 1999	Quality of life indicators for Canterbury. Includes questions on: air/noise quality, arts & culture, business outcomes/responsibility community participation economic performance, education, employment, energy & governance, health & well-being, heritage, housing, information, mobility & transport, native plants & animals, personal safety, population changes, recreation/ open space, urban growth, land use, water, waste, welfare & equity.	869 surveys were completed and returned in the collection timeframe	Newspaper based survey (in The Press)	To assess what people like and do not like about living in Canterbury
Air Quality Perception Survey	Marlborough District Council/ ESR	April 1999	One off	General public - Marlborough	Telephone	To assist with decisions on issues for monitoring
Comparative data on environmental	Lesley Syme (with support from TRC)	1999	Public conservation lands surrounded by	1200 visitors to Egmont	House hold surveys	Development of software model for measuring

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
values	and DOC)		private enterprise	National Park 220 house holds adjacent to Park		environmental values
Taieri River Case Study 1998/99	Gail Tipa and Ngai Tahu runanga	1998-99	Observation of Taieri River and environs by Ngai Tahu observers to assess the <i>mauri</i> of the river and perceptions of the health of the river and environs – included a survey form	The river and environs	Participant observation	To monitor the health of the Taieri River and develop methodology for Maori to survey the health of waterways. Also to protect the <i>mauri</i> of the river.
1998 Tamahere Resident Survey	Conducted by National Research Bureau Ltd. Waikato District Council	1998	Work, recreation & social travel, land use & access, airport, what residents would like Tamahere to become	Sent to all Tamahere residents over 18 years	Self completed written survey	For use in community planning.
Domestic water consumption survey	Lincoln University – Ken Hughey and Geoff Kerr	1998	Attitudes to domestic water use in Christchurch. One off	General public	Self completed questionnaire	Report to Christchurch City Council re water management options
Environmental awareness survey  Executive summary also available	Conducted by Forsythe Research for the Auckland Regional Council	1997/8	Satisfaction with council services & awareness of ARC role, attitudes & values in relation to the environment, recent environmental problems	540 people from across the region	Telephone survey, open ended questions	Provide baseline information on environmental attitudes & values, recent experiences of environmental problems & respondents' knowledge of Auckland Regional Council
Waste Minimisation Report	AC Neilson-MRL prepared for Christchurch City Council	August 1997	To gain understanding of community attitudes towards recycling and waste minimisation	400 Christchurch residents	Telephone survey	To enable development of a strategy to promote kerbside recycling. And examine: <ul style="list-style-type: none"> <li>- current community waste management practices</li> <li>- understanding/measures of behaviour and attitudes</li> <li>- perceptions of Council role</li> <li>- myths &amp; misconceptions</li> <li>- public concerns re waste &amp; disposal responsibilities</li> <li>- whether there is support</li> </ul>

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
						for kerbside recycling
Workshop on attitudes towards resource management issues	Agresearch – Terry Parminter	1997 1996	Workshop on attitudes towards resource management issues. One off, but repeated concepts tested	200 people, 97 100 people, 96	Telephone interviews, face-to-face interviews, self-completed interviews, qualitative research/focus groups	To develop guidelines for policy and science agencies and increase understanding on the relationships between attitudes and behaviour
1997 Public Awareness Survey	Prepared by MRL Research Group for Canterbury Regional Council	1997 1996 1995	Awareness of Canterbury Regional Council, most important environment issues in Canterbury	General public in Canterbury	Telephone interviews – random selection of 500 respondents 18 years and over	Conveyed to councillors Awareness of CRC/ Environment Canterbury - understanding of Council - attitudes towards Council
District Plan Survey	South Taranaki District Council and Beca Carter Planning Consultants	1995/1996	Perception of District Environment. One off survey	General public, policy makers, envt'al groups, businesses and corporates	Self-completed questionnaire	To develop discussion papers for the preparation of proposed district plan.
Environmental issues	Southland Polytechnic on behalf of Southland Regional Council	1995	Environmental issues, preferred media types and credible sources of information	General public 400 urban people & 600 rural people	Telephone interviews (Random sample)	In the Information Flows report to the Sustainable Land Management Group of the Council
Residents recreational activities and needs survey, Tasman, 1993	Tasman District Council	1993	One off. Satisfaction survey on urban amenity issues in Mapua – Ruby Bay and Richmond	General public Residents	Telephone interviews, self completed questionnaire and qualitative research – focus groups	To assist with developing corporate and strategic policy and to assess policy implementation
Environmental issues, values and behaviour: Environmental Attitudes Project	Bev James, Wellington Regional Council and Department of Conservation	1993	To assess public attitudes to the natural environment for WRC and DoC.	Key people in Wellington region – over 65 people in focus groups and 420 visitors to key sites	Form November 1992 – February 1993 there were three focus groups (of framers, businesses and outdoor groups) and site surveys	To assess community attitudes towards the natural environment and perceptions of the key priorities. To consider strategies to influence environmental attitudes and behaviours.
Desirability of restoring drains & open waterways rather than piping	Chris Kerr, Christchurch City Council		To assess levels of service wanted by residents in relation to waterways & wetlands	Christchurch residents	Randomly selected focus groups	To assist with setting levels of service in waterways & wetlands asset management plan
Community perspectives of	Margaret O'Brien, for Department of		Riparian management	Marlborough farmers	Face to face and focus groups	-

<b>Title</b>	<b>Author &amp; organisation</b>	<b>Date</b>	<b>Scope</b>	<b>Who was surveyed</b>	<b>Methodology</b>	<b>How was information used</b>
riparian management	Conservation					
Visitor perceptions of aircraft in Westland / Tai Poutini National Park	Department of Conservation – West Coast Conservancy (carried out by a student)	Recent	Repeated survey (to be undertaken for 5 consecutive years, each summer). Visitor perceptions of aircraft in Westland / Tai Poutini National Park	General public	Face to face interview	To indicate the level of aircraft activity and incorporate this into a management plan.
Attitudes to sustainable farming practices in the Manawatu, Franklin county	Massey University		Attitudes to sustainable farming practices in the Manawatu, Franklin county. One off	Farming groups, people involved in the Franklin Sustainability Project	Postal or face to face	To assess farmers, and other Franklin people's attitudes to sustainable farming practices
Attitudes towards sewerage upgrades for environmental purposes	Massey University		Attitudes towards sewerage upgrades for environmental purposes. One off	General public	Postal or face to face	To assess attitudes towards sewerage upgrades
Attitudes re allocation of money for the environment & other budgets	Massey University		Attitudes on how to allocate money for the environment and other budget items	General public	Postal or face to face	To assess attitudes on the allocation of money for the environment and other purposes
Attitudes to transferable water rights regimes	Massey University		-	Water right consent holders	Postal or face to face	To assess attitudes towards transferable water rights regime
Land management & Aha Whenua Land Trust at Mangamauna, Kaikoura	Mangamauna Ki Waitaha (Inc)	Recent	To be repeated within a 6-12 month period	General public Tangata, Whenua and Mana Whenua	Face to face and self completed questionnaire	To assist Iwi with assessment of resource management issues
Tourism ventures & their impacts on the environment, Kaikoura	Mangamauna Ki Waitaha (Inc)	Recent	To be repeated within a 6-12 month period	General public, Tangata Whenua and Mana Whenua	Face to face and self completed questionnaire	To assist Iwi with assessment of resource management issues

## KNOWLEDGE OF THE ENVIRONMENT AND EFFECTIVENESS

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Conservation awareness survey	DOC, Canterbury Conservancy	January 2001	To gauge what rural people know and how they feel about conservation and conservation issues.	Rural Banks Peninsula locals who own 2 hectares of land or more	Telephone survey	For the DOC (conservancy level) to assess rural people's knowledge, perceptions/feelings about conservation issues; and views of DoC.
Public awareness of the Wellington Regional Council	Deborah Barlev for Wellington Regional Council	2000/1 1993	Public recognition of organisations involved in environmental management	Wellington Region residents	2000/1 face to face street interviews & focus groups 1993 telephone interviews	To assist with external communications and strategy
Biosecurity issues and awareness	Environment Southland Biosecurity Team	Each year	To find out levels of awareness on pests (plants and animals)			To pitch information about biosecurity at appropriate levels
ARC Pollution Questionnaire	NRB for the Auckland Regional Council	Nov 2000	Air quality in Auckland	Auckland residents	Telephone survey (open and closed questions)	To assess the 0800-SMOKEY campaign (the ARC's air quality campaign)
Customer Perceptions Research Project – Water Quality	Mobius Research and Strategy, prepared for Aileen Cronshaw at North Shore City Council	July 2000	To identify the different ways North Shore City residents conceptualise water quality.	100 North Shore City ratepayers (in shopping locations) 3 focus groups of 8 people	Face to face interviews and focus groups	Provide benchmark of community awareness & understanding of water quality issues. To inform development/implementation of community consultation programmes -water quality.
Waste minimisation – Attitudes and Behaviour among Christchurch Residents	Conducted by Opinions Market Research Ltd for the Waste Management Unit of Christchurch City Council	May 2000	Attitudes and behaviour in relation to waste management – in particular waste minimisation	400 Christchurch residents	February 2000 Opinions Monitor and six focus groups	To establish knowledge of waste management/ minimisation in Christchurch community & determine areas of community interest. To identify concerns re waste management / assess how best to inform members of waste management and minimisation issues.
Auckland Regional Council Stormwater and	Conducted by NRB for the Auckland	May/June 2000	A region wide survey on stormwater and water pollution issues.	510 residents in Auckland region	Telephone interviews	This survey was used to: - gauge awareness of stormwater / waste water

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Water Pollution Survey 2000	Regional Council					<ul style="list-style-type: none"> <li>- pollution</li> <li>- gauge awareness of recent stormwater advertising</li> <li>- obtain opinions on other strategic issues</li> </ul>
Auckland Regional Council Stormwater and Air Pollution Survey 2000	Conducted by NRB for the Auckland Regional Council	March 2000	A region wide survey on stormwater and air pollution issues.	503 residents in Auckland region	Telephone interviews	<p>This survey was used to:</p> <ul style="list-style-type: none"> <li>- gauge awareness of stormwater / waste water pollution</li> <li>- gauge perceptions of air pollution</li> <li>- measure car/vehicle use in the region</li> <li>- analyse different types of vehicle and fuel use</li> </ul>
Awareness of plant pests	Anthony Fraser Part of EnvStud thesis, Victoria University	2000	Waikanae people by Hemi Matunga Scenic Reserve were surveyed to assess their knowledge of a brochure.	General public of Waikanae There were 402 completed and returned surveys	Face-to-face interviews (self administered questionnaire)	Will be used to assess the effectiveness of a brochure for environmental education
Public involvement in environmental management of Lake Taupo: preliminary results of the 1999 survey	Prepared by the Institute of Geological and Nuclear Sciences for Taupo District Council and Environment Waikato	2000 (survey in Nov 1999)	To determine degree of ownership, awareness, acceptance of the Lake Taupo Accord by local community and to investigate public attitudes, perceptions towards environmental issues re Lake Taupo	1250 surveys delivered and 624 received back	Self completed questionnaire	<p>To assess</p> <ul style="list-style-type: none"> <li>- knowledge of the Lake Taupo Accord</li> <li>- what source of information people use to find out about environmental issues</li> <li>- what people think key issues are for Lake Taupo</li> </ul>
Auckland Regional Council Stormwater Pollution Advertising Campaign Study 1999	Conducted by NRB for the Auckland Regional Council	1999	A region wide survey on stormwater pollution issue.	301 residents in Auckland region	Telephone interviews	<p>This survey was used to:</p> <ul style="list-style-type: none"> <li>- gauge awareness of ARC stormwater campaign</li> <li>- determine extent to which message was received</li> <li>- measure perceptions of regional environment</li> </ul>

<b>Title</b>	<b>Author &amp; organisation</b>	<b>Date</b>	<b>Scope</b>	<b>Who was surveyed</b>	<b>Methodology</b>	<b>How was information used</b>
Brucie's Buddies	Environment Southland	1999	Assessing levels of awareness of environmental issues in children	Children in Southland	Face-to-face interviews	To assist with the development of relevant and useful environmental education programmes.
Auckland Regional Council Stormwater Pollution Advertising Campaign Study 1998	Conducted by NRB for the Auckland Regional Council	1998	A region wide survey on stormwater pollution issue.	505 residents in Auckland Region	Telephone interviews	This survey was used to: <ul style="list-style-type: none"> <li>- gauge awareness of ARC stormwater advertising campaign</li> <li>- determine extent to which message was received</li> <li>- measure respondents' perceptions of status of regional environment</li> </ul>
Lesley Stone – University of Auckland - many of her own research papers	Lesley Stone, Auckland University	Ongoing over many years	Range of specific topics covered by Lesley and her students	General public, business/corporate, in house surveys	Telephone interviews, face to face interviews, self-completed questionnaire, qualitative research	Policy development, programme development, in house needs re policy, programmes, implementation

## **ENVIRONMENTAL ACTIONS AND BEHAVIOURS**

<b>Title</b>	<b>Author &amp; organisation</b>	<b>Date</b>	<b>Scope</b>	<b>Who was surveyed</b>	<b>Methodology</b>	<b>How was information used</b>
Quality of life indicators November 2000	Opinions Market Research Ltd, prepared for Canterbury Dialogues	To be released Feb 2001	To assess attitudes and behaviours in Christchurch/ Canterbury & to assess ratings of quality of life based on: <ul style="list-style-type: none"> <li>- winter air pollution,</li> <li>- home heating,</li> <li>- transport,</li> <li>- healthcare needs,</li> <li>- waste disposal,</li> <li>- employment status,</li> <li>- safety</li> </ul>	600 Cantabrians 15 years and older	The Opinions Monitor	To assess attitudes and behaviours in Christchurch and Canterbury  And to identify how the quality of life in Christchurch and Canterbury can best be enhanced
Environmental perceptions and	Community economy and	2000 and 1998	Environmental perceptions on air,	General public	Telephone interviews	State of the environment reporting and budgeting,

<b>Title</b>	<b>Author &amp; organisation</b>	<b>Date</b>	<b>Scope</b>	<b>Who was surveyed</b>	<b>Methodology</b>	<b>How was information used</b>
environmental education	environmental section of Environment Waikato	(Will be repeated every 3 years)	water, waste, plant & animal pests, erosion, roading, pollution, spray pesticides, drainage/flooding, environmental education.			planning and work priorities
Effects of rural subdivision.	NRB for Western Bay of Plenty District Council	1999	Has just been included in annual monitoring survey	General public	Telephone, and face to face interviews in areas likely to not have telephones	Review of rural subdivision rules for WBPDC
'Vote for the Environment'	Christchurch Agenda 21 Forum Inc – led by Quentin Davies, Rhys Taylor and Alan Ambury	Months prior to the last local body elections in 1999	One off – but interested in following up views given by councillors	Candidates for city council and regional council election within Christchurch	Mailed, then telephone reminders. Good response rate	Published on a website prior to the election and summarised for local press and to Agenda 21 Forum members. Provides info. on candidates environmental responsiveness
Workshop and questionnaire on riparian issues	Agresearch – Terry Parminter	1999	Workshop and questionnaire on riparian issues. One off – but repeated concepts tested	200 people	Telephone interviews, face to face interviews, self-completed interviews, qualitative research/focus groups	To develop guidelines for policy and science agencies and increase understanding on the relationships between attitudes and behaviour.
Questionnaire on dairy farm effluent	Agresearch – Terry Parminter	1999	One off – but repeat of concepts tested. Dairy farm effluent survey	60 people	Telephone interviews, face-to-face interviews, self-completed interviews, qualitative research/focus groups	To develop guidelines for policy and science agencies and increase understanding on the relationships between attitudes and behaviour.
Interviews on riparian decision making	Agresearch – Terry Parminter	1998	Interviews on riparian decision-making. One off – but repeated concepts tested	60 people	Telephone interviews, face-to-face interviews, self-completed interviews, qualitative research/focus groups	To develop guidelines for policy and science agencies and increase understanding on the relationships between attitudes and behaviour.
Conservation benefits from visitors to protect islands	Gordon Cessford, Department of Conservation		Protection and management of islands	Visitors to Tiritiri-Matangi and Little Barrier Islands	Self-completed mail back/written survey	To guide visitor management of islands
Workshop on sustainable agriculture with farmers, policy	Agresearch – Terry Parminter	1994	Workshop on sustainable agriculture with farmers, policy and science agencies. One	60 people – farmers, policy, science	Telephone interviews, face-to-face interviews, self-completed interviews, qualitative research/focus groups	To develop guidelines for policy and science agencies and increase understanding on the relationships between

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
and science agencies			off – but repeated concepts tested			attitudes and behaviour.
Project on sustainable agriculture	Agresearch – Terry Parminter	1993	Project on sustainable agriculture. One off – but repeated concepts tested	General public, policy makers, envt. groups, business and corporates	Telephone interviews, face-to-face interviews, self-completed interviews, qualitative research/focus groups	To develop guidelines for policy and science agencies and increase understanding on the relationships between attitudes and behaviour.
Energy, fuel and air pollution, insulation and housing	John Peet, Canterbury University, (Included support from local secondary schools & city and regional councils)	1972	Energy, fuel and air pollution, insulation and housing. One off survey	General public	Questionnaire	Data analysed and reported/published in 1974

## BARRIERS TO ACTING IN AN ENVIRONMENTALLY RESPONSIBLE WAY

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Cleaner Production and Waste Minimisation Attitudes	AC Neilson-MRL prepared for Christchurch City Council	May 1998	Cleaner production and waste minimisation in Christchurch	235 Christchurch residents	Telephone survey and 11 in-depth qualitative interviews	To assess if Council is the right organisation to promote cleaner production/waste minimisation & how industry/business might be involved
Environmental education in Auckland schools	Hilary Chidlow – a research paper submitted in partial fulfilment of the degree of a Master of Ed, Deakin University	1997	Research to investigate state of environmental education in Auckland schools and perceived /stated teacher needs - educational services by the ARC	269 schools (209 primary 60 secondary schools) in Auckland Region	Postal self-completed questionnaire – mostly closed questions.	Barriers to teaching environmental education, recommendations to ARC - future development of environmental education in schools.
Factors affecting the adoption of soil conservation by hill country farmers	Wayne Bettjeman (for study purposes), Wellington Regional Council	1990	Factors affecting the adoption of soil conservation by hill country farmers	Farmers	Postal survey	To assess factors affecting the adoption of soil conservation by hill country farmers

## NATIONAL SURVEYS:

### PERCEPTIONS AND ATTITUDES

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Perceptions of the Marlborough Sounds and Impacts of marine farms: Results of a nationwide survey	Croydon Consultants for Marlborough District Council	2001 (Survey conducted 2000)	Nationwide survey to obtain information on the attributes of the sounds that people value. And the activities that would have negative impacts on those attributes	1154 people throughout New Zealand	A telephone survey of randomly selected people from throughout New Zealand.	To assess <ul style="list-style-type: none"> <li>what people value about the Marlborough Sounds and how they contribute to NZers well-being</li> <li>the impact of marine farms on those values.</li> </ul> Will be used for decision making particularly resource consent applications.
Caught in the headlights: New Zealanders' Reflections on Possums, Control Options & Genetic Engineering	Paul Blaschke, Office of the Parliamentary Commissioner for the Environment	October 2000	An exploration of public attitudes/understanding about potential possum bio-controls (some of which involve genetic engineering)	Approx 85 general public & key organisations & people with an interest in possum control	Qualitative research – included a reference group, focus group workshops, and face-to-face interviews with key people, review of literature, and a commissioned paper on ethics.	To make recommendations on Government policy To promote the need to develop, fund, facilitate mechanisms to publicly discuss these issues To expand education and communication programmes
Environment Survey	Lincoln University – Ken Hughey and Ross Cullen	Feb 2000	Public perceptions re environmental conditions/management in NZ. Repeated every 2 years. Questions will be modified as necessary	General public	Self completed postal written questionnaire	Report on New Zealanders' perceptions of the state of the environment and its management – compare to SER of 1997
1998 Survey of the New Zealand Study of Values	Paul Perry and Alan Webster, Massey University	1998 1993 1989 1985	New Zealand public's attitudes/values re political and social life Environment questions included in 1998 (in the ISSP survey). Were also questions about responsibilities / role of local government	1201 NZers 1272 NZers 1000 NZers 2009 NZers	Self completed questionnaire Face-to-face interviews Postal survey Self completed questionnaire	Used to advise politicians on public attitudes and values

<b>Title</b>	<b>Author &amp; organisation</b>	<b>Date</b>	<b>Scope</b>	<b>Who was surveyed</b>	<b>Methodology</b>	<b>How was information used</b>
Women and the Environment	NZFUW (1996) Beverley Turner	1996	Pertaining to Agenda 21. One off survey. Would be shortened if repeated	Branch members in NZ, UK, Japan, other branches around world	Self completed written questionnaire	Report back to Environmental Network governor of International Foundation of University Women (IFUW) (in UK)
Conservation and Recreation in New Zealand: A Survey of Public Opinion	Heylen Research Centre for the Department of Conservation	November 1992	An assessment of how important conservation is in the public mind and feedback on the awareness of DoC and its effectiveness.	The New Zealand public	Self completed questionnaire	To feed into DOC's strategic planning process
Department of Conservation Associates Survey	Heylen Research Centre for the Department of Conservation	October 1992	Views of associates on conservation – what it means, key issues, role and effectiveness of the department etc	978 Associates to DoC	Self completed questionnaire	To feed into DOC's strategic planning process
Department of Conservation Staff Survey	Heylen Research Centre for the Department of Conservation	October 1992	Views of staff on conservation – what it means, key issues, role of the department etc	1071 DoC staff	Self completed questionnaire	To feed into DOC's strategic planning process
Federated Farmers - environmental issues	Federated Farmers NZ	Over many years	Both one off & repeated surveys. Federated Farmers regularly survey their members – for comment on environmental issues and submissions	Federated Farmers members – 16,000 in total	Email, face to face, postal	To respond to numerous and various discussion documents
Genetic Engineering	National Council of Women		Repeated survey – when there is an issue of interest and relevance to members	Members of women's branches & nationally org. societies	Focus group discussions	Writing submissions on central and local government policy

## KNOWLEDGE OF THE ENVIRONMENT AND EFFECTIVENESS

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Understanding of DOC and conservation. Consultation & information on environmental issues	Market Pulse (Auckland) and ARR, Rotorua	1999 1998 1995	Will be annual repeats. Only change will be fewer questions	District & regional councils–staff, forestry companies, rural residents after a 1080 operation.	Telephone interviews	For improving DOC services and relationships – long term strategic planning and short term actions
Businesses likely to be affected by the HASNO Act	AC Neilson, for ERMA		To identify businesses likely to be affected by HASNO Act, their knowledge of legislation and to identify their information needs	640 businesses (large, medium & small) nation wide	CATI – computer assisted telephone interviewing	To assist in developing a range of education and public awareness programmes for businesses likely to be affected by the HSNO Act

## ENVIRONMENTAL ACTIONS AND BEHAVIOURS

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
International Social Survey Programme (ISSP)	Marketing Department, Massey University	2000/2001 1993/1994	Attitudes to the environment in 1994. Intention was to include similar environment questions in 1999. This has still not occurred but is being prepared	1883 people over 18 sent survey and 1272 responded	Mail survey, randomly selected from Electoral Roll This survey is conducted in a range of different countries using the same questions (i.e. NZ, Australia, Austria, Bulgaria, Canada, Czechoslovakia, German, Hungary, Ireland, Israel, Italy, Japan, Netherlands, Norway, Philippines, Poland, Russia, Slovenia, Sweden, UK, USA)	To assess whether people think the environment is under threat, to assess whether people do anything to make a difference to the environment (such as recycling), to assess what people think the role of the Government is.
2000 Survey of Corporate Environmental Responsiveness	Delyse Springett Massey University	Nov 2000 1999	Based on the UK Index of Environmental Engagement – companies assess themselves against ten	Top 200 companies by turnover – there were 134 companies	Based on the UK Index of Environmental Engagement – Company self assessment and completion of the postal survey	To raise awareness of environmental issues in the business community. To assess how engaged NZ companies are in

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
			parameters of environmental engagement	sent the survey in 2000 and 60 responded and were able to be used.		environmental matters. To encourage companies to increase environmental responsiveness. Assesses how systematic a company's approach to environmental management is & provides measurement of environmental business planning.
On Farm Quality Survey July 2000	Jim Cotman & Graham McBride for Dairy Research Institute & Livestock Improvement Advisory Board	2000	One off, may be repeated	Dairy farmers	Face-to-face	To prioritise environmental, other issues for on-farm quality assurance programmes. To assist with developing integrated on farm quality systems
Green trends	Gayle Olgivie, Lisa Martin URS	1999	One off	Specific industry sectors – travel, food, forestry, wool (most in NZ, a few overseas)	Written survey with telephone follow-up	Used in drafting a paper for Ministry for the Environment
1998 International Environmental Monitor: Overview report for New Zealand 1998 <sup>2</sup>	David Collins, Market Attitude Research Services	September 1998 and 1997	Level/type of concern re environment; does this translates to consumer purchase decisions; perceptions of central government's & certain industries' environmental performance	1000 households	Random telephone surveys	Claims to assist with continuous environmental improvements
Survey on production and environmental	Agresearch – Terry Parminter	1995	Survey on production and environmental goals. One off – but	1600 people on production and	Telephone interviews, face-to-face interviews, self-completed interviews, qualitative	To develop guidelines for policy and science agencies and increase understanding

<sup>2</sup> This survey is unlikely to be carried out again in New Zealand due to lack of a funding base. It is still being carried out in Australia.

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
goals			repeated concepts tested	environmental goals	research/focus groups	on the relationships between attitudes and behaviour.
Project Green	Colmar Brunton Research Ltd.	1990	An exploration of green issues from NZ consumers perspectives	600 people 15 and older in metropolitan areas in NZ	Randomly selected. Face-to-face interviews in people's homes (600 people). Workshops: Auckland, Wellington & Christchurch.	To determine the degree of greenness among the NZ population and assess attitudes and behaviours.
Environmental Accounting	Open Polytechnic		One off survey	Corporate	Self-completed questionnaire	Analysis of annual reporting of environment
Landowner feedback on 1080 operations	Market pulse research/APR consultants, for DOC		One off	Business/corporate, land owners	Telephone interviews	Landowner feedback used to refine consultation process for future 1080 operations

## BARRIERS TO BEING ENVIRONMENTALLY RESPONSIBLE

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How was information used
Project 98	Maryanne MacLeod, URS and a survey company	1997-1998	One off study – focus on gatekeepers (people who could stop the movement of food products)	Business corporates, trade organisations, interest groups	Self completed questionnaire with follow-up telephone interviews, some face-to-face	To identify if there were opportunities for NZ exporters to be seen as producers of “green food” and to assess the advantages and disadvantages of developing an eco-label.
Women and the Environment	NZNGO Co-ordination committee – post Beijing Tour for the National Council of Women	1996	Gender inequalities in the management of natural resources and the safeguarding of the environment.	General public Women who attended the weekend workshops	2 hour workshop groups of women who chose to attend. Facilitators all local women with environmental knowledge	Collated – “Beyond Beijing the NZ Way” book launched. (Sept 1996) at NCW Centennial Conference – distributed to all branches, local libraries, local authorities, MPs, etc.

### 3.2 Previously conducted surveys from overseas

#### PERCEPTIONS AND ATTITUDES TOWARDS THE ENVIRONMENT

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How the information was used
The Environment	Gallup, for the USA Today Poll	April 1999	Five questions on satisfaction with protection of US environment, whether environment is getting better or worse, should environment/economic growth get priority, ranking environmental issues, & whether respondents consider themselves to be environmentalists	1069 adults in USA	Simple poll – most likely to be a telephone survey	Unclear how this information was used but looks like it was used for political purposes
Public opinion on environmental issues	OECD	1991 and 1985	Now included in country compendiums Public opinion complements indicators work (the “response” component of state of environment reporting)	The public of some OECD countries	Obtained from countries with national environmental surveys – unclear whether one methodology was used or results were based on a variety of approaches (mostly likely to be the latter)	To provide info. for state of the environment reporting. Two indicators of public opinion developed: <ul style="list-style-type: none"> <li>• interface between environment / economy</li> <li>• most important environmental problems</li> </ul>
Perceived value of environmental quality as represented by Sydney’s national parks	Lesley Syme (as part of an MBA) <i>(Note link to comparative data conducted in Taranaki in 1999)</i>	1996	Attitudes of people on protected lands with those house holds on the perimeter on private land	Sydney people	House-to-house survey	Will ultimately be used to develop software for measuring environmental values.

## ENVIRONMENTAL ACTIONS AND BEHAVIOURS

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How the information was used
Who cares about the environment? Environmental Knowledge, Attitudes, Skills and Behaviours in NSW – a community survey	New South Wales Environmental Protection Agency	1997 and benchmark survey in 1994	Environmental priorities, knowledge, attitudes, skills and behaviours of NSW people	1115 NSW residents	A literature review Qualitative in-depth interviews with stakeholders Quantitative telephone surveys with the NSW public	To know what people in NSW know, care about & are willing to do in relation to environmental issues. To measure changes in public attitudes, knowledge, skills & behaviours. To provide information relevant to planning, implementing & evaluation of EPA programmes/initiatives
1997 Industry and the Environment – a benchmark survey of environmental management in NSW industry	New South Wales Environmental Protection Agency	1997	Views on environmental issues, staff responsibilities for environmental issues, contact with EPA, environmental initiatives undertaken, sources of environmental information.	500 businesses across NSW	Qualitative interviews with selected informants and groups Self completed survey	To support the process of making improvements in environmental performance in industry sector To assess how many businesses have adopted environmental management processes
1994 Household Environment Survey	Statistics Canada	1994 and 1991	Environmental behaviour of Canadian people. Includes questions of whole household on: <ul style="list-style-type: none"> <li>• recycling</li> <li>• access to and use of hazardous waste disposal services</li> <li>• are disposable diapers used</li> <li>• water saving (a number of questions)</li> <li>• if toilet paper and paper towels are</li> </ul>	Over 7000 households on a voluntary basis, from those who were involved in Household Survey (compulsory)	Supplement to the 1994 household survey	To help evaluate environmental policy and to raise awareness of the environment in Canadian households

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How the information was used
			<ul style="list-style-type: none"> <li>recycled paper</li> <li>• take own bags when shopping</li> <li>• is there a thermostat for temperature control and behaviour</li> <li>• composting</li> <li>• travel to work: normal mode of whole household last week.</li> </ul>			
Survey of Household Energy Use, 1998	Statistics Canada, Special Surveys Division, on behalf of Natural Resources Canada	March 1998 and 1993	<p>Info. On energy use &amp; factors affecting household energy use:</p> <ul style="list-style-type: none"> <li>• energy consuming equipment/appliances</li> <li>• characteristics of thermal envelope</li> <li>• patterns of behaviour re energy use</li> <li>• incidence of selected types of retrofits affecting energy use undertaken in 1997</li> </ul>	Voluntary – 7,085 households from the Labour Force Survey (by regional distribution)	Computer assisted personal interview of 40 minutes. (Introductory letter, week later interviewers call to houses to schedule appointments, then the personal interviews)	To provide information for a database fostering the analysis and understanding of how energy is used in Canada. Overtime the database will help evaluate programs designed to increase energy efficiency.

## BARRIERS TO BEING ENVIRONMENTALLY RESPONSIBLE

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How the information was used
Environmental views, concerns and issues	Australian Bureau of Statistics	2000 1998 1996 1994 1992	<p>Data on environmental behaviour &amp; practices of Australian people and households.</p> <p>Topics: environmental attitudes, concerns, involvement, info. sources, packaging, fertiliser &amp; pesticide use, water sources &amp;</p>	Australian public over 18 years	<p>A supplement to the monthly Labour Force Population Survey and the Population Survey Monitor</p> <p>a. Labour Force Survey - LFS Multi-stage area sample of 37,000 private dwellings throughout Australia – the environment survey was conducted using approximately 18,500 of the dwellings for the LFS</p>	To assess Australians' views and practices in relation to the environment, and to obtain trend data Assesses barriers to people acting in an environmentally responsible manner

Title	Author & organisation	Date	Scope	Who was surveyed	Methodology	How the information was used
			issues, environmentally friendly products, use of World Heritage Areas, National & State Parks. Rural/urban.		b. Population Survey Monitor Quarterly survey of approx 3,000 households throughout Australia	
Environment industry: business sector, 1998	Statistics Canada	1998 1997/6 1995	The environment industry accounts	Canadian businesses	From website <a href="http://www.statcan.ca">www.statcan.ca</a> "products and services" – appears to be face-to-face interviews.	To assess gaps and barriers to environmentally friendly behaviour

## 4. Conclusions

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New Zealand society is complex and dynamic and there are constant changes in our way of life, including how we respond to environmental challenges. It is important to monitor these changes so that central and local government can react accordingly, and to ensure the current policies are geared up to deal with current challenges.

It is helpful to know what material and information already exists on assessing the public's understanding of environmental issues and what people are prepared to do to in relation to environmental management. A good place to start is to check any relevant existing surveys for ideas and information. It is hoped that this report will provide useful information, contacts and guidance for people preparing future surveys.

The surveys reviewed in this report provide a range of information at a variety of scales about people's perceptions, skills and knowledge of the environment, as well as actions and behaviours, and barriers to environmentally responsible behaviour. There is, however, no one survey conducted nationally that assesses all of these things at the national level in relation to the New Zealand public.

## Appendix 1 – Bibliography

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## Appendix 2 – Email questionnaire



### Surveys on people's understanding of environmental issues

#### Previous surveys

We are aware that surveys are done for a number of different reasons ranging from determining people's perception of the role of an organisation, to tracking changes in attitudes and behaviour, through to getting a broad understanding of the environmental issues that the public think are important.

Please complete the following table for each survey you/your organisation has conducted (please copy the table if you have more than one survey to report on).

<b>Name of survey &amp; date undertaken</b>	
1. Has your organisation conducted research with the public on environmental issues – yes/no? If yes please list the topics that were covered.	
2. Who carried out the survey (organisation/contact)?	
3. Who was surveyed? 1 General public 2 Policy makers 3 Environmental groups 4 Business/corporate 5 Other (please specify)	
4. Is this a one-off or a repeated survey?  If repeated when?  If repeated, what if anything would be changed?	
5. How was the survey conducted? 1 Telephone interviews 2 Face-to-face interviews 3 Self-completed questionnaire 4 Qualitative research 5 Focus groups 6 Other (please specify)	
6. How was the information from the survey used?	

**National survey on the public's understanding of environmental issues**

*(optional to fill in if you will be attending a workshop to discuss these issues)*

We are very interested in finding out what you think the value and use of a national survey would be.

1. How important do you consider it is that a national survey should be conducted? 1 Not important 2 Somewhat important 3 Very important And why?	
2. How would you/your organisation use the results of such a national survey?	
3. What do you think the priority questions for a national survey should be?	
4. Who should be responsible for and fund such a national survey?	

**Are you interested in attending a meeting to discuss issues and needs relating to a national survey? If so please send your contact details to Karen Bell so that we can send you an invitation to a meeting in your area. These meetings will be happening in early to mid December 2000.**

***Please return this questionnaire to Karen Bell by 8 December 2000.***

***Thank you for taking the time to complete the questionnaire and send in your survey/s.***