

ENVIRONMENT SOUTHLAND PERCEPTIONS SURVEY

AUGUST 2016

SUMMARY OF FINDINGS

AWARENESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND

This year shows a decrease in awareness of Environment Southland, with 71% of residents and 87% of farmers aware of Environment Southland at an unprompted level. There has been a significant decrease in awareness amongst residents (71% cf. 2015, 83%), as well as a decrease amongst farmers (decreased 5%), although this is not significant. It should be noted that farmers are more likely to be aware of Environment Southland (87% cf. residents, 71%). Almost all (99%) residents and farmers are aware of Environment Southland at a prompted level, although this is a small decrease from last year's results.

In terms of impressions of Environment Southland, 52% of residents agree that Environment Southland is a leader in the development of an environmentally friendly Southland. Following this, 50% of residents agree Environment Southland effectively manages pressing environmental issues and 45% agree they enable prosperity in Southland. This year, agreement with all measures has decreased, although agreement with Environment Southland being a leader in the development on an environmentally friendly Southland (52% cf. 2015, 62%) and Environment Southland effectively managing pressing environmental issues (50% cf. 2015, 60%) has decreased significantly.

Amongst farmers, 49% agree that Environment Southland is a leader in the development of an environmentally sustainable Southland. Following this, 43% of farmers agree Environment Southland effectively manage pressing environmental issues and 35% agree that they enable prosperity in Southland. Similar to residents, impressions have declined since last year. Notably, agreement with Environment Southland being a leader in the development of an environmentally friendly Southland (49% cf. 2015, 59%) and effectively managing pressing environmental issues (43% cf. 2015, 60%) have both decreased significantly.

Forty-eight percent of residents rate Environment Southland as doing well at informing them about the management of Southland's natural resources. Following this, 44% of residents think Environment Southland is doing well at protecting and managing the quality of water in Southland's rivers, lakes, and streams and 36% think Environment Southland is doing well at providing them with an opportunity to participate in their decision-making process. Positive ratings have all decreased since last year's results, notably well and very well

ratings for informing residents about the management of Southland's natural resources (48% cf. 2015, 57%) and protecting and managing the quality of water in Southland's rivers, lakes, and streams (44% cf. 2015, 56%) have decreased significantly.

Sixty-one percent of farmers rate Environment Southland as doing well at informing them about the management of Southland's natural resources. A further 48% of farmers rate Environment Southland as doing well at providing them with an opportunity to participate in their decision-making processes, and 46% rate Environment Southland protecting and managing the quality of water in Southland's rivers, lakes, and streams positively. Notably, there has been a significant decrease in farmers rating Environment Southland doing well as protecting and managing the quality of water in Southland's rivers, lakes, and streams (46% cf. 2015, 67%).

ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES

Levels of understanding of Environment Southland's Big 3 Priorities are similar between residents and farmers. Eighty-seven percent of residents make mention of a priority pertaining to water. This is followed by air mentions (44%) and biodiversity (51%). Compared to last year, residents are more likely to mention water (87% cf. 2015, 79%), air (44% cf. 2015, 33%), and biodiversity (51% cf. 2015, 32%) and less likely to mention a priority about the environment (15% cf. 2015, 31%).

Eighty-five percent of farmers mention a priority around water, this is followed by biodiversity (59%) and air (42%). This year, there has been a significant increase in farmers mentioning biodiversity (59% cf. 2015, 38%).

WATER AND LAND 2020 AND BEYOND

Similar to last year, 44% of residents and 80% of farmers are aware of the *Water and Land 2020 and Beyond* project. Notably, farmers are more likely to be aware of the project than residents (80% cf. residents, 44%).

The Southland Times (residents 27%: farmers 21%) and local community newspapers (residents 24%: farmers 18%) are the primary sources for information about the *Water and Land 2020 and Beyond* project. Notably, farmers are more likely to have gathered information through a community meeting (24% cf. residents, 7%).

Perceptions of the *Water and Land 2020 and Beyond* project revolve around water (residents 24%: farmers 16%), future planning (residents 15%: farmers 22%) and farming (residents 14%: farmers 18%).

SUMMARY OF FINDINGS

Compared with last year, residents are less likely to mention an aspect pertaining to water (24% cf. 2015, 38%). Farmers are also less likely to mention an idea relating to water (24% cf. 2015, 38%).

BREATHE EASY SOUTHLAND

Sixty-two percent of residents and 57% of farmers are aware of the *Breathe Easy Southland* project. These results are slightly below results from 2015.

The Southland Times (residents 38%: farmers 48%), local community newspapers (residents 36%: farmers 32%), and flyers in my letterbox (residents 10%: farmers 8%) are the primary places both residents and farmers have gathered information about the *Breathe Easy Southland* project.

In terms of understanding of the *Breathe Easy Southland* project, residents mention fireplaces (45%) and air (36%). Similarly, farmers mention air (42%) and fireplaces (41%).

Compared to last year, residents are less likely to mention fireplaces at a total level (45% cf. 2015, 57%), however, are more likely to make specific mentions of restrictions on fireplaces (19% cf. 2015, 13%) and reducing air pollution (15% cf. 2015, 8%).

This year farmers are also less likely to mention fireplaces at a total level (41% cf. 2015, 54%), however, are also more likely to make specific mention of restrictions on fireplaces (18% cf. 2015, 9%) and monitoring air pollution (14% cf. 2015, 4%).

COMMUNICATION

Both farmers and residents primarily get their information about Environment Southland through newspapers (residents 43%: farmers 42%), flyers in the letterbox (residents 29%: farmers 30%) and the *Envirosouth* newspaper (residents 27%: farmers 26%).

Compared to last year, residents are more likely to use their rates accounts (14% cf. 2015, 10%), *Enviroweek* column (12% cf. 2015, 4%), the Internet (12% cf. 2015, 6%), other people (11% cf. 2015, 6%), and radio news (7% cf. 2015, 4%) for information on Environment Southland. This year, farmers are more likely to get information about Environment Southland through the Internet (13% cf. 2015, 6%), other people (13% cf. 2015, 7%), and personal contact (12% cf. 2015, 6%).

Sixty-six percent of residents agree that the information Environment Southland provides is valuable. A further 60% of residents agree the information is credible, and 61% agree that they trust the information. Compared with last year, significant decreases can be seen across all information measures.

In terms of farmers, 66% agree that the information Environment Southland provides is valuable. A further 63% agree that the information is credible and 57% agree that they trust the information from Environment Southland. Although not significant, there have been decreases across the information measures.

ENVIROWEEK

Forty-eight percent of residents recall seeing *Enviroweek*, this is a small decrease from last year's results. Of these residents, 64% have read *Enviroweek* and 67% are aware Environment Southland produces *Enviroweek*. Readership of *Enviroweek* has decreased significantly this year (64% cf. 2015, 73%).

Perceptions of *Enviroweek* have decreased this year amongst residents. Seventy-six percent of residents agree the information is valuable to the community; although not significant this is a 8% decrease in agreement from last year. A further 67% of residents agree the information is credible; also not significant, this is a 12% decrease in agreement from last year.

Amongst farmers, 55% recall seeing *Enviroweek*. Of these farmers, 71% read *Enviroweek* and 76% are aware Environment Southland produces *Enviroweek*. These results are similar to results from last year.

Amongst farmers, 76% agree the information is valuable to the community. Following this, 65% of farmers agree the information is credible, this is a 13% decrease in agreement from last year, although this is not significant.

ENVIROSOUTH

Sixty-nine percent of residents recall seeing *Envirosouth*. Of these residents, 73% read *Envirosouth* and 79% are aware Environment Southland produces *Envirosouth*. Although not significant, all of these results are a decrease from last year's results.

Seventy-four percent of residents think the information is valuable to the community, this is a significant decrease from last year (74% cf. 2015, 84%). Following this, 71% of residents agree the information in *Envirosouth* is credible.

SUMMARY OF RESULTS

Amongst farmers, 83% recall seeing Envirosouth, this is a decrease from last year's results. Of these farmers, 84% read Envirosouth and 91% are aware Environment Southland produces Envirosouth.

Seventy-two percent of farmers agree the information in Envirosouth is valuable to the community, while 67% of farmers agree the information is credible. Agreement with both of these measures has decreased this year, although not significantly.

ENVIROFARM

Just over a quarter (27%) of farmers have seen Envirofarm. Of these farmers, 30% have read Envirofarm, this is a significant decrease from last year's results (cf. 2015, 72%). Following this, 75% of farmers are aware Environment Southland produces Envirofarm.

Seventy-six percent of farmers agree the information in Envirofarm is valuable to the community and 64% agree the information is credible.

LUNCHTIME FARMING SHOW

Forty-six percent of farmers indicate they listen to the Lunchtime Farming Show. A further 64% of these farmers have heard information from Environment Southland on the show. This year sees an increase in farmers hearing information from Environment Southland on the show, although not significant.

Perceptions that the information on the show is valuable have decreased 9% this year to 88%. Following this, 79% of farmers agree the information is credible.

NEWSPAPERS

In terms of newspaper readership, residents mention the newspapers they read most are *The Southland Times* (71%), *Southland Express* (55%), and *Invercargill Eye* (40%). Newspaper readership appears to be higher amongst farmers, with 83% mentioning they read *The Southland Times*, 58% *Southland Rural Life*, and 53% *Otago Southland Farmer*. Amongst residents, readership of most newspapers has decreased this year, while farmers newspaper readership remains similar to previous years.

RADIO STATIONS

MoreFM (17%), The Rock (15%), and Hokonui Gold (13%) are the radio stations residents listen to. Almost half (45%) of farmers listen to Hokonui Gold.

Compared to last year, significantly more residents indicate they listen to The Rock (15% cf. 2015, 9%) and The Edge (13% cf. 2015, 9%).

INTERNET AND SOCIAL MEDIA

Seventy-eight percent of residents mention they go online regularly, this is a significant increase from last year's results (cf. 2015, 72%). A further 82% of residents have a Facebook profile and 33% of residents are aware Environment Southland has a Facebook page. A further 64% of residents would use the Facebook page for information about Environment Southland and 17% use the Environment Southland website.

Seventy-two percent of farmers go online regularly. A further 65% have a Facebook profile and 49% are aware Environment Southland has a Facebook page. Fifty-one percent of farmers would use the Environment Southland Facebook page for information and 39% use the Environment Southland website.

CIVIL DEFENCE

Fifty-one percent (each) of residents and farmers have a household emergency plan. Compared to 2014, there has been a significant decrease in residents indicating they have emergency plan (51% cf. 2014, 58%).

Seventy-eight percent of residents and 89% of farmers think their household could be self-sufficient for three days.

Eighteen percent of residents and 27% of farmers heard the flood warning on the radio earlier this year.

Eighty-four percent of residents and 79% of farmers did not check for flood warning information.

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BACKGROUND, OBJECTIVES AND METHOD

BACKGROUND, OBJECTIVES AND METHOD

BACKGROUND AND OBJECTIVES

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

To ensure the information is reaching the intended target audiences, Environment Southland monitors how well its communications are received by resident groups within the region. In 2016 Versus Research was commissioned by Environment Southland to conduct a Perceptions Survey to assist with this monitoring. The primary objectives of the survey are to determine:

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

METHOD

This year, a mixed-method approach was used for data collection. This involved both computer-aided telephone interviewing (CATI) and online interviewing. With an increasing number of households opting not to have a landline at home, Council included a portion of online interviewing this year to target those who are unable to be reached by landline, particularly younger residents. This helped to ensure that a representative sample was achieved overall. Comparisons between residents phone and online responses are detailed in Appendix One.

The online sample also includes a portion of farmers. This year farmers were particularly difficult to reach via phone, so responses from farmers captured online were included in the farming sample. The inclusion of the online sample has resulted in a small change in the overall make-up of the farmers sample, compared to last year less farmers aged 40-59, less land owners and more females are included in the farmer sample this year.

CATI

CATI was used initially to canvass the general population. A total of n=594 (n=450 residents and n=168 farmers) interviews were completed via CATI. The sample was stratified as per previous years to ensure that the sample composition was geographically representative of the district as a whole. Fieldwork for telephone interviewing was completed between 19th of July and 4th of August 2016, from 4.30pm to 8.30pm. Telephone numbers for the interviewing were supplied by Inivio.

ONLINE

Online interviewing was used to ensure the final sample was representative of the area as a whole. A total of n=229 responses (n=200 residents and n=29 farmers) were collected online. This interviewing was targeted towards younger residents, as this demographic is harder to reach via a landline telephone. The sample for this portion of the project was sourced via Facebook. Residents who responded online were screened to ensure they had not completed the survey over the phone. A total of n=253 interviews were collected from residents online. Fieldwork for online interviewing was completed between the 24th of July and 4th of August 2016.

BACKGROUND, OBJECTIVES AND METHOD

MARGIN OF ERROR

Margin of error (MOE) is a statistic used to express the amount of random sampling error present in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE. The final residents sample size for this study is n=650, which gives a maximum margin of error of +/- 3.84% at the 95% confidence interval, that is, if the observed result on the total sample of n=650 respondents is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 46.16% and 53.84%. The margin of error associated with the farmers sample is +/-6.98%.

WEIGHTING

Age and gender weightings have been applied to the residents data set for this project. Weighting ensures that specific demographic groups are neither under- nor over-represented in the final data set and that each group is represented as it would be in the population.

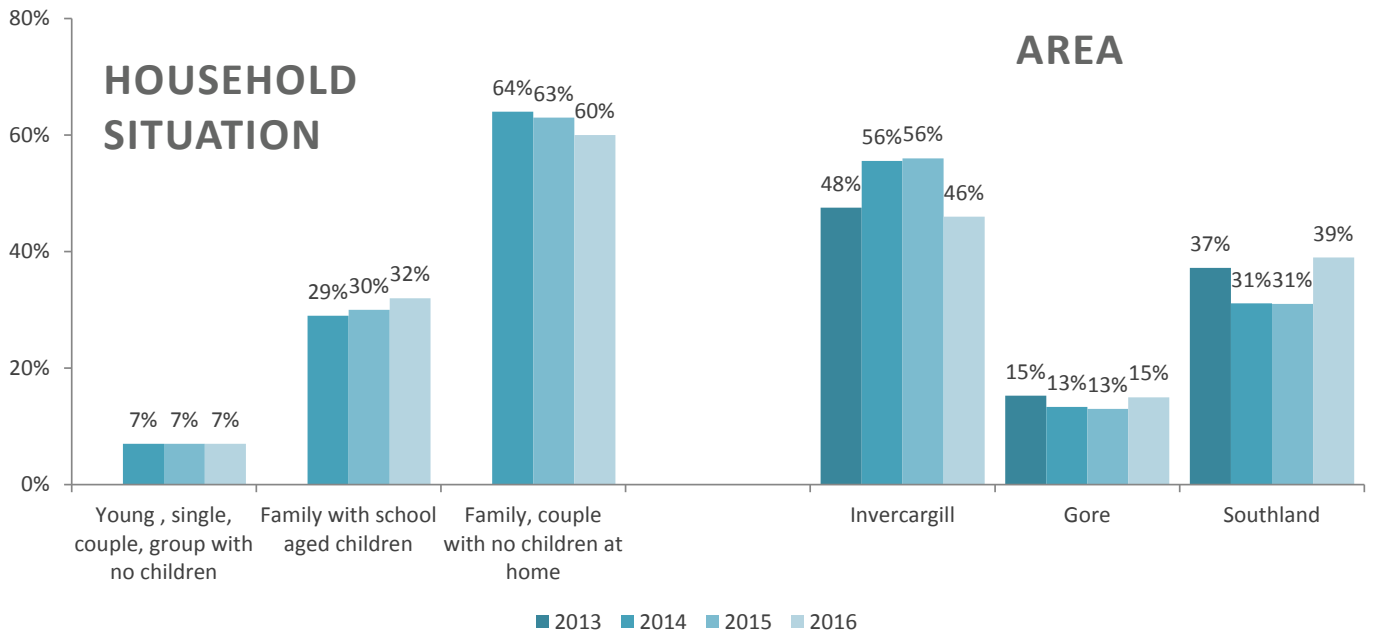
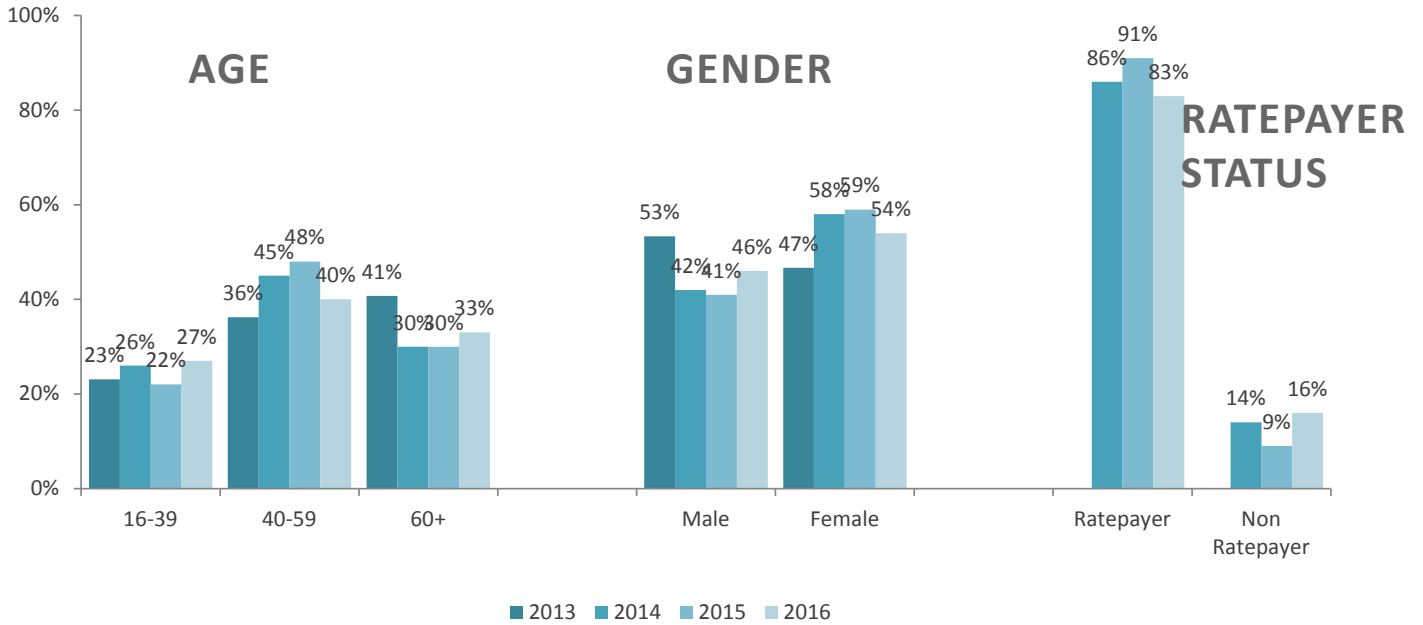
Weighting gives greater confidence that the final results are representative of the Southland Region population overall and are not skewed by a particular demographic group. The proportions used for the gender and age weights are taken from the 2013 Census (Statistics New Zealand). The proportions used are shown in the table below:

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

BACKGROUND, OBJECTIVES AND METHOD

SAMPLE

The charts below show the unweighted residents sample from 2013 (where applicable), 2014, 2015 and 2016.



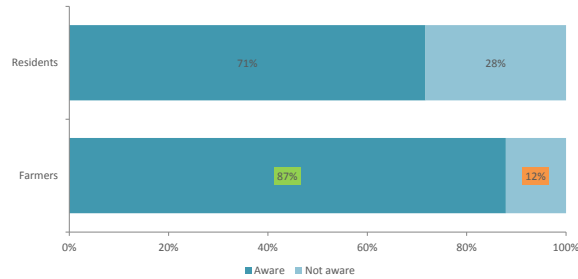
HOW TO READ THESE FINDINGS

The results for residents and farmers have been analysed and reported separately within this report.

AWARNNESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND

UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND 2016 RESULTS

Unprompted awareness of Environment Southland has declined significantly amongst residents this year to 71% cf. 2015, 83%. Unprompted awareness amongst farmers has also declined 5% to 87%, although this is not statistically significant. Farmers are more likely to be aware of Environment Southland than residents. At a total level, nearly all (99%) of residents and farmers are aware of Environment Southland when prompted. This is in line with results from previous years' results.



2016's total level results for residents and farmers are shown in the chart. Significance testing has been applied to these results. This testing compares farmers results to residents results. Any significant changes are shown using shading. Green shading indicates the farmers' result is significantly higher than the residents' result, while orange shading indicates the farmers' result is significantly lower than the residents' result.

UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND 2011 - 2016 RESULTS

	2016	2015	2014	2013	2012	2011
Aware: residents	71%	83%	75%	76%	75%	76%
Aware: farmers	87%	92%	86%	-	-	-

PROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND 2011 - 2016 RESULTS

	2016	2015	2014	2013	2012	2011
Aware: residents	99%	100%	99%	98%	97%	100%
Aware: farmers	99%	100%	99%	-	-	-

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This year's results are also compared to previous years' results in table format. Significance testing has been applied to these results. This testing compares 2016's results to 2015's. Any significant changes are shown using shading. Green shading indicates there has been a significant increase from 2015's results, while orange shading indicates a significant decrease from 2015's results.

AWARNNESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND | SUMMARY OF FINDING

AREA DIFFERENCES

INVERCARGILL

8-10 Environment Southland effectively managing pressing environmental issues 23%

GORE

Aware of Environment Southland unprompted 82%

SOUTHLAND

Aware of Environment Southland unprompted 82%
8-10 leader in the development of an environmentally friendly Southland 29%

At the end of each section, area and demographic differences are displayed. This page shows results which are statistically significantly higher than the total result amongst residents.

DEMOGRAPHIC DIFFERENCES



8-10 Environment Southland protecting and managing the quality of the water in Southland's rivers, lakes and streams 28%



Aware of Environment Southland unprompted 82%
1-2 Environment Southland effectively managing pressing environmental issues 13%
1-2 Environment Southland protecting and managing the quality of the water in Southland's rivers, lakes and streams 21%



Aware of Environment Southland unprompted 83%
8-10 providing them with an opportunity to participate in decision-making processes 20%



3-4 Environment Southland enables prosperity in Southland 18%



1-2 leader in the development of an environmentally friendly Southland 14%
1-2 Environment Southland enables prosperity in Southland 18%
1-2 Environment Southland effectively managing pressing environmental issues 13%
1-2 providing them with an opportunity to participate in decision-making processes 21%

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AWARENESS AND IMPRESSIONS

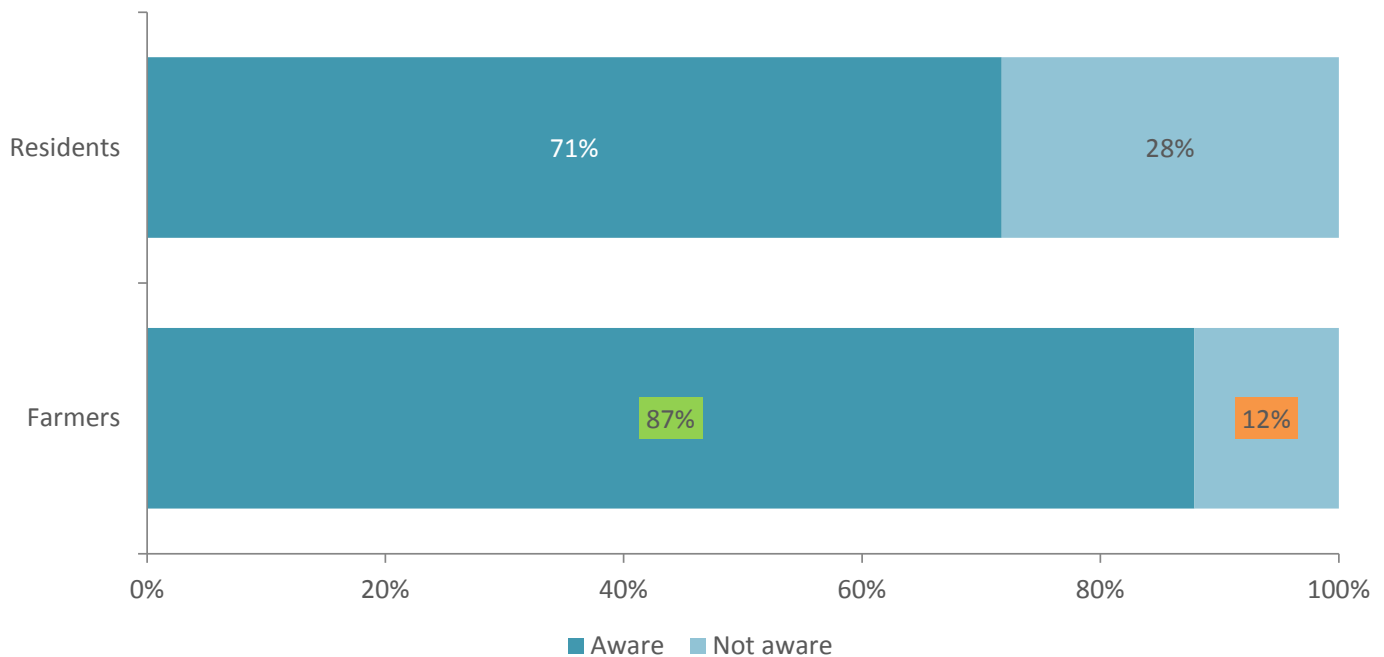
AWARENESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND

SOUTHLAND



UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2016 RESULTS¹

Unprompted awareness of Environment Southland has declined significantly amongst residents this year to 71% (cf. 2015, 83%). Unprompted awareness amongst farmers has also declined 5% to 87%, although this is not statistically significant. Farmers are more likely to be aware of Environment Southland than residents. At a total level, nearly all (99%) residents and farmers are aware of Environment Southland when prompted. This is in line with results from previous years.



UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2011 - 2016 RESULTS²

	2016	2015	2014	2013	2012	2011
Aware: residents	71%	83%	75%	76%	75%	76%
Aware: farmers	87%	92%	86%	-	-	-



PROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2011 - 2016 RESULTS

	2016	2015	2014	2013	2012	2011
Aware: residents	99%	100%	99%	98%	97%	100%
Aware: farmers	99%	100%	99%	-	-	-

¹ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

² Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

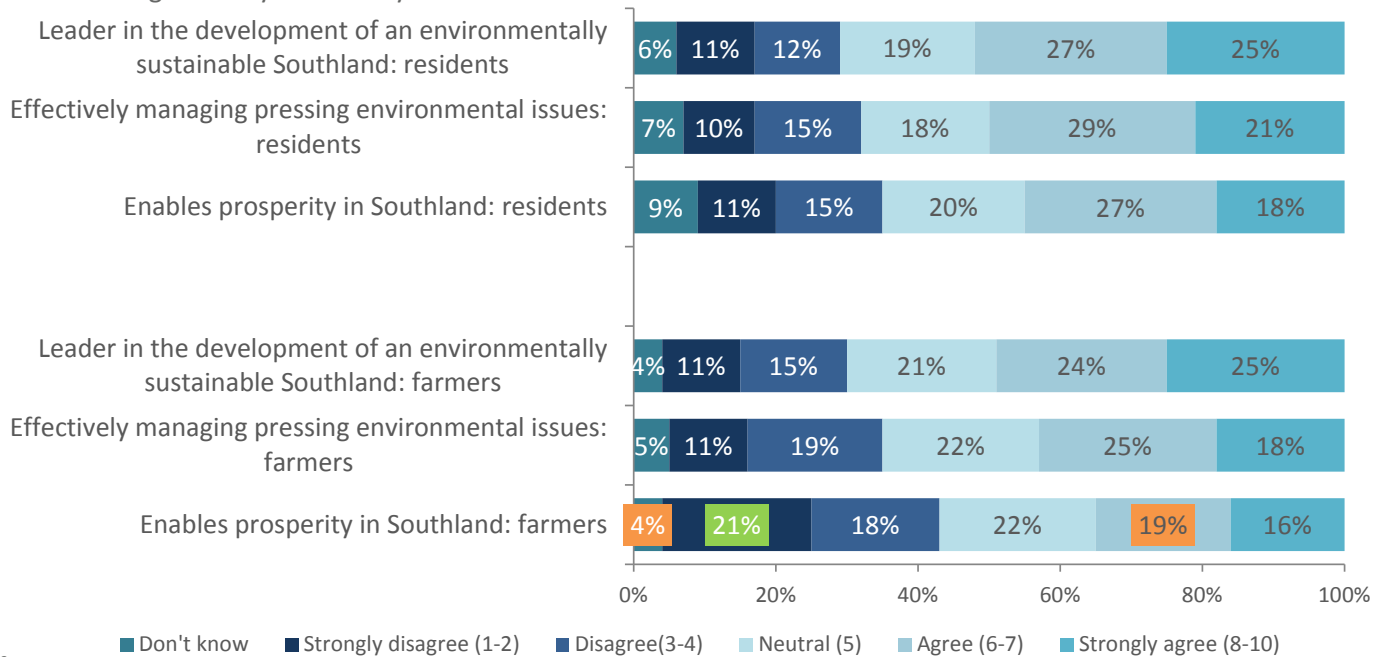
AWARENESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND



IMPRESSIONS OF ENVIRONMENT SOUTHLAND: 2016 RESULTS³

In terms of impressions of Environment Southland, 52% of residents agree (27%) or strongly agree (25%) that they are a leader in the development of an environmentally friendly Southland. Similarly, 49% of farmers agree (24%) or strongly agree (25%) with this. Notably, farmers are less likely to agree (19% cf. residents, 27%) that Environment Southland enables prosperity.

This year, amongst both residents and farmers, total agreement with Environment Southland being a leader in the development of an environmentally friendly Southland and effectively managing pressing environmental issues has decreased significantly since last year.



IMPRESSIONS OF ENVIRONMENT SOUTHLAND: 2011-2016 RESULTS⁴

	2016	2015	2014	2013	2012	2011
Leader in the development of an environmentally friendly Southland: residents	52%	62%	59%	-	-	-
Effectively managing pressing environmental issues: residents	50%	60%	56%	57%	60%	57%
Enables prosperity in Southland: residents	45%	50%	42%	-	-	-
Leader in the development of an environmentally friendly Southland: farmers	49%	59%	54%	-	-	-
Effectively managing pressing environmental issues: farmers	43%	60%	65%	-	-	-
Enables prosperity in Southland: farmers	35%	40%	34%	-	-	-

³ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

⁴ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

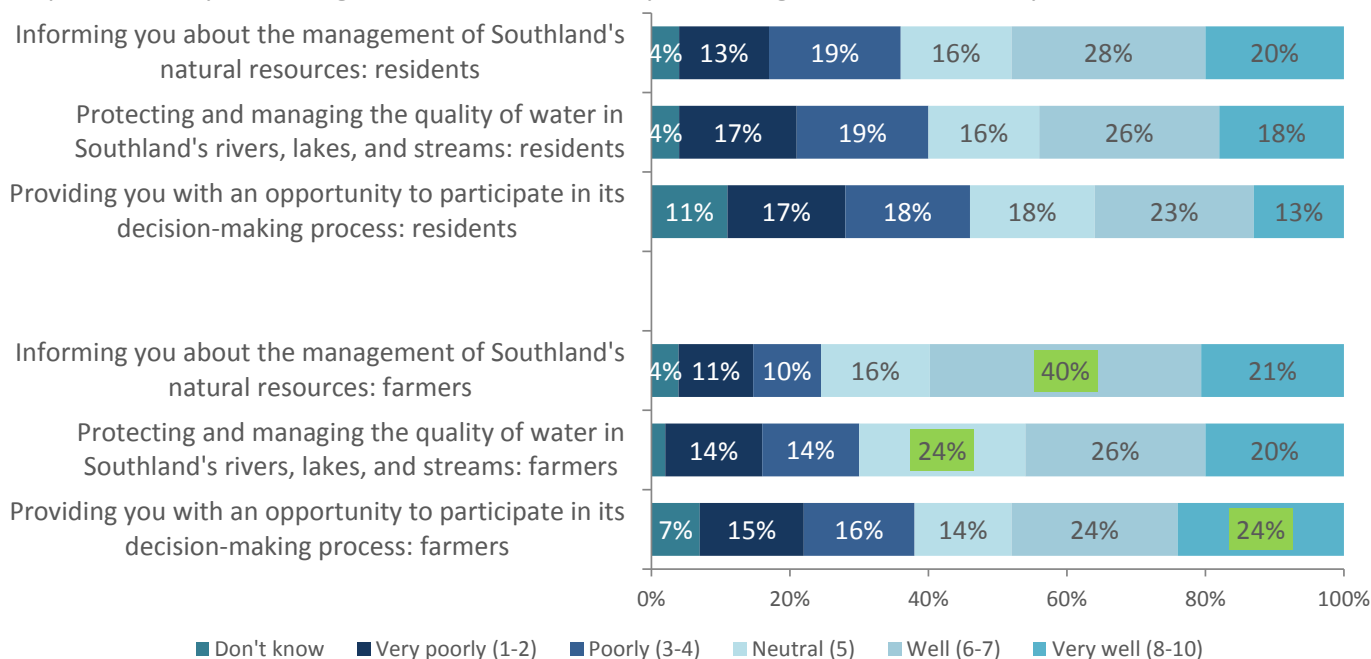
AWARENESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND



RATINGS OF ENVIRONMENT SOUTHLAND: 2016 RESULTS⁵

Overall, 48% of residents rate Environment Southland as doing well (28%) or very well (20%) at informing them about the management of Southland's natural resources. Notably, farmers are more likely to rate Environment Southland informing them about the management of Southland's natural resources well (40% cf. residents, 28%), and are more likely to rate Environment Southland providing them with an opportunity to participate in its decision-making processes very well (24% cf. residents, 13%).

Compared to last year, amongst residents, well and very well ratings have declined this year.



RATINGS OF ENVIRONMENT SOUTHLAND: 2011 - 2016 RESULTS⁶

	2016	2015	2014	2013	2012	2011
Informing you about the management of Southland's natural resources: residents	48%	57%	54%	31%	-	-
Protecting and managing the quality of water in Southland's rivers, lakes, and streams: residents	44%	56%	46%	34%	30%	27%
Providing you with an opportunity to participate in its decision-making process: residents	36%	41%	38%	49%	-	-
Informing you about the management of Southland's natural resources: farmers	61%	59%	56%	-	-	-
Protecting and managing the quality of water in Southland's rivers, lakes, and streams: farmers	46%	67%	64%	-	-	-
Providing you with an opportunity to participate in its decision-making process: farmers	48%	48%	37%	-	-	-

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

⁶ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

AWAERNESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND | SUMMARY OF FINDINGS

Detailed below are area, age, and gender differences which are significantly higher than the total result.



AREA DIFFERENCES

INVERCARGILL

8-10 Environment Southland effectively managing pressing environmental issues 23%

GORE

Aware of Environment Southland unprompted 82%

SOUTHLAND

Aware of Environment Southland unprompted 82%
8-10 leader in the development of an environmentally friendly Southland 29%



DEMOGRAPHIC DIFFERENCES



8-10 Environment Southland protecting and managing the quality of the water in Southland's rivers, lakes, and streams 28%



Aware of Environment Southland unprompted 82%
1-2 Environment Southland effectively managing pressing environmental issues 13%
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Aware of Environment Southland unprompted 83%
8-10 providing them with an opportunity to participate in decision-making processes 20%



1-2 leader in the development of an environmentally friendly Southland 14%
1-2 Environment Southland enables prosperity in Southland 18%
1-2 Environment Southland effectively managing pressing environmental issues 13%
1-2 providing them with an opportunity to participate in decision-making processes 21%



3-4 Environment Southland enables prosperity in Southland 18%

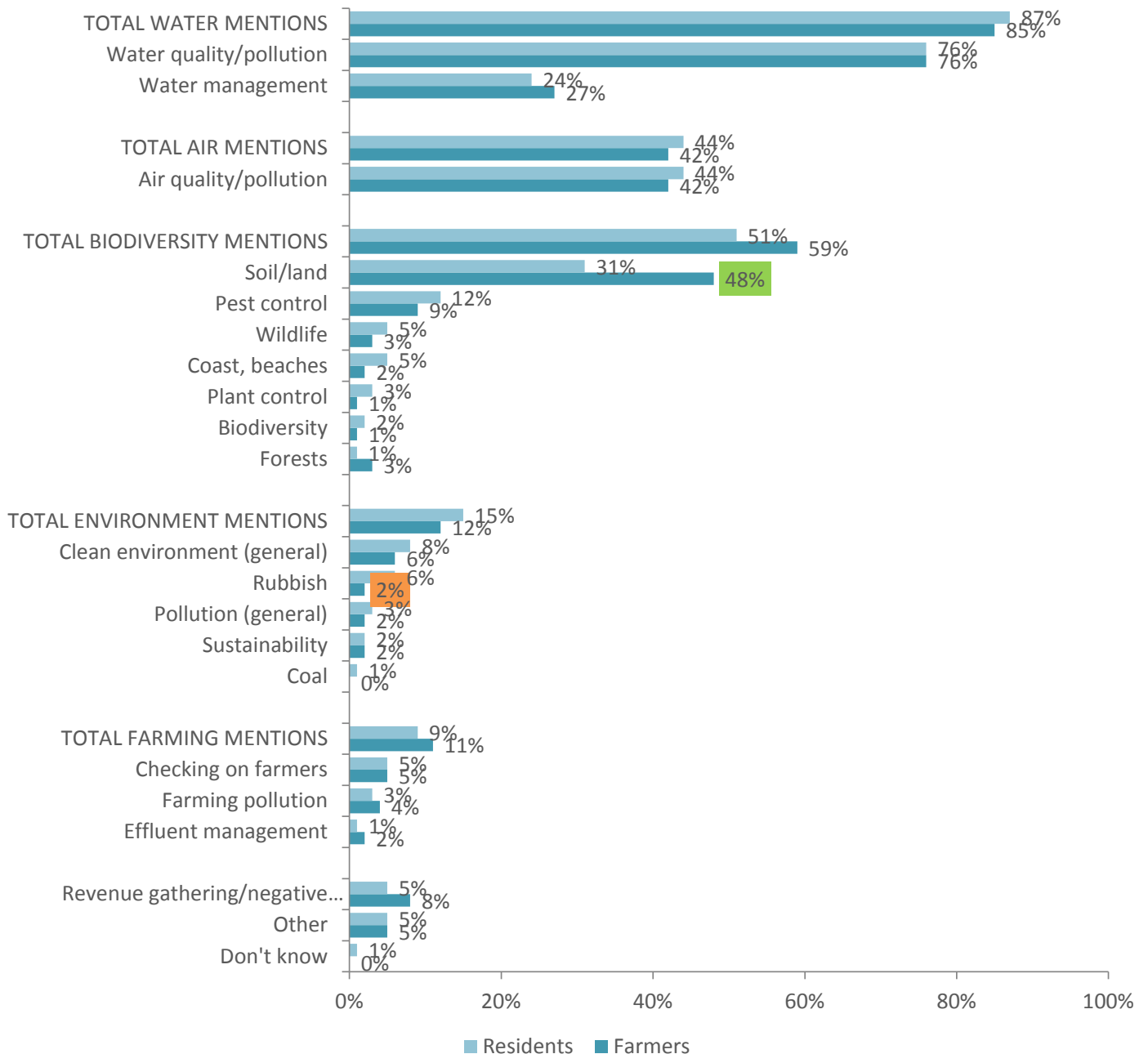
**ENVIRONMENT
SOUTHLAND'S BIG 3
PRIORITIES**

ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES



ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES: 2016 RESULTS⁷

Overall, 87% of residents and 85% of farmers mention a priority around water. A further 44% of residents and 42% of farmers recall air as a priority and 51% of residents and 59% farmers mention biodiversity. Compared to residents, farmers are more likely to mention soil or land as a priority (48% cf. residents, 31%) and less likely to mention rubbish (2% cf. residents, 6%).



⁷ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES



ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES: 2015 - 2016 RESULTS RESIDENTS⁸

Compared to last year, total water (87% cf. 2015, 79%), air (44% cf. 2015, 33%), and biodiversity (51% cf. 2015, 32%) mentions have all increased this year. Decreases can be seen in residents making a mention pertaining to the environment (15% cf. 2015, 31%) and farming (9% cf. 2015, 17%).

	2016	2015
TOTAL WATER MENTIONS	87%	79%
Water quality/ pollution	76%	26%
Water management	24%	55%
TOTAL AIR MENTIONS	44%	33%
Air quality/ pollution	44%	32%
TOTAL BIODIVERSITY MENTIONS	51%	32%
Soil/ land	31%	21%
Pest control	12%	5%
Coast/ beaches	5%	2%
Wildlife	5%	5%
Plant control	3%	4%
Forests	1%	3%
Biodiversity	2%	
TOTAL ENVIRONMENT MENTIONS	15%	31%
Clean environment	8%	16%
Rubbish	6%	5%
Pollution	3%	10%
Sustainability	2%	6%
Coal	1%	1%
TOTAL FARMING MENTIONS	9%	17%
Checking on farmers	5%	2%
Farming pollution	3%	5%
Effluent management	1%	12%
Revenue gathering/ negative comments	5%	4%
Other	5%	4%

⁸ Green shading indicates that the result for 2016 is significantly higher than the result from 2015. Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES



ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES: 2015 - 2016 RESULTS FARMERS⁹

Farmers' mentions of Environment Southland's Big 3 priorities are similar to last year, however there is a significant increase in farmers mentioning biodiversity (59% cf. 2015, 38%).

	2016	2015
TOTAL WATER MENTIONS	85%	83%
Water quality/ pollution	76%	21%
Water management	27%	65%
TOTAL AIR MENTIONS	42%	39%
Air quality/ pollution	42%	39%
TOTAL BIODIVERSITY MENTIONS	59%	38%
Soil/ land	48%	31%
Pest control	9%	3%
Wildlife	3%	1%
Forests	3%	1%
Coast/ beaches	2%	2%
Plant control	1%	2%
Biodiversity	1%	1%
TOTAL ENVIRONMENT MENTIONS	12%	18%
Clean environment	6%	10%
Pollution	2%	3%
Sustainability	2%	8%
Rubbish	2%	
TOTAL FARMING MENTIONS	11%	16%
Checking on farmers	5%	5%
Farming pollution	4%	3%
Effluent management	2%	10%
Revenue gathering/ negative comments	8%	6%
Other	5%	4%

⁹ Green shading indicates that the result for 2016 is significantly higher than the result from 2015. Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

ENVIRONMENT SOUTHLAND'S BIG 3 PRIORITIES | SUMMARY OF FINDINGS

Detailed below are area, age, and gender differences which are significantly higher than the total result.



AREA DIFFERENCES

INVERCARGILL

Air- total mentions 54%

GORE

Air quality/ pollution 54%

SOUTHLAND

No significant differences

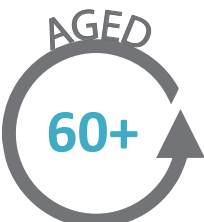
DEMOGRAPHIC DIFFERENCES



Wildlife 9%



Environment - total mentions 19%
Pollution 4%
Revenue gathering 8%



Waste management 34%



Revenue gathering 8%



Biodiversity - total mentions 64%
Water - total mentions 91%
Waste management 30%
Pest control 14%

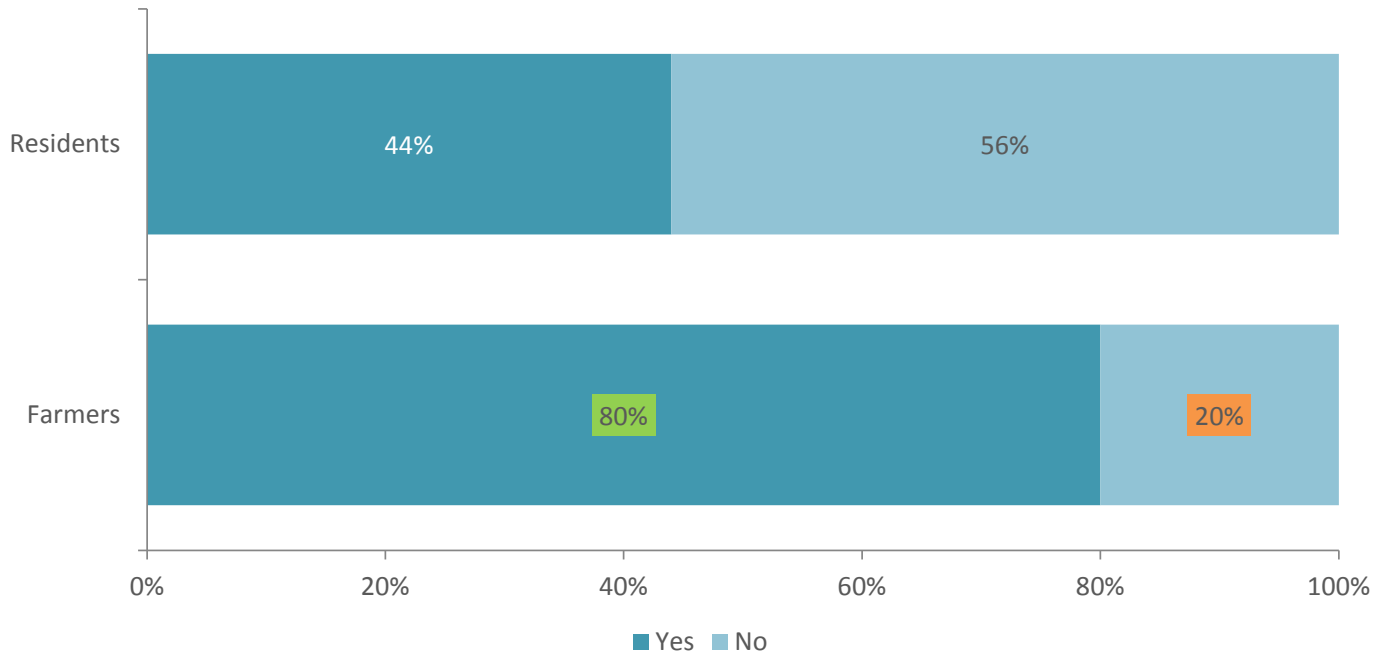
CAMPAIGNS

WATER AND LAND 2020 AND BEYOND



AWARENESS OF WATER AND LAND 2020 AND BEYOND: 2016 RESULTS¹⁰

Forty-four percent of residents are aware of the *Water and Land 2020 and Beyond* project. Eighty percent of farmers are aware of the project; this is significantly higher than residents. Both residents and farmers' results are similar to last year's results.



AWARENESS OF WATER AND LAND 2020 AND BEYOND: 2015 - 2016 RESULTS

	2016	2015
Aware of Water and Land 2020 and beyond: residents	44%	46%
Aware of Water and Land 2020 and beyond: farmers	80%	78%

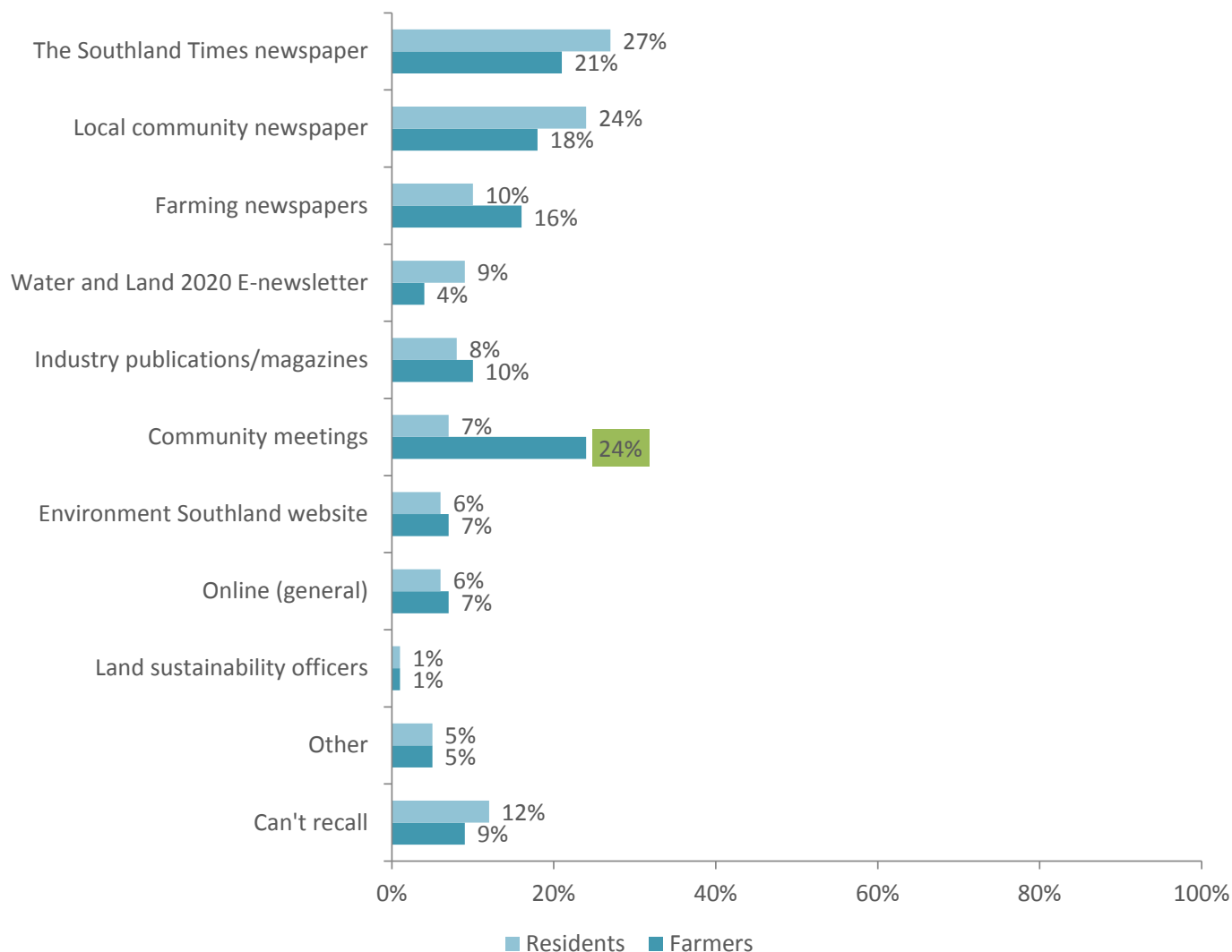
¹⁰ Orange shading indicates that the result for farmers is significantly lower than the result for residents. Green shading indicates that the result for farmers is significantly higher than the result for residents.

WATER AND LAND 2020 AND BEYOND



INFORMATION ABOUT WATER AND LAND 2020 AND BEYOND: 2016 RESULTS¹¹

In terms of where residents heard about the *Water and Land 2020 and Beyond* project, 27% of residents indicate they got information from *The Southland Times*. Following this, residents mention a local community newspaper (24%) or a farming newspaper (10%). Farmers heard about the project through community meetings (24%), *The Southland Times* (21%), and local community newspapers (19%).



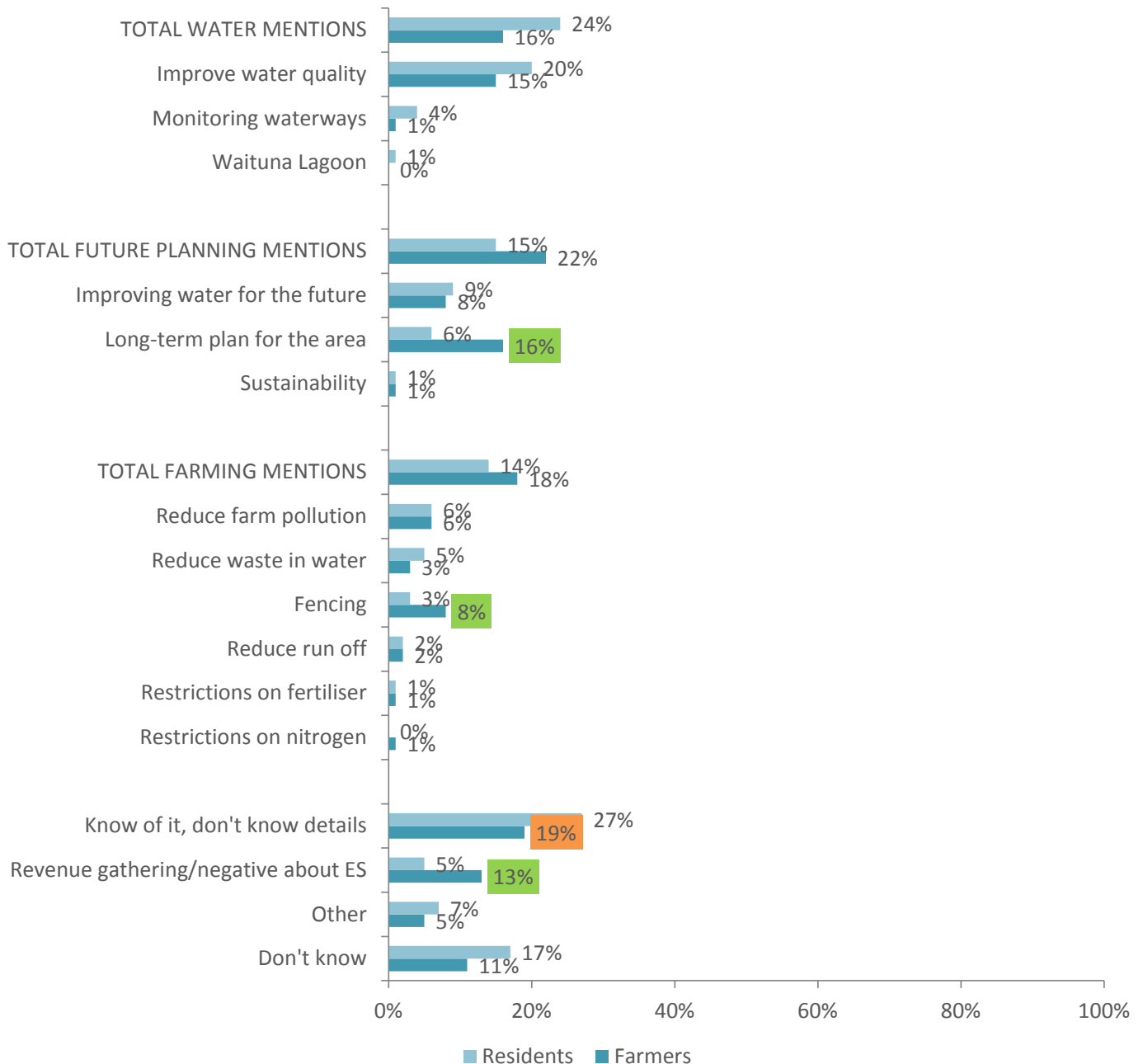
¹¹ Green shading indicates that the result for farmers is significantly higher than the result for residents.

WATER AND LAND 2020 AND BEYOND



UNDERSTANDING OF WATER AND LAND 2020 AND BEYOND: 2016 RESULTS¹²

Amongst residents, understanding of the *Water and Land 2020 and Beyond* project revolves around water (24%), and specifically improving water quality (20%). Farmers understanding of the project revolves around future planning (22%). Farmers are more likely to mention long-term planning for the area (16% cf. residents, 6%), fencing (8% cf. residents, 3%) and revenue gathering (13% cf. residents, 5%), while farmers are less likely to mention they know of the project, but don't know the details (19% cf. residents, 27%).



¹² Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

WATER AND LAND 2020 AND BEYOND

UNDERSTANDING OF WATER AND LAND 2020 AND BEYOND: 2015 - 2016 RESULTS RESIDENTS¹³

Compared to last year, residents are less likely to mention an aspect pertaining to water (24% cf. 2015, 38%), specifically they are less likely to mention improving water quality (20% cf. 2015, 30%) and monitoring waterways (4% cf. 2015, 13%).

	2016	2015
TOTAL WATER MENTIONS	24%	38%
Improve water quality	20%	30%
Monitoring waterways	4%	13%
Waituna Lagoon	1%	1%
TOTAL FUTURE PLANNING MENTIONS	15%	18%
Improving water for future generations	9%	5%
Long-term plan for area	6%	13%
Sustainability	1%	
TOTAL FARMING MENTIONS	14%	13%
Reduce farm pollution	6%	6%
Reduce waste in water	5%	3%
Fencing	3%	3%
Reduce run off	2%	1%
Restrictions on fertiliser	1%	1%
Restrictions on nitrogen	0%	1%
Revenue gathering/ negative comments	5%	2%
Know of project, don't know details	27%	21%
Other	7%	4%
Don't know	17%	24%

¹³ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

WATER AND LAND 2020 AND BEYOND



UNDERSTANDING OF WATER AND LAND 2020 AND BEYOND: 2015 - 2016 RESULTS FARMERS¹⁴

In terms of farmers' understanding of *Water and Land 2020 and Beyond*, this year there are significant increases in farmers mentioning future planning (22% cf. 2015, 12%); specifically, long-term planning for the area (16% cf. 2015, 9%) and improving water quality for future generations (8% cf. 2015, 3%). There is also a significant increase in the number of farmers mentioning revenue gathering (13% cf. 2015, 3%). There is also a significant decrease in farmers mentioning water (16% cf. 2015, 26%), and specifically monitoring waterways (1% cf. 2015, 6%). Farmers mentioning reducing farm pollution (6% cf. 2015, 15%) and farmers not knowing what the project is about (11% cf. 2015, 26%) have also decreased.

	2016	2015
TOTAL WATER MENTIONS	24%	38%
Improve water quality	20%	30%
Monitoring waterways	4%	13%
Waituna Lagoon	1%	1%
TOTAL FUTURE PLANNING MENTIONS	15%	18%
Improving water for future generations	9%	5%
Long-term plan for area	6%	13%
Sustainability	1%	
TOTAL FARMING MENTIONS	14%	13%
Reduce farm pollution	6%	6%
Reduce waste in water	5%	3%
Fencing	3%	3%
Reduce run off	2%	1%
Restrictions on fertiliser	1%	1%
Restrictions on nitrogen	0%	1%
Revenue gathering/ negative comments	5%	2%
Know of project, don't know details	27%	21%
Other	5%	4%
Don't know	17%	24%

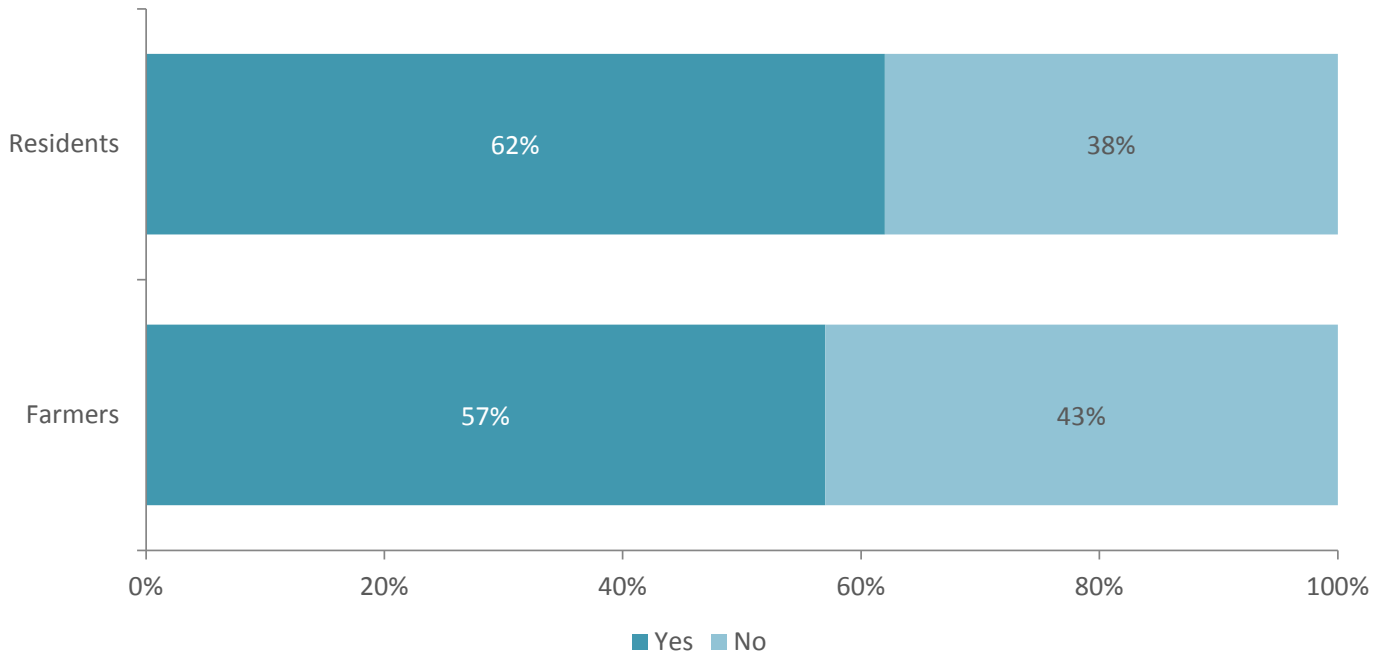
¹⁴ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

BREATHE EASY SOUTHLAND



AWARENESS OF BREATHE EASY SOUTHLAND: 2016 RESULTS

Sixty-two percent of residents and 57% of farmers are aware of the *Breathe Easy Southland* project. This year's results, although not significant, are a slight decrease from last year's results.



AWARENESS OF BREATHE EASY SOUTHLAND: 2015 - 2016 RESULTS

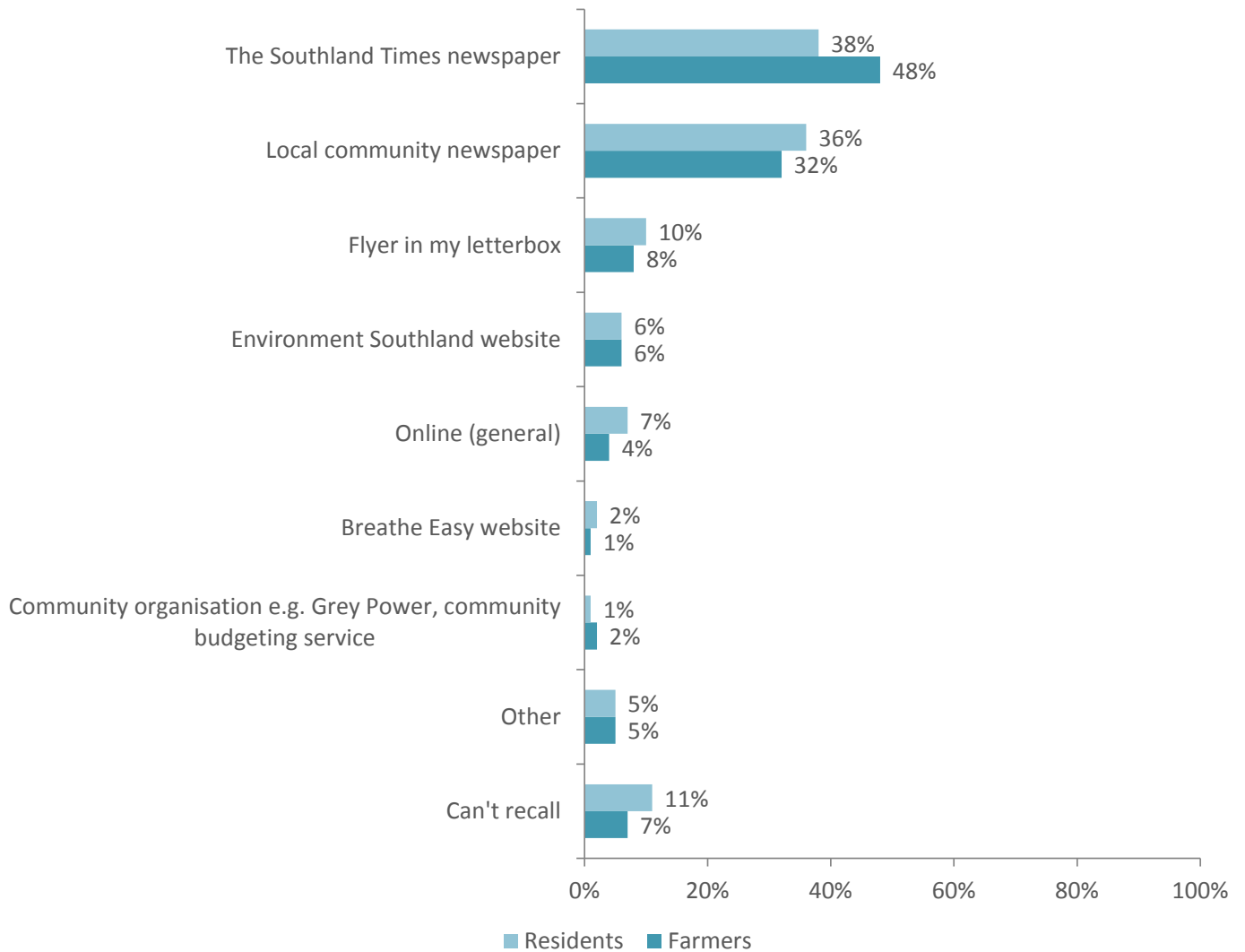
	2016	2015
Aware of Breathe Easy Southland: residents	62%	64%
Aware of Breathe Easy Southland: farmers	57%	64%

BREATHE EASY SOUTHLAND



INFORMATION ABOUT BREATHE EASY SOUTHLAND: 2016 RESULTS

Residents indicate they gathered information about *Breathe Easy Southland* through *The Southland Times* (38%), their local community newspaper (36%) and flyers in their letterbox (10%). Similarly, farmers also gathered information about the project through *The Southland Times* (48%), their local community newspaper (32%), and flyers in their letterbox (8%).

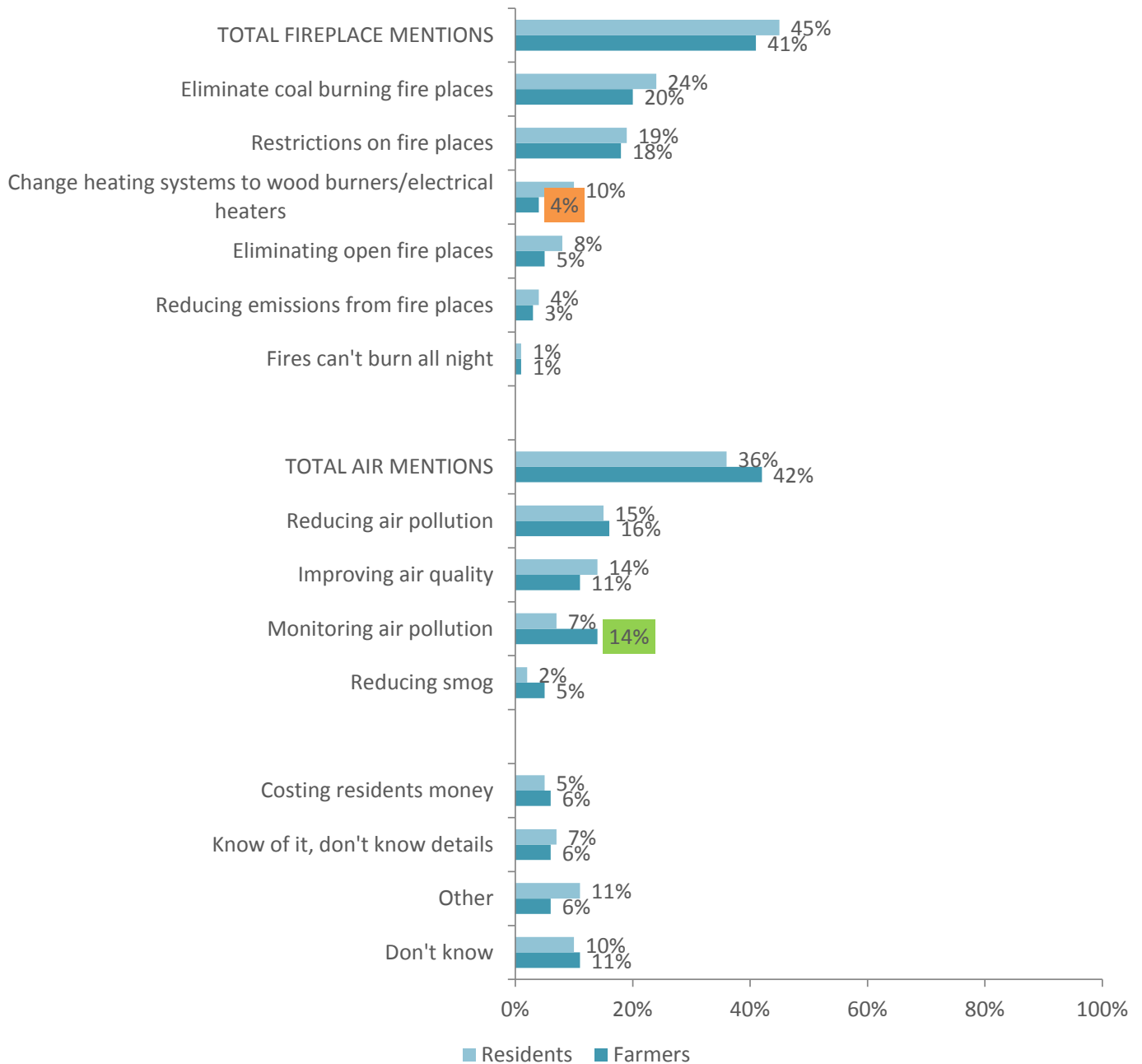


BREATHE EASY SOUTHLAND



UNDERSTANDING OF BREATHE EASY SOUTHLAND: 2016 RESULTS¹⁵

In terms of understanding the *Breathe Easy Southland* project, both residents and farmers' primary mentions pertain to fireplaces (residents 45%: farmers 41%) and air (residents 36%: farmers 42%). Farmers are more likely to mention monitoring air pollution (14% cf. residents, 7%) and less likely to mention changing heating systems (4% cf. residents, 10%).



¹⁵ Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

BREATHE EASY SOUTHLAND

UNDERSTANDING OF BREATHE EASY SOUTHLAND: 2015 - 2016 RESULTS RESIDENTS¹⁶

This year, residents are more likely to mention restrictions on fireplaces (19% cf. 2015, 13%) and reducing air pollution (15% cf. 2015, 8%). Residents are less likely to make mention of fireplaces (45% cf. 2015, 57%), eliminating coal burning fireplaces (24% cf. 2015, 31%), and improving air quality (14% cf. 2015, 22%).

	2016	2015
TOTAL FIREPLACE MENTIONS	45%	57%
Eliminate coal burning fireplaces	24%	31%
Restrictions on fireplaces	19%	13%
Eliminating open fireplaces	8%	21%
Reducing emissions from fireplaces	4%	6%
Change heating systems	10%	
Fires can't burn at night	1%	
TOTAL AIR MENTIONS	36%	35%
Reducing air pollution	15%	8%
Improve air quality	14%	22%
Monitoring air pollution	7%	6%
Reducing smog	2%	4%
Know about the project, don't know any details	7%	6%
Other	11%	7%
Don't know	10%	14%

¹⁶ Green shading indicates that the result for 2016 is significantly higher than the result from 2015. Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

BREATHE EASY SOUTHLAND



UNDERSTANDING OF BREATHE EASY SOUTHLAND: 2015 - 2016 RESULTS FARMERS¹⁷

Compared to last year, farmers are more likely to mention that *Breathe Easy Southland* is about restrictions on fireplaces (18% cf. 2015, 9%) and monitoring air quality (14% cf. 2015, 4%). Farmers are also less likely to make mention of fireplaces (41% cf. 2015, 54%), eliminating coal burning fireplaces (20% cf. 2015, 31%), and improving air quality (11% cf. 2015, 23%).

	2016	2015
TOTAL FIREPLACE MENTIONS	41%	54%
Eliminate coal burning fireplaces	20%	31%
Restrictions on fireplaces	18%	9%
Eliminating open fireplaces	5%	19%
Change heating system	4%	-
Reducing emissions from fireplaces	3%	6%
Fires can't burn at night	1%	1%
TOTAL AIR MENTIONS	42%	36%
Reducing air pollution	16%	8%
Monitoring air pollution	14%	4%
Improve air quality	11%	23%
Reducing smog	5%	3%
Know about the project, don't know any details	6%	11%
Other	6%	8%
Don't know	11%	9%

¹⁷ Green shading indicates that the result for 2016 is significantly higher than the result from 2015. Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

CAMPAIGNS | SUMMARY OF FINDINGS

Detailed below are area, age, and gender differences which are significantly higher than the total result.



AREA DIFFERENCES

INVERCARGILL

Water and Land 2020 and Beyond is about Waituna Lagoon 2% and sustainability 3%
Breathe Easy Southland is about restrictions on fireplaces 22%

GORE

Heard about *Land and Water 2020 and Beyond* through E-newsletter 13%
 Aware of *Breathe Easy Southland* 78%
 Heard about *Breathe Easy Southland* in local newspapers 62%
Breathe Easy Southland is about monitoring air quality 17%

SOUTHLAND

Aware of *Water and Land 2020 and Beyond* 67%
 Heard about *Land and Water 2020 and Beyond* through community meetings 17%
Water and Land 2020 and Beyond is about fencing 8%
 Don't know what *Breathe Easy Southland* is about 14%



DEMOGRAPHIC DIFFERENCES



Land and Water 2020 and Beyond is about farming 22%
 Heard about *Breathe Easy Southland* online 11%



Aware of *Water and Land 2020 and Beyond* 60%
Breathe Easy Southland is about improving air quality 18%



Aware of *Water and Land 2020 and Beyond* 62%
 Know about *Water and Land 2020 and Beyond*, but don't know the details 31%
 Aware of *Breathe Easy Southland* 73%
Breathe Easy Southland is about reducing air pollution 19%



Heard about *Breathe Easy Southland* in *The Southland Times* 46%



Heard about *Breathe Easy Southland* in local community newspapers 40%
Breathe Easy Southland is about restrictions on fireplaces 22%

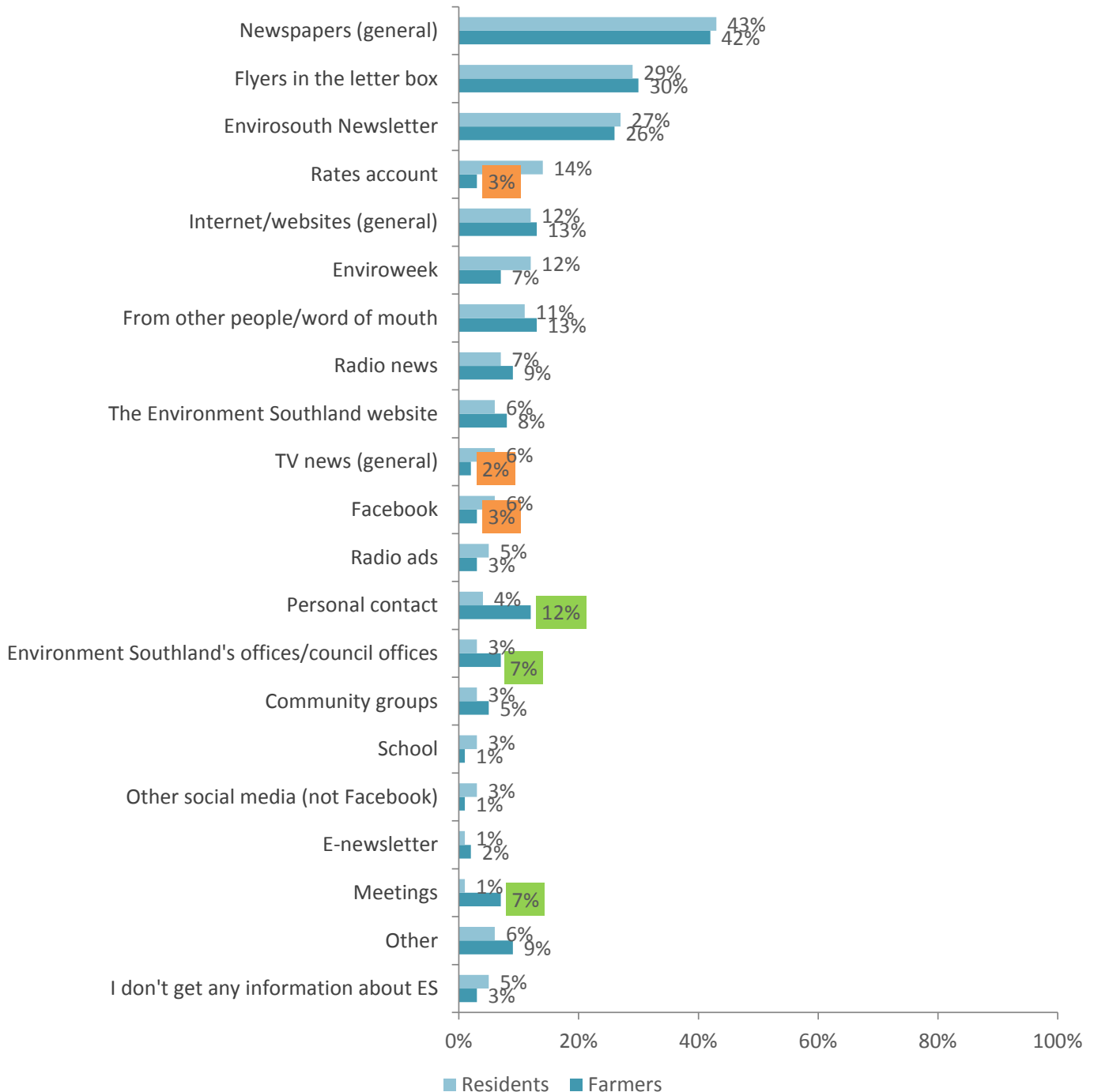
COMMUNICATION

COMMUNICATION



INFORMATION ABOUT ENVIRONMENT SOUTHLAND: 2016 RESULTS¹⁸

Both residents and farmers primarily get their information about Environment Southland through newspapers (residents 43%, farmers 42%), flyers in the letter box (residents 29%, farmers 30%), and the Envirosouth Newsletter (residents 27%, farmers 26%). Notably, farmers are more likely to get information about Environment Southland through personal contact (12% cf. residents, 4%), at Council offices (7% cf. residents, 3%), and at meetings (7% cf. residents, 1%). Farmers are less likely to get information about Environment Southland from their rates bill (3% cf. residents, 14%), on TV news (2% cf. residents, 6%), or on Facebook (3% cf. residents, 6%).



¹⁸ Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

COMMUNICATION

INFORMATION ABOUT ENVIRONMENT SOUTHLAND: 2011 - 2016 RESULTS RESIDENTS¹⁹

Comparisons to previous years' results show significant changes regarding where residents are receiving information about Environment Southland from. There has been significant increases in residents getting information through rates accounts (14% cf. 2015, 10%), Enviroweek column (12% cf. 2015, 4%), the Internet or websites (12% cf. 2015, 6%), and radio news (17% cf. 2015, 4%). Most notably, using newspapers (43% cf. 2015, 58%) and the Envirosouth newsletter (27% cf. 2015, 33%) has decreased significantly this year amongst residents. These changes in results appear to be caused by the online sample included in this year's survey, which has an increased proportion of younger residents.

	2016	2015	2014	2013	2012	2011
Newspapers	43%	58%	61%	65%	62%	74%
Flyers in letterbox	29%	24%	29%	19%	20%	25%
Envirosouth newsletter	27%	33%	18%	26%	28%	24%
Rates account	14%	10%	6%	8%	6%	8%
Enviroweek column	12%	4%	3%	5%	-	-
Internet/websites	12%	6%	11%	1%	-	-
From other people	11%	6%	6%	12%	8%	11%
Radio news	7%	4%	4%	7%	10%	13%
Environment Southland website	6%	7%	3%	7%	4%	4%
Personal contact	4%	7%	5%	6%	5%	7%
Environment Southland offices	3%	7%	4%	1%	2%	3%
Other	6%	3%	5%	3%	9%	7%
None	5%	2%	2%	3%	4%	2%

¹⁹ Green shading indicates that the result for 2016 is significantly higher than the result from 2015. Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

COMMUNICATION



INFORMATION ABOUT ENVIRONMENT SOUTHLAND: 2011 - 2016 RESULTS FARMERS²⁰

In terms of how farmers get information about Environment Southland, significant increases can be seen in Internet and website (13% cf. 2015, 6%), from other people (13% cf. 2015, 7%), and through personal contact (12% cf. 2015, 6%). Significant decreases in use can be seen in newspapers (42% cf. 2015, 56%), Envirosouth (26% cf. 2015, 44%), Environment Southland offices (7% cf. 2015, 14%), and rates accounts (3% cf. 2015, 8%).

	2016	2015	2014
Newspapers	42%	56%	48%
Flyers in letterbox	30%	26%	25%
Envirosouth newsletter	26%	44%	24%
Internet/websites	13%	6%	7%
From other people	13%	7%	7%
Personal contact	12%	6%	9%
Radio news	9%	8%	6%
Environment Southland website	8%	8%	8%
Enviroweek column	7%	6%	4%
Environment Southland offices	7%	14%	7%
Rates account	3%	8%	1%
Other	9%	4%	4%
None	3%	4%	3%

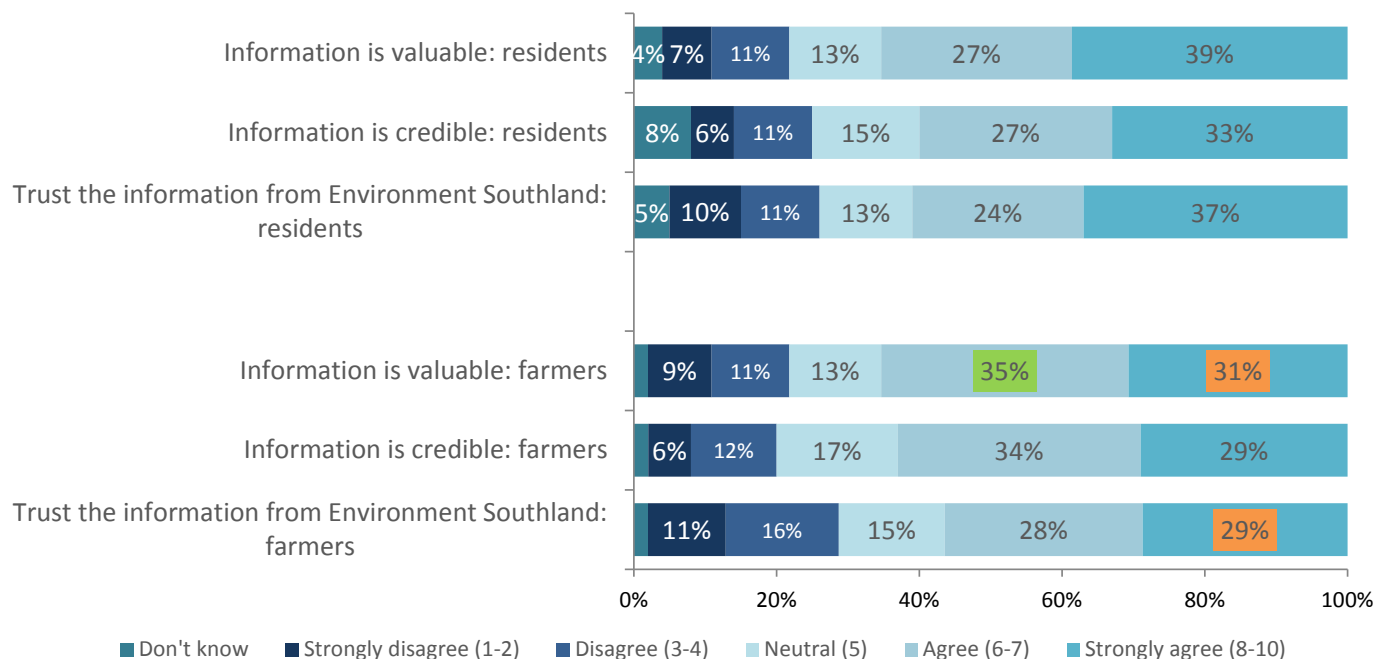
²⁰ Green shading indicates that the result for 2016 is significantly higher than the result from 2015. Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

COMMUNICATION

INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2016 RESULTS²¹

Sixty-six percent of residents agree (27%) or strongly agree (39%) that the information Environment Southland provides the community is valuable. Comparatively, 66% of farmers also agree (35%) or strongly agree (31%) that the information they provide is valuable. Farmers are more likely to agree (35% cf. residents, 27%) and less likely to strongly agree (31% cf. residents, 39%) that the information is valuable. Farmers are also less likely to strongly agree that they trust the information Environment Southland provides (29% cf. residents, 37%).

Compared with last year, total agreement has decreased across all information measures amongst residents. Farmers ratings have decreased from last year, although this is not significant.



INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2014 - 2016 RESULTS²²

	2016	2015	2014
The information is valuable to the community: residents	66%	78%	79%
The information is credible: residents	60%	73%	70%
Trust the information from Environment Southland: residents	61%	71%	68%
The information is valuable to the community: farmers	66%	74%	76%
The information is credible: farmers	63%	68%	66%
Trust the information from Environment Southland: farmers	57%	63%	65%

²¹ Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

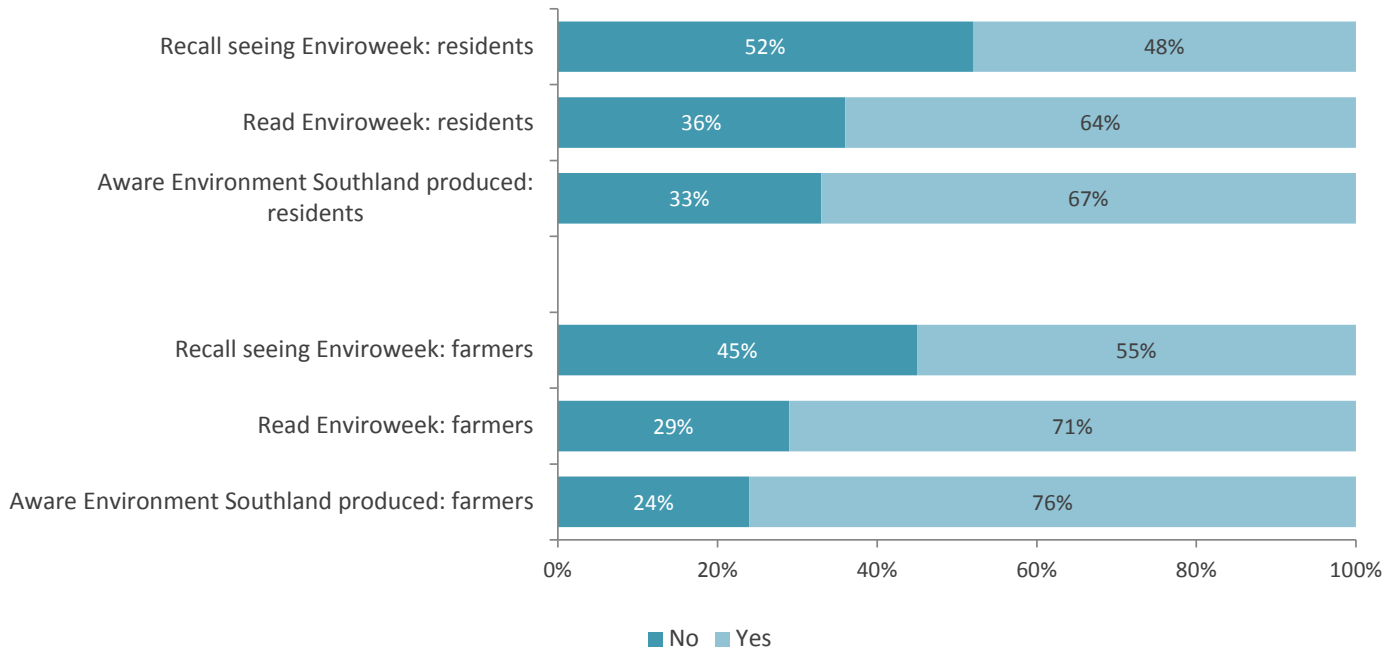
²² Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

COMMUNICATION



ENVIROWEEK AWARENESS AND USAGE: 2016 RESULTS

Almost half (48%) of residents recall seeing Enviroweek. Of these residents, 64% read Enviroweek and 67% are aware it is produced by Environment Southland. This year, there is a 9% decrease in residents indicating they read Enviroweek. Farmers awareness is higher, with 55% indicating they recall seeing Enviroweek. Of these farmers, 71% read Enviroweek and 76% are aware it is produced by Environment Southland. These results are on a par with previous years' results.



ENVIROWEEK AWARENESS AND USAGE: 2011 - 2016 RESULTS²³

	2016	2015	2014	2013	2012	2011
Have seen Enviroweek: residents	48%	52%	59%	59%	57%	61%
Have read Enviroweek: residents	64%	73%	72%	-	-	-
Aware Environment Southland produced Enviroweek: residents	67%	64%	63%	-	-	-
Have seen Enviroweek: farmers	55%	55%	55%	-	-	-
Have read Enviroweek: farmers	71%	73%	63%	-	-	-
Aware Environment Southland produced Enviroweek: farmers	76%	77%	76%	-	-	-

²³ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

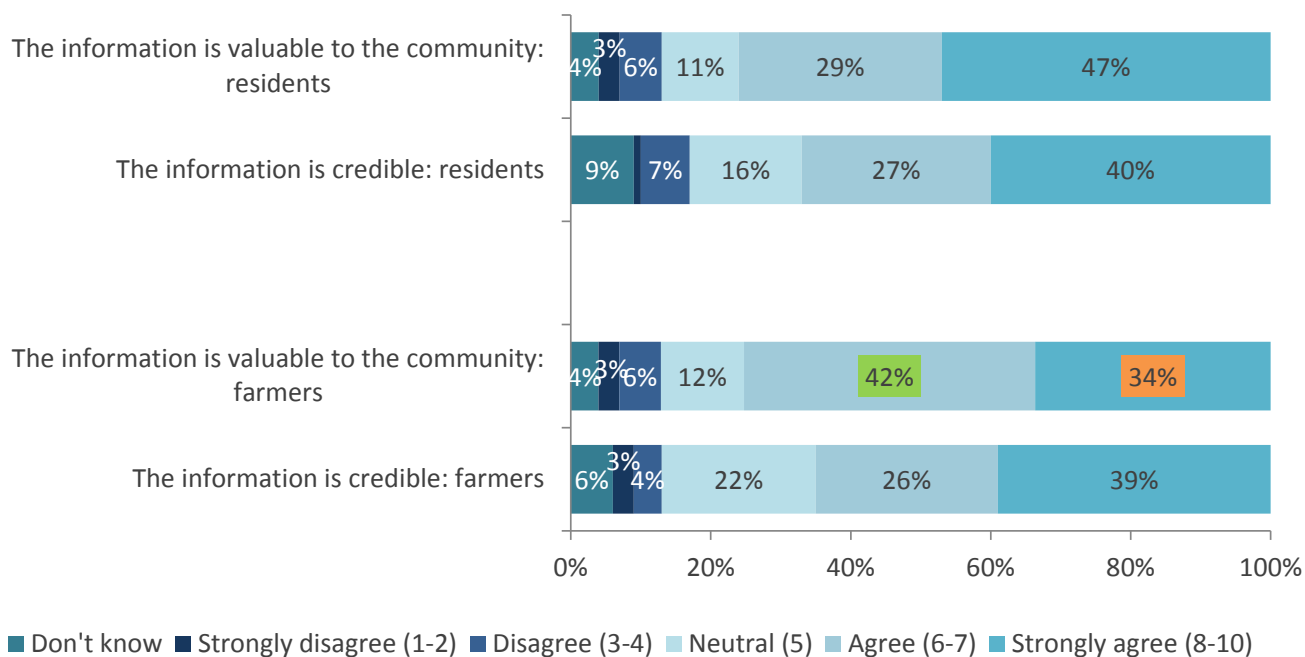
COMMUNICATION



ENVIROWEEK PERCEPTIONS: 2016 RESULTS²⁴

Seventy-six percent of residents agree (29%) or strongly agree (47%) that the information in Enviroweek is valuable to the community. Compared to last year, this is an 8% in decrease total positive ratings. Total positive ratings regarding the credibility of the information, amongst both farmers and residents has decreased this year.

Seventy-six percent of farmers rate the information as valuable to the community positively. Notably, farmers are more likely than residents to agree with this (42% cf. residents, 29%) and less likely to strongly agree (34% cf. residents, 47%).



ENVIROWEEK PERCEPTIONS: 2014 - 2016 RESULTS

	2016	2015	2014
The information is valuable to the community: residents	76%	84%	79%
The information is credible: residents	67%	79%	73%
The information is valuable to the community: farmers	76%	77%	79%
The information is credible: farmers	65%	78%	75%

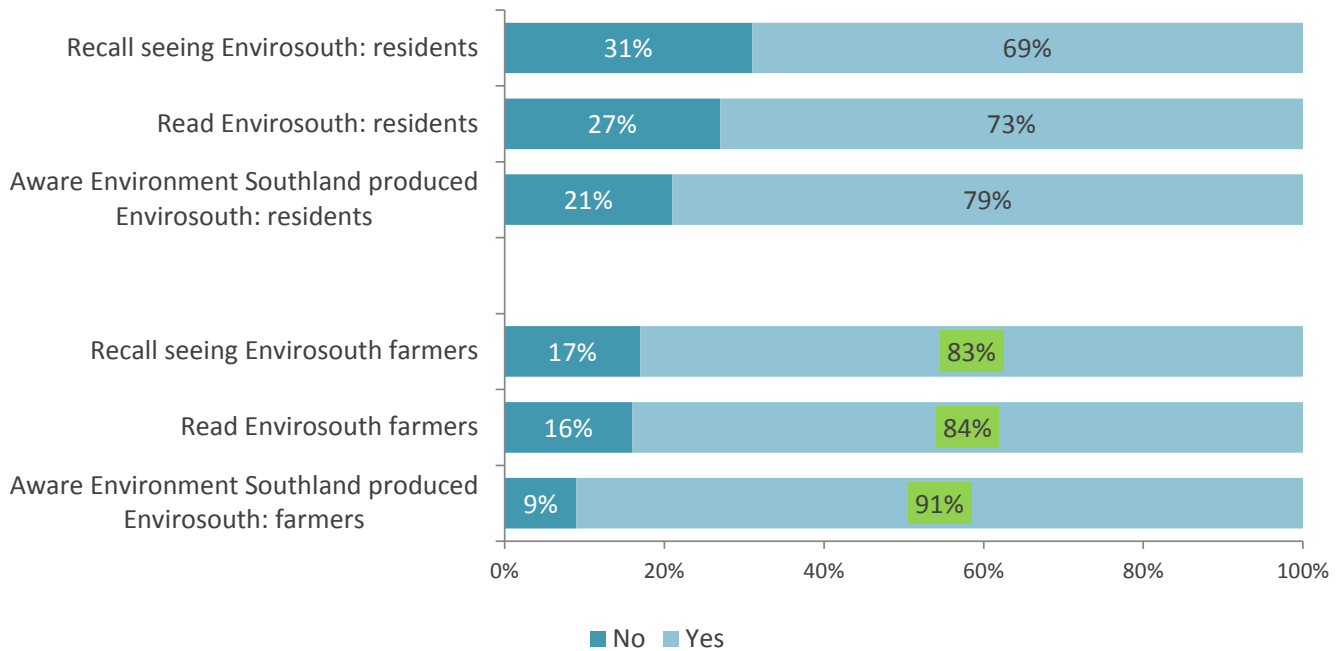
²⁴ Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

COMMUNICATION



ENVIROSOUTH AWARENESS AND USAGE: 2016 RESULTS²⁵

Sixty-nine percent of residents recall seeing EnviroSouth. Of these residents, 73% read EnviroSouth and 79% are aware it is produced by Environment Southland. These results are on a par with last year's results. Farmers are more likely than residents to have seen EnviroSouth (83% cf. residents, 69%), to have read EnviroSouth (84% cf. residents, 73%), and to be aware the publication is produced by Environment Southland (91% cf. residents, 79%). This year's results are on a par with last year's results.



ENVIROSOUTH AWARENESS AND USAGE: 2011 - 2016 RESULTS

	2016	2015	2014	2013	2012	2011
Have seen EnviroSouth: residents	69%	76%	74%	69%	77%	73%
Have read EnviroSouth: residents	73%	76%	79%	-	-	-
Aware Environment Southland produced EnviroSouth: residents	79%	84%	82%	-	-	-
Have seen EnviroSouth: farmers	83%	90%	83%	-	-	-
Have read EnviroSouth: farmers	84%	81%	78%	-	-	-
Aware Environment Southland produced EnviroSouth: farmers	91%	92%	95%	-	-	-

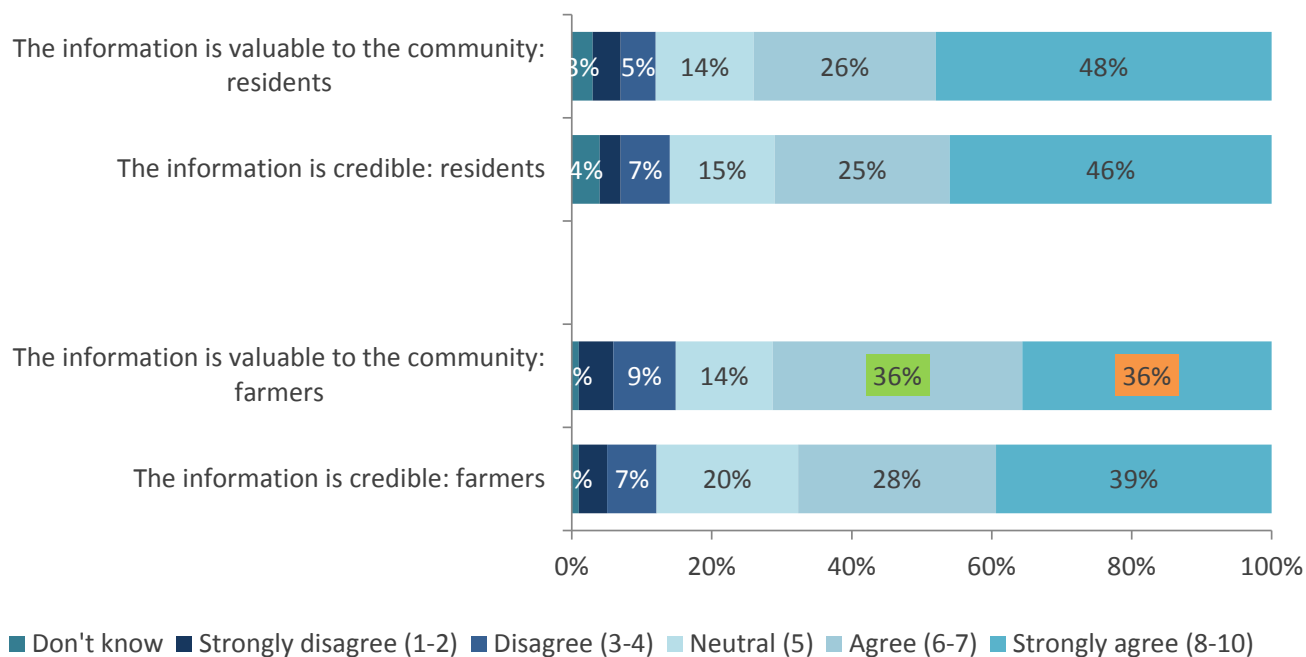
²⁵ Green shading indicates that the result for farmers is significantly higher than the result for residents.

COMMUNICATION



ENVIROSOUTH PERCEPTIONS: 2016 RESULTS²⁶

Seventy-four percent of residents agree (26%) or strongly agree (48%) that the information in Envirosouth is valuable to the community. This year there is a significant decrease in positive ratings amongst residents regarding the value of the information (74% cf. 2015, 84%). Seventy-five percent of farmers agree (36%) or strongly agree (36%) that the information is valuable to the community, this is a small decrease from last year's results.



ENVIROSOUTH PERCEPTIONS: 2014 - 2016 RESULTS²⁷

	2016	2015	2014
The information is valuable to the community: residents	74%	84%	84%
The information is credible: residents	71%	78%	78%
The information is valuable to the community: farmers	72%	78%	79%
The information is credible: farmers	67%	77%	73%

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

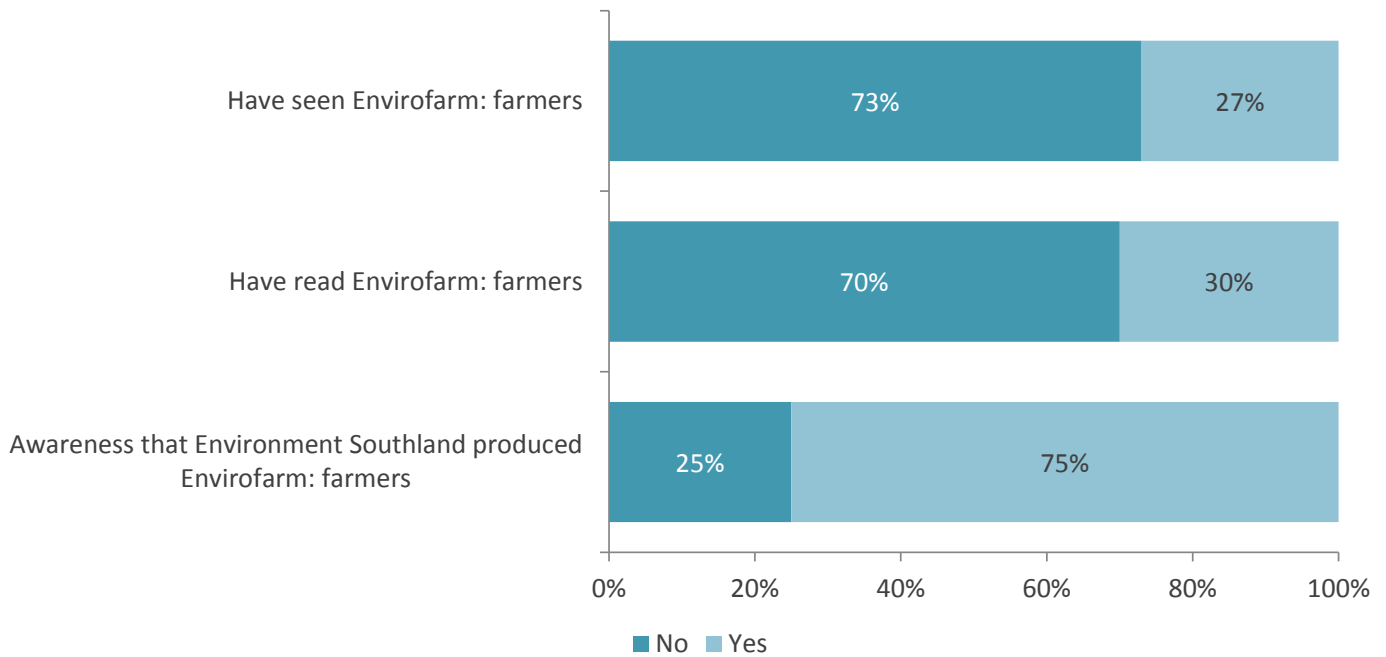
²⁷ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

COMMUNICATION



ENVIROFARM AWARENESS AND USAGE: 2016 RESULTS

Twenty-seven percent of farmers have seen Envirofarm, a further 30% of these farmers have read Envirofarm and 75% are aware Environment Southland produced the publication. This year there is a significant decrease in farmers indicating they read Envirofarm (30% cf. 2015, 72%).



ENVIROFARM AWARENESS AND USAGE: 2014 - 2016 RESULTS²⁸

	2016	2015	2014
Have seen Envirofarm	27%	29%	37%
Have read Envirofarm	30%	72%	82%
Aware Environment Southland produced Envirofarm	75%	78%	82%

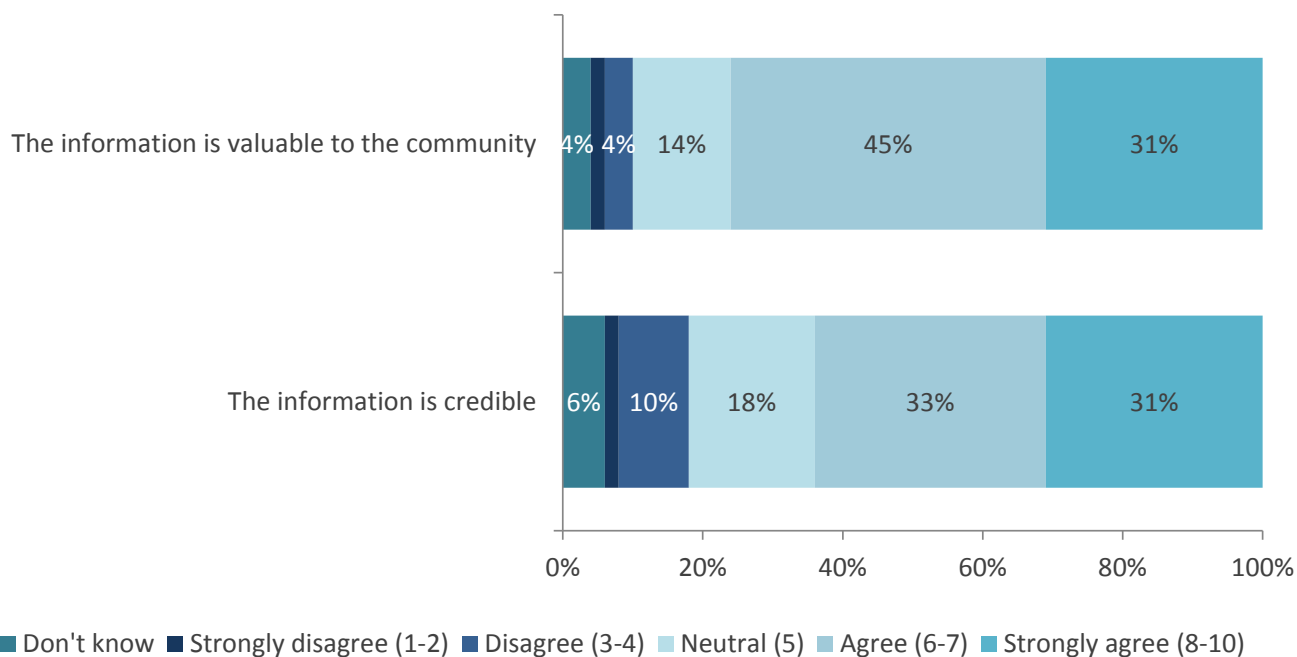
²⁸ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

COMMUNICATION



ENVIROFARM PERCEPTIONS: 2016 RESULTS

Seventy-six percent of farmers agree (45%) or strongly agree (31%) that the information in Envirofarm is valuable to farmers. A further 64% of farmers agree (33%) or strongly agree (31%) that the information is credible.



ENVIROFARM PERCEPTIONS: 2014 - 2016 RESULTS

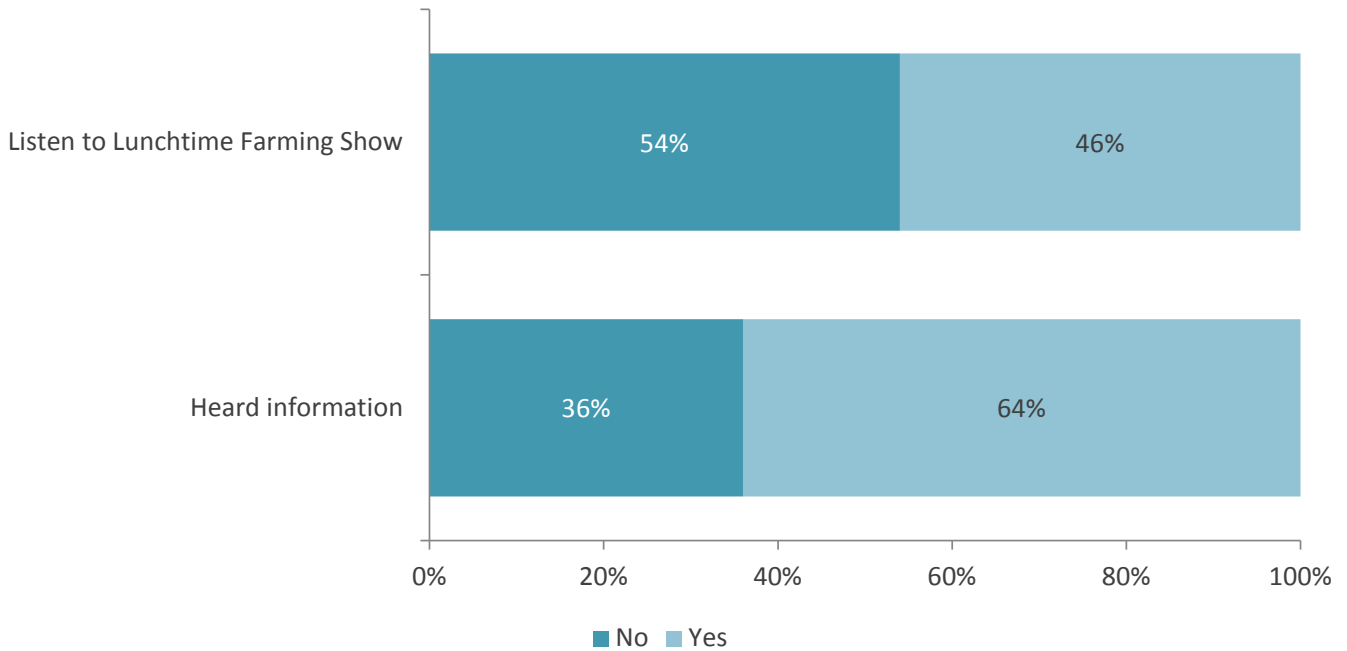
	2016	2015	2014
The information is valuable to farmers	76%	85%	80%
The information is credible	64%	80%	74%

COMMUNICATION



LUNCHTIME FARMING SHOW AWARENESS: 2016 RESULTS

Just under half (46%) of farmers listen to the Lunchtime Farming Show. Of these farmers, 64% have heard information from Environment Southland on the show. This year shows a small increase in farmers hearing information from Environment Southland on the show.



LUNCHTIME FARMING SHOW AWARENESS: 2014 - 2016 RESULTS

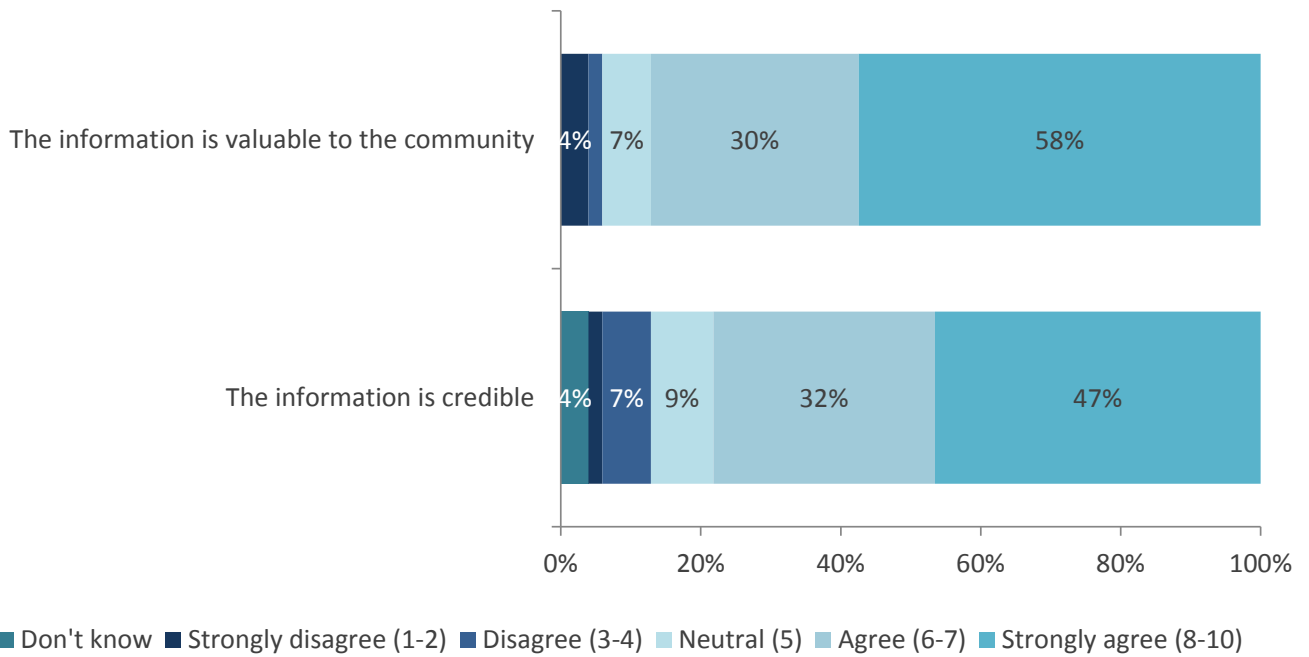
	2016	2015	2014
Listen to Lunchtime Farming Show	46%	48%	50%
Heard information from Environment Southland on the show	64%	59%	73%

COMMUNICATION



LUNCHTIME FARMING SHOW PERCEPTIONS: 2016 RESULTS

Eighty-eight percent of farmers agree (30%) or strongly agree (58%) that the information is valuable to the community. This is an 9% increase from last year’s results. A further 79% of farmers agree (32%) or strongly agree (47%) that the information on the show is credible.



LUNCHTIME FARMING SHOW PERCEPTIONS: 2014 - 2016 RESULTS

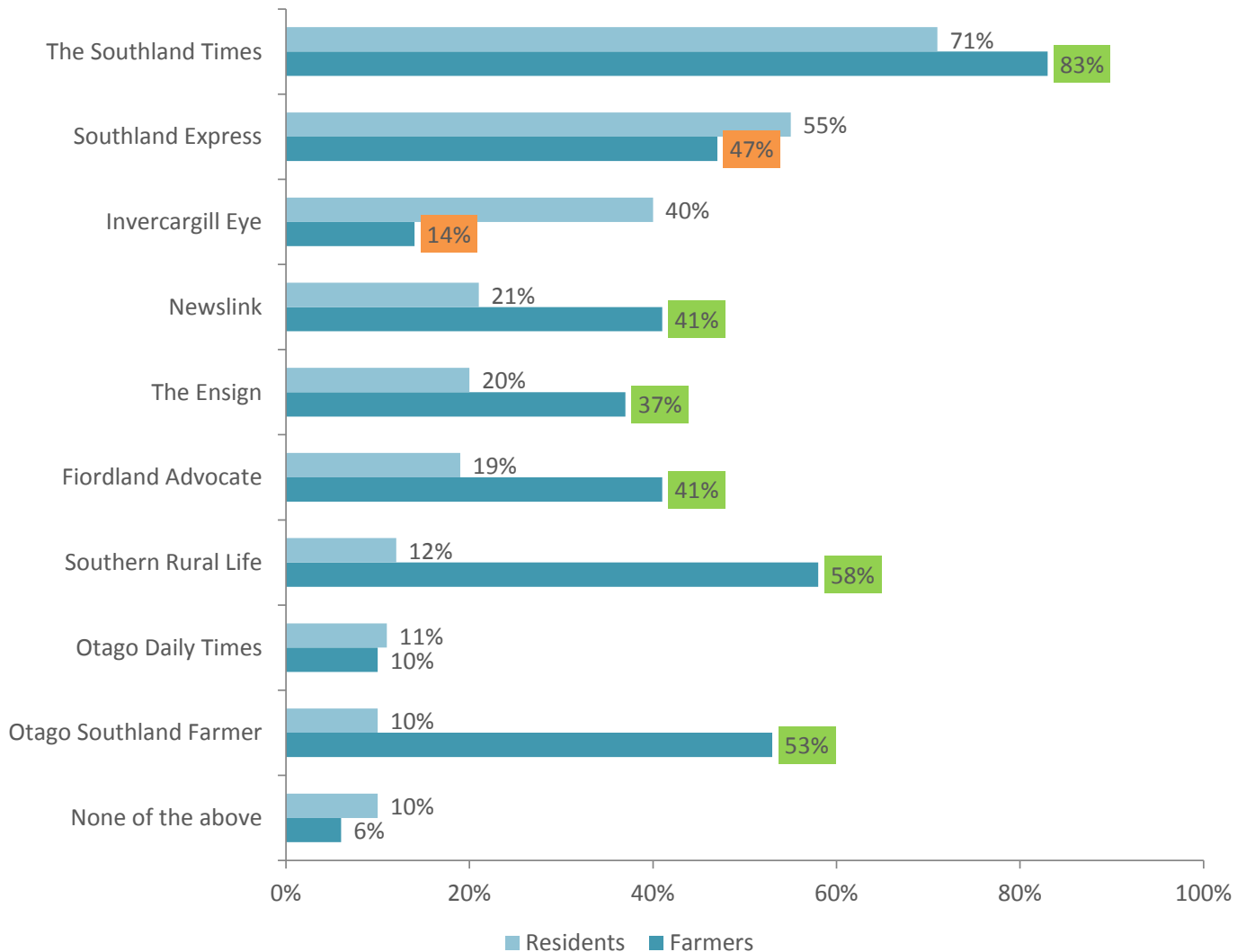
	2016	2015	2014
The information is valuable to farmers	88%	79%	77%
The information is credible	79%	80%	81%

COMMUNICATION



NEWSPAPERS READ REGULARLY: 2016 RESULTS²⁹

In terms of newspaper readership, farmers are more likely to read most of the newspapers listed. Highest readership amongst residents is with *The Southland Times* (71%), *Southland Express* (55%), and the *Invercargill Eye* (40%). Highest readership amongst farmers is with the *Southland Express* (83%), *Southern Rural Life* (58%), and *Otago Southland Farmer* (53%).



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

COMMUNICATION



NEWSPAPERS READ REGULARLY: 2011 - 2016 RESULTS RESIDENTS³⁰

Amongst residents, readership of *The Southland Times* (71% cf. 2015, 83%), *Newslink* (21% cf. 2015, 28%), *The Ensign* (20% cf. 2015, 25%), and *Fiordland Advocate* (19% cf. 2015, 24%) have decreased significantly this year. Amongst farmers, readership of *The Ensign* (37% cf. 2015, 49%) has also decreased significantly. Decreases in readership here are probably as a result of the inclusion of online interviewing this year, as this year's sample includes a greater proportion of younger residents.

	2016	2015	2014	2013	2012	2011
The Southland Times	71%	83%	85%	81%	86%	87%
Southland Express	55%	57%	55%	46%	54%	44%
Invercargill Eye	40%	36%	43%	32%	35%	22%
Newslink	21%	28%	17%	22%	16%	15%
The Ensign	20%	25%	19%	20%	17%	16%
Fiordland Advocate	19%	24%	17%	15%	16%	8%
Southern Rural Life	12%	15%	9%	9%	14%	12%
Otago Daily Times	11%	10%	10%	13%	12%	9%
Otago Southland Farmer	10%	13%	9%	10%	12%	14%
None	10%	7%	4%	6%	6%	5%



NEWSPAPERS READ REGULARLY: 2014 - 2016 RESULTS FARMERS³¹

	2016	2015	2014
The Southland Times	83%	84%	82%
Southern Rural Life	58%	66%	48%
Otago Southland Farmer	53%	60%	50%
Southland Express	47%	43%	38%
Newslink	41%	45%	40%
Fiordland Advocate	41%	44%	23%
The Ensign	37%	49%	45%
Invercargill Eye	14%	16%	9%
Otago Daily Times	10%	8%	15%
None	6%	6%	3%

³⁰ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

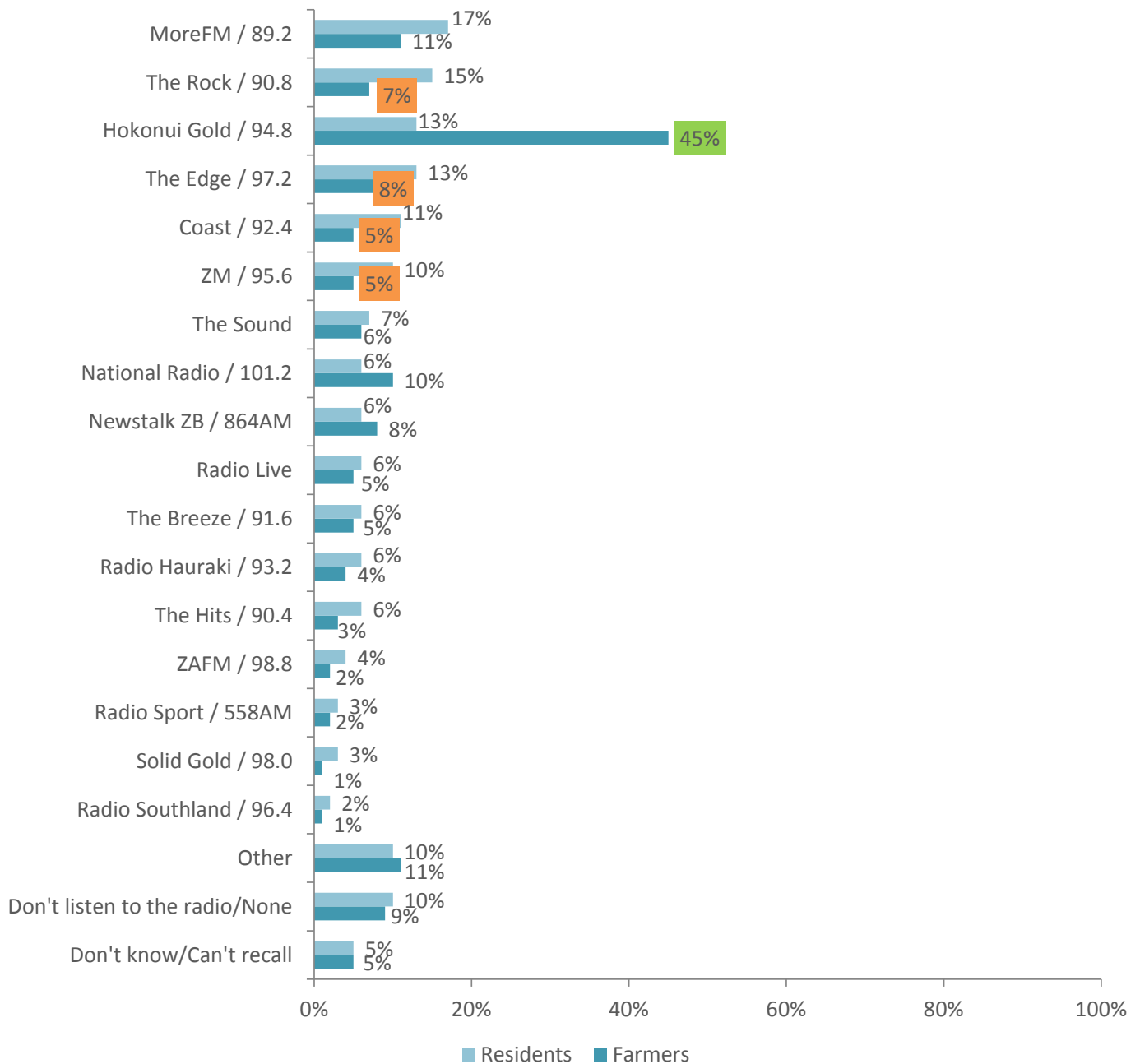
³¹ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

COMMUNICATION



RADIO STATIONS LISTENERSHIP: 2016 RESULTS³²

Seventeen percent of residents listen to MoreFM. Following this, The Rock (15%), Hokonui Gold (13%) and The Edge (13%) are the stations residents listen to most. Almost half of farmers (45%) indicate they listen to Hokonui Gold.



³² Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

COMMUNICATION



RADIO STATIONS LISTENERSHIP: 2011 - 2016 RESULTS RESIDENTS³³

Amongst residents, listenership of The Rock (15% cf. 2015, 9%) and The Edge (13% cf. 2015, 9%) has increased this year.

	2016	2015	2014	2013	2012	2011
MoreFM	17%	14%	12%	11%	10%	12%
Hokonui Gold	13%	12%	9%	11%	13%	12%
The Rock	15%	9%	13%	10%	11%	12%
The Edge	13%	9%	12%	13%	14%	10%
Coast	11%	9%	11%	14%	11%	8%
ZM	10%	8%	7%	11%	9%	8%
The Sound	7%	5%	4%	3%	3%	-
The Hits	6%	8%	10%	9%	13%	12%
National Radio	6%	8%	8%	9%	10%	6%
The Breeze	6%	7%	4%	5%	6%	4%
Radio Live	6%	6%	4%	6%	6%	-
Newstalk ZB	6%	5%	6%	4%	5%	6%
Radio Hauraki	6%	3%	4%	4%	8%	7%
Radio Sport	3%	3%	2%	3%	2%	3%
Solid Gold	3%	2%	2%	2%	2%	4%
Other	10%	4%	3%	14%	9%	7%
Don't listen to the radio	10%	14%	14%	10%	13%	12%

³³ Green shading indicates that the result for 2016 is significantly higher than the result from 2015.

COMMUNICATION



RADIO STATIONS LISTENERSHIP: 2014 - 2016 RESULTS FARMERS

Listenership amongst farmers has remained consistent with previous years' results.

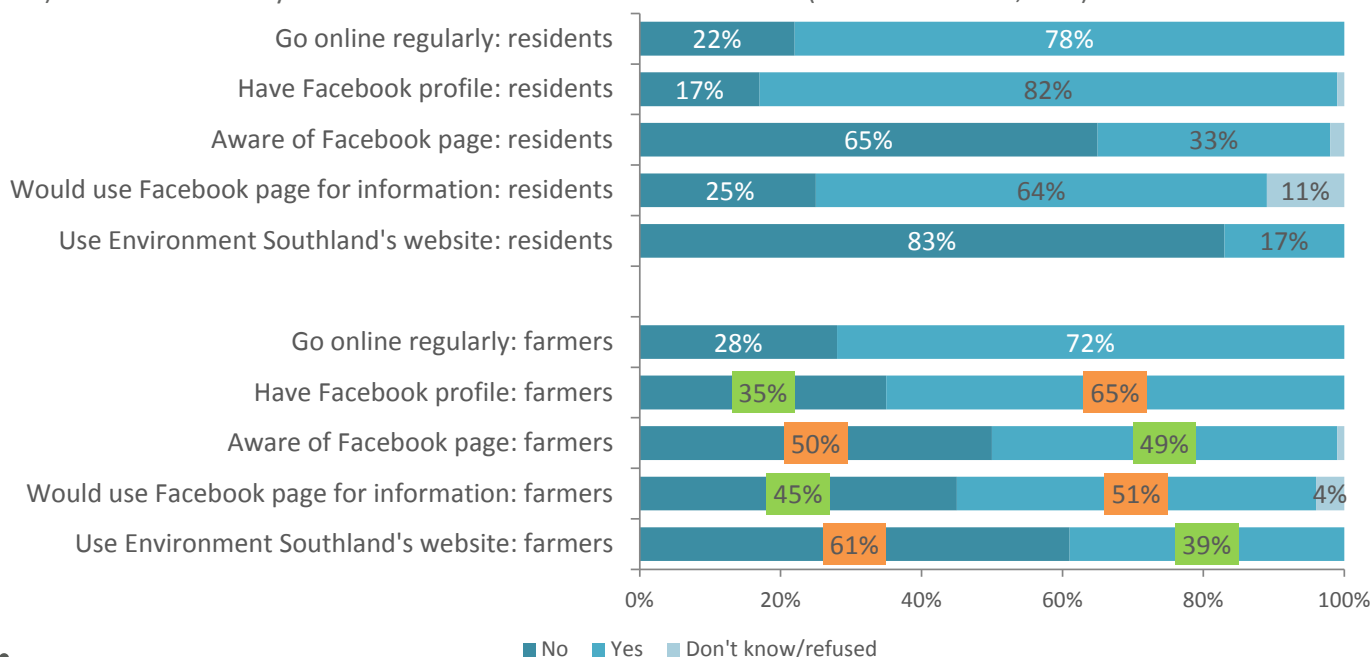
	2016	2015	2014
Hokonui Gold	45%	46%	45%
MoreFM	11%	8%	9%
National Radio	10%	6%	10%
The Edge	8%	8%	9%
Newstalk ZB	8%	6%	2%
The Rock	7%	14%	7%
The Sound	6%	4%	6%
Radio Live	5%	3%	4%
Coast	5%	6%	9%
ZM	5%	3%	9%
The Breeze	5%	5%	9%
Radio Hauraki	4%	4%	2%
The Hits	3%	4%	11%
Radio Sport	2%	2%	4%
Solid Gold	1%	-	3%
Other	11%	2%	3%
Don't listen to the radio	9%	11%	14%

COMMUNICATION



INTERNET AND SOCIAL MEDIA USAGE: 2016 RESULTS³⁴

Seventy-eight percent of residents go online regularly. A further 82% have a Facebook profile and 33% are aware Environment Southland have a Facebook page. Of residents who have a Facebook profile, 64% would use the Environment Southland Facebook page. A further 17% use the Environment Southland website. Conversely, farmers are less likely to have a Facebook profile (65% cf. residents, 82%), but more likely to be aware that Environment Southland has a Facebook page. They are also less likely to use the Facebook page for information (45% cf. residents, 25%) and are more likely to use the Environment Southland website (39% cf. residents, 17%).



INTERNET AND SOCIAL MEDIA USAGE: 2011 - 2016 RESULTS³⁵

	2016	2015	2014	2013	2012	2011
Go online regularly: residents	78%	72%	74%	86%	85%	82%
Have Facebook profile: residents	82%	77%	67%	46%	57%	-
Aware Environment Southland has a Facebook page: residents	33%	31%	25%	18%	-	-
Would use Environment Southland's Facebook page: residents	64%	60%	55%	64%	-	-
Use the website: residents	17%	30%	26%	31%	24%	23%
Go online regularly: farmers	72%	74%	75%	-	-	-
Have Facebook profile: farmers	65%	54%	50%	-	-	-
Aware Environment Southland has a Facebook page: farmers	49%	41%	28%	-	-	-
Would use Environment Southland's Facebook page: farmers	51%	44%	46%	-	-	-
Use the website: farmers	39%	48%	55%	-	-	-

³⁴ Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

³⁵ Green shading indicates that the result for 2016 is significantly higher than the result from 2015.

COMMUNICATION | SUMMARY OF FINDINGS

Detailed below are area, age, and gender differences which are significantly higher than the total result.



AREA DIFFERENCES

INVERCARGILL

- 8-10 information in Enviroweek is credible 47%
- 8-10 information in Enviroweek is valuable to the community 50%
- 8-10 information in Envirosouth is credible 55%
- 8-10 information in Envirosouth is valuable to the community 57%
- 8-10 information from Environment Southland is credible 38%

GORE

- 3-4 information in Envirosouth is credible 15%
- Listens to Lunchtime Farming Show 54%

SOUTHLAND

- Seen Envirosouth in past 12 months 79%



DEMOGRAPHIC DIFFERENCES



- 8-10 trusts the information they get from Environment Southland 43%



- 5 information in Enviroweek is valuable to the community 18%
- 6-7 trusts the information they get from Environment Southland 43%



- Seen Enviroweek in past 6 months 63%
- Read Enviroweek 75%
- Seen Envirosouth in past 12 months 84%
- Read Envirosouth 85%



- 6-7 information in Enviroweek is valuable to the community 40%
- Knows Environment Southland produces Envirosouth 85%
- 3-4 information in Envirosouth is credible 10%



- 8-10 information in Enviroweek is valuable to the community 50%
- Seen Envirosouth in past 12 months 78%
- 8-10 information in Envirosouth is valuable to the community 49%

COMMUNICATION | SUMMARY OF FINDINGS

Detailed below are area, age, and gender differences which are significantly higher than the total result.



AREA DIFFERENCES

INVERCARGILL

Get information about Enviroweek 15%
Listens to MoreFM 19%, The Rock 17%, ZAFM 5% and The Breeze 8%

GORE

Reads *Newslink* 87%, *Otago Daily Times* 17%, and *The Ensign* 85%
Listens to Hokonui Gold 38% and Radio Live 10%

SOUTHLAND

Get information about Environment Southland through personal contact 10%
Reads *The Southland Times* 78%, *Southern Rural Life* 40%, *Fiordland Advocate* 50%, and *Otago Southland Farmer* 36%
Listens to Hokonui Gold 31% and National Radio 9%



DEMOGRAPHIC DIFFERENCES



Get information about Environment Southland in Enviroweek 15% and Facebook 9%
Doesn't read any newspapers 17%
Listens to MoreFM 23%, The Rock 25%, The Hits 10% and ZM 22%



Get information about Environment Southland through newspapers 47%, Environment Southland website 8%, and radio news 10%
Reads *The Southland Times* 78%, *Southern Rural Life* 27%, and *Otago Southland Farmer* 23%
Listens to Hokonui Gold 26% and Coast 12%



Get information about Environment Southland through newspapers 54% and flyers in their letterbox 36%
Reads *The Southland Times* 87%, *Newslink* 33%, *Otago Daily Farmer* 19%, *Fiordland Advocate* 31%, *Otago Southland Farmer* 26%, *Southland Express* 69% and *Invercargill Eye* 45%
Listens to Coast 13%, National Radio 15% and Newstalk ZB 14%



Reads *Southern Rural Life* 28% and *Otago Southland Farmer* 24%
Listens to The Rock 19%, Radio Hauraki 8%, and Radio Sport 4%



Get information about Environment Southland through Envirosouth newsletter 30% and rates accounts 14%
Reads *Invercargill Eye* 39%
Listens to MoreFM 19%, The Hits 8% and The Edge 15%

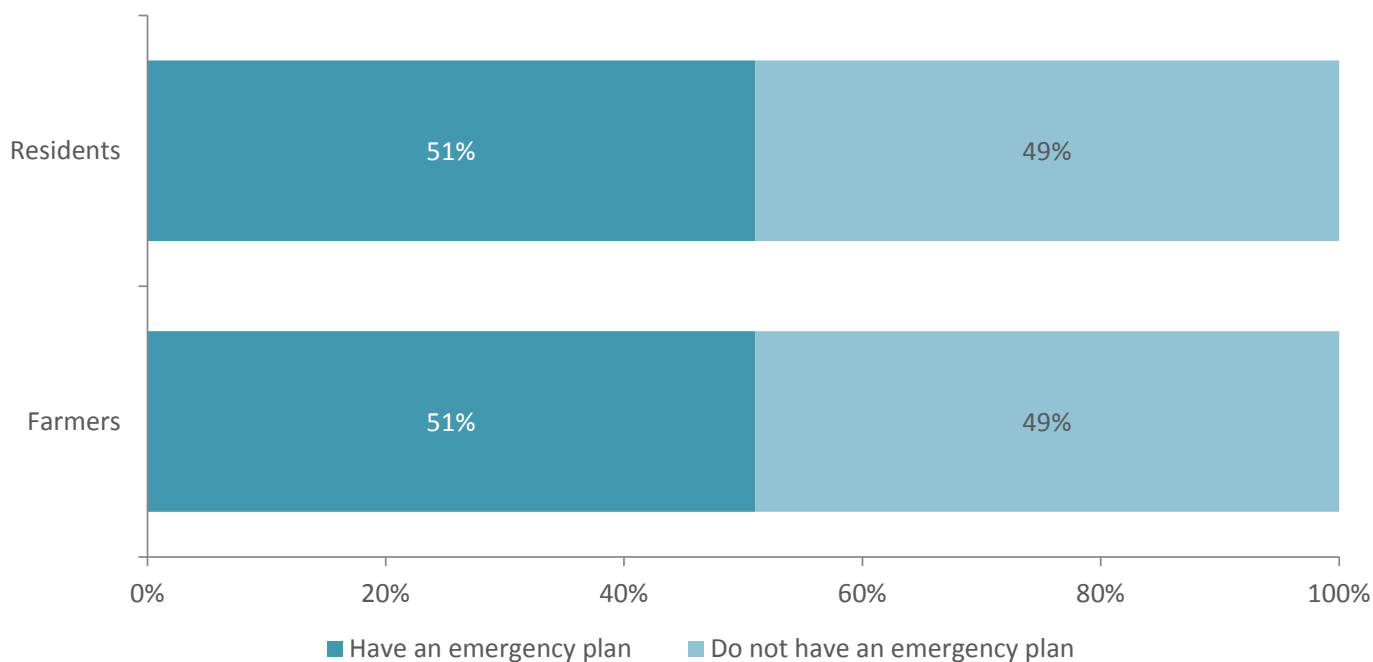
CIVIL DEFENCE

CIVIL DEFENCE



HOUSEHOLD EMERGENCY PLAN: 2016 RESULTS

Fifty-one percent (each) of farmers and residents indicate they have an emergency plan in place. Amongst residents, this is a significant decrease from results in 2014 (51% cf. 2014, 58%).



HOUSEHOLD EMERGENCY PLAN: 2014 AND 2016 RESULTS³⁶

	2016	2014
Have an emergency plan: residents	51%	58%
Have an emergency plan: farmers	51%	56%

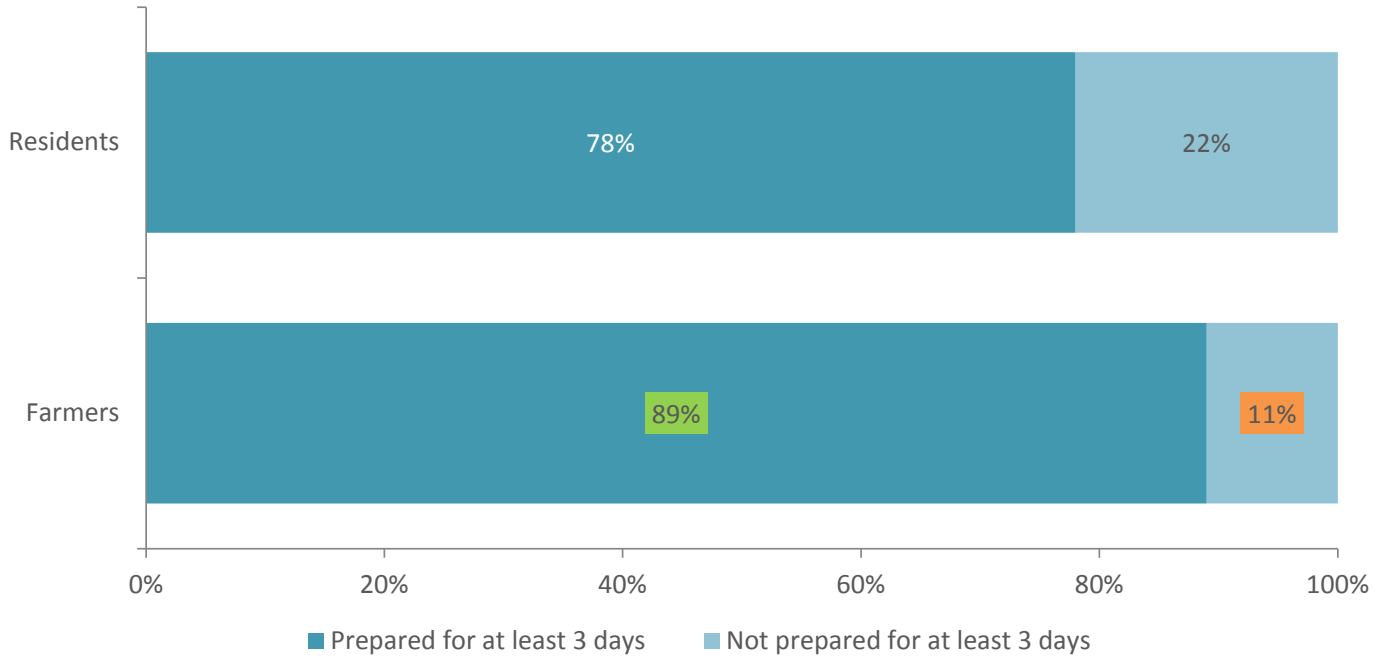
³⁶ Orange shading indicates that the result for 2016 is significantly lower than the result from 2015.

CIVIL DEFENCE



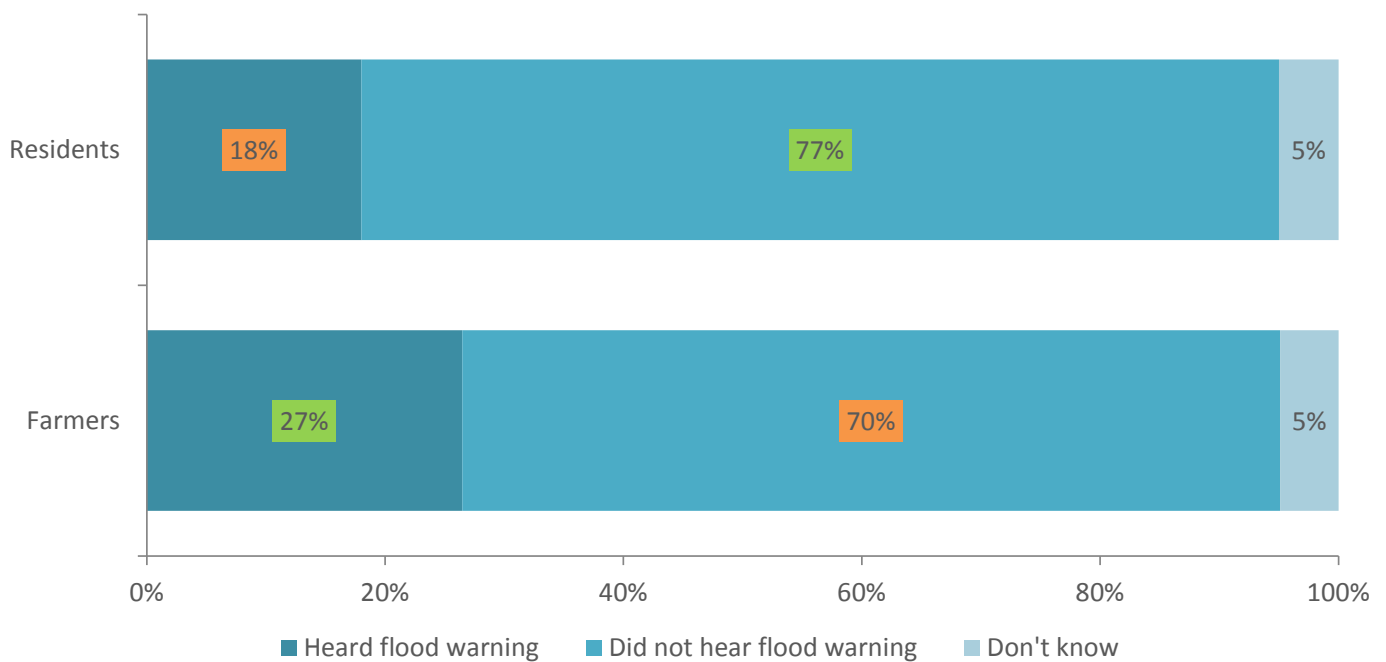
PREPARED FOR AT LEAST 3 DAYS: 2016 RESULTS³⁷

Seventy-eight percent of residents indicate they would be prepared for at least 3 days. Notably, significantly more farmers mention they are prepared for at least 3 days (89% cf. residents, 78%).



HEARD FLOOD WARNING THIS YEAR: 2016 RESULTS³⁸

Eighteen percent of residents heard the flood warning on the radio earlier this year. Twenty-seven percent of farmers heard the flood warning, this is significantly higher than the residents' result (27% cf. residents, 18%).



³⁷ Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

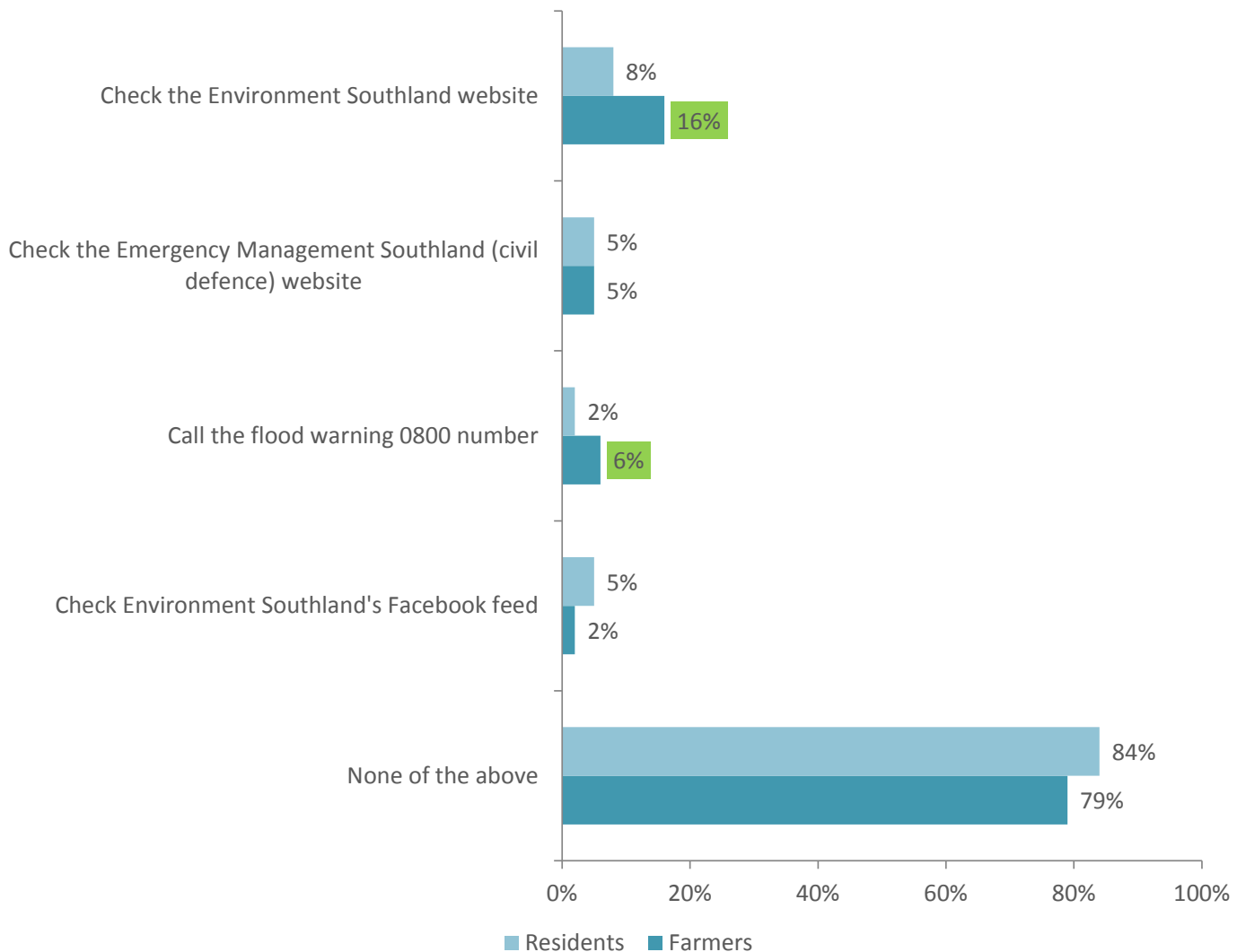
³⁸ Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

CIVIL DEFENCE



FLOOD WARNING INFORMATION: 2016 RESULTS³⁹

The majority of residents (82%) did not get information during the flooding from any of the sources. Most farmers (78%) also did not gather any information from these sources, however they are more likely to have checked the Environment Southland website (16% cf. residents, 8%) and called the flood warning 0800 number (6% cf. residents, 2%).



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

CIVIL DEFENCE | SUMMARY OF FINDINGS

Detailed below are area, age, and gender differences which are significantly higher than the total result.



AREA DIFFERENCES

INVERCARGILL

No significant differences

GORE

No significant differences

SOUTHLAND

Have a household emergency plan 56%
Would be self-sufficient for 3 days 89%
Checked Environment Southland website for flooding information 13%



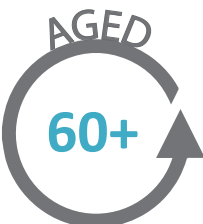
DEMOGRAPHIC DIFFERENCES



Did not hear flood warning notices on the radio 81%
Checked Environment Southland Facebook feed for flooding information 7%



Heard flood warning notices on the radio 24%



Would be self-sufficient for 3 days 85%



No significant differences



No significant differences

SUMMARY OF FINDINGS

SUMMARY OF FINDINGS

Overall, unprompted awareness of Environment Southland has decreased this year amongst residents and farmers this year which could, in part, be due to the addition of online interviewing but also seems that awareness 'spiked' in 2015, and the drop for 2016 is a return to normal rather than an ongoing trend per se. Residents and farmers also appear to have a clearer understanding Environment Southland's Big 3 Priorities, however it is interesting to note that impressions and ratings of Environment Southland have also decreased this year amongst both groups.

In terms of campaigns, farmers are more likely to be aware of Water and Land 2020 and Beyond, with a quarter of those aware hearing about this project through community meetings. Both residents and farmers' understanding of the project appear to have decreased, with fewer mentions of water seen this year. Residents and farmers have similar levels of understanding of the Breathe Easy Southland project, although this is below last year's results. Specific mentions of restrictions on fireplaces and monitoring air quality have increased across both residents and farmers this year.

Newspapers, flyers, and the EnviroSouth Newsletter are the primary sources of information about Environment Southland for both residents and farmers. Residents' perceptions of the information they receive from Environment Southland have decreased significantly this year, again possibly driven by a change in the sample profile. Farmers' perceptions of the information provided by Environment Southland have also decreased, although not significantly.

Amongst both residents and farmers, awareness, readership, and perceptions of Enviroweek and EnviroSouth have decreased. In terms of publications targeting farmers, awareness, readership and perceptions have also decreased. Positive increases can be seen amongst farmers around the perceptions of the Lunchtime Farming Show.

The Southland Times, Southland Express, and Invercargill Eye are the most read newspapers amongst residents. The Southland Times, Southern Rural Life, and Otago Southland Farmers are the most popular newspapers amongst farmers.

Internet use amongst both residents and farmers has increased this year.

In terms of civil defence, farmers appear to be more prepared than residents.

POINTS TO CONSIDER

STRENGTHENING AWARENESS OF ENVIRONMENT SOUTHLAND

The change in sample profile this year has resulted in some changes to the overall results, most notably a decrease in unprompted awareness amongst residents. Unprompted awareness is now at the lowest it has been since monitoring began and this is likely to be due, at least in part, to the inclusion of online interviewing which targeted younger residents. Younger residents are often non-ratepayers, and the inclusion of this demographic often results in decreases in general awareness and interaction measures when looking at research in a local government setting.

However, this decrease in awareness of Environment Southland is also paired with a decrease in awareness of Environment Southland produced publications generally. Given the increasing fragmentation of media channels and the ability for media users to pick and chose information, Environment Southland could consider a more targeted approach to communications. Audience specific information may be worth looking at with the aim of building awareness and understanding of Environment Southland's role, particularly amongst a younger audience.

INCREASING AWARENESS OF THE OUTCOMES OF CAMPAIGNS

While awareness of the campaigns has remained relatively consistent, specific mentions regarding the understanding of Water and Land 2020 and Beyond and Breathe Easy Southland have both decreased this year. Consideration should be given to what is communicated about these campaigns as it seems that while respondents were aware of the campaigns they are less engaged with the outcomes.

Newspaper and flyers in the letter box continue to be the primary source of information about Environment Southland generally, although this year sees increases in the use of the internet for information. Given that the campaign content may need to be more detailed or include further context, internet based media may be a better way to reach residents and farmers with more specific information regarding the campaigns.

COMMUNICATING WITH FARMERS

Responses this year show a decrease in perceptions of Environment Southland amongst farmers, particularly around being a leader in the development of environmentally friendly Southland and managing pressing environmental issues, both of which are the lowest they have been since monitoring began. These results are coupled with a drop in the measure relating to the management of the water quality in Southland's rivers, lakes and streams suggesting that this may be a driver of these impressions. Interestingly, there appears to be a slightly downward trend for trusting the information from Environment Southland, with an 8% drop in results since 2014.

Positively, measures about being informed and having an opportunity to participate in decision making remain strong, and results relating to the credibility Environment Southland's information remain similar to last year. Combined these findings suggest that while there may be underlying points of contention, farmers appear satisfied with the communication that is occurring around these issues, and current approaches to connecting with farmers should be continued.

APPENDIX ONE: METHOD COMPARISON

APPENDIX ONE: METHOD COMPARISON

Comparison between phone and online sample results

Results from the CATI and online responses have been compared and contrasted. When reviewing the differences between the two methods, these appear to be related to sample, rather than method.

Significance testing

The tables contained within this document include testing for statistically significant differences. This analysis has been performed between the total sample and the method sub-groups. This testing shows the differences between the proportions (also known as a Z test) and compares the results for the residents in each sub-group with all other residents who are not in that sub-group. The differences are indicated by plusses and minuses, and are completed at the 90 per cent confidence level. Please note that due to multiple responses and rounding some tables may not total 100 per cent.

Differences are indicated in the tables as follows:

- One plus or minus after a result indicates the result is significantly greater (+) or significantly lower (-) at the 90% confidence interval, this means there is a 90% probability that this encompasses the true value of the population.
- Two plusses or minuses after a result indicate the result is significantly greater (++) or significantly lower (--) at the 95% confidence level, this means there is a 95% probability that this encompasses the true value of the population.
- Three plusses or minuses after a result indicate the result is significantly greater (+++) or significantly lower (---) at the 99% confidence level, this means there is a 99% probability that this encompasses the true value of the population.

APPENDIX ONE: METHOD COMPARISON

Which organisation do you understand to be responsible for the management of Southland's natural resources?

	Total	Online	CATI
	650	200	450
Aware	71%	60%	77%
		---	+++
Not aware	28%	39%	23%
		++	--

On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, can you please tell me to what extent do you agree or disagree that Environment Southland is a leader in the development of an environmentally sustainable Southland

	Total	Online	CATI
	650	200	450
Strongly disagree	11%	14%	9%
		++	--
Disagree	12%	18%	9%
		+++	---
Neutral	19%	17%	20%
Agree	27%	21%	30%
		--	++
Strongly agree	25%	21%	27%
Don't know	6%	8%	5%
		+	-

On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, can you please tell me to what extent do you agree or disagree that Environment Southland enables prosperity in Southland

	Total	Online	CATI
	650	200	450
Strongly disagree	11%	12%	10%
Disagree	15%	19%	13%
		+	-
Neutral	20%	18%	21%
Agree	27%	24%	29%
Strongly agree	18%	16%	19%
Don't know	9%	11%	8%

APPENDIX ONE: METHOD COMPARISON

On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, can you please tell me to what extent do you agree or disagree that Environment Southland is effectively managing pressing environmental issues

	Total	Online	CATI
	650	200	450
Strongly disagree	10%	13% ++	8% --
Disagree	15%	23% +++	11% ---
Neutral	18%	15%	20%
Agree	29%	21% ---	34% +++
Strongly agree	21%	19%	22%
Don't know	7%	9% +	5% -

Using a similar scale where 1 means very poorly and 10 means very well, how well or poorly do you think Environment Southland has done at protecting and managing the quality of the water in Southland's rivers, lakes, and streams

	Total	Online	CATI
	650	200	450
Very poor	17%	21% ++	15% --
Poor	19%	19%	19%
Neutral	16%	8% ---	20% +++
Well	26%	24%	28%
Very well	18%	23% ++	15% --
Don't know	4%	5%	4%

Using a similar scale where 1 means very poorly and 10 means very well, how well or poorly do you think Environment Southland has done at providing you with an opportunity to participate in its decision making processes

	Total	Online	CATI
	650	200	450
Very poor	17%	19%	16%
Poor	18%	23% ++	15% --
Neutral	18%	21%	17%
Well	23%	18% --	25% ++
Very well	13%	10%	14%
Don't know	11%	9%	12%

APPENDIX ONE: METHOD COMPARISON

Using a similar scale where 1 means very poorly and 10 means very well, how well or poorly do you think Environment Southland has done at informing you about the management of Southland's natural resources

	Total	Online	CATI
	650	200	450
Very poor	13%	16% +	11% -
Poor	19%	26% +++	15% ---
Neutral	16%	15%	16%
Well	28%	21% ---	31% +++
Very well	20%	16% -	22% +
Don't know	4%	5%	4%

APPENDIX ONE: METHOD COMPARISON

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

	Total	Online	CATI
	650	200	450
Newspapers (general)	43%	37%	47%
		--	++
Flyers in the letterbox	29%	26%	31%
Envirosouth Newsletter/Environment Southland's newsletter	27%	36%	23%
		+++	---
Rates account	14%	31%	5%
		+++	---
Enviroweek (a column in the Southland Express or The Ensign newspapers)	12%	26%	4%
		+++	---
Internet / websites (general)	12%	16%	9%
		++	--
From other people / word of mouth	11%	21%	5%
		+++	---
Radio news	7%	13%	4%
		+++	---
The Environment Southland website	6%	9%	4%
		++	--
TV news (general)	6%	13%	2%
		+++	---
Facebook	6%	14%	2%
		+++	---
Radio ads	5%	11%	1%
		+++	---
Personal contact	4%	6%	4%
Environment Southland's offices / council offices	3%	4%	3%
Other social media (not Facebook)	3%	4%	2%
Community groups	3%	6%	1%
		+++	---
School	3%	3%	3%
Meetings	1%	2%	1%
E-newsletter	1%	1%	0%
		+	-
Other, specify	6%	3%	7%
		-	+
I don't get any information about Environment Southland	5%	8%	4%
		+++	---

APPENDIX ONE: METHOD COMPARISON

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

	Total	Online	CATI
	650	200	450
Yes	48%	35%	54%
		---	+++
No	52%	65%	46%
		+++	---

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

	Total	Online	CATI
	650	200	450
Yes	69%	62%	73%
		---	+++
No	31%	38%	27%
		+++	---

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

The information is credible

	Total	Online	CATI
	650	200	450
Strongly disagree	6%	7%	5%
Disagree	11%	18%	7%
		+++	---
Neutral	15%	15%	15%
Agree	27%	22%	29%
		--	++
Strongly agree	33%	28%	36%
		-	+
Don't know	8%	9%	8%

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

I trust the information that I get from Environment Southland

	Total	Online	CATI
	650	200	450
Strongly disagree	10%	12%	9%
Disagree	11%	16%	9%
		+++	---
Neutral	13%	15%	12%
Agree	24%	21%	26%
Strongly agree	37%	28%	41%
		---	+++
Don't know	5%	7%	3%
		++	--

APPENDIX ONE: METHOD COMPARISON

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

The information from Environment Southland is valuable

	Total	Online	CATI
	650	200	450
Strongly disagree	7%	7%	6%
Disagree	11%	18%	7%
		+++	---
Neutral	13%	16%	12%
Agree	27%	26%	27%
Strongly agree	39%	28%	44%
		---	+++
Don't know	4%	5%	4%

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

	Total	Online	CATI
	650	200	450
Yes	44%	28%	52%
		---	+++
No	56%	72%	48%
		+++	---

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

	Total	Online	CATI
	650	200	450
Yes	62%	54%	66%
		---	+++
No	38%	46%	34%
		+++	---

APPENDIX ONE: METHOD COMPARISON

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

Which of the following age groups are you in?

		Online	CATI
	650	200	450
16-39	30%	56% +++	18% ---
40-59	37%	44% +++	33% ---
60+	34%	0%	49% +++

And which of the following best describes your household situation?

		Online	CATI
	650	200	450
Young, single couple with no children	9%	16% +++	6% ---
Family with school aged children	30%	51% +++	21% ---
Family, couple with no children at home	60%	31% ---	73% +++

Gender

		Online	CATI
	650	200	450
Male	44%	46%	43%
Female	56%	55%	57%

