



Versus
RESEARCH

Environment Southland Perceptions Survey

November 2020

Conducted by Versus Research

Executive Summary

Overall, 76% of residents and 95% of farmers are aware of Environment Southland at an unprompted level. Unprompted awareness amongst residents has decreased slightly this year (76% cf. 2019, 78%), while unprompted awareness amongst farmers has increased 1% compared with last year's results.

As with previous years, farmers are more likely to be aware of Environment Southland at an unprompted level (95% cf. residents, 76%).

Total awareness remains high, with almost all residents (99%) and all farmers (100%) aware of Environment Southland at a prompted level.

Eight per cent of residents provided their views to Environment Southland this year; comparatively, 31% farmers provided their views to Environment Southland.

With regards to topics that respondents provided their views about; the leading mention for residents is water issues (24%). Farmers are significantly more likely to mention the Water and Land Plan (32% cf. residents, 6%).

Regarding how respondents would like to let Environment Southland know their views, the primary mention from residents and farmers is that they would do so via email (residents: 39%, farmers: 60%).

Fifty-six per cent of residents agree the information from Environment Southland is credible, 63% agree that they trust the information from Environment Southland, and 60% agree the information is valuable to the community.

Amongst farmers, 54% agree the information is credible, 56% agree that they trust the information from Environment Southland, and 68% agree the information is valuable.

With regards to how Environment Southland can improve communication, the primary mention regarding improvements for residents is for Environment Southland to use Facebook or social media more (residents: 13%, farmers: 5%). Farmers are significantly more likely to mention engagement with farmers (17% cf. residents, 1%).

Regarding how respondents would like to access or receive information from Environment Southland, the

leading mention from both residents and farmers is that they would like to receive information via email (residents: 34%, farmers: 53%).

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Project Overview

Project Overview

PROJECT BACKGROUND

Environment Southland is responsible for the management of Southland's natural resources, and currently communicates information about its role and activities in the region to stakeholder groups and the wider community via several different methods including 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 2020, Versus Research was commissioned by Environment Southland to conduct a Perceptions Survey to assist with this monitoring.

METHOD AND SAMPLE

As with previous years, a mixed-method approach has been used for data collection. This included Computer-Aided Telephone Interviewing (CATI) as well as online interviewing. Online interviewing was again included to ensure a representative sample of the population can be collected, as the decreased use of landline phones makes it difficult to reach certain groups within communities.

A total of n=318 (n=200 residents and n=118 farmers) interviews were completed via CATI and a total of n=282 responses (n=200 residents and n=82 farmers) were collected online, giving a total sample size of n=400 residents, and n=200 farmers. Environment Southland's consent database was also utilised this year to help reach farmers in the region.

CATI and online data collection was undertaken between October 14th and November 2nd, 2020.

The sample has been stratified, as per previous years, to ensure that the sample composition is geographically representative of the region as a whole.

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 resident sample size for this study is n=400, which gives a maximum margin of error of +/- 4.90% at the 95% confidence interval. That is, if the observed result for the total sample of n=400 respondents is 50% (point of maximum margin of error), then there is a

95% probability that the true answer falls between 45.10% and 54.90%. The margin of error associated with the farmer sample (n=200) is +/-6.98%.

WEIGHTING

Age and gender weights have been applied to the residents' dataset. Weighting ensures that specific demographic groups are neither under- nor over-represented in the final dataset 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's population overall, and are not skewed by a particular demographic group. The proportions used for the age and gender weights have been taken from the 2018 Census (Statistics New Zealand).

The proportions used are shown in the table below:

Age	Proportion Male	Proportion Female
16-39 years	19%	18%
40-59 years	17%	17%
60+ years	14%	15%
Total	50%	50%

Sample Breakdown

The total unweighted sample profile for this work is outlined below.



GENDER

37%
Male

63%
Female



AGE

14%
Under 39

41%
40 to 59
years

46%
60 years
or older



AREA

14%
Gore

42%
Invercargill

44%
Southland



RATEPAYER STATUS

84%
Yes

14%
No

2%
Prefer not to
say

Reading This Report

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

Awareness and Impressions

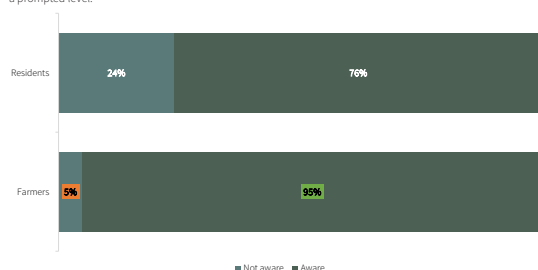


UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2020 RESULTS

In 2020, 76% of residents, and 95% of farmers are aware of Environment Southland at an unprompted level. Although not statistically significant, awareness amongst farmers has increased 1%, while awareness amongst residents has decreased 2% this year.

Notably, farmers are significantly more likely than residents to be aware of Environment Southland at an unprompted level (95% cf. residents, 76%).

On par with results from last year, 99% of residents, and 100% of farmers are aware of Environment Southland at a prompted level.



UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2014 - 2020 RESULTS

	2020	2019	2018	2017	2016	2015	2014
Aware: Residents	76%	78%	86%	82%	71%	83%	75%
Aware: Farmers	95%	94%	92%	92%	87%	92%	86%



PROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2014 - 2020 RESULTS

	2020	2019	2018	2017	2016	2015	2014
Aware: Residents	99%	98%	98%	99%	99%	100%	99%
Aware: Farmers	100%	100%	100%	99%	99%	100%	99%

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2020's total level results for residents and farmers are shown in the charts. 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.

When applicable, this year's results are also compared to previous years' results in table format. Significance testing has also been applied to these results. This testing compares 2020's results to 2019's. Any significant changes are again shown using shading; **green** shading indicates there has been a significant increase from 2019's results, while **orange** shading indicates a significant decrease from 2019's results.

Results

Awareness

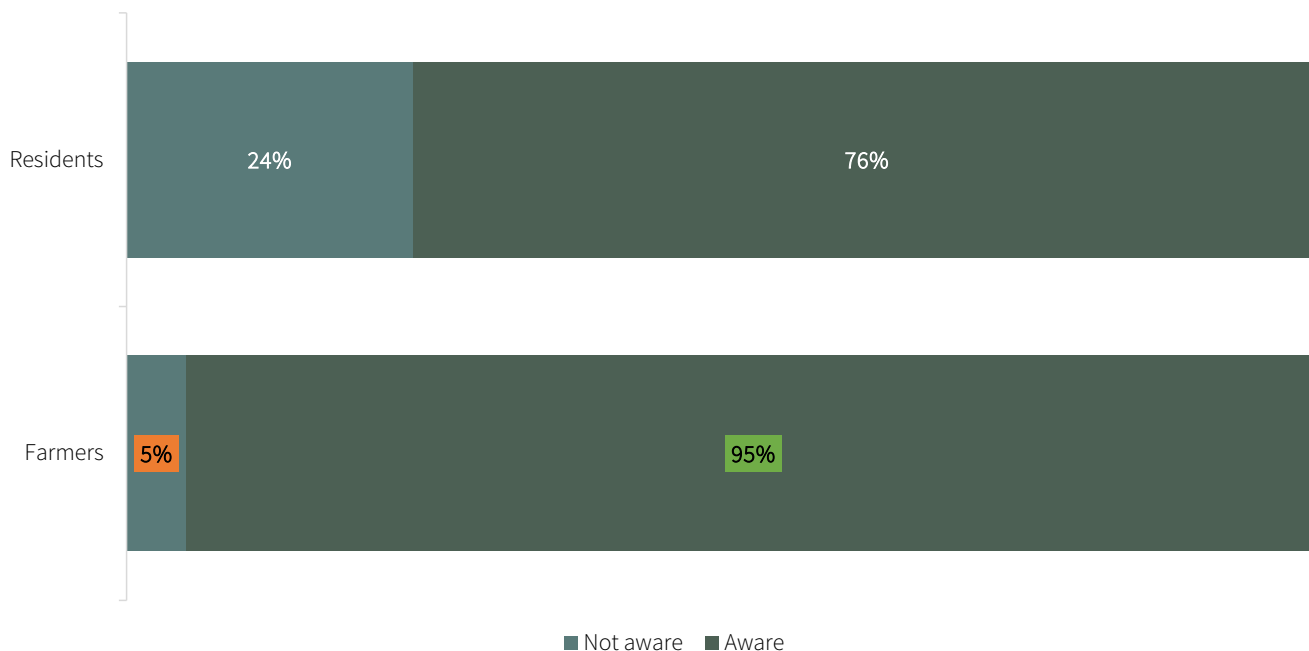


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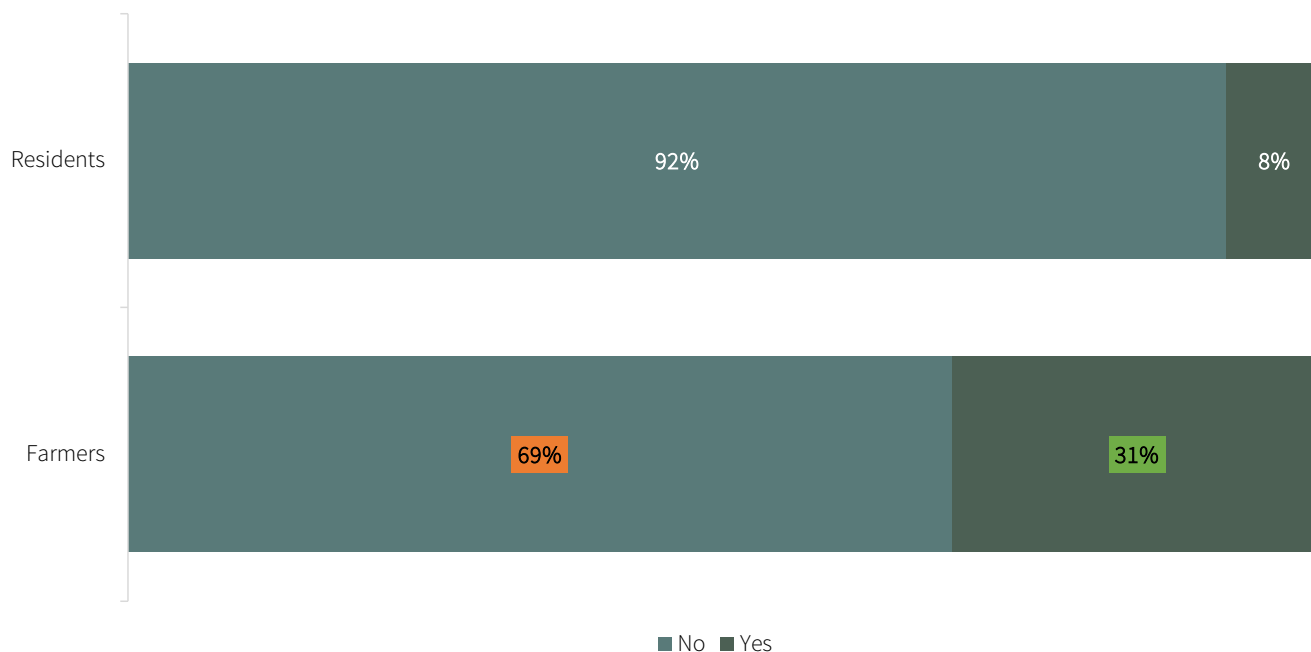
Provided Views



PROVIDED VIEWS TO ENVIRONMENT SOUTHLAND: 2020 RESULTS

In 2020, farmers are significantly more likely to mention that they provided their views to Environment Southland (31% cf. residents, 8%).

Compared to last year, residents are significantly less likely to mention that they have provided their views to Environment Southland (cf. 2019, 15%).



PROVIDED VIEWS TO ENVIRONMENT SOUTHLAND: 2019 - 2020 RESULTS

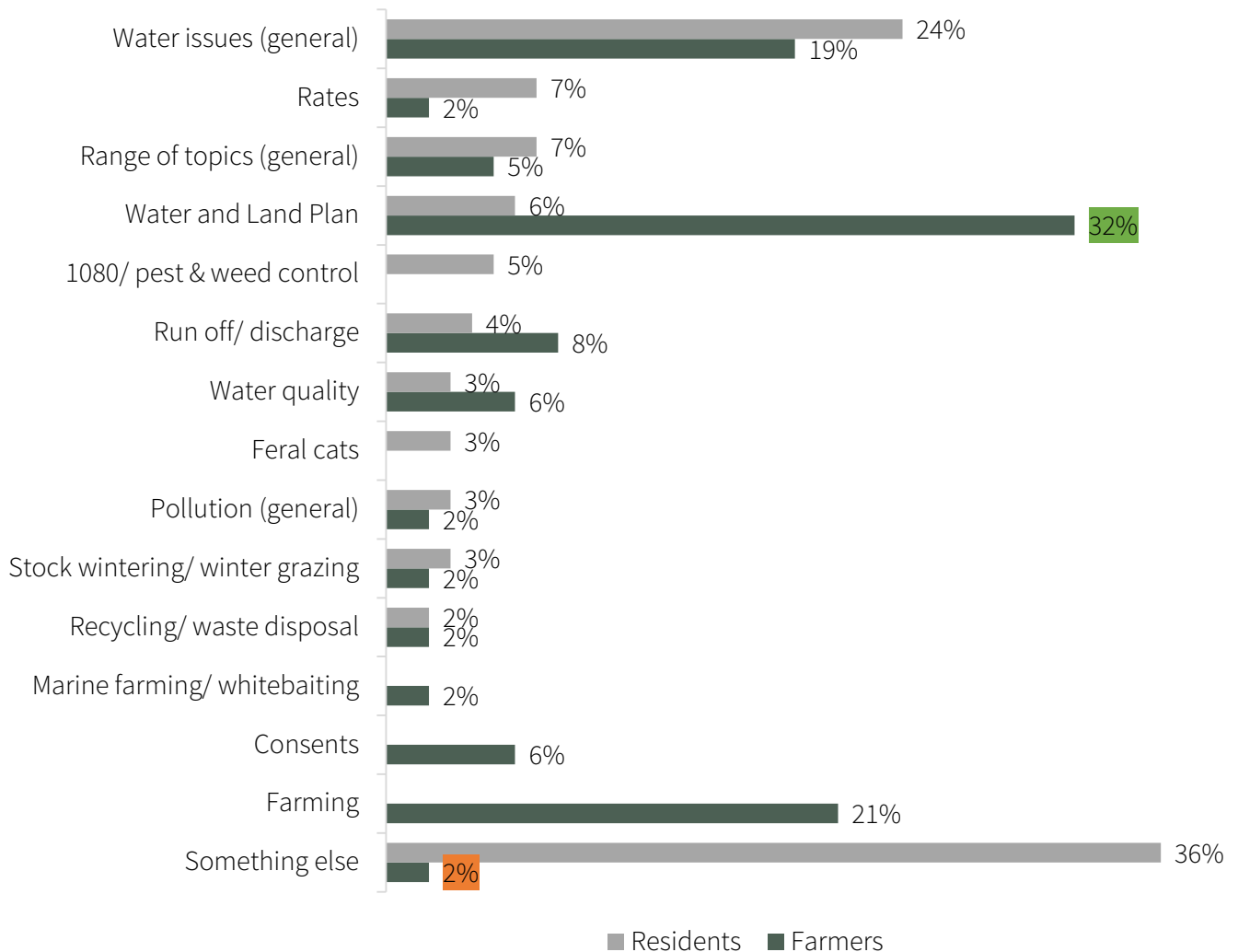
	2020	2019
Provided views to Environment Southland: Residents	8%	15%
Provided views to Environment Southland: Farmers	31%	31%

Topics Expressed



TOPICS EXPRESSED VIEWS ABOUT: 2020 RESULTS

Regarding topics that respondents provided their views about; the primary mention for residents is water issues (24%). Farmers are significantly more likely to mention the Water and Land Plan (32% cf. residents, 6%).



Topics Expressed



TOPICS EXPRESSED VIEWS ABOUT (TOP FIVE): 2019 - 2020 RESULTS

Compared to last year's results, residents are more likely to mention rates (7% cf. 2019, 3%), while farmers are less likely to mention water quality (6% cf. 2019, 15%).

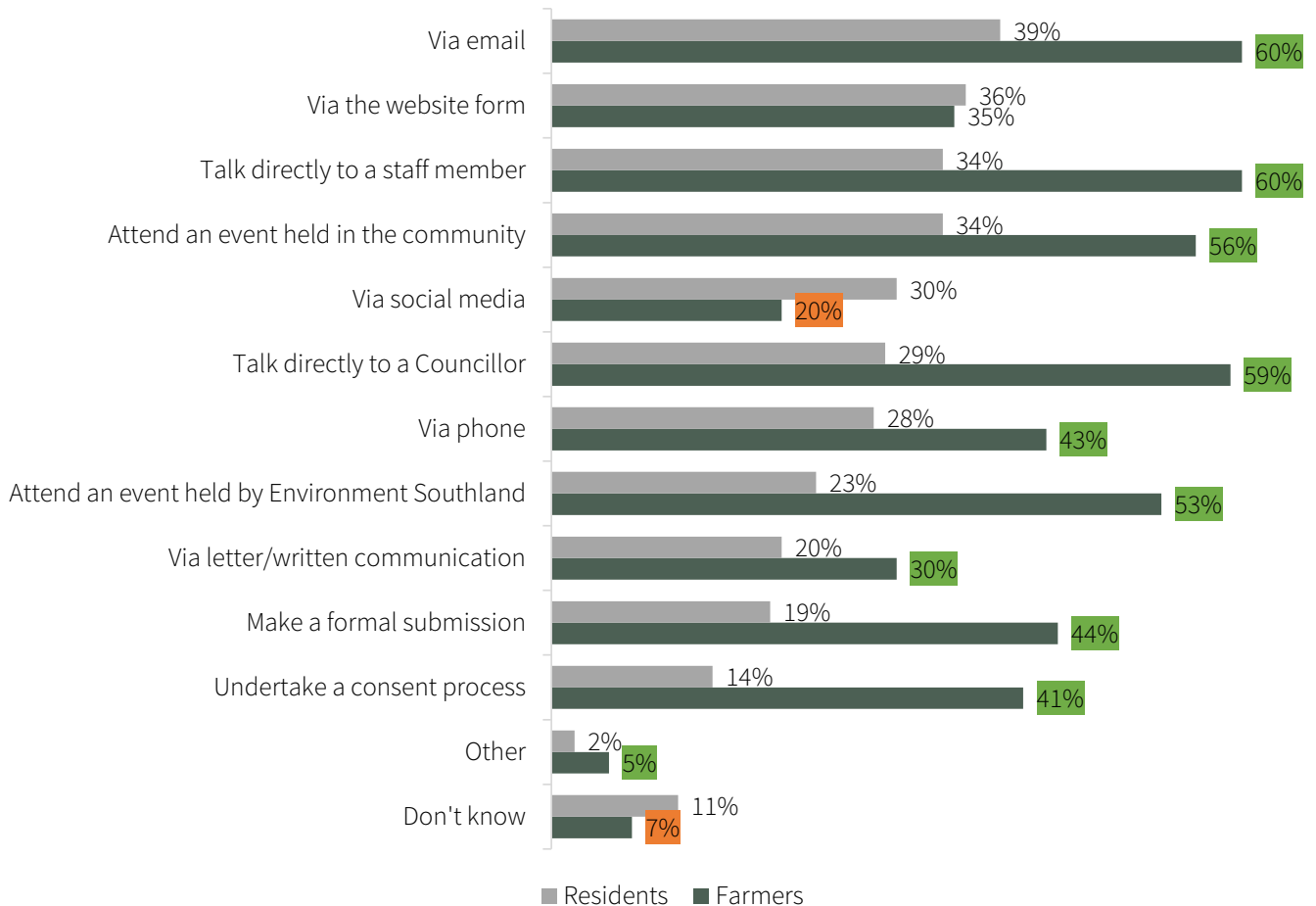
	2020	2019
Water issues (general): Residents	24%	44%
Rates: Residents	7%	3%
Range of topics (general): Residents	7%	1%
Water and Land Plan: Residents	6%	3%
1080/ pest & weed control: Residents	5%	8%
Water and Land Plan: Farmers	32%	29%
Farming: Farmers	21%	18%
Water issues (general): Farmers	19%	15%
Run off/ discharge: Farmers	8%	3%
Water quality: Farmers	6%	15%

Expressing Views



HOW RESPONDENTS WOULD EXPRESS VIEWS: 2020 RESULTS

In new question wording for 2020, when asked how they would like to let Environment Southland know their views, 39% of residents, and 60% of farmers indicate that they would do so via email. Notably, farmers are significantly less likely to mention via social media (20% cf. residents, 30%), or be unsure (7% cf. residents, 11%).

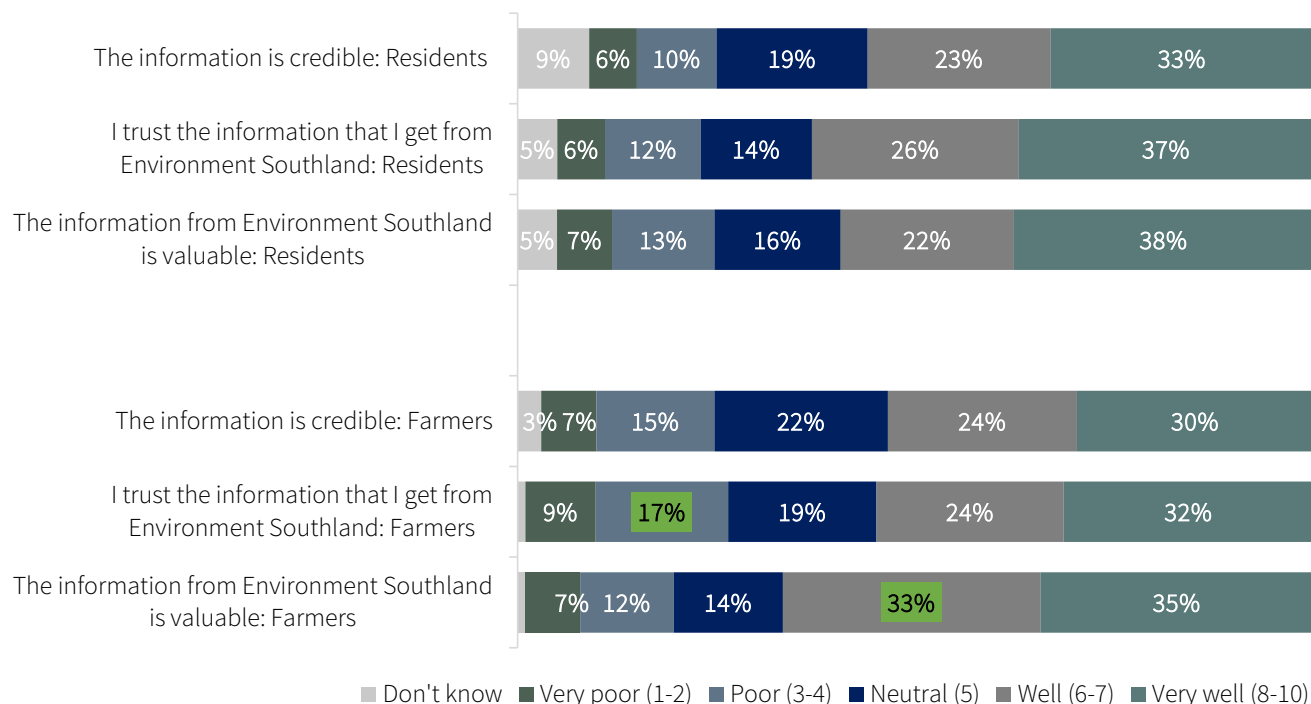


Information Provided



INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2020 RESULTS

Fifty-six per cent of residents agree (23%) or strongly agree (33%) that the information Environment Southland provides is credible, while a further 54% of farmers rate this positively. Following this, 63% of residents agree (26%) or strongly agree (37%) that they trust the information from Environment Southland; comparatively 56% of farmers rate this positively. Regarding the information from Environment Southland being valuable, 60% of residents agree (22%) or strongly agree (38%) with this, while 68% of farmers rate this positively.



SATISFACTION RATINGS FOR INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2014 - 2020 RESULTS

	2020	2019	2018	2017	2016	2015	2014
The information is credible: Residents	56%	58%	64%	64%	60%	73%	70%
I trust the information that I get from Environment Southland: Residents	63%	57%	64%	64%	61%	71%	68%
The information from Environment Southland is valuable: Residents	60%	60%	70%	67%	66%	78%	76%
The information is credible: Farmers	54%	60%	72%	70%	63%	68%	66%
I trust the information that I get from Environment Southland: Farmers	56%	60%	69%	73%	57%	63%	65%
The information from Environment Southland is valuable: Farmers	68%	61%	76%	75%	66%	74%	76%

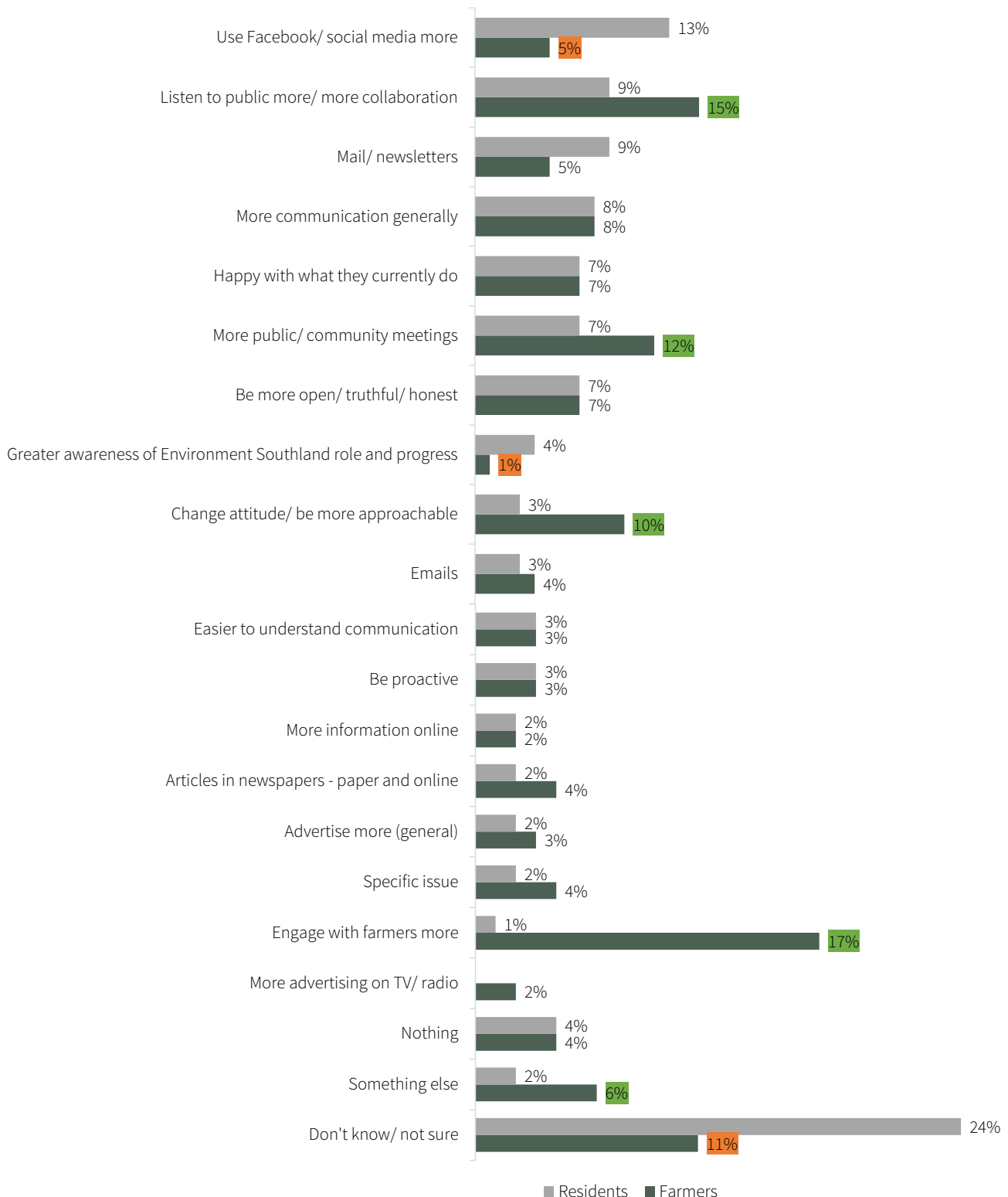
Improving Communication



HOW ENVIRONMENT SOUTHLAND CAN IMPROVE COMMUNICATION: 2020 RESULTS

With regards to how Environment Southland can improve communication, the highest mentions are: using Facebook or social media more (residents: 13%, farmers: 5%), listening to the public more or more collaboration (residents: 9%, farmers: 15%), and mail or newsletters (residents: 9%, farmers: 5%).

Farmers are significantly less likely to mention using Facebook or social media more (5% cf. residents, 13%), but are significantly more likely to mention listening to the public more or more collaboration (15% cf. residents, 9%).



Improving Communication



IMPROVING COMMUNICATION: TOP FIVE; 2017 - 2020 RESULTS

This year, residents are significantly more likely to mention mail or newsletters (9% cf. 2019, 3%), while farmers are significantly more likely to mention more communication generally (8% cf. 2019, 3%) as ways Environment Southland could improve communication.

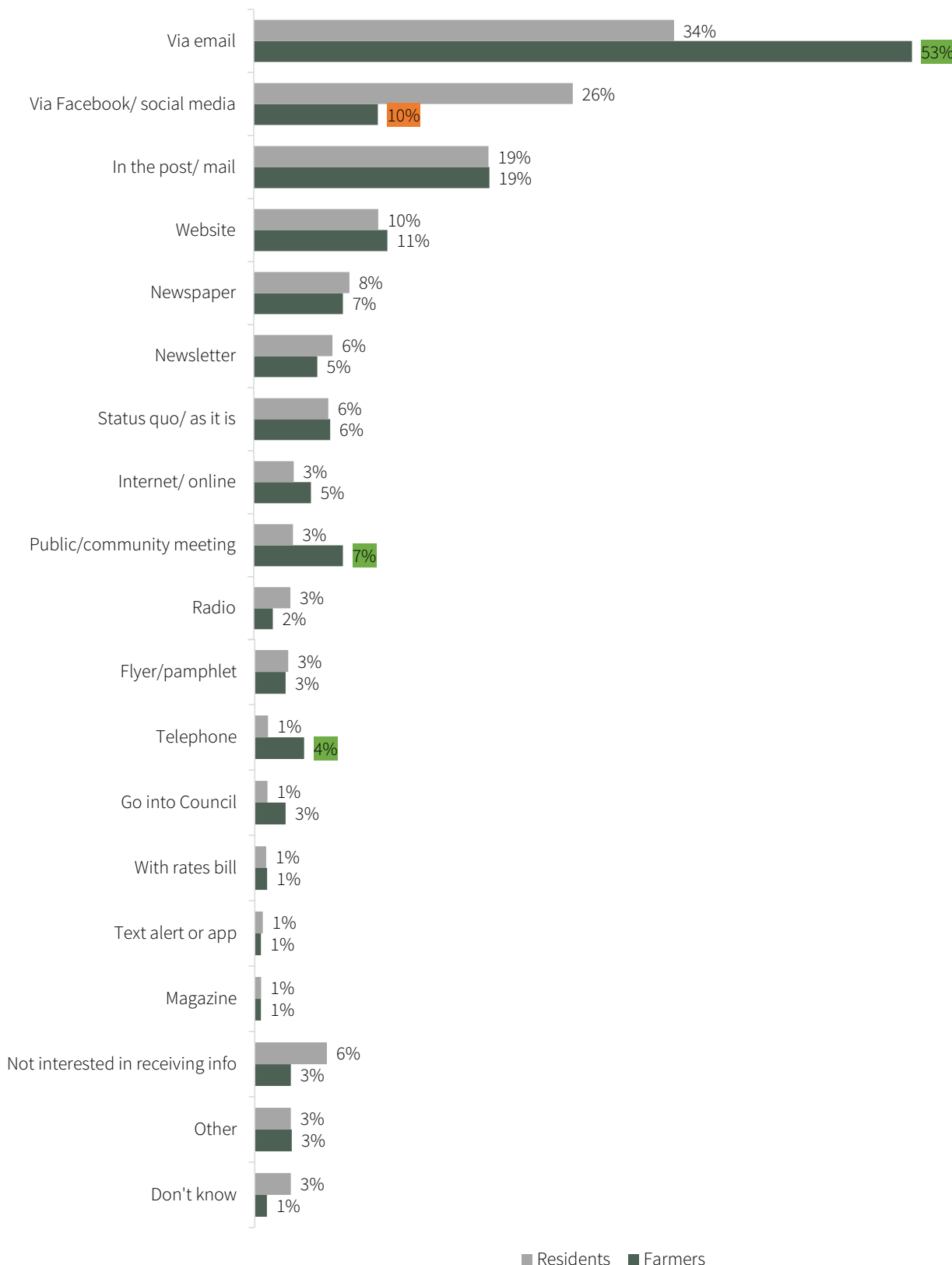
	2020	2019	2018	2017
Use Facebook/ social media more: Residents	13%	11%	14%	11%
Listen to the public more/ more collaboration: Residents	9%	6%	5%	5%
Mail/ newsletters: Residents	9%	3%	6%	6%
More communication generally: Residents	8%	6%	5%	4%
Happy with what they currently do: Residents	7%	10%	6%	11%
More public/ community meetings: Residents	7%	9%	7%	3%
Be more open/ truthful/ honest: Residents	7%	5%	4%	4%
Engage with farmers more: Farmers	17%	12%	14%	11%
Listen to the public more/ more collaboration: Farmers	15%	10%	5%	7%
More public/ community meetings: Farmers	12%	10%	10%	3%
Change attitude/ be more approachable: Farmers	10%	10%	-	-
More communication generally: Farmers	8%	3%	5%	5%

Information Sources



ACCESS TO INFORMATION: 2020 RESULTS

In a new question for 2020, respondents were asked how they would like to access or receive information from Environment Southland. Thirty-four per cent of residents, and 53% of farmers indicate that they would like to receive information via email. Notably, farmers are significantly more likely to mention this, as well as at a public or community meeting (7% cf. residents, 3%), or on the telephone (4% cf. residents, 1%).





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