

# ENVIRONMENT SOUTHLAND PERCEPTIONS SURVEY

AUGUST 2017

CONDUCTED BY VERSUS RESEARCH

# SUMMARY OF FINDINGS

## AWARENESS AND IMPRESSIONS OF ENVIRONMENT SOUTHLAND

This year, amongst residents, there has been a significant increase in awareness of Environment Southland at an unprompted level (82% cf. 2016, 71%). Unprompted awareness has also increased amongst farmers, with 92% aware of Environment Southland; a 5% increase from 2016's result, although this is not statistically significant. It should be noted that, as with previous years, farmers are more likely to be aware of Environment Southland (92% cf. residents, 82%). Almost all (99%) residents and farmers are aware of Environment Southland at a total level.

Overall, 50% of residents agree Environment Southland is a leader in the development of an environmentally friendly Southland. Following this, 44% agree Environment Southland effectively manages pressing environmental issues, and 42% agree they enable prosperity in Southland. Compared to last year's result, a significant decrease can be seen in residents' agreement that Environment Southland effectively manages pressing environmental issues.

Farmers' impressions of Environment Southland appear to be more positive than residents' impressions, with 64% of farmers agreeing that Environment Southland is a leader in the development of an environmentally friendly Southland and 60% agreeing that they effectively manage pressing environmental issues. At a lower level, 47% of farmers agree Environment Southland enables prosperity. Compared to last year, agreement with all three impressions has increased significantly amongst farmers.

In terms of ratings of Environment Southland, 43% of residents perceive that Environment Southland informs them about the management of Southland's natural resources well. Following this, 41% rate Environment Southland as doing well at protecting and managing the quality of water in Southland's rivers, lakes, and streams and 34% think Environment Southland is doing well at providing them with an opportunity to participate in its decision-making process. These results remain on a par with last year's results, however it should be noted that positive ratings have increased 12% since 2013 in Environment Southland informing residents about the management of Southland's natural resources. There is also a 14% increase since 2011 in perceptions of Environment Southland protecting and managing water quality.

Farmers are also more positive than residents about how well Environment Southland is doing, notably 62%

of farmers think Environment Southland is protecting and managing the quality of water in Southland's rivers, lakes, and streams well; this is a significant increase from 2016's result (cf. 2016, 46%) and is significantly higher compared to the resident's result (cf. residents, 41%). Following this, 59% of farmers rate Environment Southland informing them about the management of Southland's resources well and 55% rate Environment Southland providing them with an opportunity to participate in decision making process well.

## SOUTHLAND'S PRIORITIES

New questions this year focused on what respondents thought the priorities in Southland are, how well Environment Southland has responded to these, and if Environment Southland is doing a better job than last year.

Residents mention the priorities for the region primarily revolve around water, water quality, and water pollution (67%). At a lower level residents also mention dairy farming and dairy run off (14%), clean air and air pollution (9%), and rubbish, plastic, and recycling (5%). Sixty-seven percent of farmers also mention water, water quality, and water pollution as a priority. Notably, farmers are also less likely to mention dairy farming or dairy run off (7% cf. residents, 14%) and clean air and air pollution (3% cf. residents, 9%).

Only 39% of residents think Environment Southland is responding well to the priorities mentioned previously; significantly more farmers think Environment Southland has responded well to these priorities (59% cf. residents, 39%).

Respondents were also asked this year if they think Environment Southland is doing a better job than last year. Twenty-one percent of residents agree that Environment Southland is, while 38% of farmers agree with this; significantly higher than the resident's result. The primary reasons residents mention that Environment Southland is doing a better job than last year revolve around good communication and seeing Environment Southland out and about more (20%), a perception that Environment Southland is generally improving (11%), and increased awareness of Environment Southland and its role in the region (10%). The primary reasons residents mention that Environment Southland is not doing a better job than last year revolve around water quality still being an issue (30%), not seeing any changes from Environment Southland (25%), and Environment Southland doing a poor job generally (12%).

Farmers mention their primary reason for Environment Southland doing a better job than last year is based on good communication from Environment Southland and

# SUMMARY OF FINDINGS

seeing it out and about more (21%). A further 16% mention Environment Southland has been listening and collaborating, significantly higher than resident's result (cf. residents, 1%). Notably, farmers are also less likely to mention Environment Southland is generally improving (9% cf. residents, 11%) and that they are more aware of Environment Southland and its role in the region (4% cf. residents, 10%). Farmer's reasons for thinking Environment Southland is not doing a better job than last year pertain to not seeing any changes (40% cf. residents, 25%), water quality not improving (20% cf. residents, 30%), and Environment Southland not helping or supporting farmers (16% cf. residents, 4%); these results are each statistically different from the resident's results.

## COMMUNICATION

In terms of gathering information about Environment Southland, both residents and farmers mention newspapers (residents 53%, farmers 45%) and the *Envirosouth* Newsletter (residents 27%, farmers 32%) as their main sources of information. Notably, farmers are more likely to mention they get information about Environment Southland from other people (18% cf. residents, 6%), on Environment Southland's website (13% cf. residents, 5%), through personal contact (12% cf. residents, 4%), at Environment Southland's offices (4% cf. residents, 1%), and in community groups (5% cf. residents, 1%). Compared to last year's results, residents are more likely to mention they get information about Environment Southland in newspapers (53% cf. 2016, 43%) and less likely to mention flyers in their letterbox (16% cf. 2016, 29%), from other people (6% cf. 2016, 11%), on rates accounts (4% cf. 2016, 14%), in *Enviroweek* (4% cf. 2016, 12%), and on radio news (3% cf. 2016, 7%).

Farmers' results remain largely on a par with results from previous years. Although, farmers mentioning they gather information about Environment Southland through flyers in their letterbox has decreased significantly this year (16% cf. 2016, 30%).

In terms of information from Environment Southland, 67% of residents agree the information is valuable to the community. A further 64% (each) of residents agree the information is credible and that they trust the information. Residents' perceptions of information from Environment Southland remain on a par with results from 2016, although they are below results from 2014. Amongst farmers, 75% agree the information Environment Southland provides is valuable to farmers. A further 73% agree they trust the information from Environment Southland and 70% agree the information is credible.

## ENVIROWEEK

Overall, 48% of residents recall seeing *Enviroweek*. A further 69% of these residents read *Enviroweek* and 70% were aware it is produced by Environment Southland; these results remain on a par with previous years. In terms of perceptions of *Enviroweek*, significant increases can be seen in positive ratings compared to 2016's results; 82% (cf. 2016, 76%) of residents agree the information is valuable and 73% (cf. 2016, 67%) that the information is credible.

Farmers are more likely to recall seeing *Enviroweek* (57% cf. residents, 48%). Sixty-seven percent of these farmers read *Enviroweek* and a further 82% were aware Environment Southland produces the publication; significantly higher than the residents' result (70%). Eighty-two percent of farmers agree the information in *Enviroweek* is credible, a significant increase from 2016's result (65%) and a further 79% of farmers agree the information in *Enviroweek* is valuable to the community.

## ENVIROSOUTH

Three-quarters (73%) of residents recall seeing *Envirosouth*, 77% read *Envirosouth*, and 87% were aware it is produced by Environment Southland. Notably, there has been a significant increase in the number of residents who are aware Environment Southland produces *Envirosouth* this year (87% cf. 2016, 79%). Perceptions of *Envirosouth* remain similar to last year's result amongst residents, with 76% agreeing the information is valuable to the community and 73% agreeing the information is credible.

Farmers are also more likely to recall seeing *Envirosouth* (82% cf. residents, 73%). A further 78% of farmers have read *Envirosouth* and 91% were aware Environment Southland produced the publication, similar to results from 2016. Perceptions of *Envirosouth* have improved this year, with significant increases seen in agreement that the information is valuable to the community (83% cf. 2016, 72%) and is credible (85% cf. 2016, 67%).

## ENVIROFARM

A quarter (28%) of farmers recall seeing *Envirofarm*, a further 63% of these farmers have read *Envirofarm*, and 70% were aware Environment Southland produces the publication. Readership of *Envirofarm* has increased significantly this year (63% cf. 2016, 30%). Perceptions of *Envirofarm* have also improved this year, with significant increases seen compared to 2016's results in agreement that the information is valuable to farmers (89% cf. 2016, 76%) and the credibility of the information (86% cf. 2016, 64%).

# SUMMARY OF FINDINGS

## LUNCHTIME FARMING SHOW

Similar to previous years' results, 50% of farmers listen to the Lunchtime Farming Show and 72% of these farmers have heard information from Environment Southland on the show. Perceptions of the show remain on a par with results from 2016, with 86% of farmers agreeing the information is valuable to farmers and 79% agreeing the information is credible.

## NEWSPAPERS

In terms of newspaper readership, *The Southland Times* (residents 68%, farmers 67%) is the most popular newspaper. Residents are more likely to mention they read *Southland Express* (52% cf. farmers, 38%) and *Invercargill Eye* (35% cf. farmers, 13%), while farmers are more likely to mention they read *Southern Rural Life* (55% cf. residents, 10%), *Otago Southland Farmer* (53% cf. residents, 9%), *The Ensign* (42% cf. residents, 20%), *Newslink* (40% cf. residents, 20%), and *Advocate South* (34% cf. residents, 23%). Newspaper readership mostly remains on a par with results from previous years, although this year farmers are less likely to mention they read *The Southland Times* (67% cf. 2016, 83%).

## RADIO STATIONS

Amongst residents, More FM (14%) and The Edge (10%) are the most popular radio stations; this is on a par with previous years' results. Farmers are more likely to mention they listen to Hokonui Gold (42% cf. residents, 9%) and The Rock (20% cf. residents, 10%). The Rock listenership has increased significantly since 2016 (20% cf. 2016, 7%), while National Radio listenership has decreased significantly (2% cf. 2016, 10%) this year amongst farmers.

## INTERNET AND SOCIAL MEDIA

Three quarters (85%) of residents mention they go online regularly, a significant increase from 2016's result (cf. 2016, 78%). A further 83% of these residents have a Facebook profile, 38% are aware Environment Southland has a Facebook page, and 69% would use the Environment Southland Facebook page to gather information. A quarter (26%) of residents mention they have used the Environment Southland website, a significant increase in usage compared to 2016's result of 17%.

Comparatively, 77% of farmers (cf. residents, 85%) go online regularly and 74% (cf. residents, 83%) have a Facebook page, both results are significantly lower than the residents' result. Half (55% cf. residents, 38%) of farmers are aware of Environment Southland's Facebook page and 66% use its website (cf. residents, 26%), both of

these results are significantly higher than the residents result. Compared to last year, significantly more farmers mention they would use Environment Southland's Facebook page for information (66% cf. 2016, 51%) and that they use Environment Southland's website (66% cf. 2016, 39%).

## IMPROVEMENTS TO COMMUNICATION

New this year, respondents were asked what Environment Southland could do to improve its communication. Residents mention they are happy with what they currently do (11%), that Environment Southland should use Facebook and social media more (11%), and send more mail or newsletters (6%). Comparatively, farmers are more likely to mention they are happy with the current communication (17% cf. residents, 11%), that Environment Southland needs to engage more with farmers (11% cf. residents, 2%), and that they need to be more approachable (3% cf. residents, 1%).

## CIVIL DEFENCE

More than half (57%) of residents mention they have a household emergency plan, a significant increase from last year's result (cf. 2016, 51%). Eighty-one percent of residents think they could be self-sufficient for three days and 16% mention they heard Environment Southland's flood warnings, a significant decrease from last year's result (cf. 2016, 77%).

Amongst farmers, 52% have a household emergency plan. Ninety-two percent of farmers think they would be self-sufficient for three days; this is significantly higher than the resident result (81%). Twenty-two percent heard Environment Southland's flood warnings, also a significant decrease from last year's result (cf. 2016, 70%).

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# BACKGROUND, OBJECTIVES AND METHOD

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## 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 2017 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' perceptions of the environmental priorities in Southland, and how well Environment Southland has responded to these, and;
- public uptake and preference for different media channels.

## METHOD

As with last year, a mixed-method approach was used for data collection. This involved both computer-aided telephone interviewing (CATI) and online interviewing which was undertaken simultaneously. Online interviewing has again been 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, namely younger residents.

Similar to last year, a total of n=579 (n=400 residents and n=179 farmers) interviews were completed via CATI and a total of n=271 responses (n=250 residents and n=21 farmers) were collected online. Both residents and farmers were collected online this year, however the primary target of this was younger residents as they are increasingly difficult to reach via telephone. Environment Southland's consent database was also utilised this year to help reach dairy farmers in the area.

CATI and online data collection was undertaken between the 24<sup>th</sup> of July and 6<sup>th</sup> of August 2017. Telephone numbers for CATI were supplied by Inivio, while online sample was sourced through social media. Those who responded online were screened to ensure they had not completed the survey over the phone.

The sample was stratified, as per previous years, to ensure that the sample composition was geographically representative of the district as a whole.

# 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 resident sample size for this study is  $n=650$ , which gives a maximum margin of error of  $\pm 3.84\%$  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 farmer sample ( $n=200$ ) is  $\pm 6.98\%$ .

## 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:

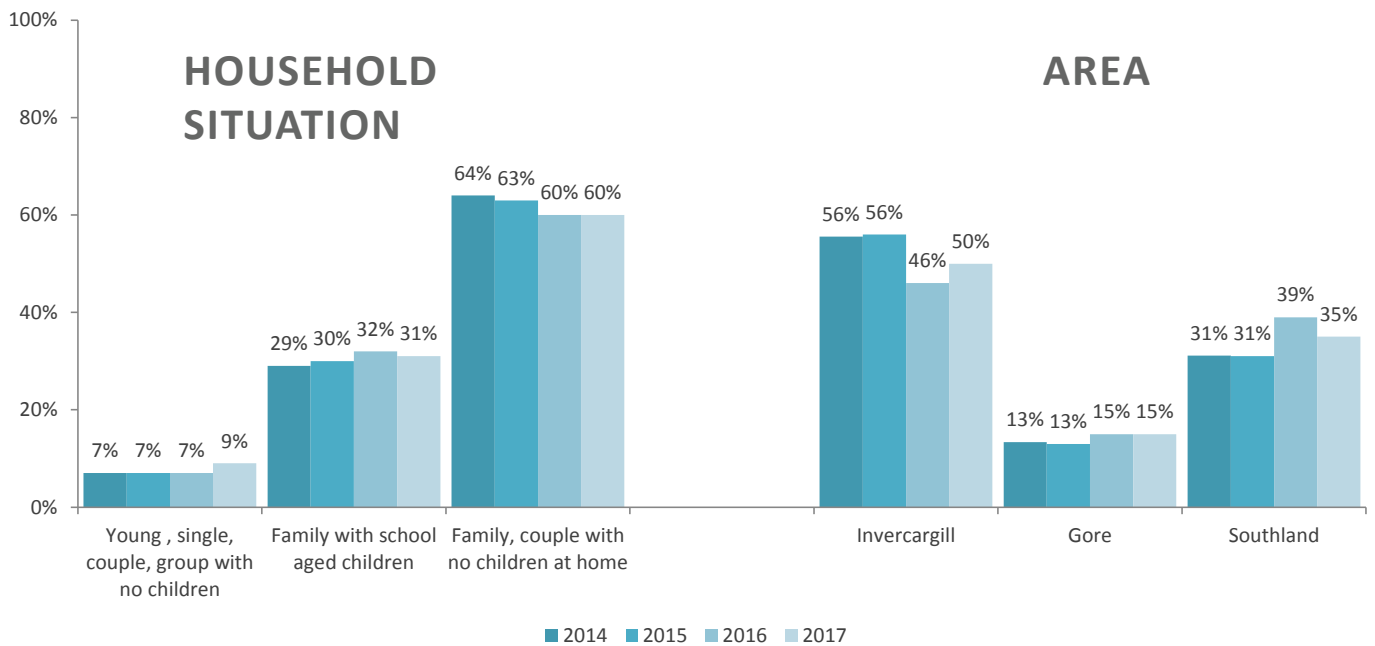
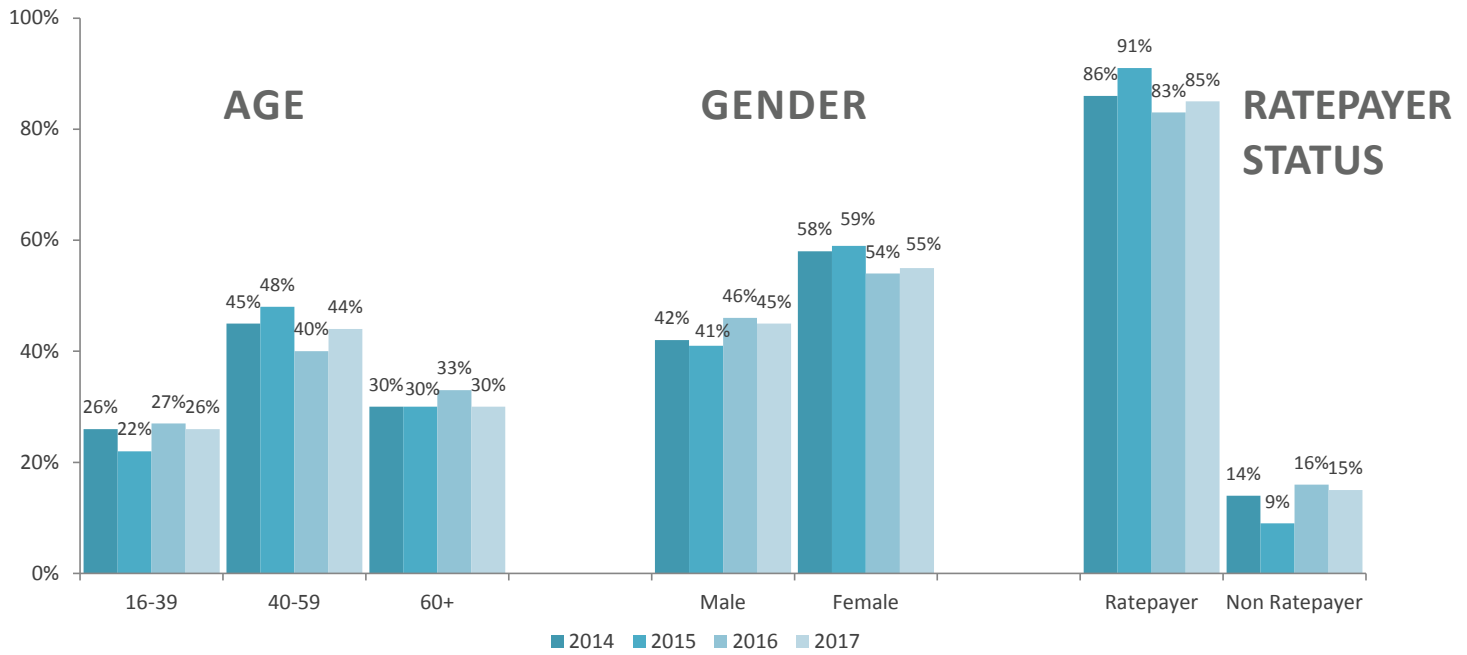
Age	Proportion Male	Proportion Female
<b>16-39</b>	18%	18%
<b>40-59</b>	18%	18%
<b>60+</b>	13%	14%
<b>Total</b>	49%	51%



# BACKGROUND, OBJECTIVES, AND METHOD

## SAMPLE

The charts below show the unweighted residents sample from 2014, 2015, 2016, and 2017.



# HOW TO READ THESE FINDINGS

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

## AWARENESS AND IMPRESSIONS

### UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2017 RESULTS<sup>1</sup>

Overall, 82% of residents and 92% of farmers are aware of Environment Southland at an unprompted level. Compared to results from last year, awareness amongst residents has increased significantly (82% cf. 2016, 71%). Awareness amongst farmers has also increased this year, although this is not statistically significant. Notably, farmers are more likely than residents to be aware of Environment Southland at an unprompted level.

Similar to previous years, almost all (99% each) of residents and farmers are aware of Environment Southland overall.

Group	Not aware	Aware
Residents	18%	82%
Farmers	8%	92%

### UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2011 - 2017 RESULTS<sup>2</sup>

	2017	2016	2015	2014	2013	2012	2011
Aware: residents	82%	71%	83%	75%	76%	75%	76%
Aware: farmers	92%	87%	92%	86%	-	-	-

### PROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2011 - 2017 RESULTS

	2017	2016	2015	2014	2013	2012	2011
Aware: residents	99%	99%	100%	99%	98%	97%	100%
Aware: farmers	99%	99%	100%	99%	-	-	-

<sup>1</sup> 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.

<sup>2</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

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2017'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. cf. is an abbreviation for compare in Latin, it is used within the text of the report when the farmers' result is significantly different from the residents' result.

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 2017's results to 2016's. Any significant changes are shown using shading; green shading indicates there has been a significant increase from 2016's results, while orange shading indicates a significant decrease from 2016's results. cf. is used within the text of this report when this year's result is significantly different from last year's result.

## AWARENESS AND IMPRESSIONS | SUMMARY OF FINDINGS

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

### AREA DIFFERENCES

**INVERCARGILL**

5 providing you with an opportunity to participate in decision making processes 23%

**GORE**

1-2 enables prosperity in Southland 18%

**SOUTHLAND**

6-7 providing you with an opportunity to participate in decision making processes 27%

### DEMOGRAPHIC DIFFERENCES

**AGED 16-39**

Not aware of Environment Southland prompted 2%

**AGED 40-59**

Aware of Environment Southland unprompted 87%

1-2 effectively manages pressing environmental issues 12%

**AGED 60+**

8-10 enables prosperity in Southland 20%

**1-2** is a leader in the development of an environmentally friendly Southland 13%

**6-7** is a leader in the development of an environmentally friendly Southland 38%

**8-10** is a leader in the development of an environmentally friendly Southland 23%

**8-10** effectively manages pressing environmental issues 18%

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

# AWARENESS AND IMPRESSIONS

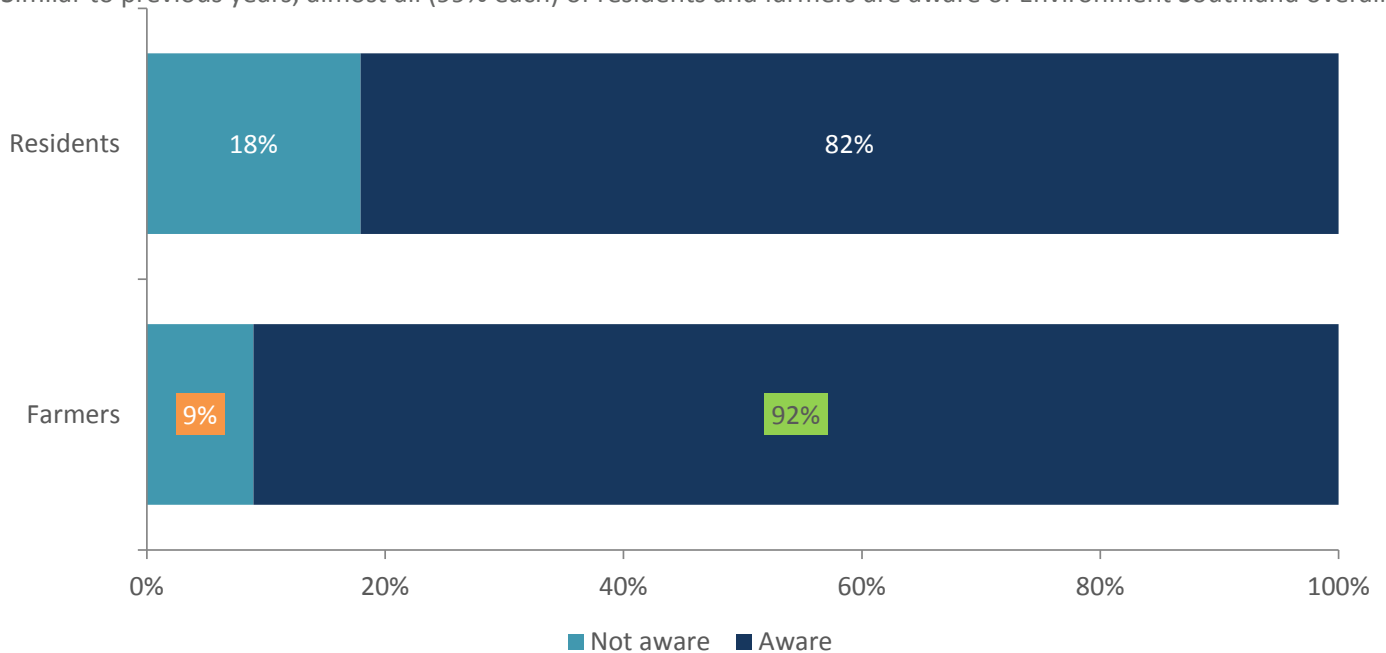
# AWARENESS AND IMPRESSIONS



## UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2017 RESULTS<sup>1</sup>

Overall, 82% of residents and 92% of farmers are aware of Environment Southland at an unprompted level. Compared to results from last year, awareness amongst residents has increased significantly (82% cf. 2016, 71%). Awareness amongst farmers has also increased this year, although this is not statistically significant. Notably, farmers are more likely than residents to be aware of Environment Southland at an unprompted level (92% cf. residents, 82%).

Similar to previous years, almost all (99% each) of residents and farmers are aware of Environment Southland overall.



## UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2011 - 2017 RESULTS<sup>2</sup>

	2017	2016	2015	2014	2013	2012	2011
<b>Aware: residents</b>	82%	71%	83%	75%	76%	75%	76%
<b>Aware: farmers</b>	92%	87%	92%	86%	-	-	-



## PROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2011 - 2017 RESULTS

	2017	2016	2015	2014	2013	2012	2011
<b>Aware: residents</b>	99%	99%	100%	99%	98%	97%	100%
<b>Aware: farmers</b>	99%	99%	100%	99%	-	-	-

<sup>1</sup> 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.

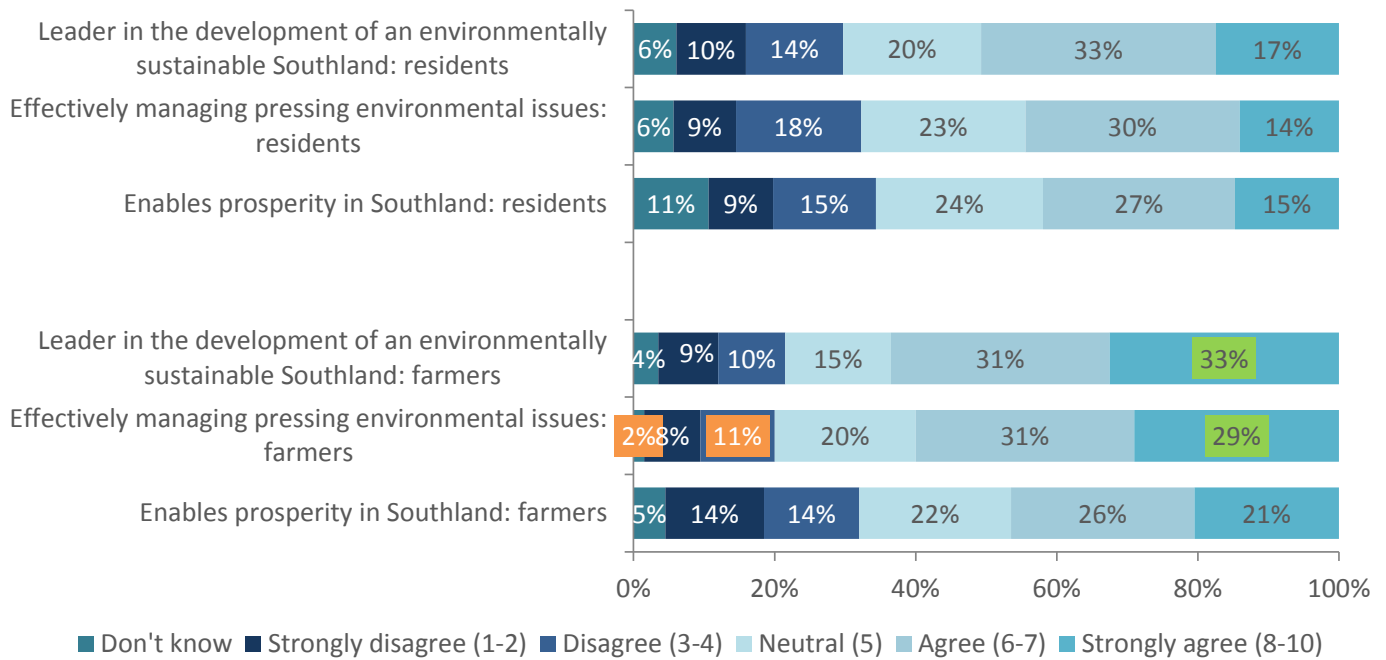
<sup>2</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016..

# AWARENESS AND IMPRESSIONS



## IMPRESSIONS OF ENVIRONMENT SOUTHLAND: 2017 RESULTS<sup>3</sup>

Fifty percent of residents agree (33%) or strongly agree (17%) that Environment Southland is a leader in the development of an environmentally friendly Southland; comparatively 64% of farmers agree (31%) or strongly agree (33%) with this. Farmers are more likely than residents to strongly agree that Environment Southland is a leader in the development of an environmentally friendly Southland (33% cf. residents, 17%) and that Environment Southland effectively manages pressing environmental issues (29% cf. residents, 14%). Amongst farmers agreement with each impression has increased significantly compared to 2016's results.



## IMPRESSIONS OF ENVIRONMENT SOUTHLAND: 2011-2017 RESULTS<sup>4</sup>

	2017	2016	2015	2014	2013	2012	2011
Leader in the development of an environmentally friendly Southland: residents	50%	52%	62%	59%	-	-	-
Effectively managing pressing environmental issues: residents	44%	50%	60%	56%	57%	60%	57%
Enables prosperity in Southland: residents	42%	45%	50%	42%	-	-	-
Leader in the development of an environmentally friendly Southland: farmers	64%	49%	59%	54%	-	-	-
Effectively managing pressing environmental issues: farmers	60%	43%	60%	65%	-	-	-
Enables prosperity in Southland: farmers	47%	35%	40%	34%	-	-	-

<sup>3</sup> 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.

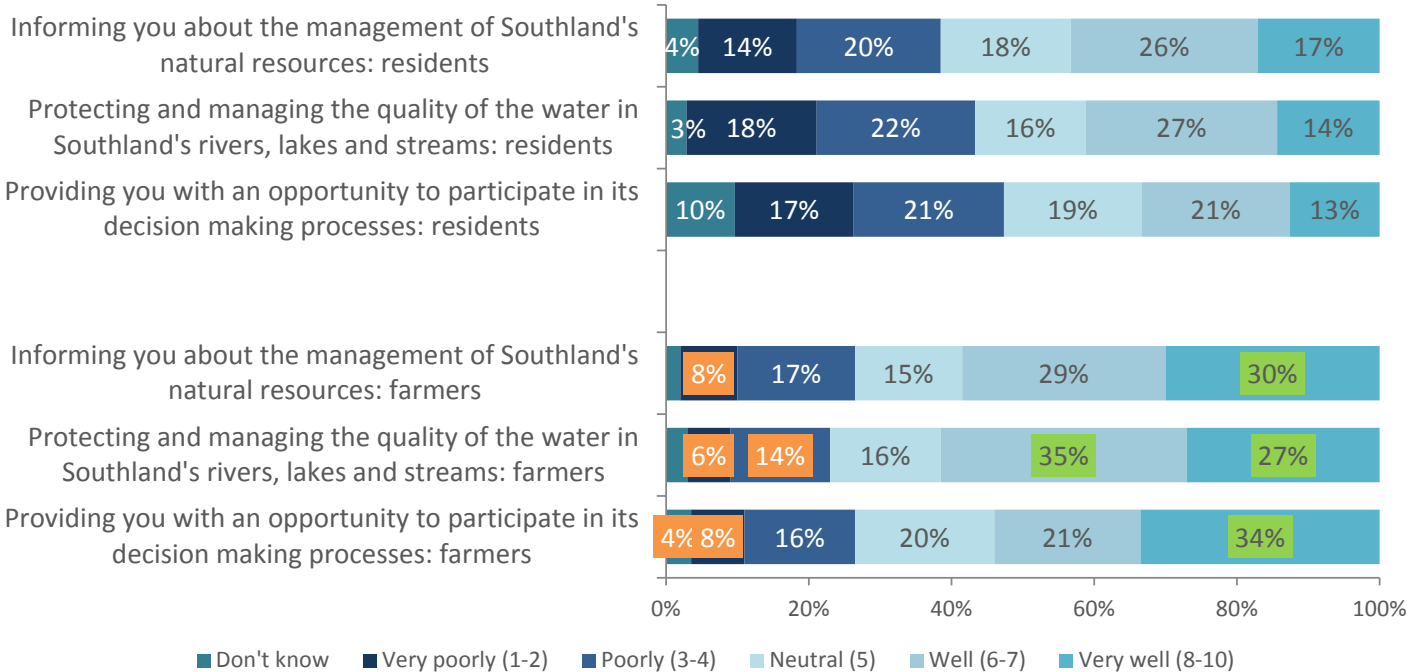
<sup>4</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016. Orange shading indicates that the result for 2017 is significantly lower than the result from 2016.

# AWARENESS AND IMPRESSIONS



## RATINGS OF ENVIRONMENT SOUTHLAND: 2017 RESULTS<sup>5</sup>

Forty-three percent of residents rate Environment Southland informing them about the management of Southland’s natural resources well (26%) or very well (17%); comparatively 59% of farmers rate this well (29%) or very well (30%). Farmers appear more positive about Environment Southland generally; they are more likely to give all three measures very well ratings, and are less likely to give very poor ratings. This year sees a significant increase in residents positive ratings for protecting and managing the quality of water (62% cf. 2016, 46%).



## RATINGS OF ENVIRONMENT SOUTHLAND: 2011 - 2017 RESULTS<sup>6</sup>

	2017	2016	2015	2014	2013	2012	2011
<b>Informing you about the management of Southland’s natural resources: residents</b>	43%	48%	57%	54%	31%	-	-
<b>Protecting and managing the quality of water in Southland’s rivers, lakes, and streams: residents</b>	41%	44%	56%	46%	34%	30%	27%
<b>Providing you with an opportunity to participate in its decision-making process: residents</b>	34%	36%	41%	38%	49%	-	-
<b>Informing you about the management of Southland’s natural resources: farmers</b>	59%	61%	59%	56%	-	-	-
<b>Protecting and managing the quality of water in Southland’s rivers, lakes, and streams: farmers</b>	62%	46%	67%	64%	-	-	-
<b>Providing you with an opportunity to participate in its decision-making process: farmers</b>	55%	48%	48%	37%	-	-	-

<sup>5</sup> 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.

<sup>6</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

# AWARENESS AND IMPRESSIONS | SUMMARY OF FINDINGS

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

## AREA DIFFERENCES

### INVERCARGILL

Neutral rating (5) for providing you with an opportunity to participate in decision making process  
23%

### GORE

Strongly disagree (1-2) that Environment Southland enables prosperity in Southland 18%

### SOUTHLAND

Doing well (6-7) at providing you with an opportunity to participate in decision making process  
27%

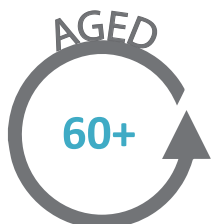
## DEMOGRAPHIC DIFFERENCES



Not aware of Environment Southland prompted 2%



Aware of Environment Southland unprompted 87%  
Strongly disagree (1-2) that Environment Southland effectively manages pressing environmental issues 12%



Strongly agree (8-10) that Environment Southland enables prosperity in Southland 20%



Strongly disagree (1-2) that Environment Southland is a leader in the development of an environmentally friendly Southland 13%



Strongly agree (8-10) that Environment Southland is a leader in the development of an environmentally friendly Southland 23%  
Strongly agree (8-10) that Environment Southland effectively manages pressing environmental issues 18%

# SOUTHLAND'S PRIORITIES

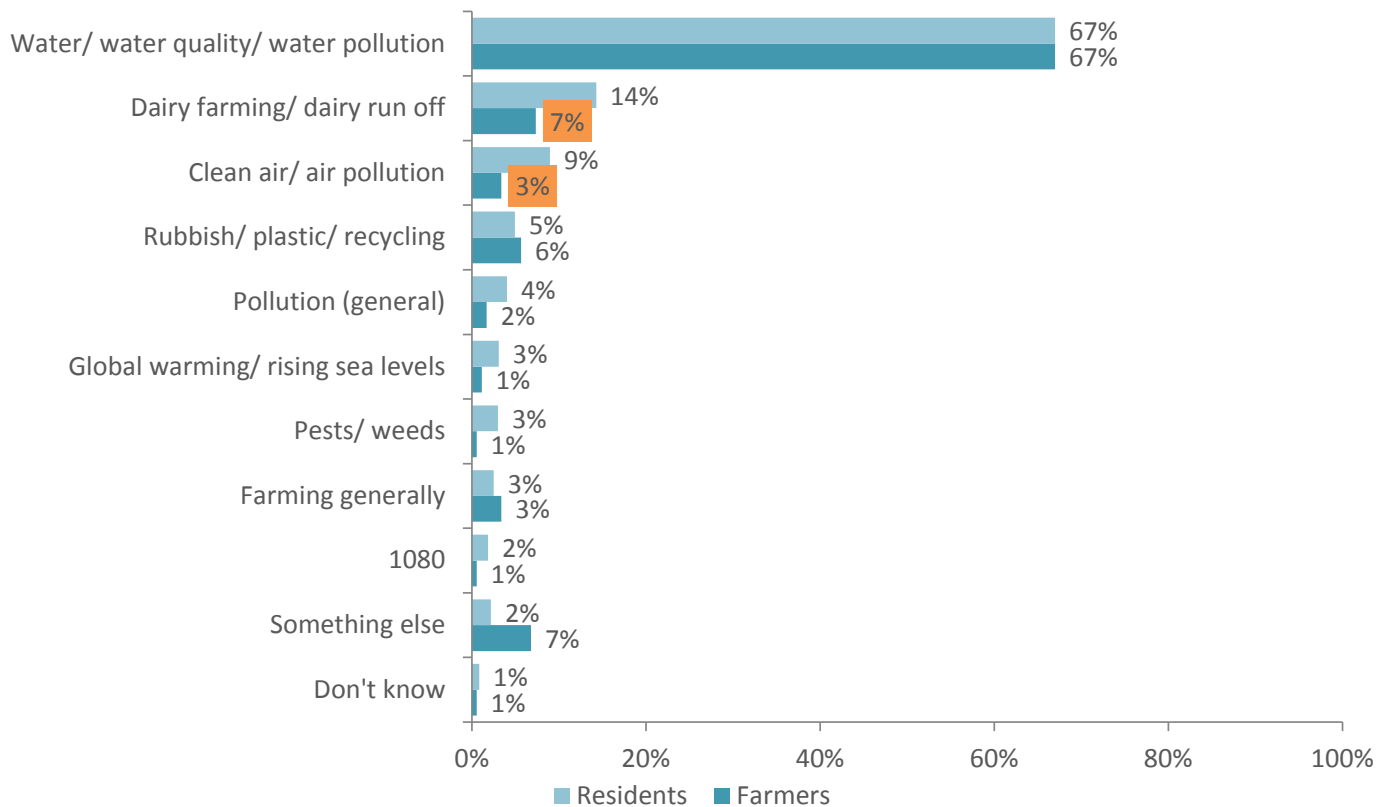


# SOUTHLAND'S PRIORITIES



## SOUTHLAND'S PRIORITIES: 2017 RESULTS<sup>7</sup>

This year respondents were asked what they think the most important issues facing Southland are. Almost all (94% of residents and 89% of farmers) mention an issue. Water is the primary mention made by both residents (67%) and farmers (67%). Notably, residents are more likely to mention dairy farming and dairy run off (14% cf. farmers, 7%) and clean air or air pollution (9% cf. farmers, 3%) as environmental issues facing the region.



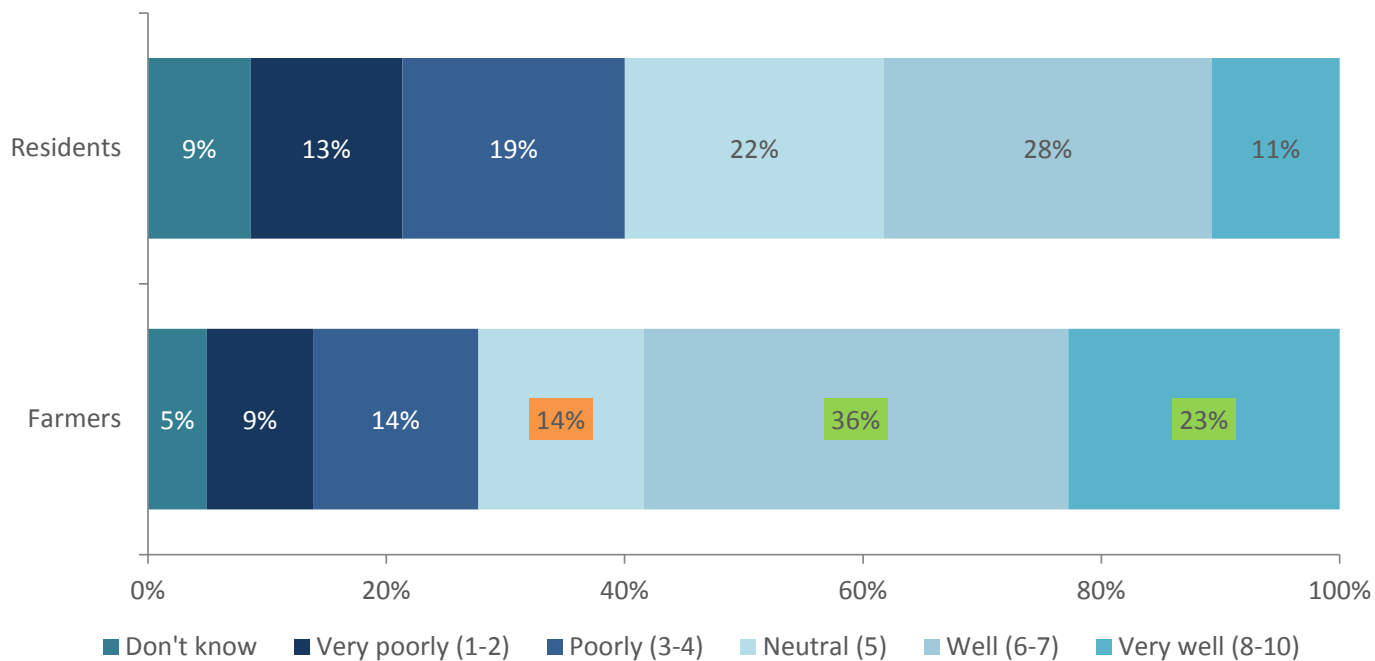
<sup>7</sup> Orange shading indicates that the result for farmers is significantly lower than the result for residents.

# SOUTHLAND'S PRIORITIES



## RESPONSE TO PRIORITIES: 2017 RESULTS<sup>8</sup>

When asked about Environment Southland's response to the issues mentioned prior, farmers are most positive about Environment Southland's response. Thirty-nine percent of residents rate Environment Southland as doing well (28%) or very well (11%) in response to these and 59% of farmers rate them as doing well (36% cf. residents, 28%) or very well (23% cf. residents, 11%) in response to these priorities. Although not statistically significant, a higher proportion of residents than farmers rate Environment Southland's response to the issues mentioned negatively.



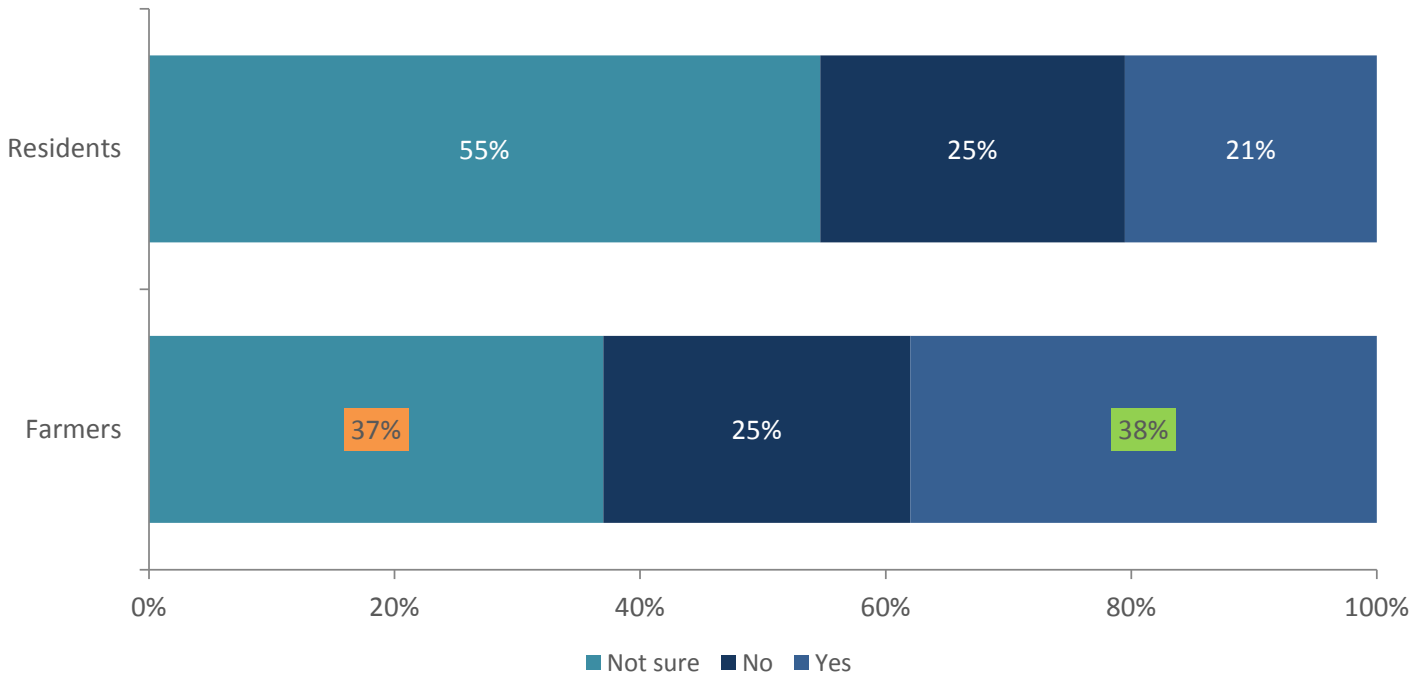
<sup>8</sup> Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

# SOUTHLAND'S PRIORITIES



## ENVIRONMENT SOUTHLAND DOING A BETTER JOB THAN LAST YEAR: 2017 RESULTS<sup>9</sup>

Almost a quarter (21%) of residents perceive Environment Southland is doing a better job than last year, although farmers are more likely to agree with this (38% cf. residents, 21%). Also of note, 55% of residents are not sure if Environment Southland is doing a better job than last year; significantly fewer farmers are not sure about this (37% cf. residents, 55%).



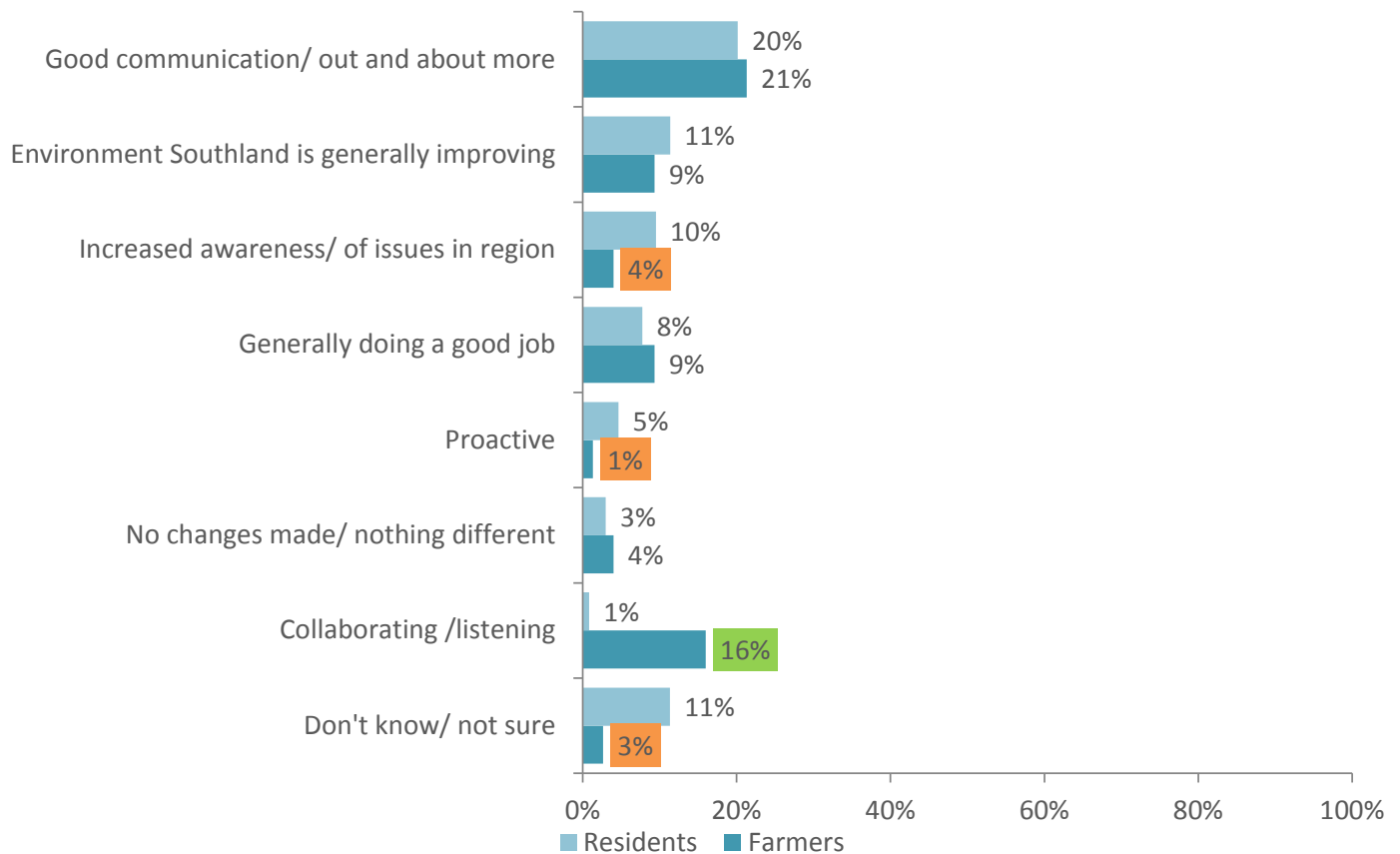
<sup>9</sup> Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

# SOUTHLAND'S PRIORITIES



## REASONS FOR BETTER JOB RATING<sup>10</sup>

When looking at reasons for agreement that Environment Southland is doing a better job than last year, good communication and being more visible (residents 20%, farmers 21%) and a perception that Environment Southland is doing a better job generally (residents 11%, farmers 9%) are primary reasons for this. Notably, farmers are more likely to mention Environment Southland is listening and collaborating (16% cf. residents, 1%) and less likely to mention they have increased awareness of Environment Southland and the issues in the region (4% cf. residents, 10%) and that Environment Southland is being proactive (1% cf. residents, 5%).



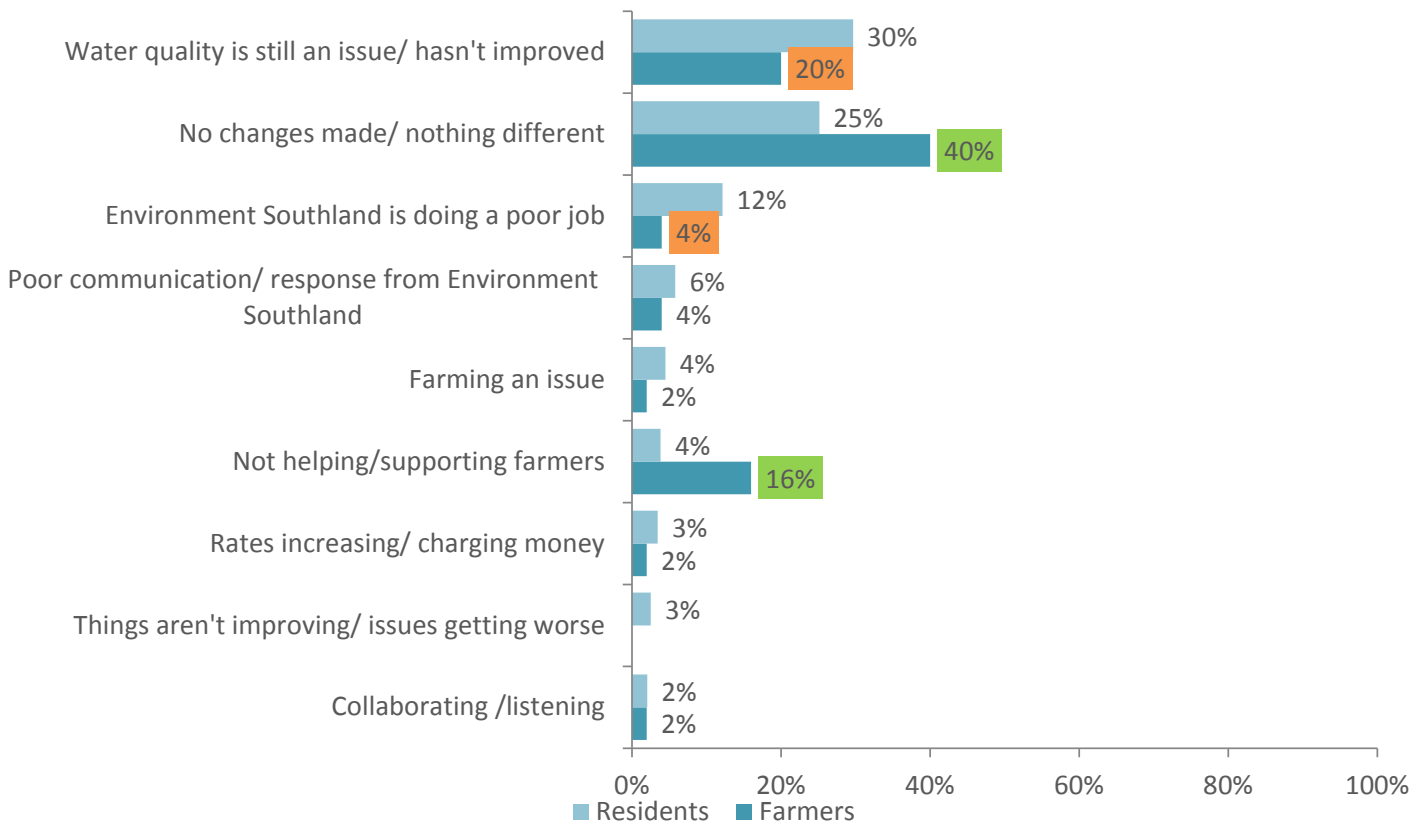
<sup>10</sup> Green shading indicates that the result for farmers is significantly higher than the result for residents. Orange shading indicates that the result for farmers is significantly lower than the result for residents.

# SOUTHLAND'S PRIORITIES



## REASONS FOR NOT BETTER JOB RATING<sup>11</sup>

Reasons for respondents mentioning they do not think Environment Southland is doing a better job than last year revolve around water quality (residents 30%, farmers 20%), that no changes have been made and nothing different is happening (residents 25%, farmers 40%), and that Environment Southland is doing a poor job generally (residents 12%, farmers 4%). Notably, farmers are more likely to mention Environment Southland has not made any changes (40% cf. residents, 25%) and that Environment Southland is not helping or supporting farmers (16% cf. residents, 4%) and are less likely to mention that water quality is an issue (20% cf. residents, 30%) or that Environment Southland is doing a poor job generally (4% cf. residents, 12%).



<sup>11</sup> 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.

# SOUTHLAND'S PRIORITIES | SUMMARY OF FINDINGS

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



## AREA DIFFERENCES

**INVERCARGILL**

No statistically significant differences noted

**GORE**

Environment Southland is doing a better job than last year 29%

**SOUTHLAND**

No statistically significant differences noted



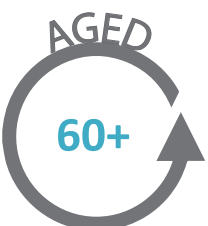
## DEMOGRAPHIC DIFFERENCES



Environment Southland's response to issues is very poor (1-2) 16%  
Not sure if Environment Southland is doing a better job than last year 65%



Mention poor response or communication from Environment Southland in reason for better or worse rating 6%



Environment Southland is doing a better job than last year 26%  
Mention increased awareness of Environment Southland and its role in reason for better or worse rating 7%



Mention Environment Southland is doing a poor job generally in reason for better or worse rating 10%



Environment Southland is doing a better job than last year 24%

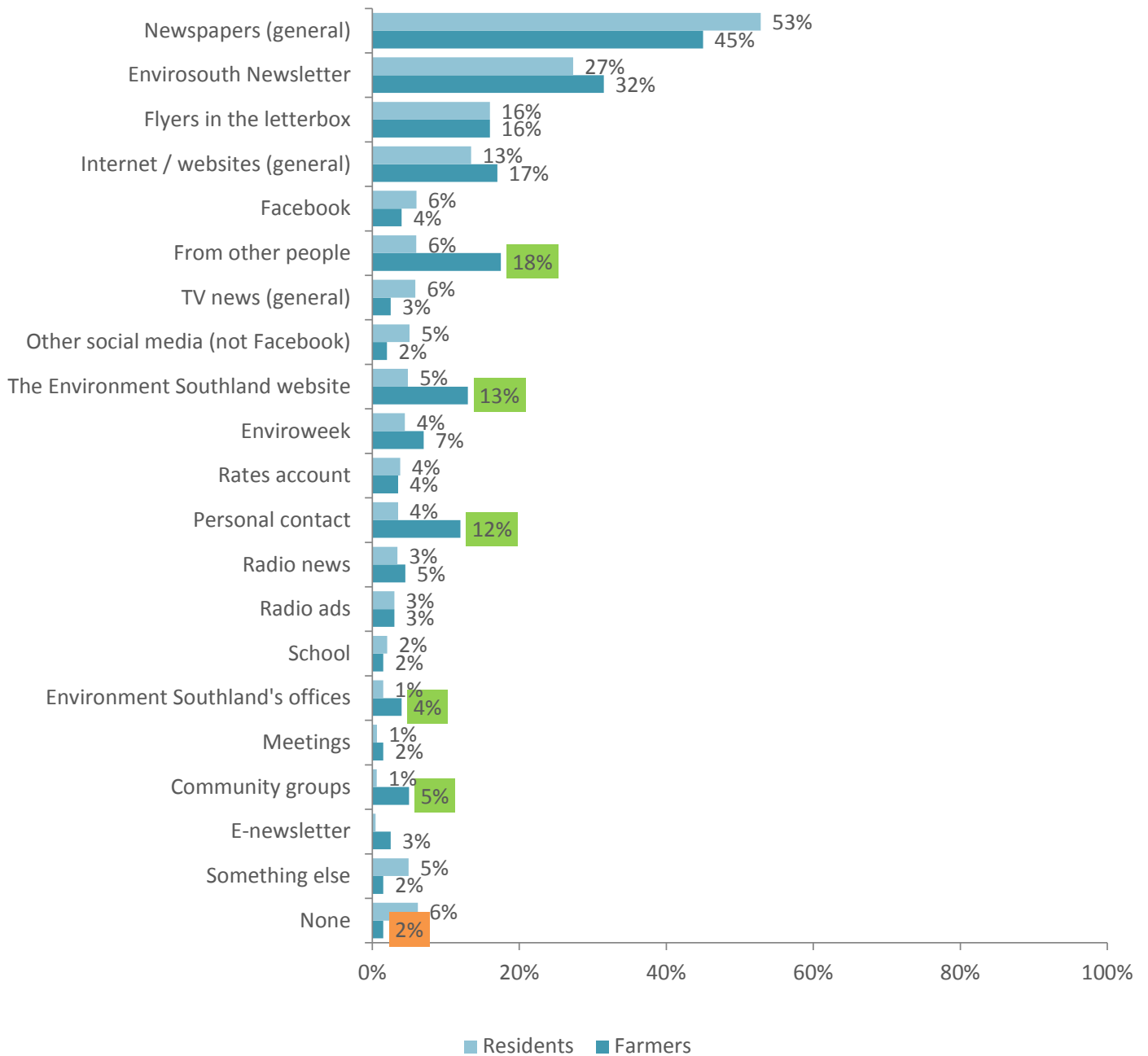
# COMMUNICATION

# COMMUNICATION



## INFORMATION ABOUT ENVIRONMENT SOUTHLAND: 2017 RESULTS<sup>12</sup>

Newspapers (residents 53%, farmers 45%), *Envirosouth* Newsletter (residents 27%, farmers 32%), and flyers in their letterbox (residents 16%, farmers 16%) are the primary way respondents get information about Environment Southland. Farmers are more likely to mention they gather information about Environment Southland from other people (18% cf. residents, 6%), on the Environment Southland website (13% cf. residents, 5%), through personal contact (12% cf. residents, 4%), at Environment Southland’s offices (4% cf. residents, 1%), and at community meetings (5% cf. residents, 1%), and are less likely to mention they don’t get any information about Environment Southland (2% cf. residents, 6%).



<sup>12</sup> 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 - 2017 RESULTS RESIDENTS<sup>13</sup>

Compared to last year's results, residents are more likely to get information about Environment Southland through newspapers (53% cf. 2016, 43%) and less likely to get it through flyers in their letterbox (16% cf. 2016, 29%), from other people (6% cf. 2016, 11%), on their rates accounts (4% cf. 2016, 14%), in Enviroweek (4% cf. 2016, 12%), and through radio news (3% cf. 2016, 7%).

	2017	2016	2015	2014	2013	2012	2011
<b>Newspapers</b>	53%	43%	58%	61%	65%	62%	74%
<i>Envirosouth</i> newsletter	27%	27%	33%	18%	26%	28%	24%
<b>Flyers in letterbox</b>	16%	29%	24%	29%	19%	20%	25%
<b>Internet/websites</b>	13%	12%	6%	11%	1%	-	-
<b>Facebook</b>	6%	6%	1%	-	-	-	-
<b>From other people</b>	6%	11%	6%	6%	12%	8%	11%
<b>TV news</b>	6%	6%	2%	5%	-	-	-
<b>Other social media</b>	5%	3%	1%	-	-	-	-
<b>Environment Southland website</b>	5%	6%	7%	3%	7%	4%	4%
<b>Rates account</b>	4%	14%	10%	6%	8%	6%	8%
<b>Enviroweek column</b>	4%	12%	4%	3%	5%	-	-
<b>Personal contact</b>	4%	4%	7%	5%	6%	5%	7%
<b>Radio news</b>	3%	7%	4%	4%	7%	10%	13%
<b>Environment Southland offices</b>	1%	3%	7%	4%	1%	2%	3%
<b>Something else</b>	5%	6%	3%	5%	3%	9%	7%
<b>None</b>	6%	5%	2%	2%	3%	4%	2%

<sup>13</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016. Orange shading indicates that the result for 2017 is significantly lower than the result from 2016.

# COMMUNICATION



## INFORMATION ABOUT ENVIRONMENT SOUTHLAND: 2011 - 2017 RESULTS FARMERS<sup>14</sup>

Amongst farmers, information sources about Environment Southland remain similar to previous years, with the exception of a significant decrease in mentions of flyers in their letterbox (16% cf. 2016, 30%).

	2017	2016	2015	2014
Newspapers	45%	42%	56%	48%
<i>Envirosouth</i> newsletter	32%	26%	44%	24%
From other people	18%	13%	7%	7%
Internet/websites	17%	13%	6%	7%
Flyers in letterbox	16%	30%	26%	25%
Environment Southland website	13%	8%	8%	8%
Personal contact	12%	12%	6%	9%
Enviroweek column	7%	7%	6%	4%
Radio news	5%	9%	8%	6%
Rates account	4%	3%	8%	1%
Environment Southland offices	4%	7%	14%	7%
Facebook	4%	3%	-	-
TV news	3%	2%	3%	3%
Other social media	2%	1%	-	-
Something else	2%	9%	4%	4%
None	2%	3%	4%	3%

<sup>14</sup> Orange shading indicates that the result for 2017 is significantly lower than the result from 2016.

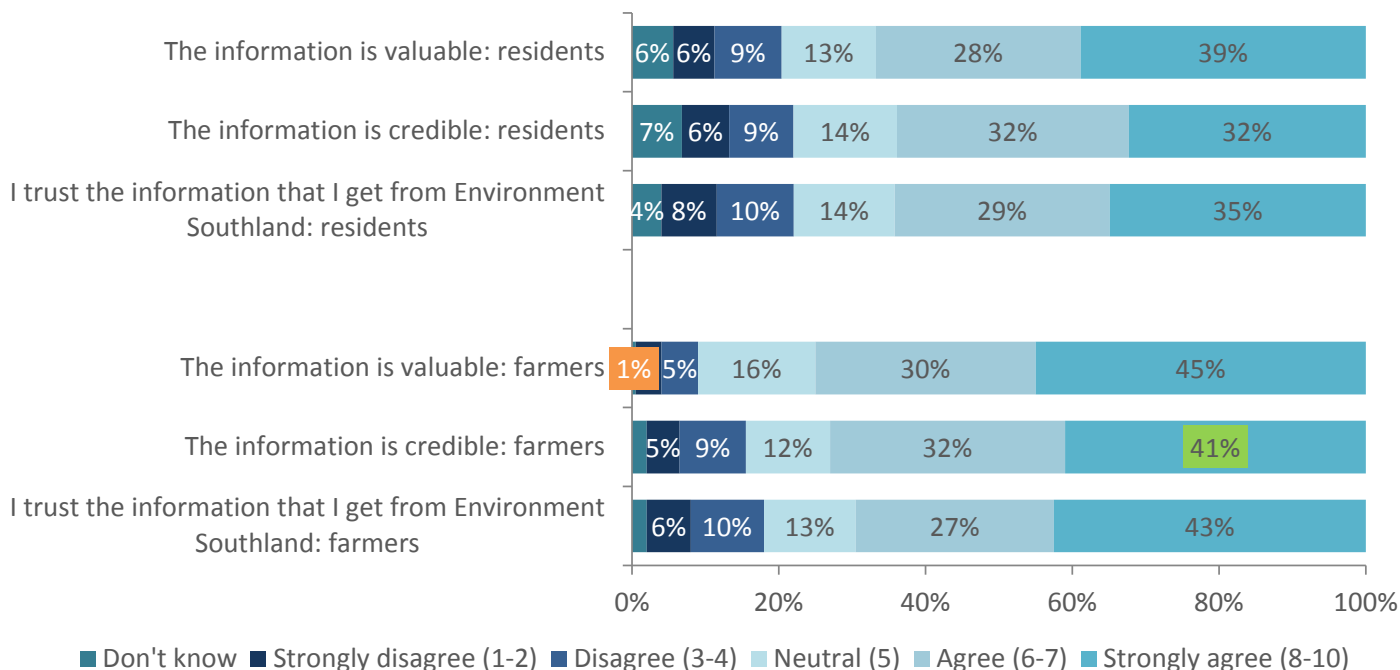
# COMMUNICATION



## INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2017 RESULTS<sup>15</sup>

Overall, 67% of residents agree (28%) or strongly agree (39%) that the information Environment Southland provides the community is valuable; comparatively 75% of farmers agree (30%) or strongly agree (45%) with this. Notably, farmers are more likely to strongly agree that the information Environment Southland provides the community is credible (41% cf. residents, 32%).

Compared to previous years, overall agreement amongst farmers has increased significantly for the information being valuable (75% cf. 2016, 66%) and trustworthy (73% cf. 2016, 57%).



## INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2014 - 2017 RESULTS<sup>16</sup>

	2017	2016	2015	2014
The information is valuable to the community: residents	67%	66%	78%	79%
The information is credible: residents	64%	60%	73%	70%
Trust the information from Environment Southland: residents	64%	61%	71%	68%
The information is valuable to the community: farmers	75%	66%	74%	76%
The information is credible: farmers	70%	63%	68%	66%
Trust the information from Environment Southland: farmers	73%	57%	63%	65%

<sup>15</sup> 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.

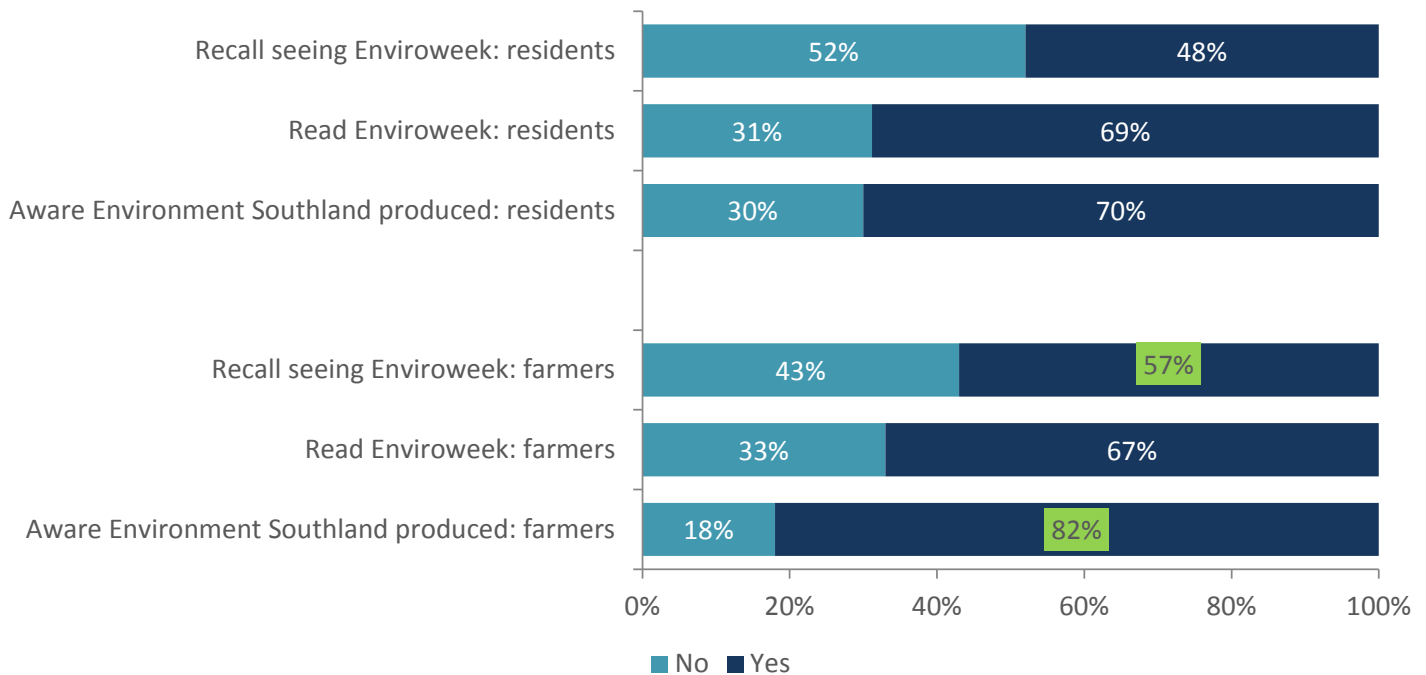
<sup>16</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

# COMMUNICATION



## ENVIROWEEK AWARENESS AND USAGE: 2017 RESULTS<sup>17</sup>

Similar to previous years' results, 48% of residents recall seeing Enviroweek. A further 69% have read Enviroweek and 70% were aware Environment Southland produced the publication. Fifty-seven percent of farmers recall seeing Enviroweek, significantly more than residents (48%). A further 67% of farmers read Enviroweek, and 82% were aware Environment Southland produced the publication, significantly more than residents (70%). Compared to last year's results, although not statistically significant, there has been a 4% decrease in the number of farmers mentioning they have read Enviroweek and a 6% increase in awareness that Environment Southland produced it.



## ENVIROWEEK AWARENESS AND USAGE: 2011 - 2017 RESULTS

	2017	2016	2015	2014	2013	2012	2011
<b>Recall seeing Enviroweek: residents</b>	48%	48%	52%	59%	59%	57%	61%
<b>Read Enviroweek: residents</b>	69%	64%	73%	72%	-	-	-
<b>Aware Environment Southland produced Enviroweek: residents</b>	70%	67%	64%	63%	-	-	-
<b>Recall seeing Enviroweek: farmers</b>	57%	55%	55%	55%	-	-	-
<b>Read Enviroweek: farmers</b>	67%	71%	73%	63%	-	-	-
<b>Aware Environment Southland produced Enviroweek: farmers</b>	82%	76%	77%	76%	-	-	-

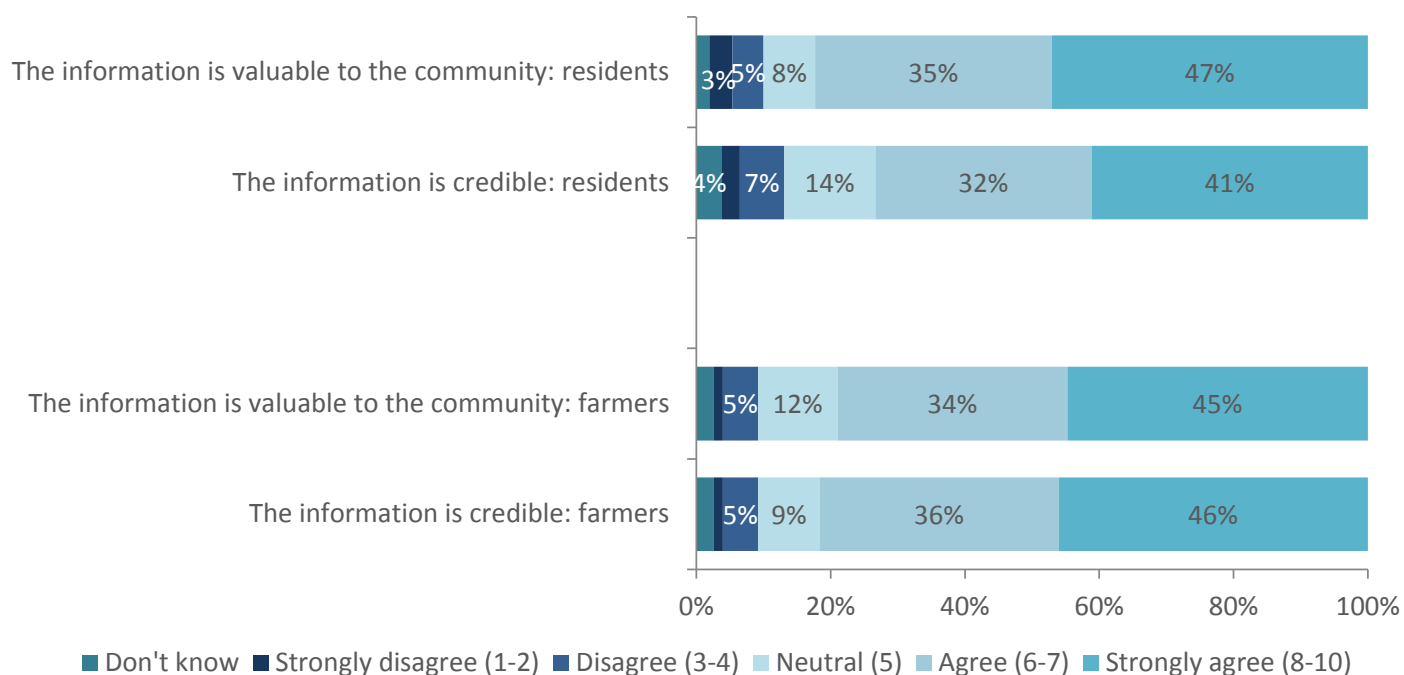
<sup>17</sup> Green shading indicates that the result for farmers is significantly higher than the result for residents.

# COMMUNICATION



## ENVIROWEEK PERCEPTIONS: 2017 RESULTS

Eighty-two percent of residents agree (35%) or strongly agree (47%) that the information in Enviroweek is valuable to the community and 73% agree (32%) or strongly agree (41%) that the information is credible. Total agree ratings for value (82% cf. 2016, 76%) and credibility (73% cf. 2016, 67%) have increased significantly this year amongst residents. Amongst farmers, 79% agree (34%) or strongly agree (45%) that the information is valuable to the community and 82% agree the information is credible. This year, significantly more farmers agree that the information in Enviroweek is credible (82% cf. 2016, 65%).



## ENVIROWEEK PERCEPTIONS: 2014 - 2017 RESULTS<sup>18</sup>

	2017	2016	2015	2014
<b>The information is valuable to the community: residents</b>	82%	76%	84%	79%
<b>The information is credible: residents</b>	73%	67%	79%	73%
<b>The information is valuable to the community: farmers</b>	79%	76%	77%	79%
<b>The information is credible: farmers</b>	82%	65%	78%	75%

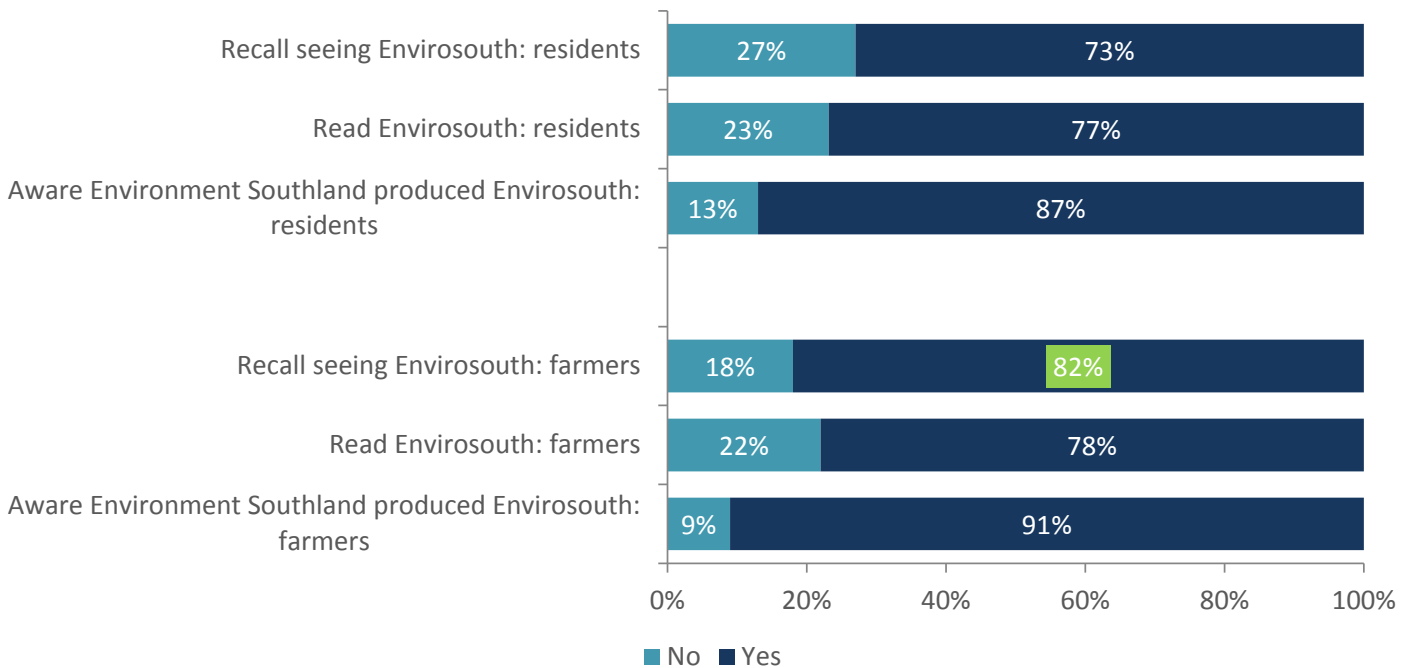
<sup>18</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

# COMMUNICATION



## ENVIROSOUTH AWARENESS AND USAGE: 2017 RESULTS<sup>19</sup>

Three quarters (73%) of residents recall seeing *Envirosouth*, a further 77% read *Envirosouth*, and 87% were aware it is produced by Environment Southland. This year, there has been a significant increase in residents being aware that *Envirosouth* is produced by Environment Southland (87% cf. 2016, 79%). Significantly more farmers recall seeing *Envirosouth* (82% cf. residents, 73%), 78% of these farmers read *Envirosouth*, and almost all (91%) were aware that Environment Southland produced the publication; these results are similar to results from 2016.



## ENVIROSOUTH AWARENESS AND USAGE: 2011 - 2017 RESULTS<sup>20</sup>

	2017	2016	2015	2014	2013	2012	2011
Recall seeing <i>Envirosouth</i> : residents	73%	69%	76%	74%	69%	77%	73%
Read <i>Envirosouth</i> : residents	77%	73%	76%	79%	-	-	-
Aware Environment Southland produced <i>Envirosouth</i> : residents	87%	79%	84%	82%	-	-	-
Recall seeing <i>Envirosouth</i> : farmers	82%	83%	90%	83%	-	-	-
Read <i>Envirosouth</i> : farmers	78%	84%	81%	78%	-	-	-
Aware Environment Southland produced <i>Envirosouth</i> : farmers	91%	91%	92%	95%	-	-	-

<sup>19</sup> Green shading indicates that the result for farmers is significantly higher than the result for residents.

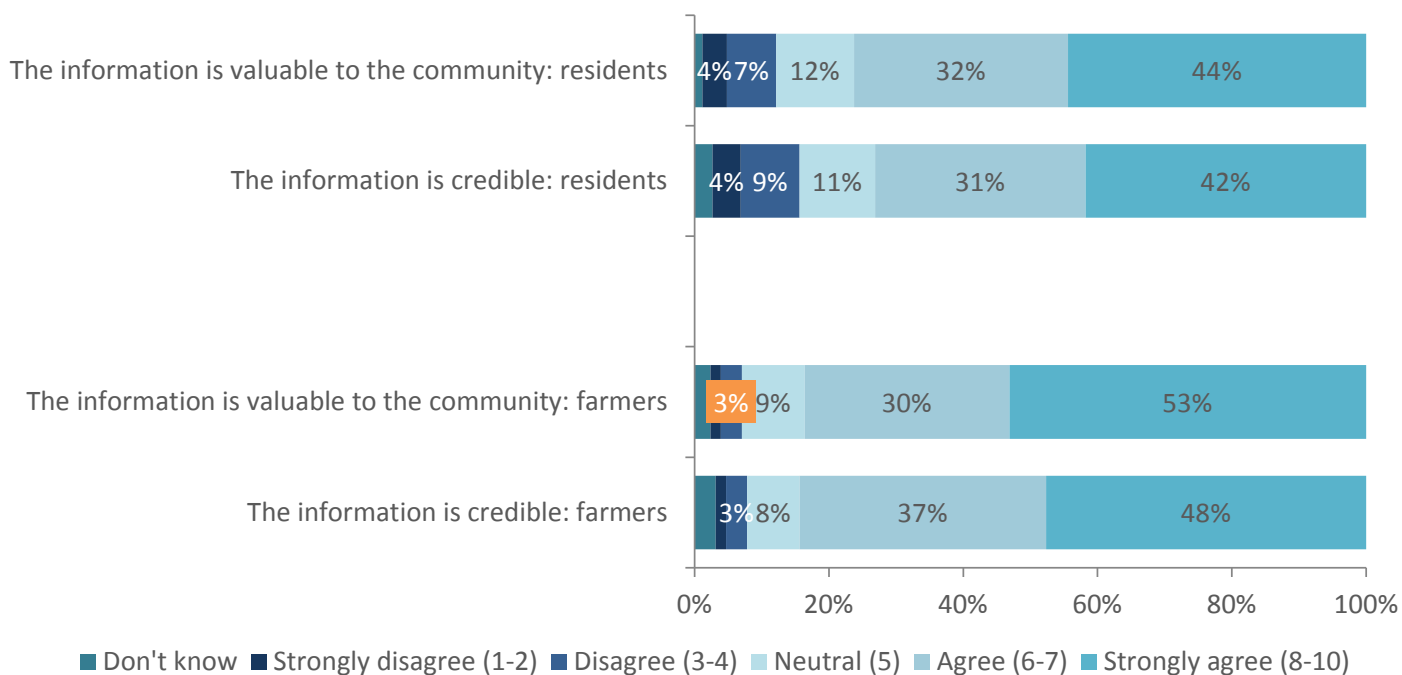
<sup>20</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

# COMMUNICATION



## ENVIROSOUTH PERCEPTIONS: 2017 RESULTS<sup>21</sup>

Seventy-six percent of residents agree (32%) or strongly agree (44%) that the information in *Envirosouth* is valuable to the community and 73% agree (31%) or strongly agree (42%) that the information is credible. Comparatively, 83% of farmers agree (30%) or strongly agree (53%) that the information in *Envirosouth* is valuable to the community and 85% agree (37%) or strongly agree (48%) that the information is credible. Compared to last year's results, positive results for value (83% cf. 2016, 72%) and credibility (85% cf. 2016, 67%) have increased significantly amongst farmers.



## ENVIROSOUTH PERCEPTIONS: 2014 - 2017 RESULTS<sup>22</sup>

	2017	2016	2015	2014
The information is valuable to the community: residents	76%	74%	84%	84%
The information is credible: residents	73%	71%	78%	78%
The information is valuable to the community: farmers	83%	72%	78%	79%
The information is credible: farmers	85%	67%	77%	73%

<sup>21</sup> Orange shading indicates that the result for farmers is significantly lower than the result for residents.

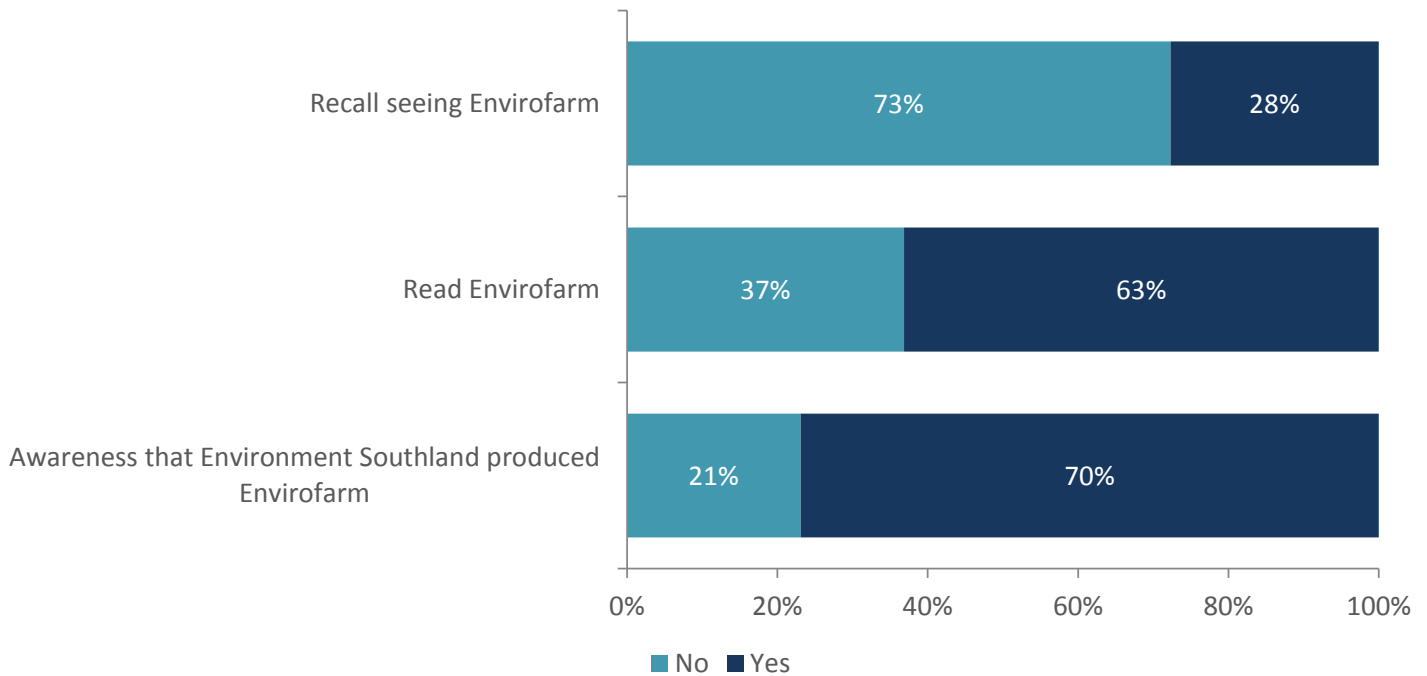
<sup>22</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

# COMMUNICATION



## ENVIROFARM AWARENESS AND USAGE: 2017 RESULTS

A quarter (28%) of farmers recall seeing Envirofarm. A further 63% of farmers have read Envirofarm, a significant increase from last year's result (cf. 2016, 30%), and 70% were aware it is produced by Environment Southland.



## ENVIROFARM AWARENESS AND USAGE: 2014 - 2017 RESULTS<sup>23</sup>

	2017	2016	2015	2014
Recall seeing Envirofarm	28%	27%	29%	37%
Read Envirofarm	63%	30%	72%	82%
Aware Environment Southland produced Envirofarm	70%	75%	78%	82%

<sup>23</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

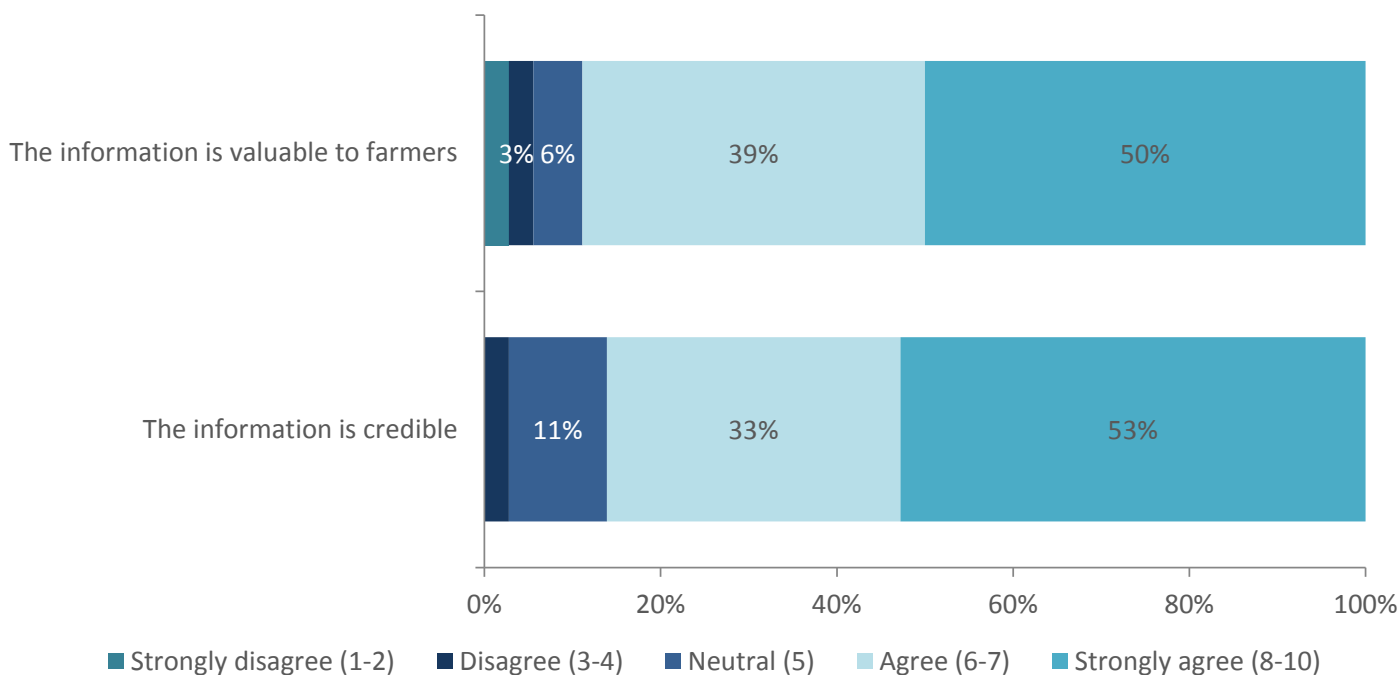


# COMMUNICATION



## ENVIROFARM PERCEPTIONS: 2017 RESULTS

Perceptions of Envirofarm have improved this year, 89% of farmers agree (39%) or strongly agree (50%) that the information is valuable to farmers, a significant increase from last year's result (89% cf. 2016, 76%). A further 68% of farmers agree (33%) or strongly agree (53%) the information in Envirofarm is credible, also a significant increase from 2016's result (68% cf. 2016, 64%).



## ENVIROFARM PERCEPTIONS: 2014 - 2017 RESULTS<sup>24</sup>

	2017	2016	2015	2014
The information is valuable to farmers	89%	76%	85%	80%
The information is credible	86%	64%	80%	74%

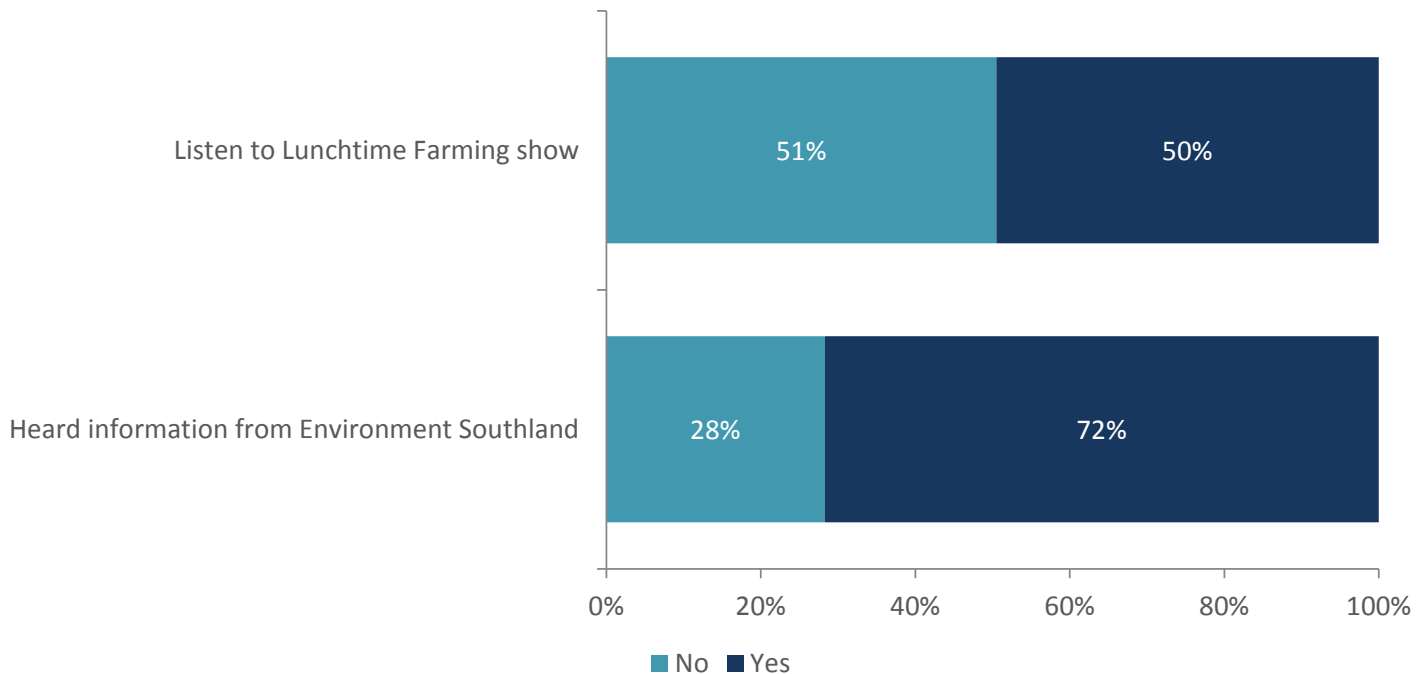
<sup>24</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

# COMMUNICATION



## LUNCHTIME FARMING SHOW AWARENESS: 2017 RESULTS

On a par with last year's result, 50% of farmers indicate they listen to the Lunchtime Farming Show. A further 72% of these farmers have heard information from Environment Southland on the show, although not statistically significant, this is an 8% increase from 2016's result.



## LUNCHTIME FARMING SHOW AWARENESS: 2014 - 2017 RESULTS

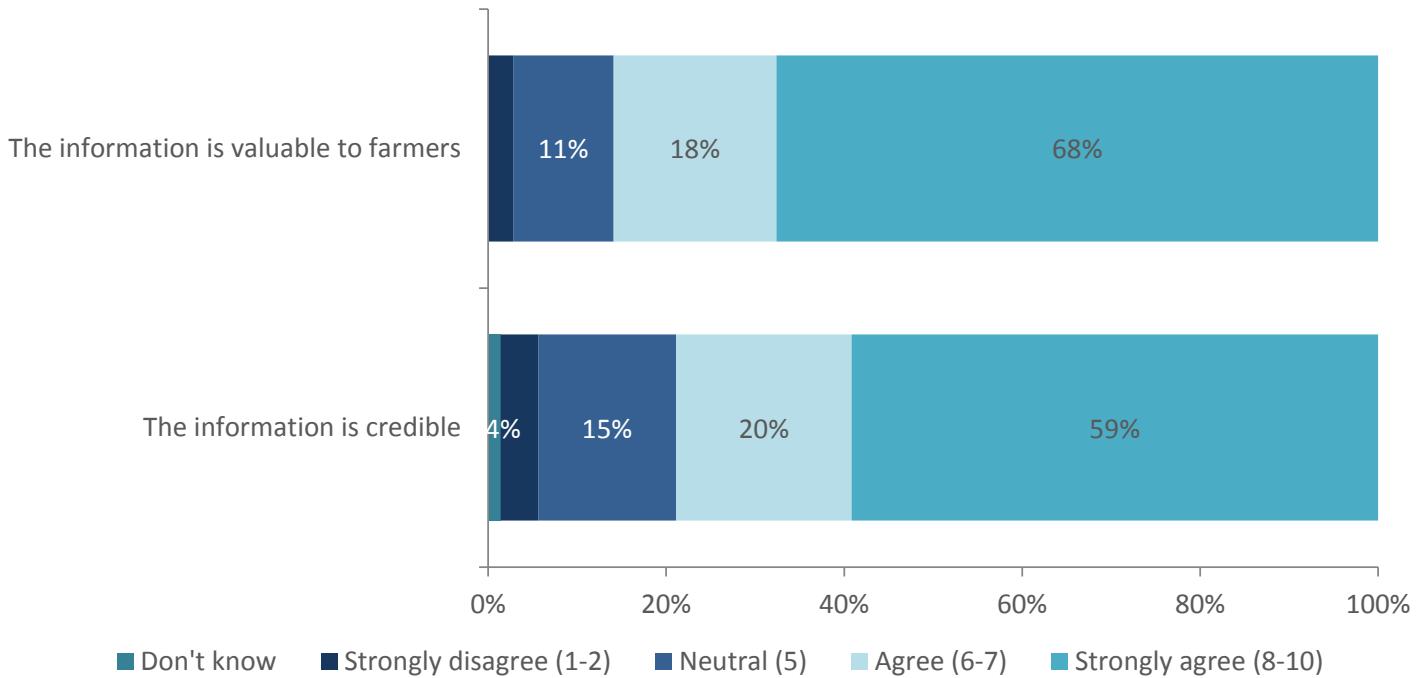
	2017	2016	2015	2014
<b>Listen to Lunchtime Farming Show</b>	50%	46%	48%	50%
<b>Heard information from Environment Southland on the show</b>	72%	64%	59%	73%

# COMMUNICATION



## LUNCHTIME FARMING SHOW PERCEPTIONS: 2017 RESULTS

Overall, 86% of farmers agree (18%) or strongly agree (68%) the information on the Lunchtime Farming Show is valuable to farmers and 79% agree (20%) or strongly agree (59%) that the information is credible. These results are on a par with results from 2016.



## LUNCHTIME FARMING SHOW PERCEPTIONS: 2014 - 2017 RESULTS

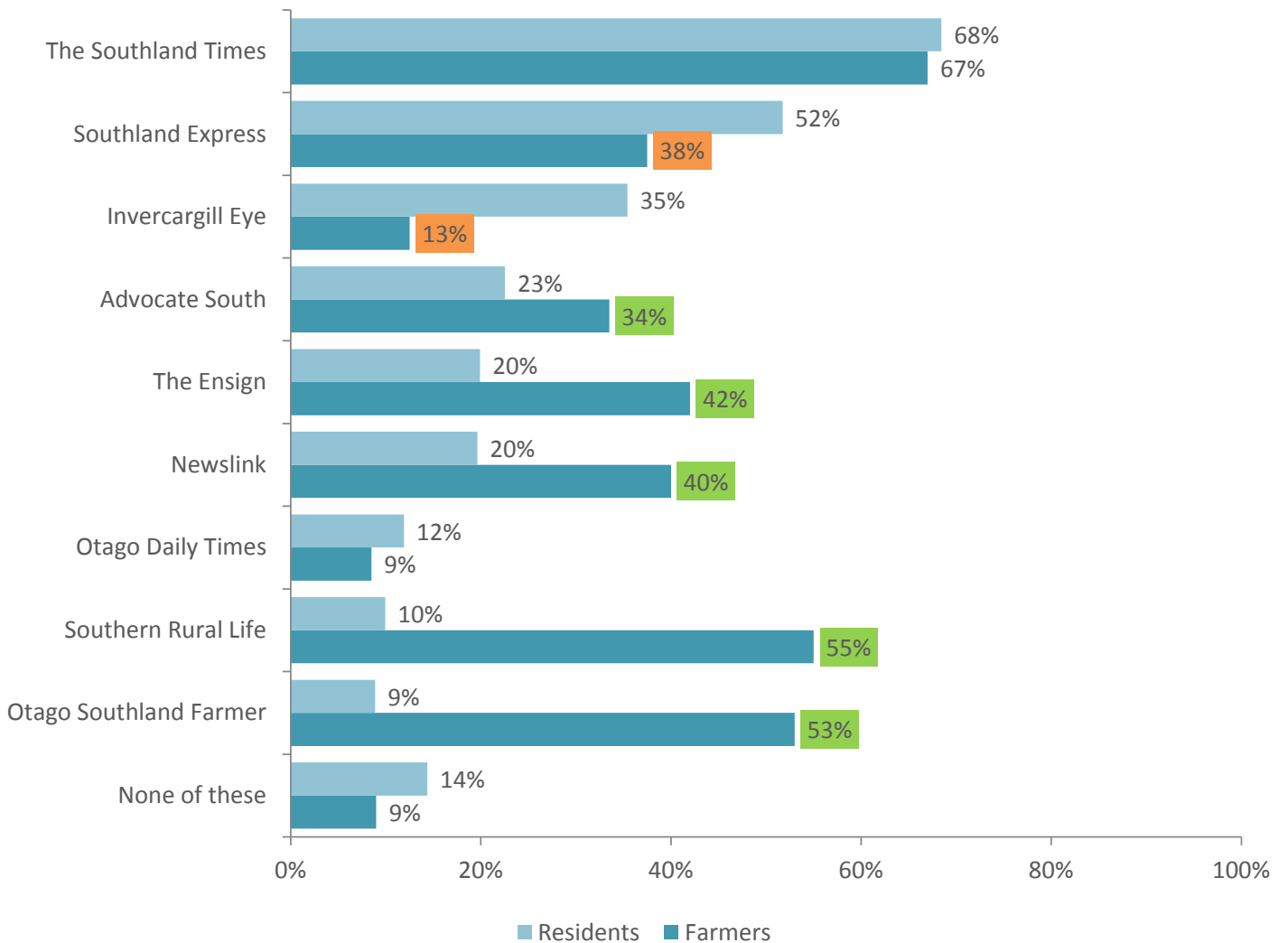
	2017	2016	2015	2014
<b>The information is valuable to farmers</b>	86%	88%	79%	77%
<b>The information is credible</b>	79%	79%	80%	81%

# COMMUNICATION



## NEWSPAPERS READ REGULARLY: 2017 RESULTS<sup>25</sup>

In terms of newspaper readership, *The Southland Times* (residents 68%, farmers 67%) is the most mentioned newspaper. Farmers are more likely to mention they read *Advocate South* (34% cf. residents, 23%), *The Ensign* (42% cf. residents, 20%), *Newslink* (40% cf. residents, 20%), *Southern Rural Life* (55% cf. residents, 10%), and *Otago Southland Farmer* (53% cf. residents, 9%). Farmers are also less likely to mention they read *Southland Express* (38% cf. residents, 52%) and *Invercargill Eye* (13% cf. residents, 35%).



<sup>25</sup> 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 - 2017 RESULTS RESIDENTS

Compared to last year's results, there are no statistically significant changes associated with the newspapers residents read. Readership of *The Southland Times* has decreased significantly amongst farmers (67% cf. 2016, 83%).

	2017	2016	2015	2014	2013	2012	2011
<b>The Southland Times</b>	68%	71%	83%	85%	81%	86%	87%
<b>Southland Express</b>	52%	55%	57%	55%	46%	54%	44%
<b>Invercargill Eye</b>	35%	40%	36%	43%	32%	35%	22%
<b>Advocate South</b>	23%	19%	24%	17%	15%	16%	8%
<b>The Ensign</b>	20%	20%	25%	19%	20%	17%	16%
<b>Newslink</b>	20%	21%	28%	17%	22%	16%	15%
<b>Otago Daily Times</b>	12%	11%	10%	10%	13%	12%	9%
<b>Southern Rural Life</b>	10%	12%	15%	9%	9%	14%	12%
<b>Otago Southland Farmer</b>	9%	10%	13%	9%	10%	12%	14%
<b>None</b>	14%	10%	7%	4%	6%	6%	5%



## NEWSPAPERS READ REGULARLY: 2014 - 2017 RESULTS FARMERS<sup>26</sup>

	2017	2016	2015	2014
<b>The Southland Times</b>	67%	83%	84%	82%
<b>Southern Rural Life</b>	55%	58%	66%	48%
<b>Otago Southland Farmer</b>	53%	53%	60%	50%
<b>Southland Express</b>	38%	47%	43%	38%
<b>Newslink</b>	40%	41%	45%	40%
<b>Advocate South</b>	34%	41%	44%	23%
<b>The Ensign</b>	42%	37%	49%	45%
<b>Invercargill Eye</b>	13%	14%	16%	9%
<b>Otago Daily Times</b>	9%	10%	8%	15%
<b>None</b>	9%	6%	6%	3%

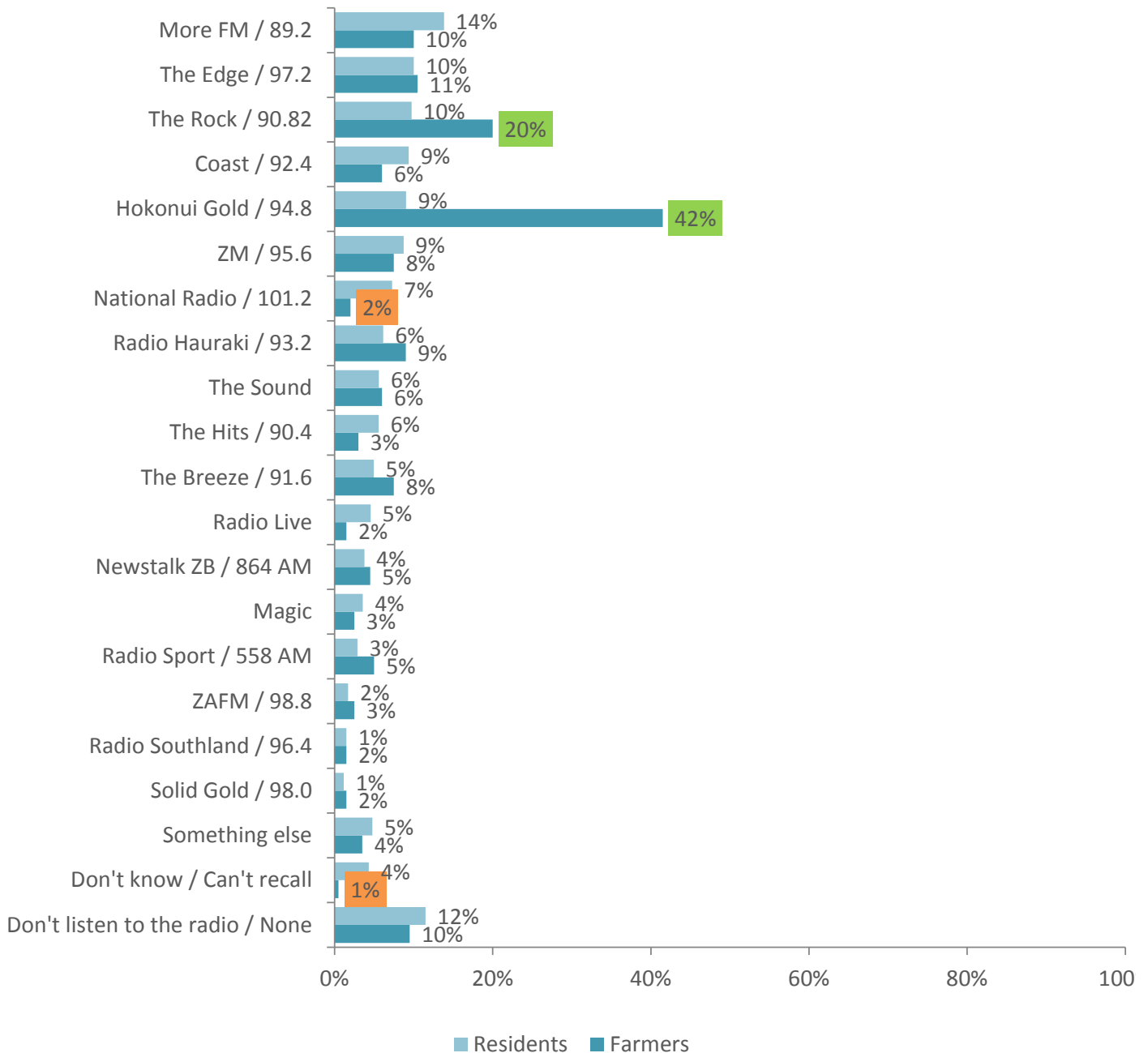
<sup>26</sup> Orange shading indicates that the result for 2017 is significantly lower than the result from 2016.

# COMMUNICATION



## RADIO STATIONS LISTENERSHIP: 2017 RESULTS<sup>27</sup>

This year, More FM (residents 14%, farmers 10%) and The Edge (residents 10%, farmers 11%) are the most popular radio stations amongst residents. Farmers are more likely to listen to The Rock (20% cf. residents, 10%) and Hokonui Gold (42% cf. residents, 9%) and less likely to mention National Radio (2% cf. residents, 7%).



<sup>27</sup> 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 - 2017 RESULTS RESIDENTS

Amongst residents, radio listenership remains on a par with previous years' results, with no statistically significant differences noted.

	2017	2016	2015	2014	2013	2012	2011
<b>MoreFM</b>	14%	17%	14%	12%	11%	10%	12%
<b>The Rock</b>	10%	15%	9%	13%	10%	11%	12%
<b>The Edge</b>	10%	13%	9%	12%	13%	14%	10%
<b>Coast</b>	9%	11%	9%	11%	14%	11%	8%
<b>Hokonui Gold</b>	9%	13%	12%	9%	11%	13%	12%
<b>ZM</b>	9%	10%	8%	7%	11%	9%	8%
<b>National Radio</b>	7%	6%	8%	8%	9%	10%	6%
<b>Radio Hauraki</b>	6%	6%	3%	4%	4%	8%	7%
<b>The Sound</b>	6%	7%	5%	4%	3%	3%	-
<b>The Hits</b>	6%	6%	8%	10%	9%	13%	12%
<b>The Breeze</b>	5%	6%	7%	4%	5%	6%	4%
<b>Radio Live</b>	5%	6%	6%	4%	6%	6%	-
<b>Newstalk ZB</b>	4%	6%	5%	6%	4%	5%	6%
<b>Radio Sport</b>	3%	3%	3%	2%	3%	2%	3%
<b>Solid Gold</b>	1%	3%	2%	2%	2%	2%	4%
<b>Something else</b>	5%	10%	4%	3%	14%	9%	7%
<b>Don't listen to the radio</b>	12%	10%	14%	14%	10%	13%	12%

# COMMUNICATION



## RADIO STATIONS LISTENERSHIP: 2014 - 2017 RESULTS FARMERS<sup>28</sup>

This year, there has been a significant increase in farmers mentioning they listen to The Rock (20% cf. 2016, 7%) and a significant decrease in mentions of National Radio (2% cf. 2016, 10%).

	2017	2016	2015	2014
<b>Hokonui Gold</b>	42%	45%	46%	45%
<b>The Rock</b>	20%	7%	14%	7%
<b>The Edge</b>	11%	8%	8%	9%
<b>More FM</b>	10%	11%	8%	9%
<b>Radio Hauraki</b>	9%	4%	4%	2%
<b>ZM</b>	8%	5%	3%	9%
<b>The Breeze</b>	8%	5%	5%	9%
<b>The Sound</b>	6%	6%	4%	6%
<b>Coast</b>	6%	5%	6%	9%
<b>Newstalk ZB</b>	5%	8%	6%	2%
<b>Radio Sport</b>	5%	2%	2%	4%
<b>The Hits</b>	3%	3%	4%	11%
<b>Solid Gold</b>	2%	1%	-	3%
<b>National Radio</b>	2%	10%	6%	10%
<b>Radio Live</b>	2%	5%	3%	4%
<b>Something else</b>	4%	11%	2%	3%
<b>Don't listen to the radio</b>	10%	9%	11%	14%

<sup>28</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016. Orange shading indicates that the result for 2017 is significantly lower than the result from 2016.

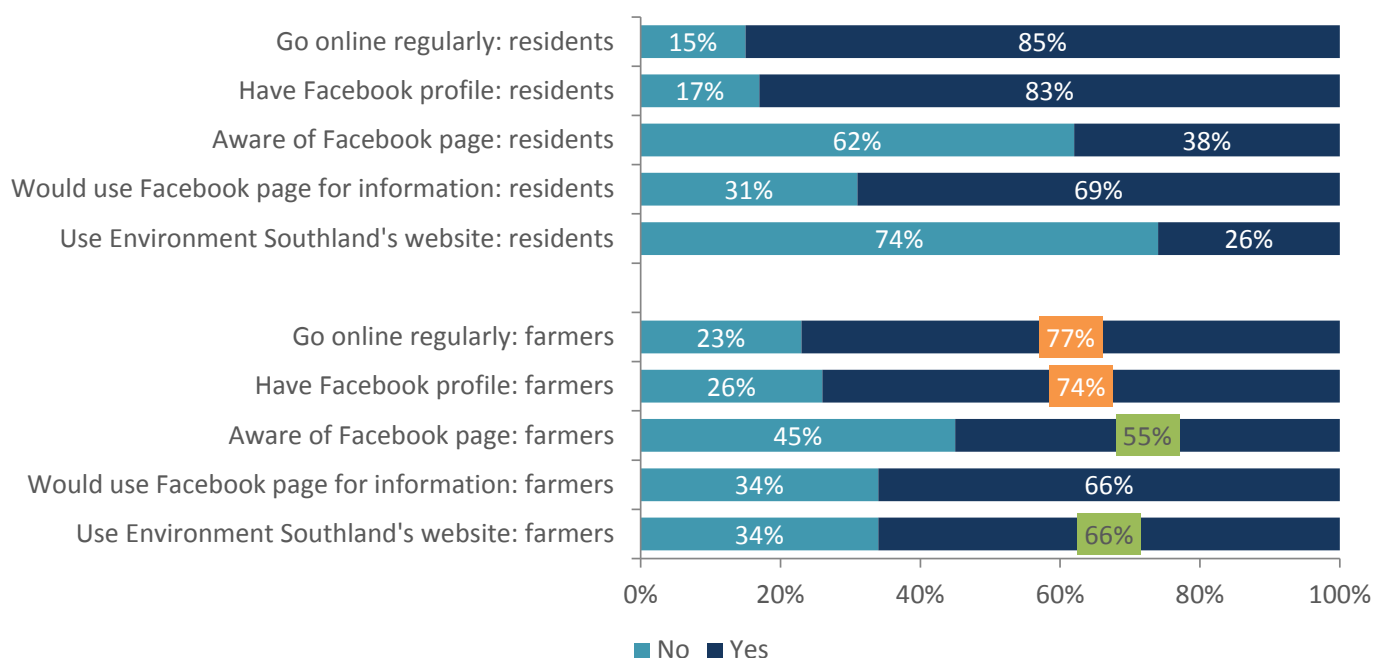


# COMMUNICATION



## INTERNET AND SOCIAL MEDIA USAGE: 2017 RESULTS<sup>29</sup>

Eighty-five percent of residents indicate they go online regularly. A further 83% have a Facebook profile, 38% of these residents are aware Environment Southland has a Facebook page, and 69% would use the Environment Southland Facebook page for information. Significantly more residents mention they go online regularly (85% cf. 2016, 78%) and that they use Environment Southland's website (26% cf. 2016, 17%) this year. Farmers are less likely to go online regularly (77% cf. residents, 85%) and to have a Facebook profile (74% cf. residents, 83%). They are, however, more likely to be aware Environment Southland has a Facebook page (55% cf. residents, 38%). Farmers are also more likely to mention they use Environment Southland's website (66% cf. residents, 26%). Compared to last year's results, significantly more farmers mention they would use Environment Southland's Facebook page to gather information (66% cf. 2016, 51%) and that they currently use the website (66% cf. 2016, 39%).



## INTERNET AND SOCIAL MEDIA USAGE: 2011 - 2017 RESULTS<sup>31</sup>

	2017	2016	2015	2014	2013	2012	2011
Go online regularly: residents	85%	78%	72%	74%	86%	85%	82%
Have Facebook profile: residents	83%	82%	77%	67%	46%	57%	-
Aware of Environment Southland has a Facebook page: residents	38%	33%	31%	25%	18%	-	-
Would use Environment Southland's Facebook page: residents	69%	64%	60%	55%	64%	-	-
Use the website: residents	26%	17%	30%	26%	31%	24%	23%
Go online regularly: farmers	77%	72%	74%	75%	-	-	-
Have Facebook profile: farmers	74%	65%	54%	50%	-	-	-
Aware Environment Southland has a Facebook page: farmers	55%	49%	41%	28%	-	-	-
Would use Environment Southland's Facebook page: farmers	66%	51%	44%	46%	-	-	-
Use the website: farmers	66%	39%	48%	55%	-	-	-

<sup>29</sup> 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.

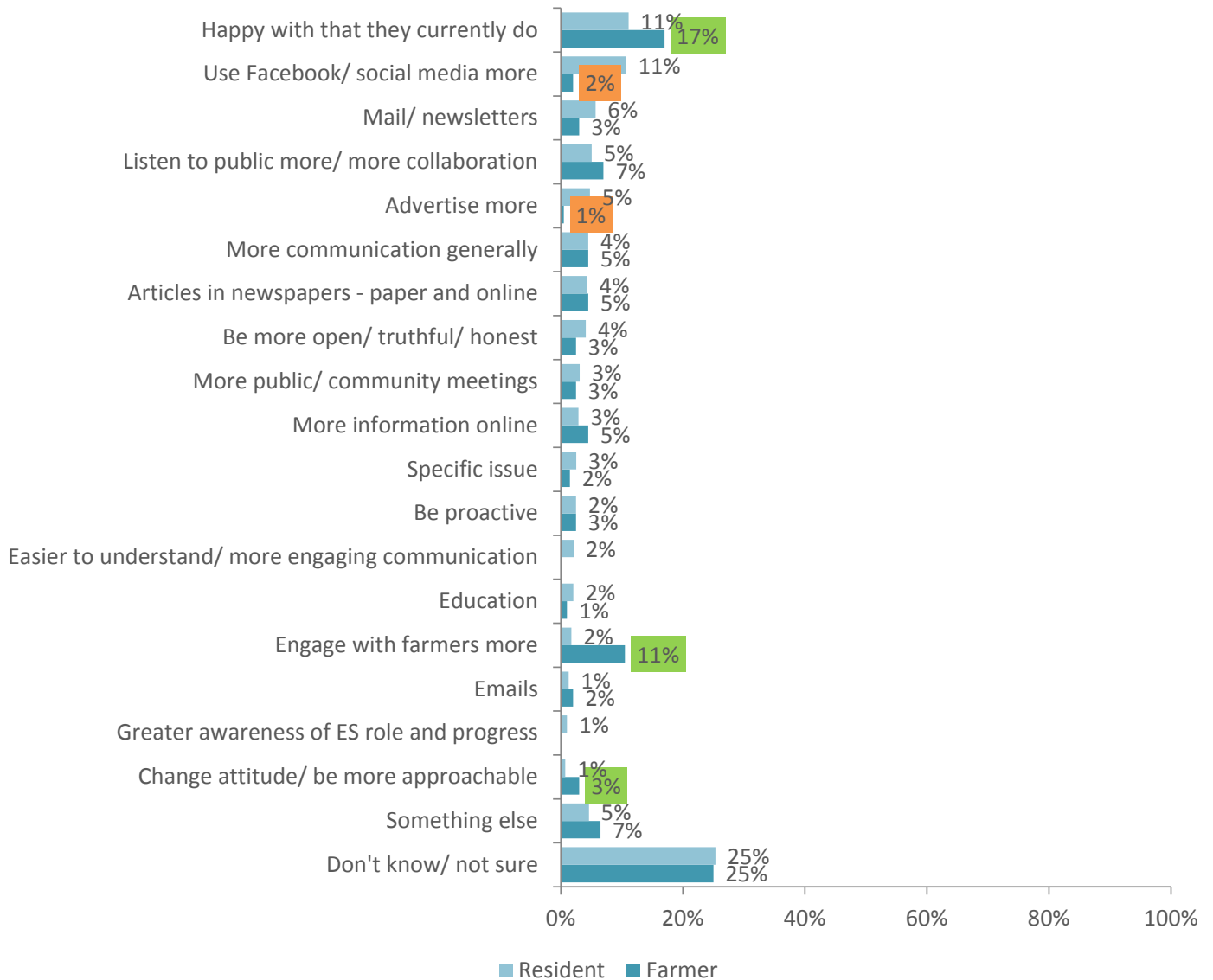
<sup>31</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016.

# COMMUNICATION



## IMPROVEMENTS TO COMMUNICATION: 2017 RESULTS<sup>30</sup>

This year respondents were also asked how they thought Environment Southland could improve its communication. Residents are more likely to mention they should use Facebook and social media more (11% cf. farmers, 2%) and that they need to generally advertise more (5% cf. farmers, 1%). Farmers are more likely to mention they are happy with the communication they currently get (17% cf. residents, 11%), that Environment Southland needs to engage with farmers more (11% cf. residents, 2%), and that Environment Southland needs to be more approachable (3% cf. residents, 1%).



<sup>30</sup> 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 | SUMMARY OF FINDINGS

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



## AREA DIFFERENCES

### INVERCARGILL

Information about Environment Southland through Facebook 8% and rate accounts 5%  
Improve communication through using Facebook and social media 14%  
Go online regularly 89%  
Have a Facebook profile 87%

### GORE

Information about Environment Southland through radio news 9%

### SOUTHLAND

Neutral rating (5) that I trust the information from Environment Southland 20%



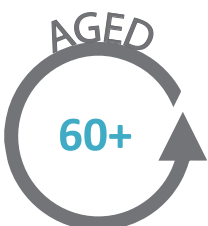
## DEMOGRAPHIC DIFFERENCES



Information about Environment Southland through Facebook 12% and schools 5%  
Strongly agree (8-10) that I trust the information from Environment Southland 43%  
Improve communication through using Facebook and social media 22% and advertise more 8%  
Go online regularly 96%,  
Have a Facebook page 94%



Go online regularly 93%



Information about Environment Southland through newspapers 70%, *Envirosouth* 43%, TV news 9%, and *Enviroweek* 9%  
Improve communication through being more approachable 2%



Information about Environment Southland through TV news 8%  
Strongly disagree (1-2) that the information from Environment Southland is credible 9%  
Strongly disagree (1-2) that I trust the information from Environment Southland 10%

Strongly disagree (1-2) that the information from Environment Southland is valuable 8%



Information about Environment Southland through radio news 5%  
Strongly agree (8-10) that I trust the information from Environment Southland 40%  
Have a Facebook profile 88%

# COMMUNICATION | SUMMARY OF FINDINGS CONTINUED

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

## AREA DIFFERENCES

### INVERCARGILL

Neutral rating (5) that the information in Enviroweek is credible 18%  
 Read *Southland Express* 63% and *Invercargill Eye* 49%

### GORE

Did not know Environment Southland produced Enviroweek 44%  
 Read *The Ensign* 82%, *Newslink* 78%, and *Otago Southland Farmer* 16%  
 Listen to Hokonui Gold 33%

### SOUTHLAND

Read *Advocate South* 54%  
 Listen to ZM 14%

## DEMOGRAPHIC DIFFERENCES

### AGED 16-39

Do not recall seeing Enviroweek 64%  
 Did not read Enviroweek 44%  
 Do not recall seeing *Envirosouth* 45%  
 Did not read *Envirosouth* 38%  
 Do not read any newspapers 26%  
 Listen to More FM 19%, The Edge 19%, The Rock 14%, ZM 17%, Radio Hauraki 10%

### AGED 40-59

Recall seeing Enviroweek 55%  
 Strongly disagree (1-2) that the information in Enviroweek is credible 5%  
 Recall seeing *Envirosouth* 81%  
 Read *Southland Express* 60%  
 Listen to The Sound 9% and The Breeze 8%

### AGED 60+

Recall seeing Enviroweek 57%  
 Read Enviroweek 79%  
 Recall seeing *Envirosouth* 86%  
 Read *Envirosouth* 85%  
 Read all newspapers  
 Listen to Coast 21%, National Radio 15%, Newstalk ZB 9%



Agree (6-7) that the information in Enviroweek is credible 41%  
 Strongly disagree (1-2) that the information in *Envirosouth* is credible 7%  
 Strongly disagree (1-2) that the information in *Envirosouth* is valuable to the community 7%  
 Read *Southern Rural Life* 13%  
 Listen to The Rock 14% and Radio Hauraki 11%



Strongly agree (8-10) that the information in Enviroweek is credible 57%  
 Strongly agree (8-10) that the information in Enviroweek is valuable to the community 56%  
 Strongly agree (8-10) that the information in *Envirosouth* is credible 49%  
 Strongly agree (8-10) that the information in *Envirosouth* is valuable to the community 54%  
 Listen to More FM 17% and The Hits 8%

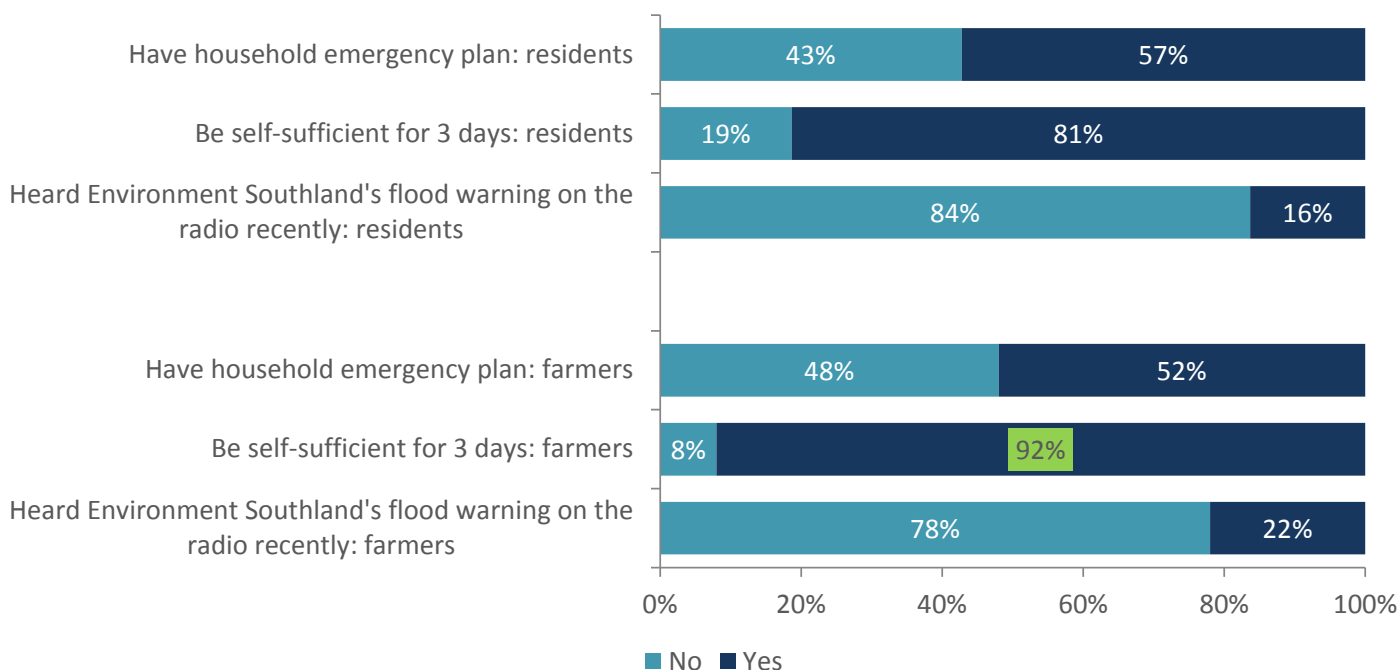
# CIVIL DEFENCE

# CIVIL DEFENCE



## CIVIL DEFENCE: 2017 RESULTS<sup>31</sup>

Fifty-seven percent of residents have a household emergency plan, a significant increase from last year's result (cf. 2016, 51%). A further 81% of residents mention they could be self-sufficient for three days and 16% heard Environment Southland's flood warnings on the radio, a significant decrease from last year's result (cf. 2016, 77%). Just over half (52%) of farmers have a household emergency plan, and 92% mention they could be self-sufficient for three days, this is significantly higher than the residents result (cf. residents, 81%). Twenty-two percent of farmers heard Environment Southland's flood warnings, also a significant decrease from 2016's result (cf. 2016, 70%).



## HOUSEHOLD EMERGENCY PLAN: 2014, 2016 - 2017 RESULTS<sup>32</sup>

	2017	2016	2014
Have a household emergency plan: residents	57%	51%	58%
Be self-sufficient for 3 days: residents	81%	78%	-
Heard Environment Southland's flood warnings: residents	16%	77%	-
Have an emergency plan: farmers	52%	51%	56%
Be self-sufficient for 3 days: farmers	92%	89%	-
Heard Environment Southland's flood warnings: farmers	22%	70%	-

<sup>31</sup> Green shading indicates that the result for farmers is significantly higher than the result for residents.

<sup>32</sup> Green shading indicates that the result for 2017 is significantly higher than the result from 2016. Orange shading indicates that the result for 2017 is significantly lower than the result from 2016.

# 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 statistically significant differences noted

**GORE**

No statistically significant differences noted

**SOUTHLAND**

No statistically significant differences noted



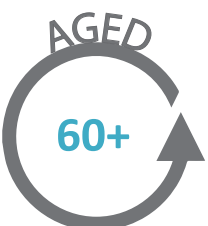
## DEMOGRAPHIC DIFFERENCES



Would not be self-sufficient for three days 48%



No statistically significant differences noted



Would be self-sufficient for three days 29%



Would be self-sufficient for three days 51%



No statistically significant differences noted

# SUMMARY OF FINDINGS



# SUMMARY OF FINDINGS

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Unprompted awareness of Environment Southland has increased this year amongst both farmers and residents. Interestingly, perceptions of Environment Southland amongst farmers have increased this year to results similar to 2015, while residents perceptions remain largely on a par with previous years' results.

Water, water quality, and water pollution is the priority for the region most residents and farmers mention. Notably, residents are also more likely to mention dairy farming and dairy run off and clean air and air pollution as priorities for the region. Interestingly, farmers are more likely to think that Environment Southland is responding well to these issues and that Environment Southland is doing a better job than last year, with primary reasons for this being Environment Southland is listening and collaborating more.

Newspapers remain the primary source for information about Environment Southland amongst both residents and farmers. However, farmers are also more likely to gather information from other people, through Environment Southland itself, and at community meetings. Perceptions of communications from Environment Southland have also increased amongst farmers compared to last year's result, while they remain on a par with 2016's results amongst residents.

Awareness, readership, and awareness that Environment Southland produces *Enviroweek* and *Envirosouth* remain similar to results from last year, however perceptions of the information in both publications have increased amongst both residents and farmers. Perceptions of *Envirofarm* have also increased, while awareness and perceptions of the Lunchtime Farming Show remain consistent with previous years' results.

*The Southland Times* continues to be the most read newspaper. More FM and The Edge are radio stations residents listen to most, while Hokonui Gold and The Rock are most popular amongst farmers.

Internet usage generally has increased amongst residents this year, as has use of Environment Southland's website. Amongst farmers, this year significantly more mention they would use Environment Southland's Facebook page to gather information and that they use the Environment Southland website.

Residents mention improvements to communication from Environment Southland revolve around using Facebook and social media more, while farmers mention Environment Southland needs to engage with them more and could be more approachable.

Similar to previous years' results, farmers appear more prepared in terms of civil defence. Although, there has been a significant decrease in both residents and farmers mentioning they heard Environment Southland's flood warnings.

# POINTS TO CONSIDER

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## CONTINUE TO ENGAGE WITH FARMERS

This year, awareness, impressions, and ratings of Environment Southland have increased amongst farmers. This year has also seen increased media coverage of Environment Southland's Water and Land Plan which may have contributed to the increased unprompted awareness. Generally, farmers appear to be more positive about Environment Southland than residents are, and perceive that Environment Southland is doing a better job of responding to the issues within the region. Farmers also mention that Environment Southland is doing a better job at collaborating and listening to them, which could be a primary reason for the increase in impressions and ratings, although some farmers also mention Environment Southland is not helping or supporting farmers and that Environment Southland is not approachable.

*"I think they're listening more and they've got more people on the ground to take the feedback. They are taking the time to make the right decisions for this water and land thing." (Dairy farmer)*

Farmers are also more positive about the communication they receive from Environment Southland, however they also note Environment Southland could engage more with farmers.

*"I think they could listen to people a bit more, and be a bit more realistic. Some of the things they are proposing are not going to be sustainable. I sometimes think they don't allow people enough time to debate the issues." (Drystock farmer)*

Engaging more with farmers, as well as continuing to listen and collaborate with them may help to further increase impressions and ratings of Environment Southland amongst farmers. Consideration should be given to how Environment Southland chooses to further engage with farmers, although internet and social media usage has increased amongst farmers, they still appear to prefer communication via newspaper or directly with Environment Southland.

## ENGAGE MORE WITH YOUNGER RESIDENTS

Residents' awareness and perceptions of Environment Southland have also increased this year, although awareness amongst younger residents continues to remain low. They also have low awareness of Environment Southland publications.

*"After doing this survey I will be looking more into Environment Southland, as I don't know much about them and don't see or hear anything of them." ( Resident)*

Engaging more with younger residents will help to increase their awareness overall of Environment Southland. Consideration should also be given to how to best engage with younger residents, with most having access to the internet and a Facebook profile.

*"I definitely think hitting the social media platforms will be a great way to inform the younger generation of what is happening." (Resident)*

Greater involvement in the community could also help to increase awareness of Environment Southland and its role in the region. Targeting locations and activities that younger residents attend will help to grow awareness amongst this group.

*"Environment Southland is doing a great job, but I think with more community involvement it would be even better. Consider doing community plant outs, i.e. find a piece of barren land and plant loads of native bush and trees! It would be a great way to get the community involved." (Resident)*

# POINTS TO CONSIDER

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## WATER, WATER QUALITY, AND WATER POLLUTION

Water quality is the primary mention amongst more than half of residents and farmers when asked what the priority for the region is.

*“The pollution of our rivers and streams in Southland is a huge issue that I strongly feel needs to be resolved urgently. The fact that my young son will not be able to swim or fish in the same rivers I used to is hugely disappointing. I understand the need for dairying in the South and the revenue it brings to our economy, but there must be something that can be done.” (Resident)*

Although there has been a lot in the media about water, it is interesting to note that significantly more farmers perceive Environment Southland is doing a good job at responding to these issues than residents do. Further communication from Environment Southland around water quality and water pollution, and the steps Environment Southland is taking could help to increase positive perceptions here.

*“Save our countryside please and get tougher on dairy farmers who openly flaunt the law and seem to get away with it. Open your eyes and see what you have allowed to happen.” (Resident)*

*“Things must be improving, the water pollution is improving I feel.” (Dairy farmer)*

It should also be noted that there appears to be a rift between farmers and residents around the water quality issue, with residents perceiving the issue primarily stems from farming. Greater communication and education may be needed from Environment Southland to help minimise this rift.

