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RESEARCH

Environment Southland Perceptions Survey

September 2021

Project Overview

PROJECT BACKGROUND

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

To support this work Environment Southland has undertaken a short survey to measure awareness of the Environment Southland brand and preferred communication channels. This is a condensed version of surveys that have been completed in previous years.

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.

A total of n=406 (n=206 residents and n=200 farmers) interviews were completed via CATI and a total of n=201 responses (all residents) were collected online, giving a total sample size of n=407 residents, and n=200 farmers.

CATI and online data collection was undertaken between August 19th and September 9th, 2021. Environment Southland's consent database was utilised to reach farmers in the region while online interviewing was completed via a third party online research panel.

Please note that in previous years online interviewing was undertaken via a social media campaign, which was used to recruit participants to an online survey. However, changes to social media advertising and privacy protocols in 2021 meant that this approach was no longer available and recruitment needed to be completed via an alternative channel.

The final 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=407, which gives a

maximum margin of error of +/- 4.9% at the 95% confidence interval. That is, if the observed result for the total sample of n=407 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. This includes both residents and farmers.



GENDER

60%
Male

40%
Female



AGE

16%
Under 39

37%
40 to 59
years

47%
60 years
or older



AREA

13%
Gore

42%
Invercargill

45%
Southland



RATEPAYER STATUS

85%
Yes

15%
No

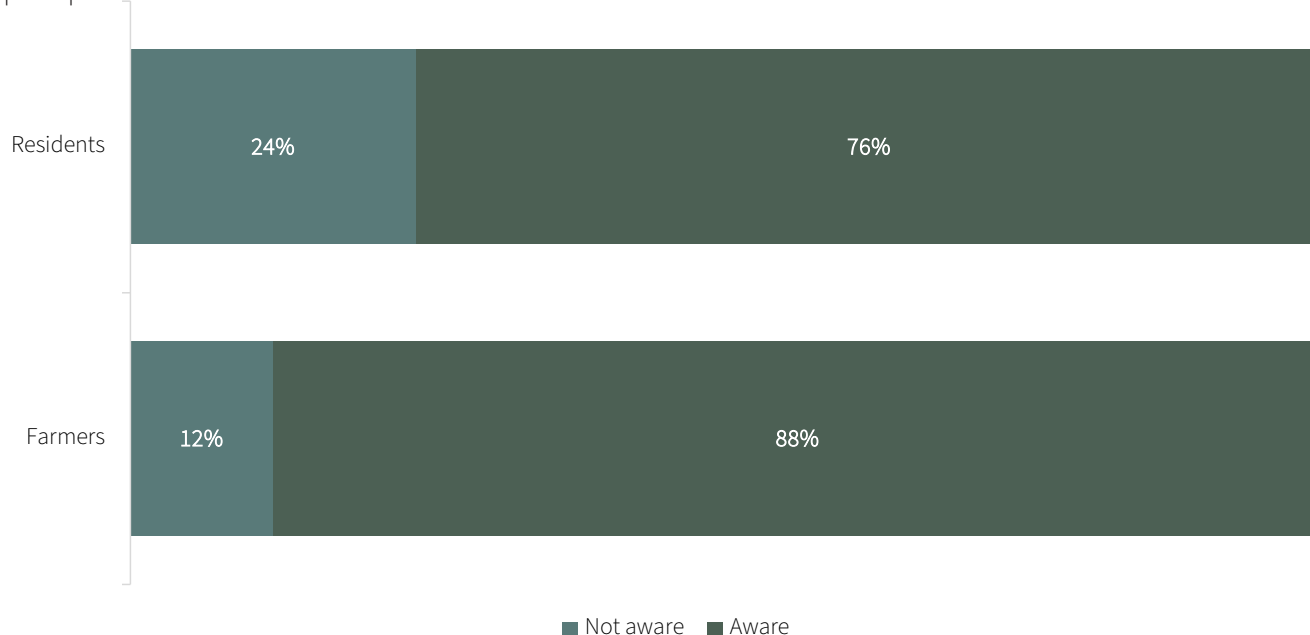
Awareness



UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2021 RESULTS

In 2021, 76% of residents, and 88% of farmers were aware of Environment Southland at an unprompted level. Unprompted awareness of Environment Southland amongst residents was similar to 2020, although a significant number of respondents (12%) simply stated ‘the council’ when responding. In comparison, unprompted awareness amongst farmers has decreased significantly this year. Awareness was much higher amongst dairy farmers (90%) than non-dairy farmers (77%) who were more likely to state that they ‘didn’t know’ (12%).

As with the 2020 results, 99% of residents, and 100% of farmers are aware of Environment Southland at a prompted level.



UNPROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2014 - 2021 RESULTS

	2021	2020	2019	2018	2017	2016	2015	2014
Aware: Residents	76%	76%	78%	86%	82%	71%	83%	75%
Aware: Farmers	88%	95%	94%	92%	92%	87%	92%	86%



PROMPTED AWARENESS OF ENVIRONMENT SOUTHLAND: 2014 - 2021 RESULTS

	2021	2020	2019	2018	2017	2016	2015	2014
Aware: Residents	99%	99%	98%	98%	99%	99%	100%	99%
Aware: Farmers	100%	100%	100%	100%	99%	99%	100%	99%

Q: Which organisation do you understand to be responsible for the management of Southland's natural resources? (unprompted)

Q: Have you heard of Environment Southland or the Southland Regional Council? (prompted)

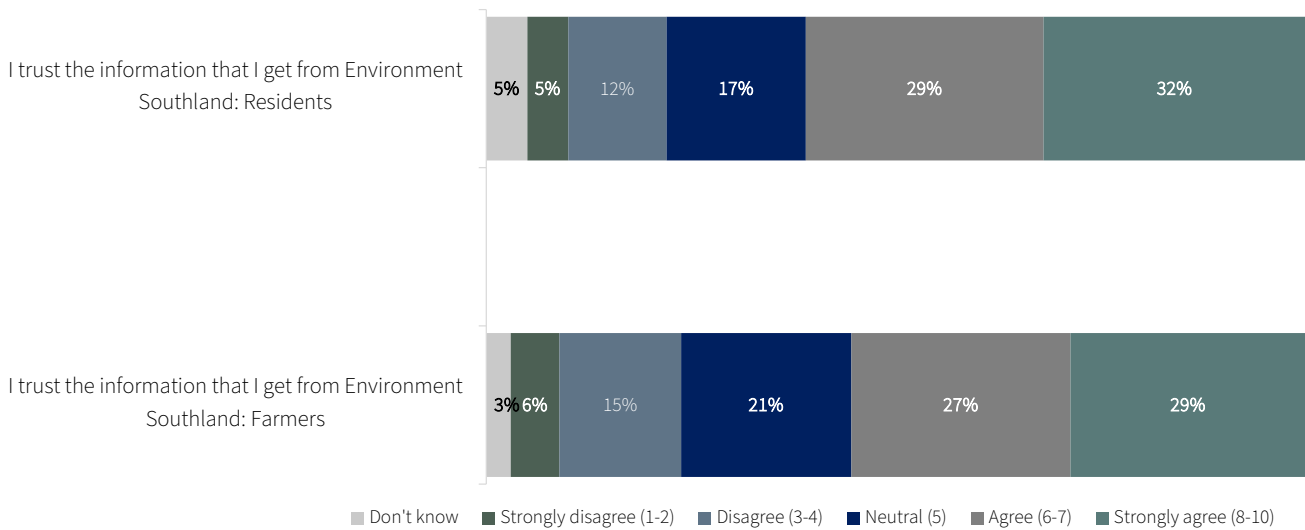
Information Provided



INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2021 RESULTS

Sixty-one percent of residents agreed (29%) or strongly agreed (32%) that they trusted the information that Environment Southland provided to the region, while only 17% either disagreed (12%) or strongly disagreed (5%). This result was a slight decrease from the 2020 result where 63% agreed or strongly agreed.

Amongst farmers, 56% agreed (27%) or strongly agreed (29%) that they trusted the information that Environment Southland provided, while a further 21% disagreed (15%) or strongly disagreed (6%). This result was the same as that seen in 2020.



SATISFACTION RATINGS FOR INFORMATION ENVIRONMENT SOUTHLAND PROVIDES THE COMMUNITY: 2014 - 2021 RESULTS

	2021	2020	2019	2018	2017	2016	2015	2014
I trust the information that I get from Environment Southland: Residents	61%	63%	57%	64%	64%	61%	71%	68%
I trust the information that I get from Environment Southland: Farmers	56%	56%	60%	69%	73%	57%	63%	65%

Q: Thinking about the information that Environment Southland provides to the community, can you please tell me, using a 1-10 scale to what extent you agree or disagree with the following statement "I trust the information that I get from Environment Southland".

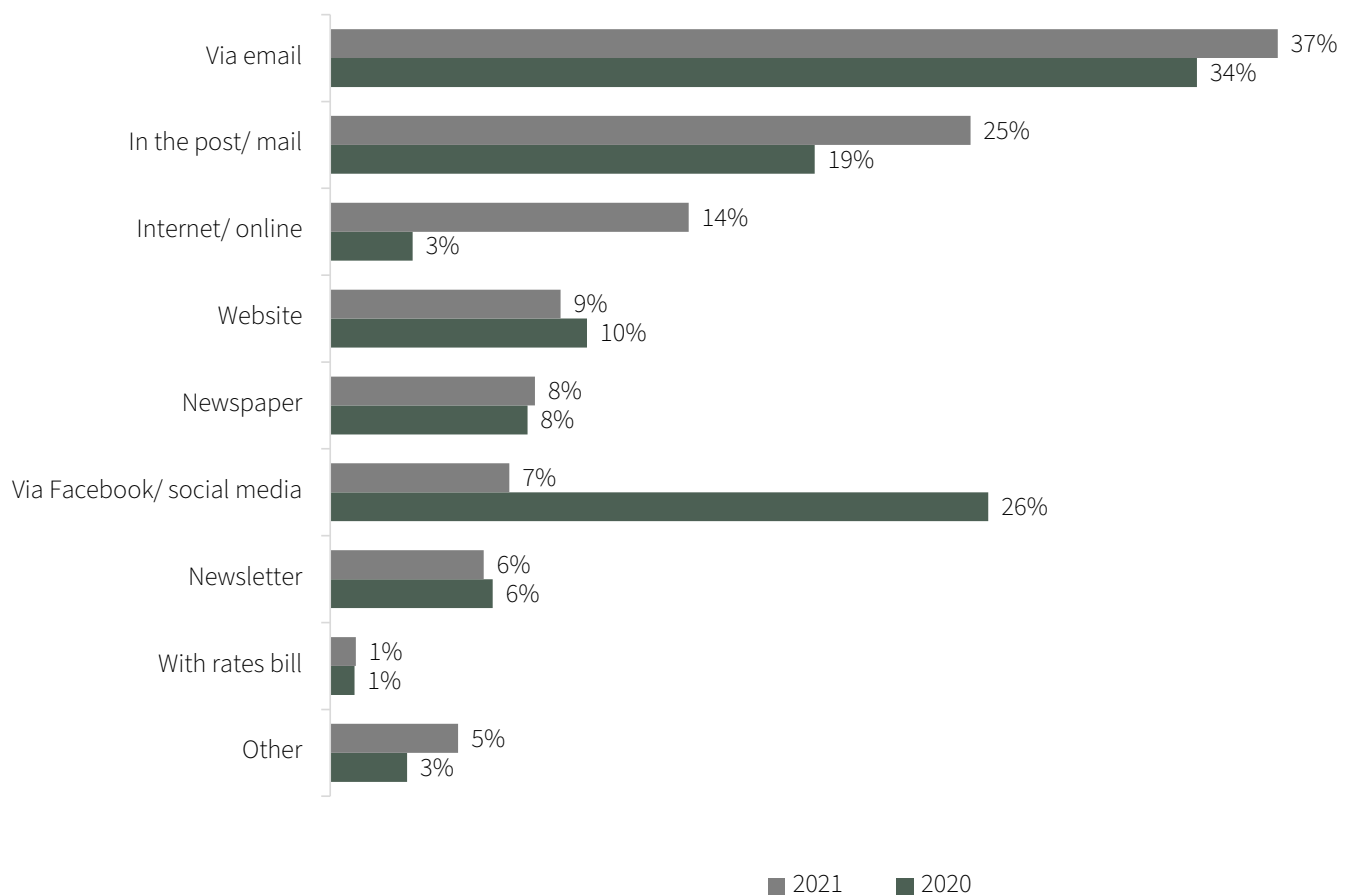
Information Sources



ACCESS TO INFORMATION: 2020 - 2021 RESULTS RESIDENTS

In 2021, respondents were asked how they would like to access or receive information from Environment Southland, these results were compared to the 2020 results. This year, the most preferred way of receiving information was email (37%), this was followed by postal information (25%), and Internet or online generally (14%).

This year there has been a decrease in the proportion of residents who would prefer to receive information via social media (7% compared to 26% in 2020), while there has been a significant increase in the proportion of residents who would prefer to receive information online (14% compared to 3% in 2020). This was likely to be the result of a change in sampling source in 2021 for the resident respondents (i.e., not using social media to recruitment residents).

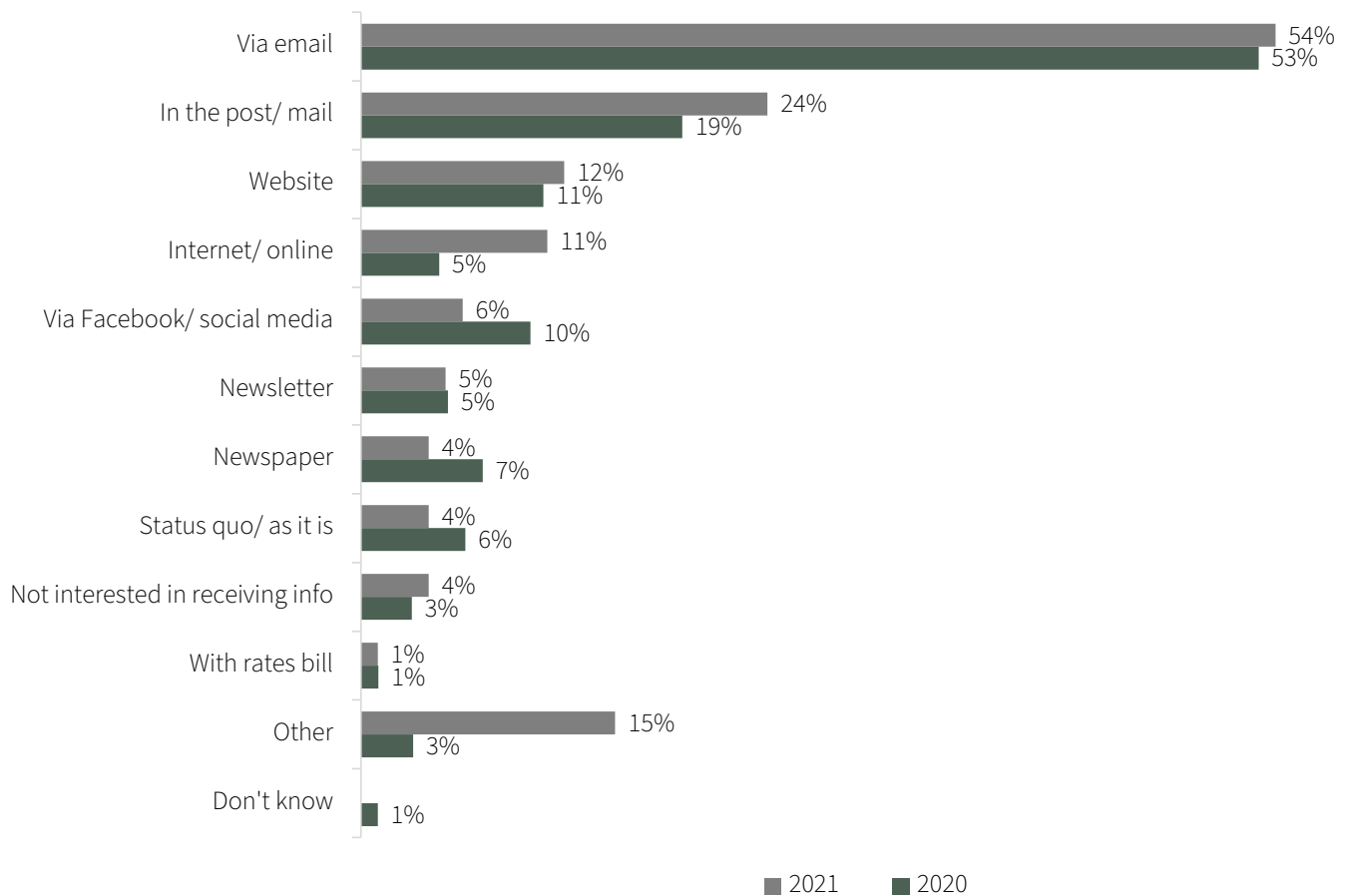


Information Sources



ACCESS TO INFORMATION: 2020 - 2021 RESULTS FARMERS

As with 2020, farmers preferred to access information via email (54%), this was followed by post (24%), website (12%), and Internet or online (11%). These results were similar to those seen in 2020.





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