

Perceptions of the environment

What New Zealanders think

A Colmar Brunton research report for Fish and Game NZ
January 2020



Fish & Game ™
NEW ZEALAND



COLMAR BRUNTON

A Kantar Millward Brown Company

Methodology

Since 2017 Fish & Game NZ have conducted annual research with Colmar Brunton to ask some questions of the New Zealand public about their perceptions of the environment.

The research has asked one question consistently over four years. This question is designed to understand the level of concern for a number of social issues in New Zealand. In 2019 and 2020 we asked an additional question to gauge New Zealanders expectations that the current government will deliver on their election promise of cleaning up our waterways.

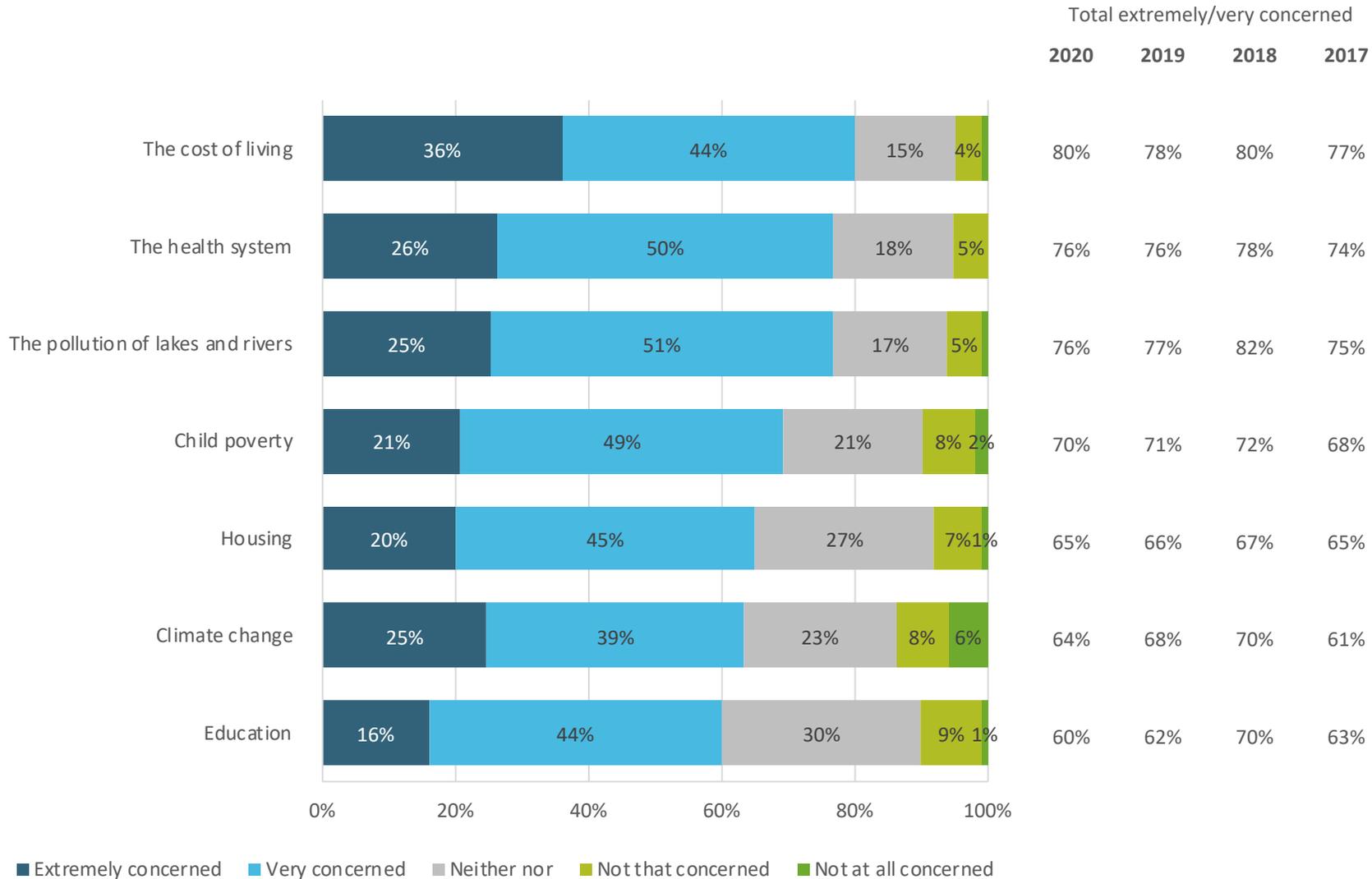
We included these two questions on Colmar Brunton's omnijet in January 2020.

The omnijet interviews 1,000 New Zealanders and the results are nationally representative for age, gender and region.

Fieldwork ran from 25 January – 5 February 2020.

The margin of error on a sample size of 1,000 is $\pm 3.1\%$.

The cost of living continues to be the top concern for New Zealanders, and levels of concern have increased slightly from 2019 to 2020. Concerns about the health system, the pollution of lakes and rivers and child poverty remains the same, and concerns for housing, climate change and education have all decreased slightly.



Q1. To what extent are you concerned, or not concerned, about the following issues in New Zealand?

Base: All people (excluding don't know) n≈1,000

People who are concerned about...

...are more likely to...

The cost of living

Be under 40 years old, single

The health system

Have an annual personal income of up to \$50K

The pollution of lakes and rivers

No demographic differences

Child poverty

Be female, divorced or separated, with an annual personal income of up to \$50K

Housing

Be aged 18-29 years old, single, live in Wellington, with an annual personal income of up to \$50K

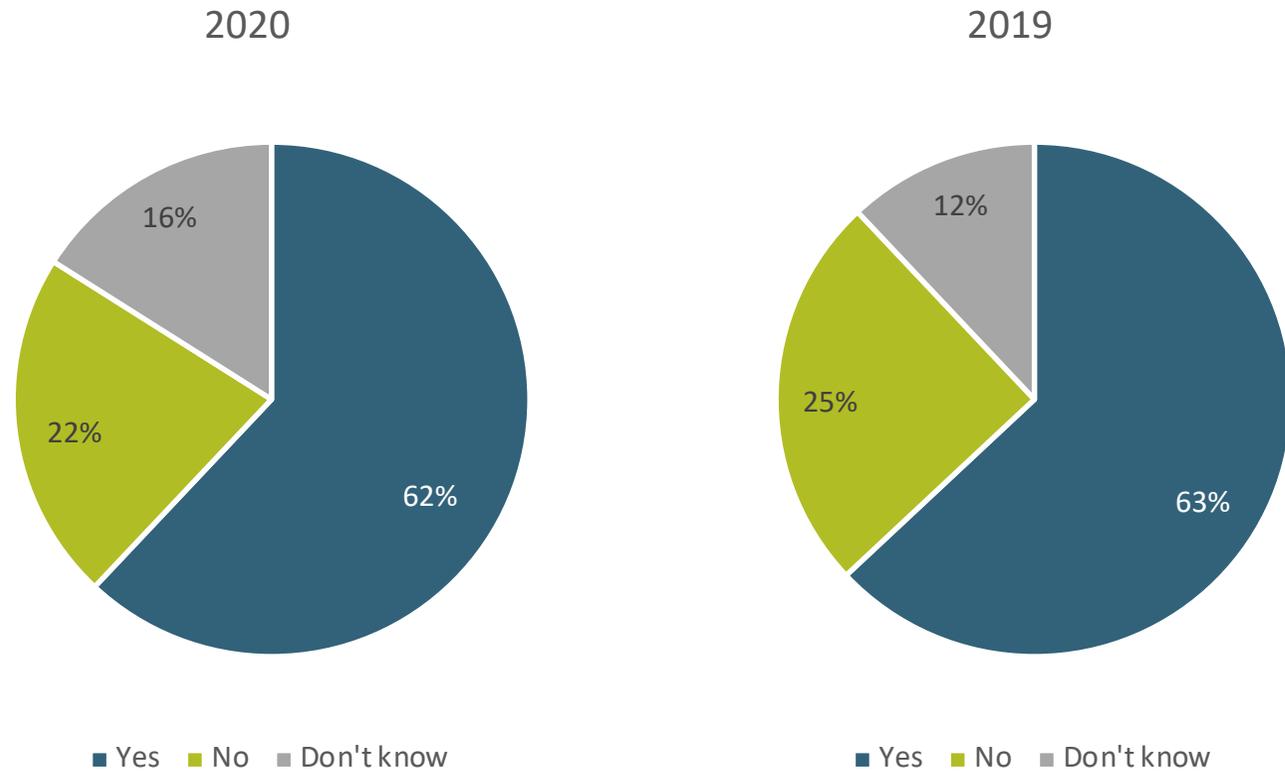
Climate change

Be female

Education

Be aged 30-39 years old, female, live in a household with children

Nearly two-thirds of people expect the government to put rules and regulations in place to deliver on their election promise to clean up New Zealand's waterways, this is unchanged from 2019 to 2020.



Q2. The Government campaigned in the 2017 Election on cleaning up New Zealand's waterways so that we can swim, fish and gather food from our rivers, lakes and streams. In 2019 do you expect the Government to put rules and regulations in place to deliver on this promise?

Base: All respondents n=1,000

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Appendix: Concern about issues over time



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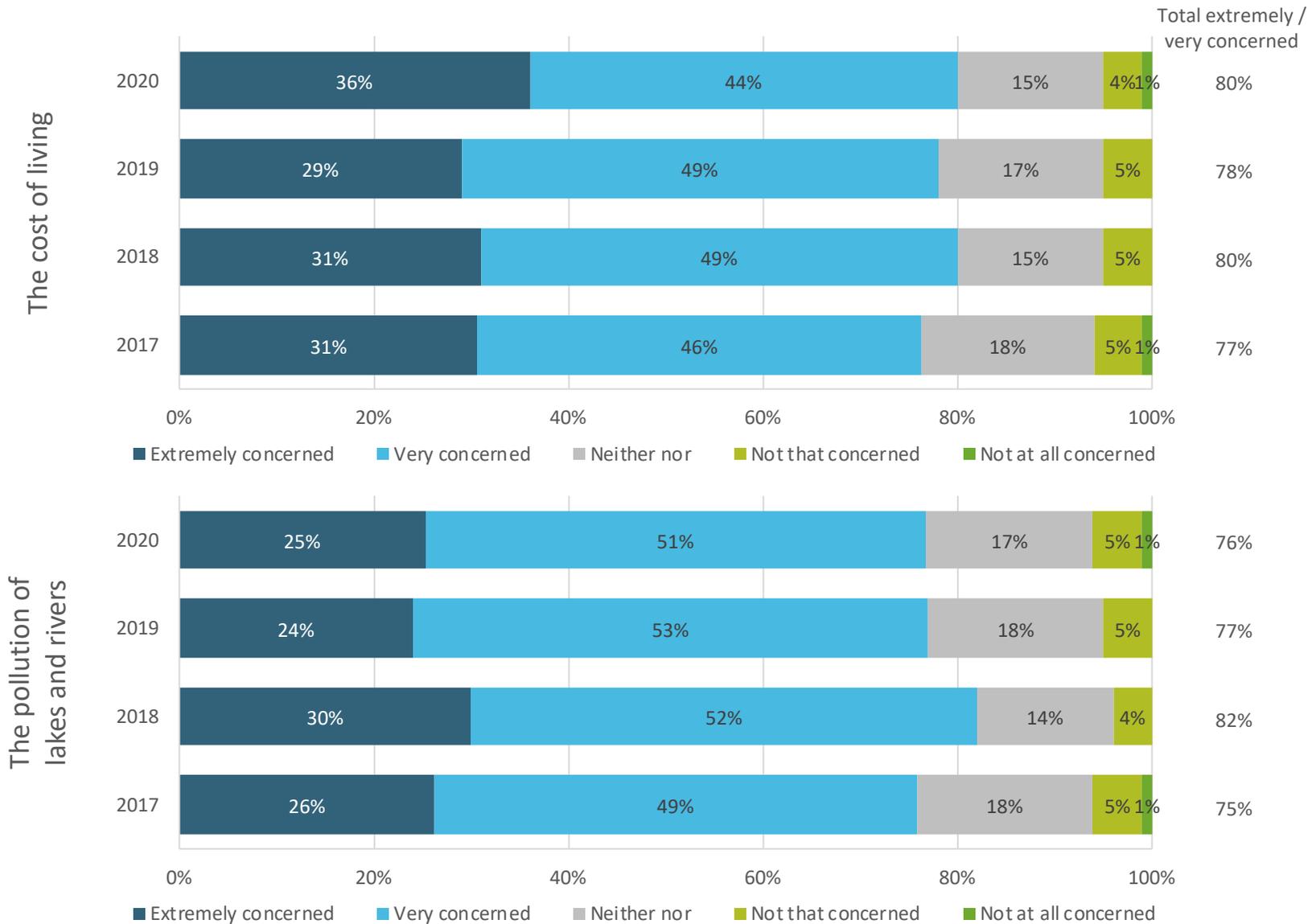
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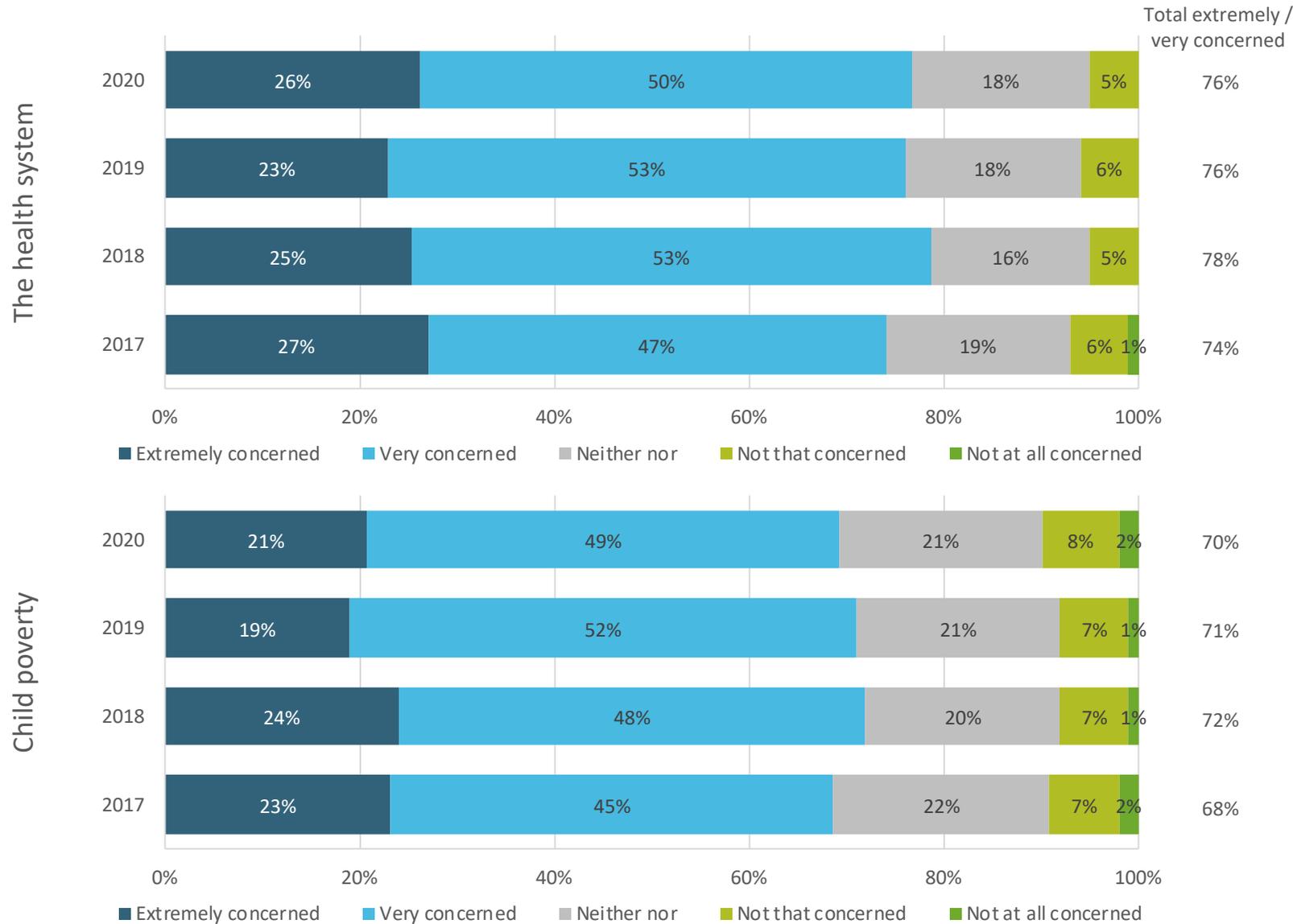
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Levels of concern for each issue over time



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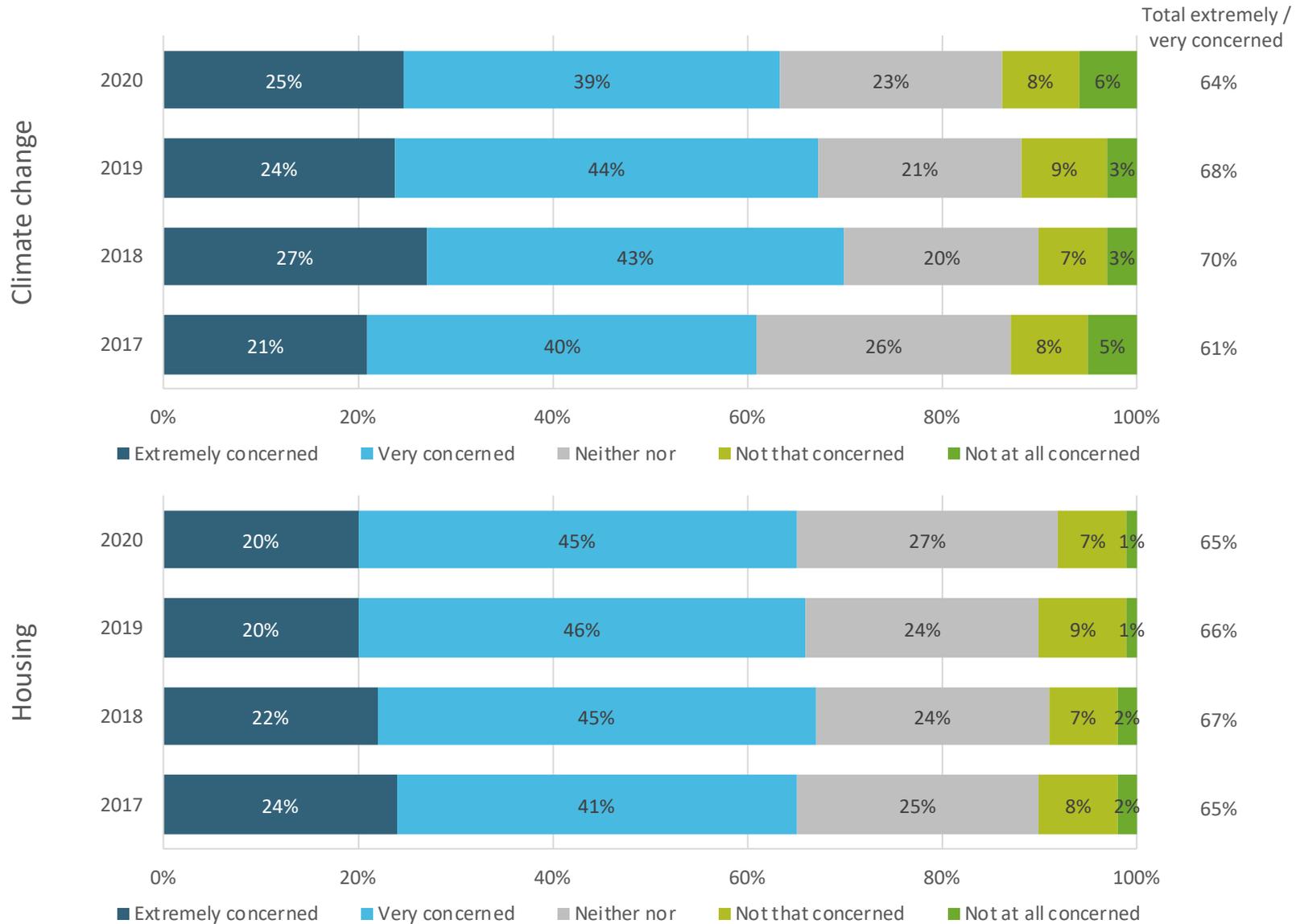
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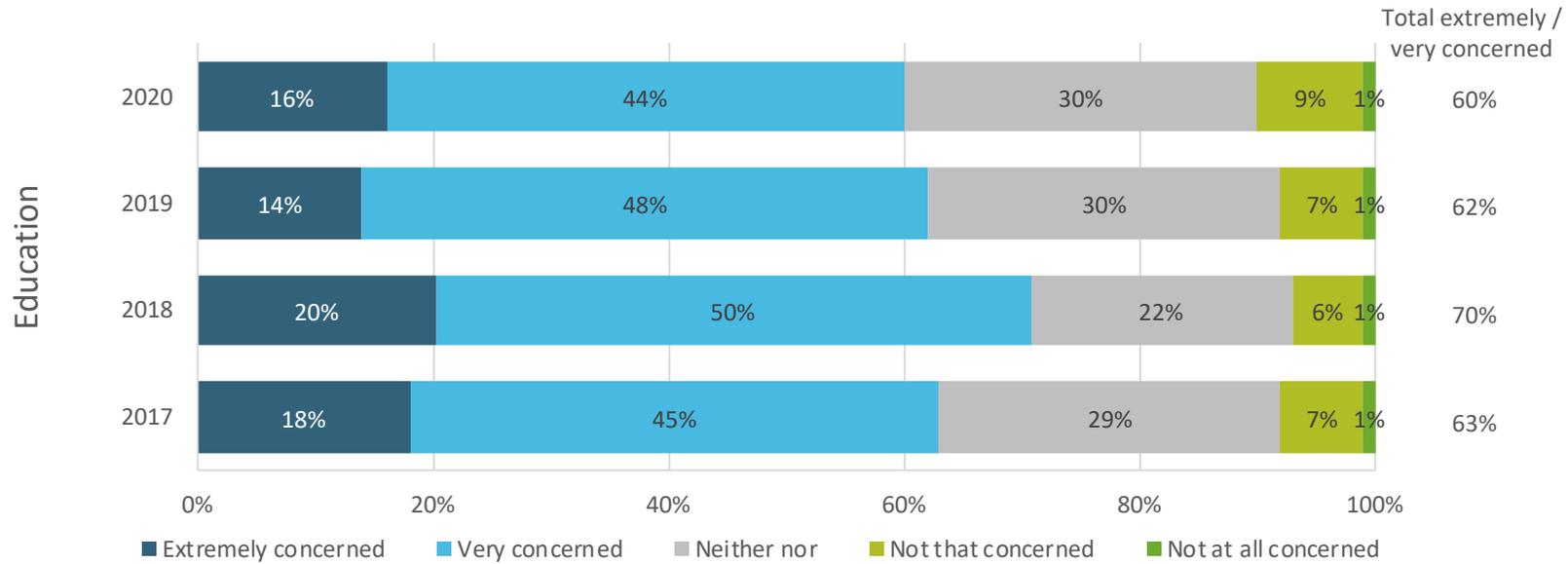
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