

# Perceptions of the environment

## What New Zealanders think

A Colmar Brunton research report for Fish and Game NZ  
December 2017



**Fish & Game** <sup>TM</sup>  
NEW ZEALAND



**COLMAR BRUNTON**

A Kantar Millward Brown Company

## Methodology

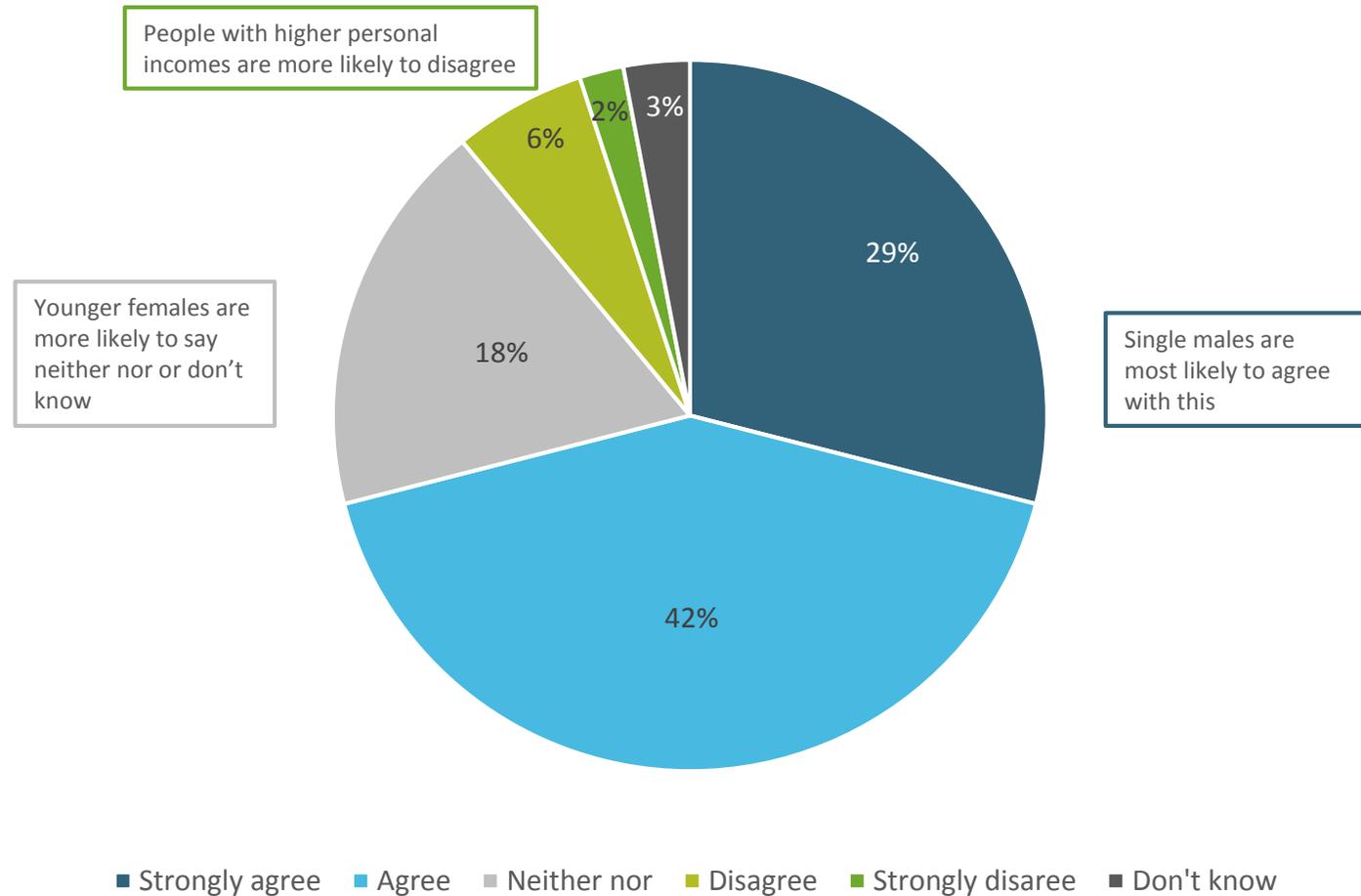
Fish and Game NZ commissioned Colmar Brunton to include three questions on the Colmar Brunton omnijet.

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

Fieldwork ran from 22-29 November.

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

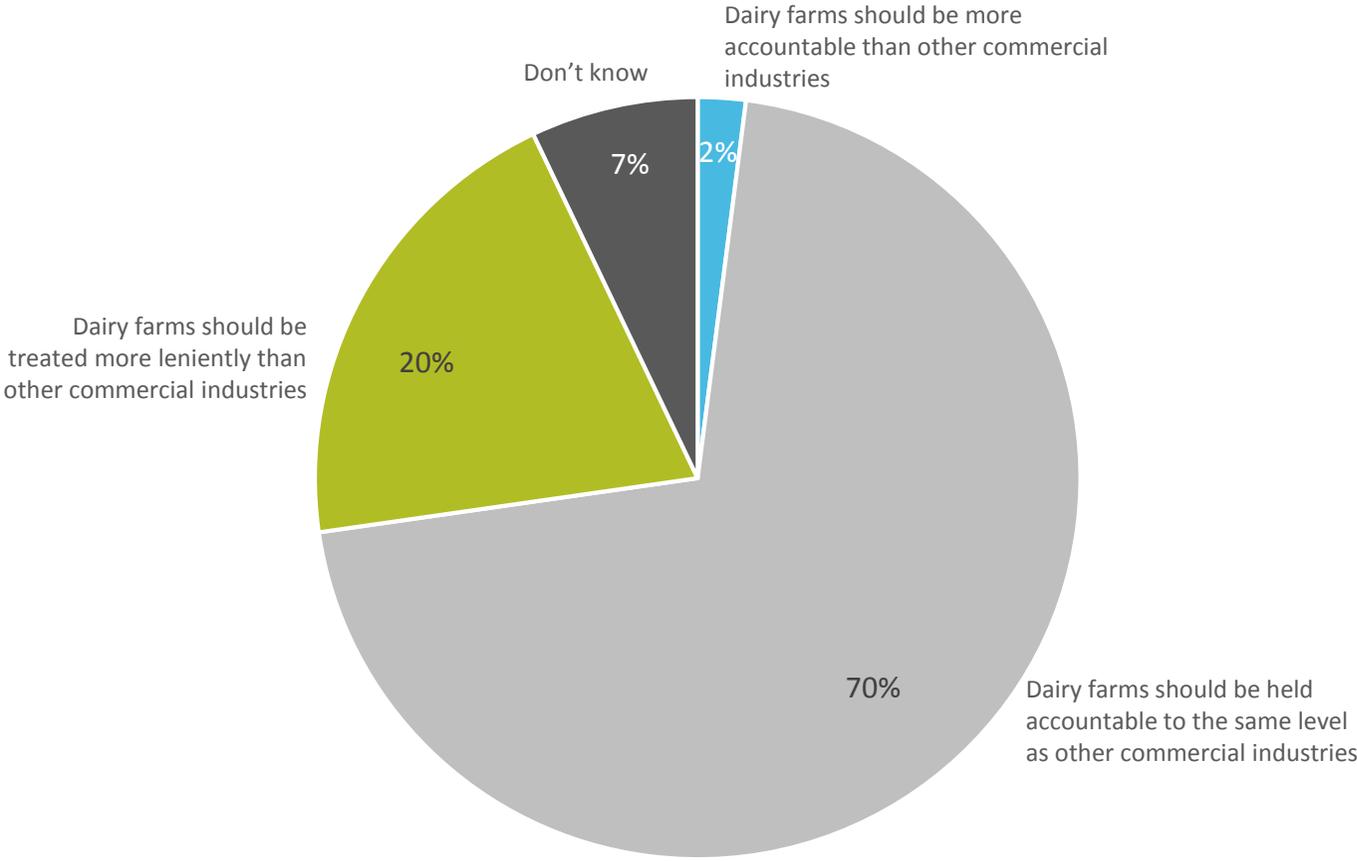
Seven out of 10 people agree that commercial businesses should pay to mitigate their environmental impact.



Q2. How much do you agree or disagree that all commercial businesses in New Zealand – including farms – should pay to mitigate any negative environmental impact they have?

Base: All people n=1,000

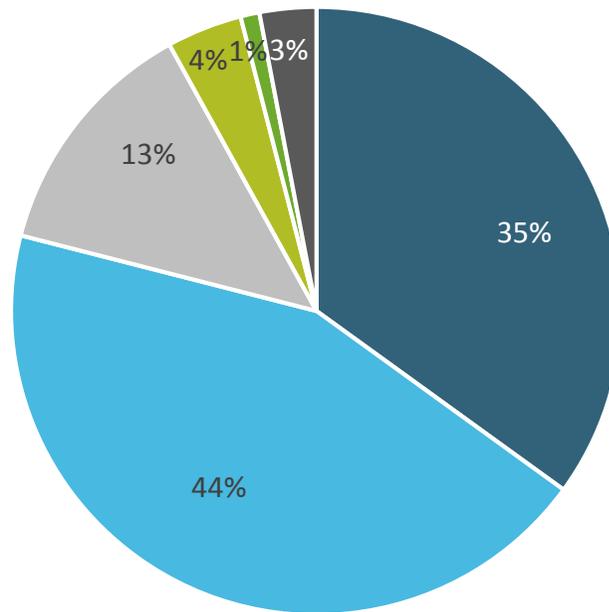
Seven out of 10 people also agree that dairy farms should be as accountable as other commercial industries for their environmental impact. The majority of people who don't think dairy farms should have the same accountability, say they should be treated more leniently.



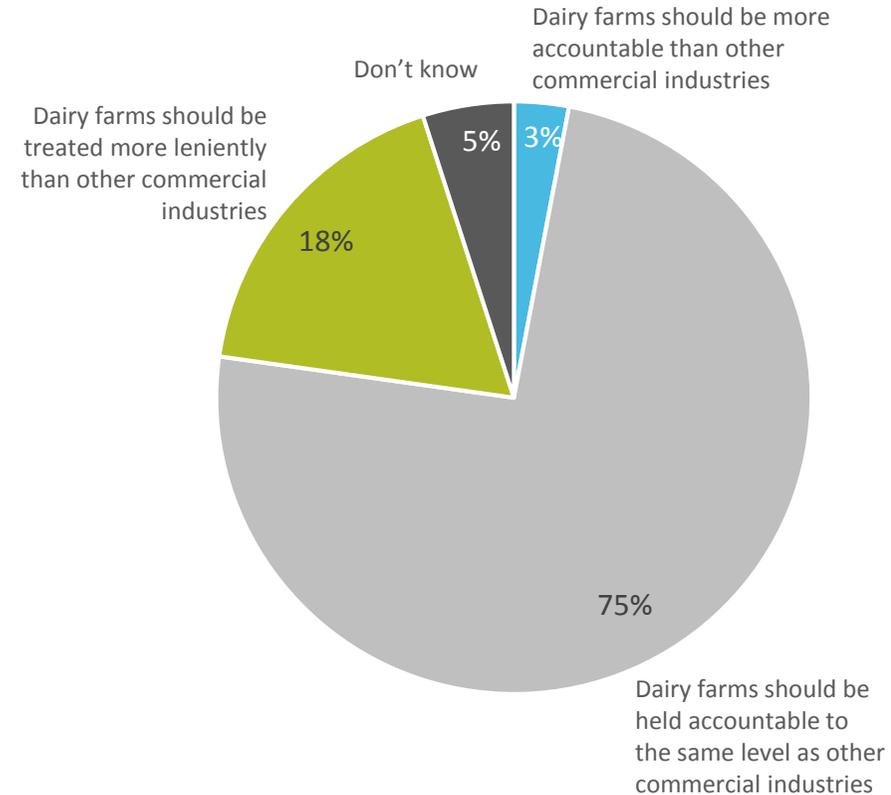
Q3. Do you think dairy farms should be held accountable to the same degree as other commercial industries in New Zealand for any negative impact they may have on the environment?

Base: All people n=1,000

People who are concerned about the pollution of lakes and rivers are more likely to agree that commercial businesses should mitigate their negative environmental impact (79% cf 71% total population), and that dairy farms should be accountable to the same level as other industries (75% cf 70% total population).



■ Strongly agree      ■ Agree  
■ Neither nor      ■ Disagree  
■ Strongly disagree      ■ Don't know



Q2. How much do you agree or disagree that all commercial businesses in New Zealand – including farms – should pay to mitigate any negative environmental impact they have? Q3. Do you think dairy farms should be held accountable to the same degree as other commercial industries in New Zealand for any negative impact they may have on the environment?

Base: People who are extremely or very concerned about the pollution of lakes and rivers n=750