

Perceptions of the environment

What New Zealanders think

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



Fish & Game TM
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 $\pm 3.1\%$.

The pollution of lakes and rivers is a key concern for New Zealanders, on par with the cost of living, and the health system.

