9 ECONOMY, BUSINESS AND THE ENVIRONMENT

This section explores respondents' attitudes regarding the relationship between the economy, business, and the environment. Respondents were asked to rate each statement using a five-point scale, specifying whether they strongly agree, agree, disagree, strongly disagree or neither agree nor disagree with each statement.

Note: The rating scale used in 2003, 2006 and 2013 for the questions in this section differs from the rating scale used in 2000. A three-point scale was previously used (agree, disagree, depends), whereas in 2003, 2006 and 2013 a five-point scale was used (strongly agree, agree, disagree, strongly disagree, neither agree nor disagree). Therefore, comparisons over time should be interpreted with caution.

Key findings are:

- The vast majority of respondents agree (89%) that a healthy environment is necessary for a healthy economy; a level of support that remains consistent since 2000.
- More than three quarters of respondents disagree (76%) that it is okay to sacrifice environmental quality for economic growth. This result shows a decrease on previous years (82% in 2000, 78% in 2003 and 83% in 2006).
- Almost all respondents agree (92%) that environmental protection and economic development can go hand in hand. Previous work shows that agreement with this statement has remained at this high level since it was first asked in 2000.
- Almost 9 out of 10 respondents disagree (89%) that farming agricultural land at maximum productivity is acceptable even if it results in polluted water, a similar disagreement to that which was seen in 2006 (90%). This level of disagreement is consistent across most demographic subgroups.
- Just over half of all respondents disagree (53%) that it is acceptable to let the Waikato farming economy decline in order to achieve a better environment. Twenty-seven per cent agree with this statement and 14 per cent neither agree nor disagree (depends). The level of disagreement is similar to that of 2006, however there is a slight increase in the proportion of respondents who state that they neither agree nor disagree (depends) and a corresponding decrease in the proportion who agree with the statement.
- The majority of respondents disagree (88%) that the most important objective of any business should be to maximise profit even if that means damaging the environment, however this proportion is significantly lower than results seen in 2000 (95% disagreement), 2003 (93% disagreement), and 2006 (94% disagreement); correspondingly there has been a increase in the proportion of respondents who agree (9% in 2013 and 5% in 2006).
- Sixty-three per cent of respondents agree that businesses take care to minimise negative impacts on the environment. A further 13 per cent neither agree nor disagree while 19 per cent disagree with this statement. Previous monitoring did not include this question and as such, there is no comparable data.
- Six out of 10 respondents agree (60%) that businesses usually find it too expensive to be environmentally friendly; 9 per cent neither agree nor disagree and 23 per cent disagree. This pattern of responding is similar to that of 1998 despite a difference in scale, however comparisons to 2006 results show a significant increase in the proportion of respondents who agree with this statement (53% in 2006) and a decrease in the proportion who disagree (38% in 2006) with the statement. Results show limited demographic and geographic variations in responses.
- Nearly all respondents agree (97%) that businesses are obliged to treat the environment well. An identical response to 2006 (97%).
- Eighty-one per cent of respondents agree that water quality in streams and rivers should be protected even if it means that businesses have to bear the expense of meeting environmental standards. Results show a decrease in agreement from 2006 (90%) and an

increase in the proportion of responses who neither agree nor disagree/depends (1% in 2006 and 9% in 2013). The levels of disagreement remain largely unchanged. Urban respondents are more likely to agree with this statement (83%) while rural respondents are more likely to neither agree nor disagree (13%).

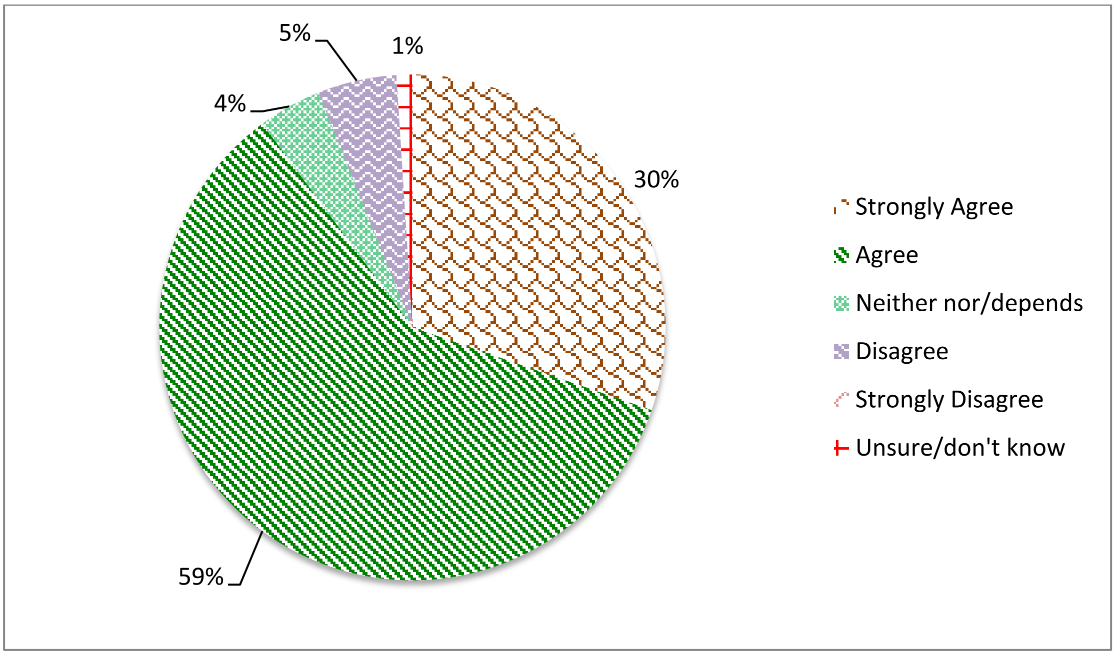
- Fifty-six per cent of respondents agree that the public understands the importance of investing in water quality, a further 11 per cent neither agree nor disagree (depends) and 31 per cent disagree. This question was asked for the first time in 2013.

9.1 **HEALTHY ENVIRONMENT, HEALTHY ECONOMY**

Respondents were asked whether they agree or disagree with the statement that *a healthy environment is necessary for a healthy economy*.

9.1.1 OVERALL RESULT

The vast majority of respondents (89%) agree that a healthy environment is necessary for a healthy economy (30% strongly agree, 59% agree). Only a small proportion of surveyed respondents disagree with this statement (5%).



Base: All respondents (n=1005)

Figure 9-1: Agreement with Healthy Environment, Healthy Economy

9.1.2 COMPARISON WITH PREVIOUS YEARS

Levels of agreement with this statement have remained relatively high since the 2003 survey, although there has been a very slight decrease in the proportion of respondents agreeing that a healthy environment is necessary for a healthy economy (down from 91% in 2006 to 89% in 2013).

However, since the previous measure, the proportion of respondents disagreeing with this statement has also decreased very slightly (from 7% in 2006 to 5% in 2013).

Table 9-1: Changes in Agreement with Healthy Environment, Healthy Economy 2000 to 2013

	2000	2003	2006	2013	Change	Change

	%	%	%	%	00-13	06-13
Strongly Agree	N/A	28	38	30	N/A	-8
Agree	N/A	64	53	59	N/A	+6
Total Agree	**90**	**92**	**91**	**89**	**-1**	**-2**
Neither agree nor disagree/depends	**3**	**2**	**2**	**4**	**+1**	**+2**
Disagree	N/A	4	6	5	N/A	-1
Strongly Disagree	N/A	1	1	0	N/A	-1
Total Disagree	**5**	**5**	**7**	**5**	**-**	**-2**
Unsure/don't know	2	1	0	1	-1	+1
Base (respondents)	1873	1822	1000	1005		

N/A denotes code not used in previous years. This trend is shown below.

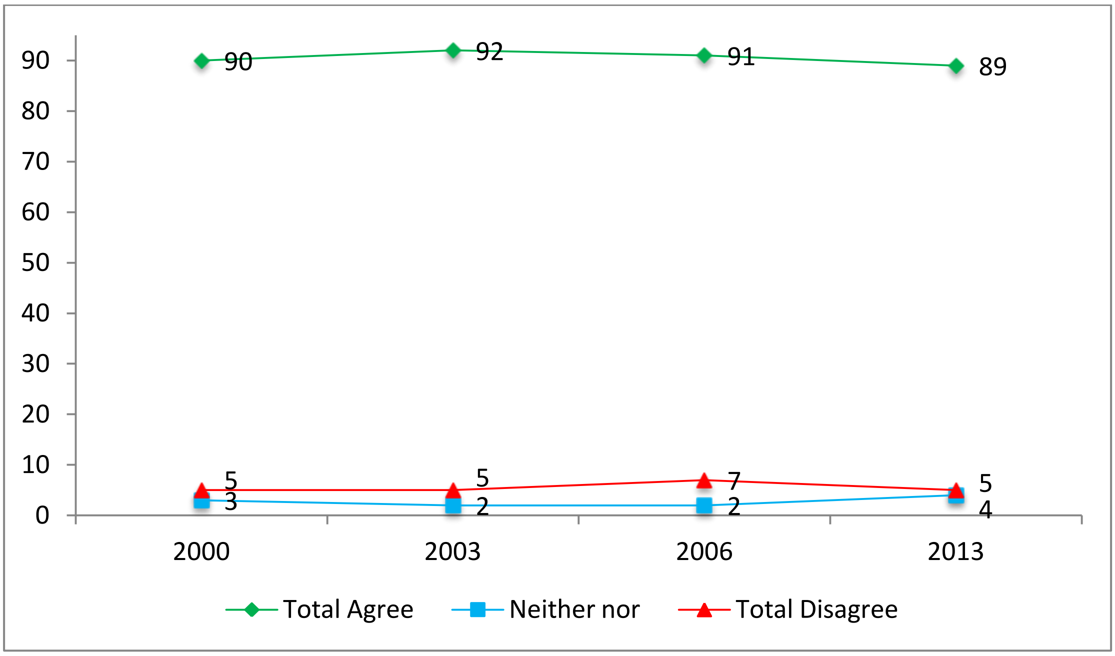


Figure 9-2: Agreement with Healthy Environment, Healthy Economy 2000 to 2013

9.1.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that a healthy environment is necessary for a healthy economy are those who are:

- female (93%)
- retired (96%)
- educated to a secondary school level (93%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that a healthy environment is necessary for a healthy economy are those who are:

- currently unemployed (10%).

Respondents who are significantly more likely (than the regional average) to **disagree** that a healthy environment is necessary for a healthy economy are those who are:

- male (7%)
- in a household with an income of between $150,001 and $200,000 per annum (15%)
- currently a student (14%).

9.1.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton are more likely than the regional average to **neither agree nor disagree (depends)** that a healthy environment is necessary for a healthy economy (7%).

No respondents from a particular territorial authority or urban or rural setting are more likely to **agree** or **disagree** that a healthy environment is necessary for a healthy economy.

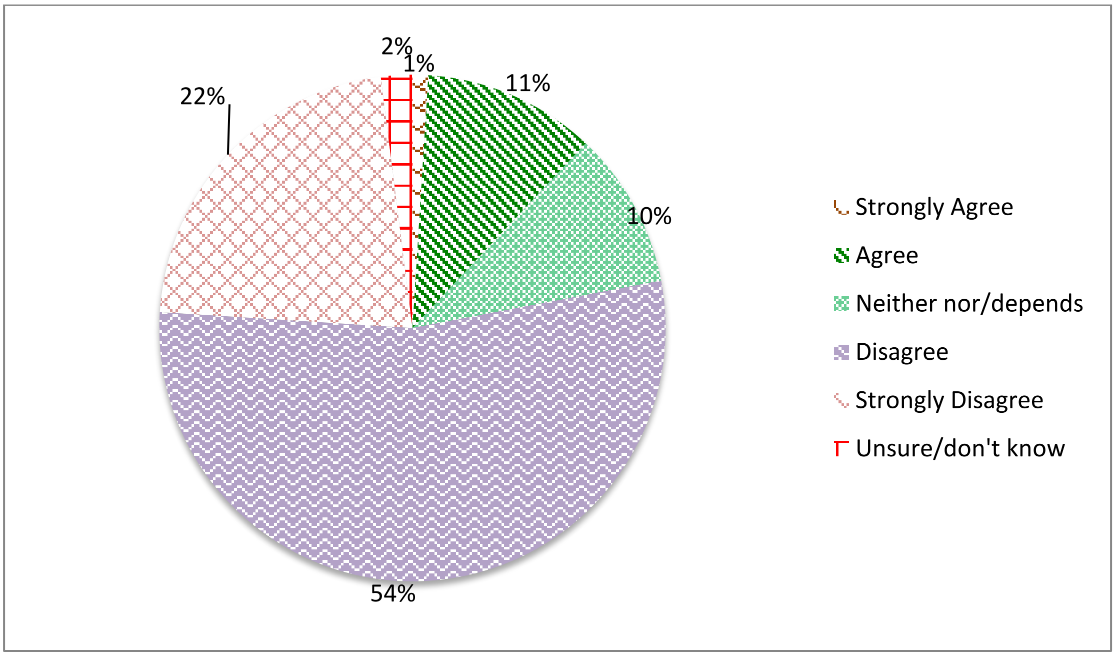
Figure 9-3: Agreement with Healthy Environment, Healthy Economy by Area, Rural and Urban

9.2 SACRIFICING ENVIRONMENTAL QUALITY FOR ECONOMIC GROWTH

Respondents were asked whether they agree or disagree with the statement that *it is okay to sacrifice environmental quality for economic growth.*

9.2.1 OVERALL RESULT

More than three quarters of respondents (76%) disagree that it is okay to sacrifice environmental quality for economic growth (22% *strongly disagree*, 54% *disagree*). In contrast, 12 per cent of respondents deem it acceptable to prioritise economic growth over environmental quality (1% *strongly agree*, 11% *agree*).



Base: All respondents (n=1005)

Figure 9-4: Agreement with Sacrificing Environmental Quality for Economic Growth

9.2.2 COMPARISON WITH PREVIOUS YEARS

In 2013 the total level of agreement remains the same as the 2006 survey (12%) , however, a smaller proportion of respondents disagree with this statement (76% compared with 83% in 2006) and a larger proportion of respondents neither agree nor disagree (10% compared with 2% in 2006).

Table 9-2: Changes in Agreement with Sacrificing Environmental Quality for Economic Growth 2000 to 2013

	2000 %	2003 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly Agree	N/A	1	2	1	N/A	-1
Agree	N/A	9	10	11	N/A	+1
Total Agree	**7**	**10**	**12**	**12**	**+5**	**-**
Neither agree nor disagree/depends	**10**	**11**	**2**	**10**	**-**	**+8**
Disagree	N/A	56	53	54	N/A	+1
Strongly Disagree	N/A	22	30	22	N/A	-8
Total Disagree	**82**	**78**	**83**	**76**	**-6**	**-7**
Unsure/don't know	2	1	3	2	-	-1
Base (respondents)	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below.

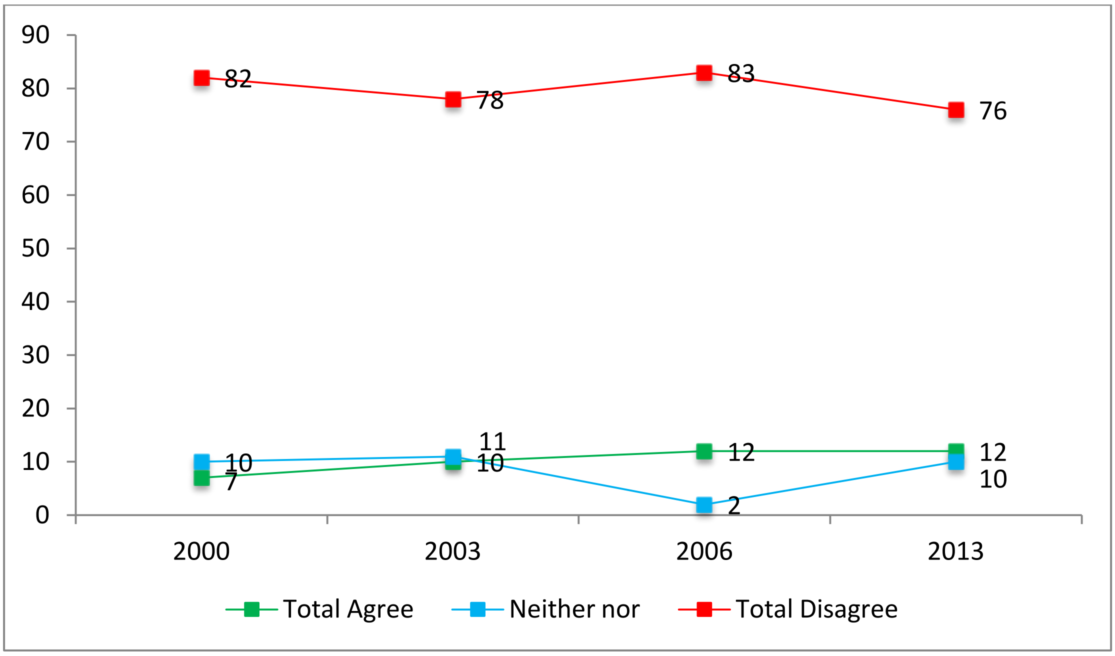


Figure 9-5: Agreement with Sacrificing Environmental Quality for Economic Growth 2000 to 2013

9.2.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that it is okay to sacrifice environmental quality for economic growth are those who are:

- Māori (27%)
- male (14%)
- between the ages of 18 and 19 years (47%)
- in a household with an income of $30,000 or less per annum (21%)
- currently a student (37%)
- not in paid employment (19%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that it is okay to sacrifice environmental quality for economic growth are those who are:

- aged 65 years or older (16%)
- in an older household with no children (14%).

Respondents who are significantly more likely (than the regional average) to **disagree** that it is okay to sacrifice environmental quality for economic growth are those who are:

- of European ethnicity (81%)
- aged between 30 and 39 years or between 40 and 49 years (84% and 82% respectively)
- in a household with an income of between $30,001 and $60,000 per annum or between $60,001 and $90,000 per annum (81% and 82% respectively)
- working full time (82%)
- educated to a tertiary level (84%)
- of no Māori ancestry (79%).

9.2.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hamilton are more likely than the regional average to **neither agree nor disagree (depends)** that it is okay to sacrifice environmental quality for economic growth (14%).

No respondents from a particular territorial authority or urban or rural setting are more likely to **agree** or **disagree** that it is okay to sacrifice environmental quality for economic growth.

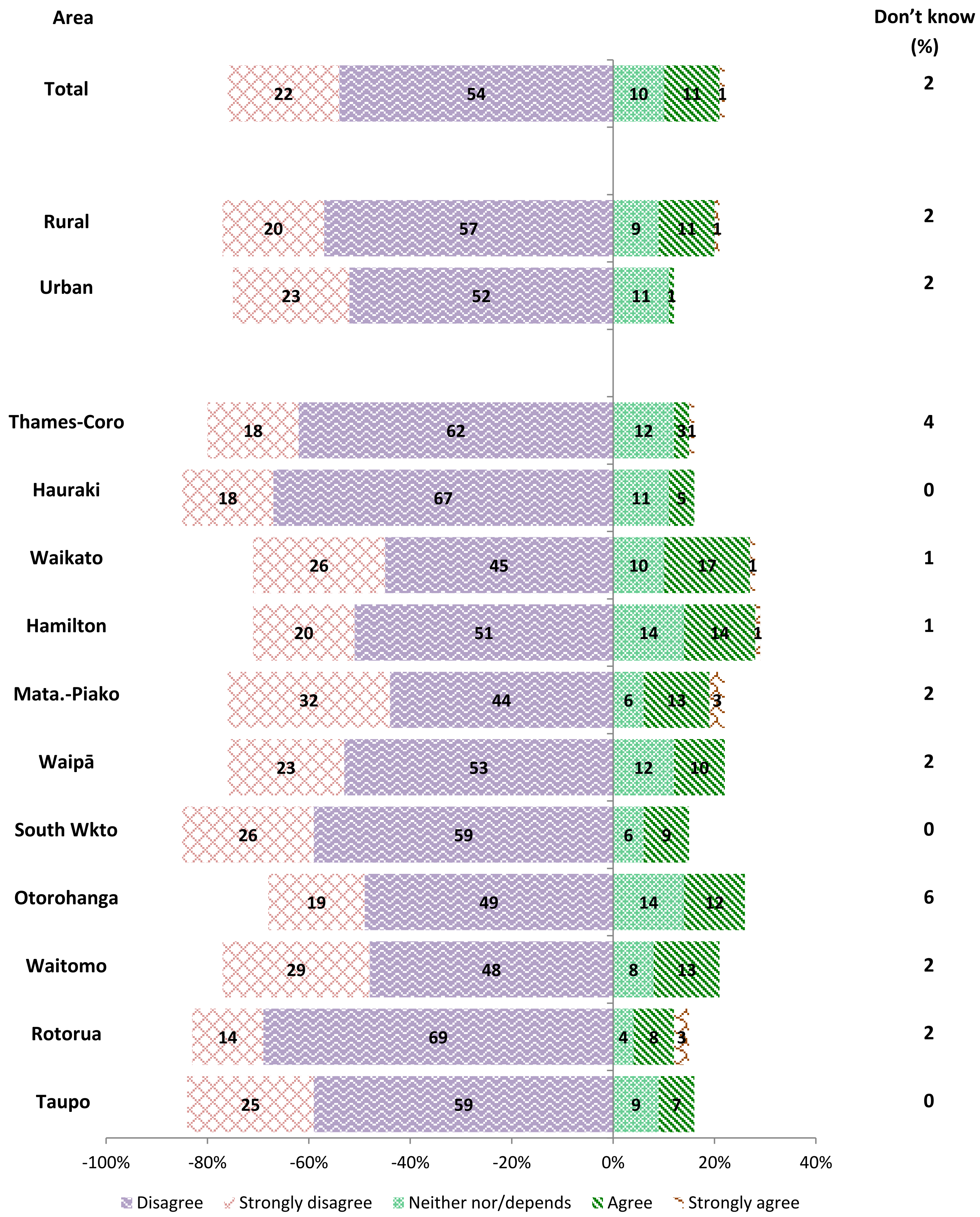


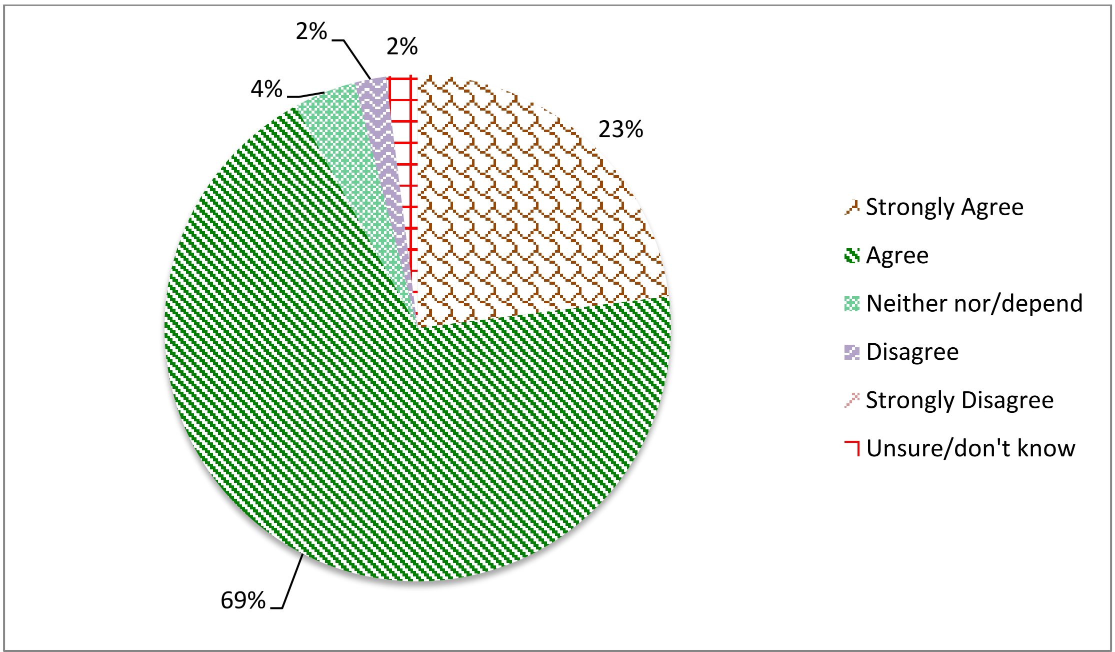
Figure 9-6: **Agreement with Sacrificing Environmental Quality for Economic Growth by Area, Rural and Urban**

9.3 ENVIRONMENTAL PROTECTION AND ECONOMIC DEVELOPMENT

Respondents were asked whether they agree or disagree with the statement that *environmental protection and economic development can go hand in hand*.

9.3.1 OVERALL RESULT

Almost all respondents (92%) agree that environmental protection and economic development can go hand in hand (23% strongly agree, 69% agree). Only 6 per cent think environmental protection and economic development are mutually exclusive.



Base: All respondents (n=1005)

Figure 9-7: Environmental Protection and Economic Development

9.3.2 COMPARISON WITH PREVIOUS YEARS

The proportion of respondents agreeing with the statement that environmental protection and economic development can go hand in hand has remained consistently high since 2000. The percentage of Waikato region respondents who disagree with this statement has remained relatively small since this question was first asked in 2000.

Table 9-3: Changes in Agreement with Environmental Protection and Economic Development 2000 to 2013

	2000 %	2003 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly Agree	N/A	18	27	23	N/A	-4
Agree	N/A	75	66	69	N/A	+3
Total Agree	**89**	**93**	**93**	**92**	**+3**	**-1**
Neither agree nor disagree/depends	**5**	**3**	**1**	**4**	**-1**	**+3**
Disagree	N/A	2	4	2	N/A	-2
Strongly Disagree	N/A	0	1	0	N/A	-1
Total Disagree	**3**	**2**	**5**	**2**	**-1**	**-3**
Unsure/don't know	2	2	1	2	-	+1
Base (respondents)	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below.

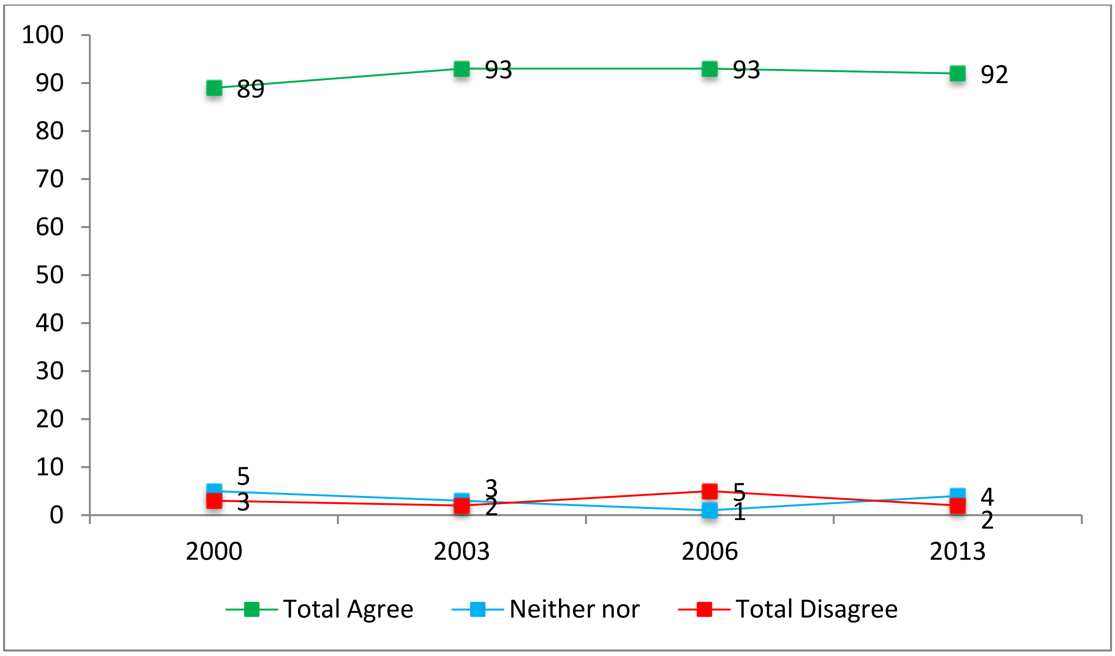


Figure 9-8: Agreement with Environmental Protection and Economic Development 2000 to 2013

9.3.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that environmental protection and economic development can go hand in hand are those who are:

- in a household with an income of between $90,001 and $150,000 per annum (97%)
- working full time (94%)
- of no Māori ancestry (94%)
- working in professional/managerial roles, as farmers or in skilled roles (98%, 100% and 99% respectively).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that environmental protection and economic development can go hand in hand are those who are:

- Māori (9%)
- currently a student (15%).

Respondents who are significantly more likely (than the regional average) to **disagree** that environmental protection and economic development can go hand in hand are those who are:

- Māori (6%)
- in a household with an income of between $150,001 and $200,000 per annum (6%).

9.3.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waipā are more likely than the regional average to **agree** that environmental protection and economic development can go hand in hand (97%).
- Respondents in Waitomo are more likely than the regional average to **neither agree nor disagree (depends)** that environmental protection and economic development can go hand in hand (10%).

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **disagree** that environmental protection and economic development can go hand in hand.

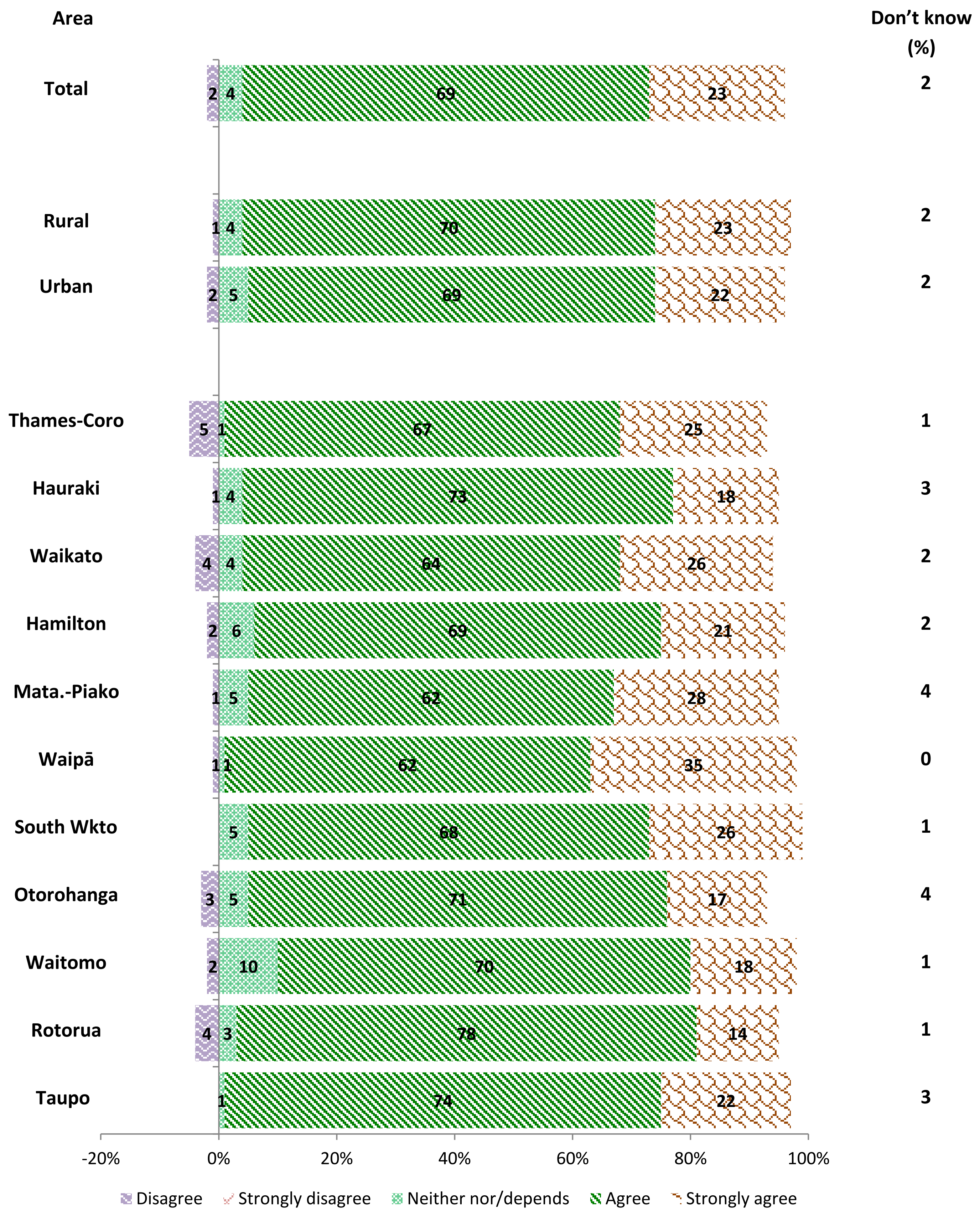


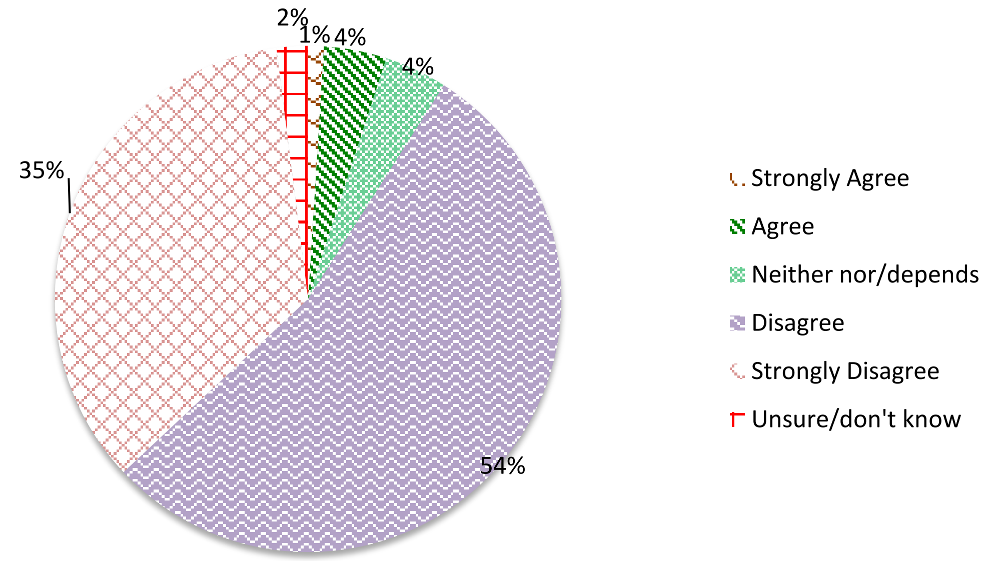
Figure 9-9: Environmental Protection and Economic Development by Area, Rural and Urban

9.4 FARM PRODUCTIVITY AND WATERWAYS

Respondents were asked whether they agree or disagree with the statement *that farming agricultural land at maximum productivity is acceptable to me even if it results in polluted waterways.*

9.4.1 OVERALL RESULT

Almost 9 out of 10 respondents (89%) disagree that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways, including over a third strongly disagreeing (35%) and 54 per cent disagreeing. Only 5 per cent agree (1% strongly agreeing, 4% agreeing) that maximising productivity at the expense of waterways is acceptable.



Base: All respondents (n=1005)

Figure 9-10: Farm Productivity and Waterways

9.4.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. In 2013, results remain consistent with the 2006 findings with the vast majority of respondents disagreeing with this statement (89%).

Table 9-4: Changes in Farm Productivity and Waterways 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	1	1	-
Agree	5	4	+1
Total Agree	**6**	**5**	**-1**
Neither agree nor disagree/depends	**2**	**4**	**+2**
Disagree	51	54	+3
Strongly Disagree	39	35	-4
Total Disagree	**90**	**89**	**-1**
Unsure/don't know	2	2	-
Base (respondents)	1000	1005	

This trend is shown below.

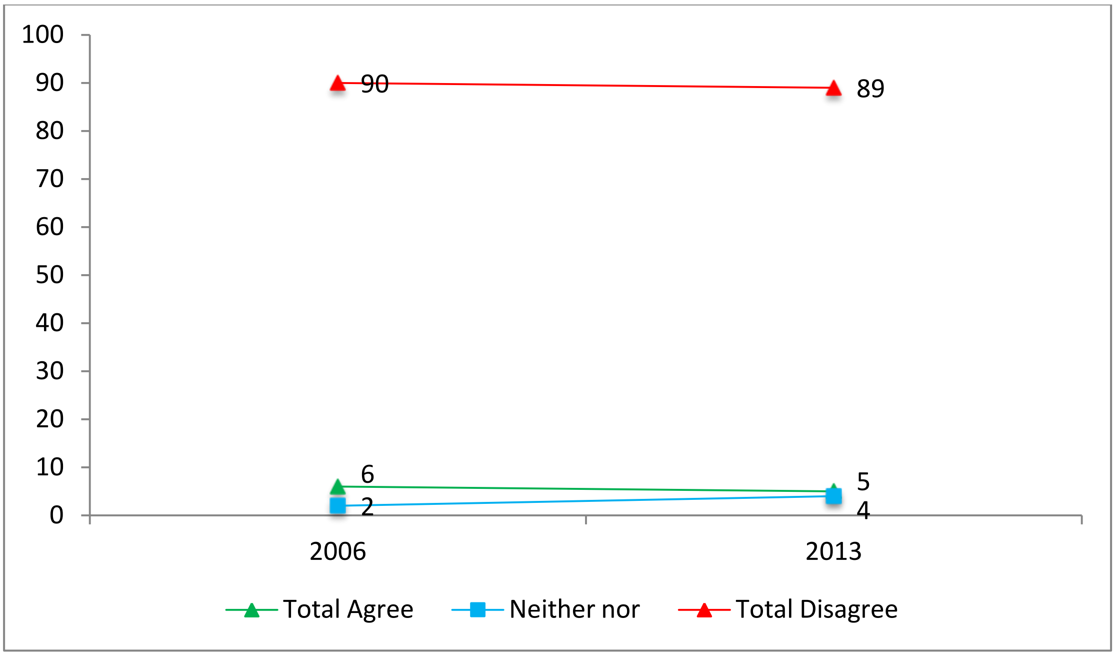


Figure 9-11: Farm Productivity and Waterways 2006 to 2013

9.4.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **disagree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways are those who are:

- aged between 18 and 19 years (12%)
- educated to a tertiary level (8%)
- not currently in paid employment (19%).

Respondents who are significantly more likely (than the regional average) to **agree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways are those who are:

- of European ethnicity (91%)
- in a family household with mainly school-aged children (94%).

No particular demographic subgroup is identified as being more likely (than the regional average) to **neither agree nor disagree (depends)** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways.

9.4.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in urban areas are more likely (than the regional average) to **agree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways (6%).
- Respondents in Waikato are more likely (than the regional average) to **neither agree nor disagree (depends)** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways (9%).

No respondents from a particular territorial authority or urban or rural setting are more likely to **disagree** that farming agricultural land at maximum productivity is acceptable even if it results in polluted waterways.

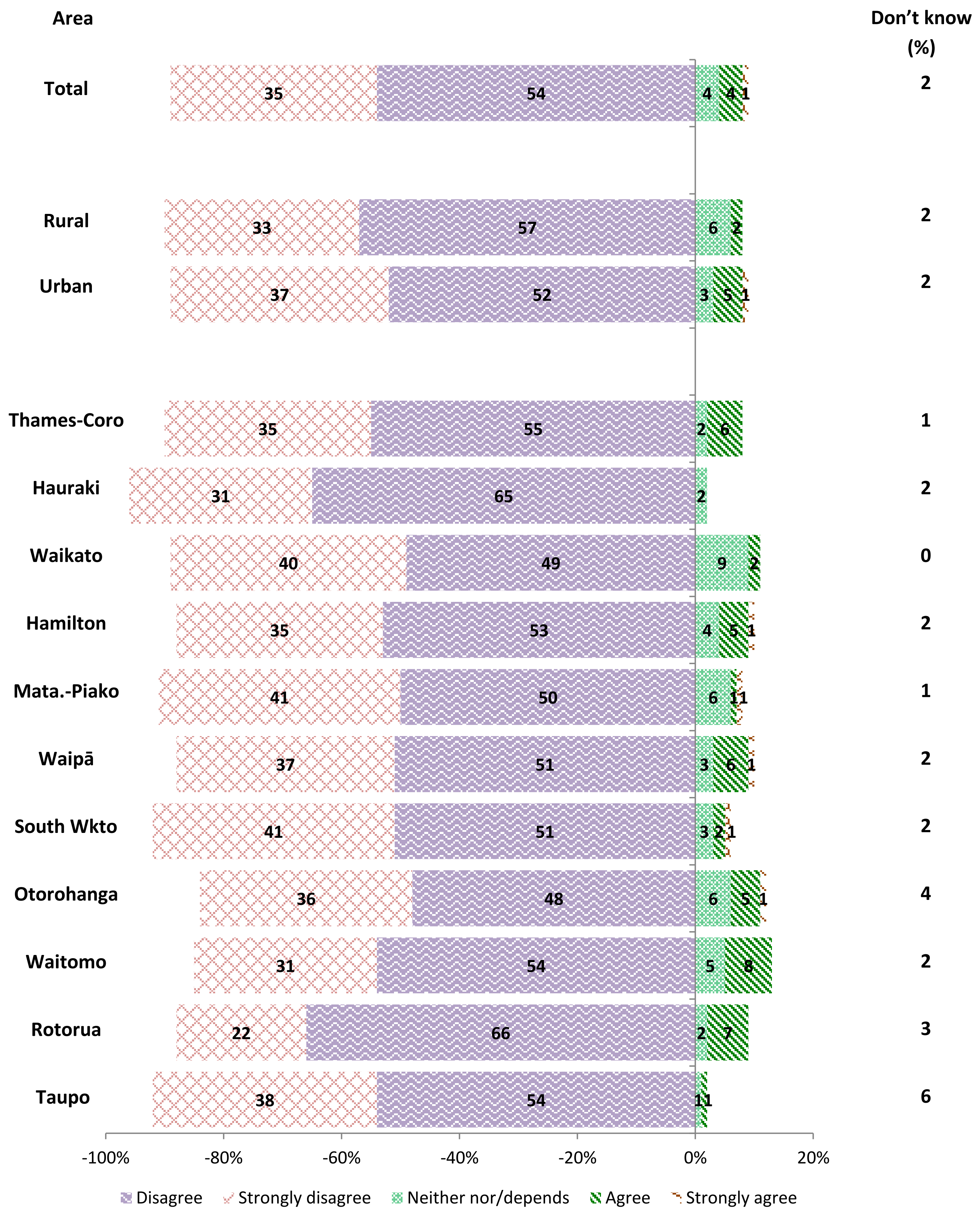


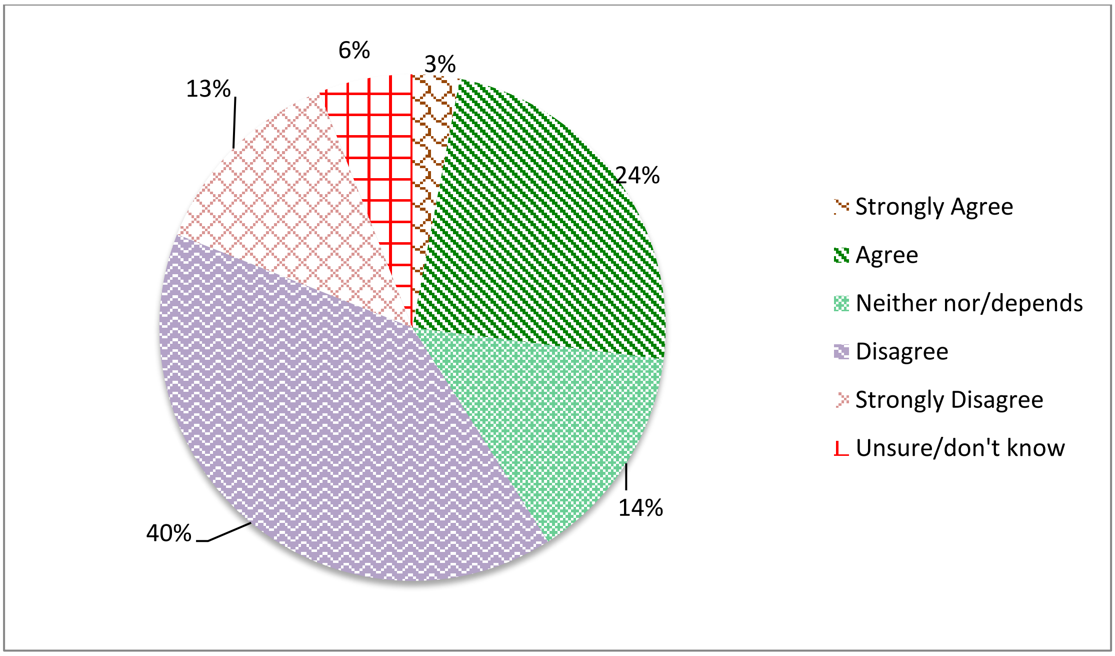
Figure 9-12: Farm Productivity and Waterways by Area, Rural and Urban

9.5 DECLINE IN FARM ECONOMY TO ACHIEVE BETTER ENVIRONMENT

Respondents were asked whether they agree or disagree with the statement that *it is acceptable to let the Waikato farming economy decline in order to achieve a better environment*.

9.5.1 OVERALL RESULT

As with the 2006 survey, agreement with the statement that it is acceptable for the Waikato farming economy to decline in order to achieve a better environment is mixed. Just over half of those surveyed (53%) disagree with this statement (13% strongly disagreeing, 40% disagreeing). In contrast, 27 per cent of respondents either strongly agree (3%) or agree (24%) that in order to achieve a better environment, it is acceptable for the farming economy to decline.



Base: All respondents (n=1005)

Figure 9-13: Decline in Farm Economy to Achieve Better Environment

9.5.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. In 2013, a smaller proportion of respondents agreed with this statement (27% compared with 33% in 2006). However, a slightly smaller proportion of respondents also disagreed (53% compared with 56% in 2006), with a larger proportion of respondents neither agreeing nor disagreeing with this statement.

Table 9-5: **Changes in Decline in Farm Economy to Achieve Better Environment 2006 to 2013**

	2006 %	2013 %	Change 06-13
Strongly Agree	5	3	-2
Agree	28	24	-4
Total Agree	**33**	**27**	**-6**
Neither agree nor disagree/depends	**5**	**14**	**+9**
Disagree	41	40	-1
Strongly Disagree	15	13	-2
Total Disagree	**56**	**53**	**-3**
Unsure/don't know	6	6	-
Base (respondents)	1000	1005	

This trend is shown below.

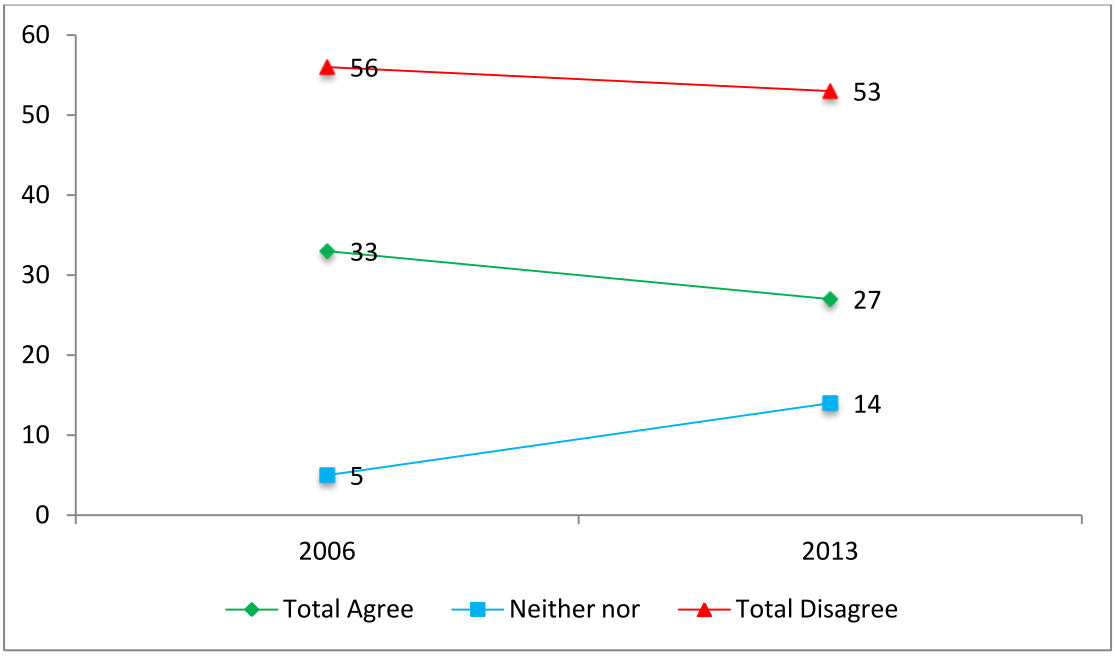


Figure 9-14: Decline in Farm Economy to Achieve Better Environment 2006 to 2013

9.5.3 DEMOGRAPHIC VARIATION

Respondents significantly more likely (than the regional average) to **agree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment are those who are:

- Māori (42%)
- aged between 18 and 19 years or aged between 20 and 29 years (53% and 39% respectively)
- currently unemployed (44%)
- male (31%)
- of no Māori ancestry (54%)
- not currently in paid employment (36%).

Respondents significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that it is acceptable to let the Waikato farming economy decline, to achieve a better environment are those who are:

- female (17%)
- of no Māori ancestry (16%).

Respondents significantly more likely (than the regional average) to **disagree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment are those who are:

- aged between 50 and 59 years (63%)
- currently working as farmers or in trade/technical roles (64% and 67% respectively).

9.5.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Hauraki (41%) or Otorohanga (37%) are more likely (than the regional average) to **agree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment.
- Respondents in Matamata-Piako (66%) or in a rural area (57%) are more likely (than the regional average) to **disagree** that it is acceptable to let the Waikato farming economy decline to achieve a better environment.

No respondents from a particular territorial authority or urban/rural setting are more likely to **neither agree nor disagree (depends)** that it is acceptable to let the Waikato farming economy decline to achieve a better environment.

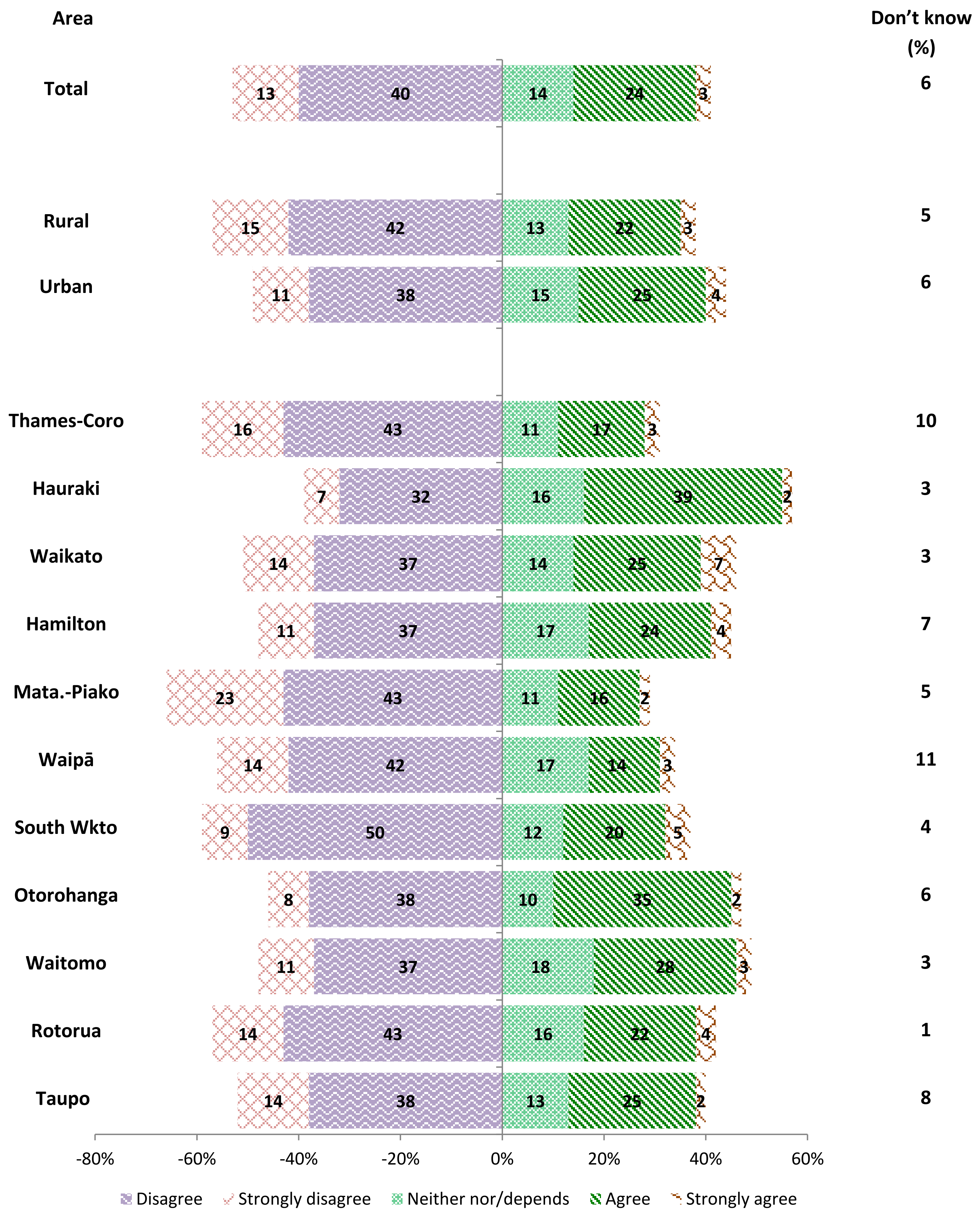


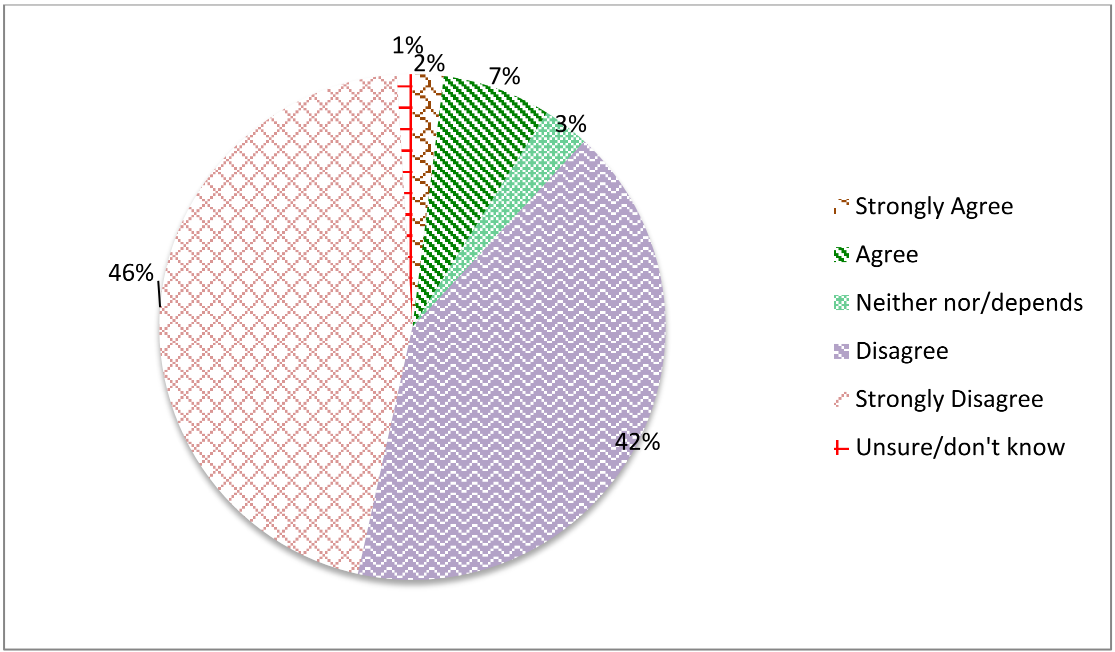
Figure 9-15: **Decline in Farm Economy to Achieve Better Environment by Area, Rural and Urban**

9.6 **BUSINESS PROFIT AND THE ENVIRONMENT**

Respondents were asked whether they agree or disagree with the statement that *the most important objective of any business should be to maximise profit even if that means damaging the environment*.

9.6.1 OVERALL RESULT

The majority of respondents disagree (88%) that the most important objective of any business should be to maximise profit regardless of the impact on the environment, with almost half of those surveyed (46%) strongly disagreeing with this statement. A minority agree (9%) that profit maximisation is the most important objective of a business, even if it means damaging the environment (2% strongly agree, 7% agree).



Base: All respondents (n=1005)

Figure 9-16: Agreement with Business Profit and the Environment

9.6.2 COMPARISON WITH PREVIOUS YEARS

This year a significantly smaller proportion of respondents disagree that the most important objective of any business should be to maximise profit regardless of the impact on the environment (total disagreeing down from 61% in 2006 to 46% in 2013).

There has been a slight increase in the proportion of respondents agreeing that the most important objective of any business should be to maximise profit regardless of the impact on the environment (total agreeing up from 4% in 2006 to 7% in 2013).

Table 9-6: Changes in Agreement with Business Profit and the Environment 2000 to 2013

	2000 %	2003 %	2006 %	2013 %	Change 00-13	Change 06-13
Strongly Agree	N/A	1	1	2	N/A	+1
Agree	N/A	2	4	7	N/A	+3
Total Agree	**1**	**3**	**5**	**9**	**+8**	**+4**
Neither agree nor disagree/depends	**3**	**3**	**0**	**3**	**-**	**+3**
Disagree	N/A	43	33	42	N/A	+9
Strongly Disagree	N/A	50	61	46	N/A	-15
Total Disagree	**95**	**93**	**94**	**88**	**-7**	**-6**
Unsure/don't know	1	1	1	1	-	-
Base (respondents)	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below.

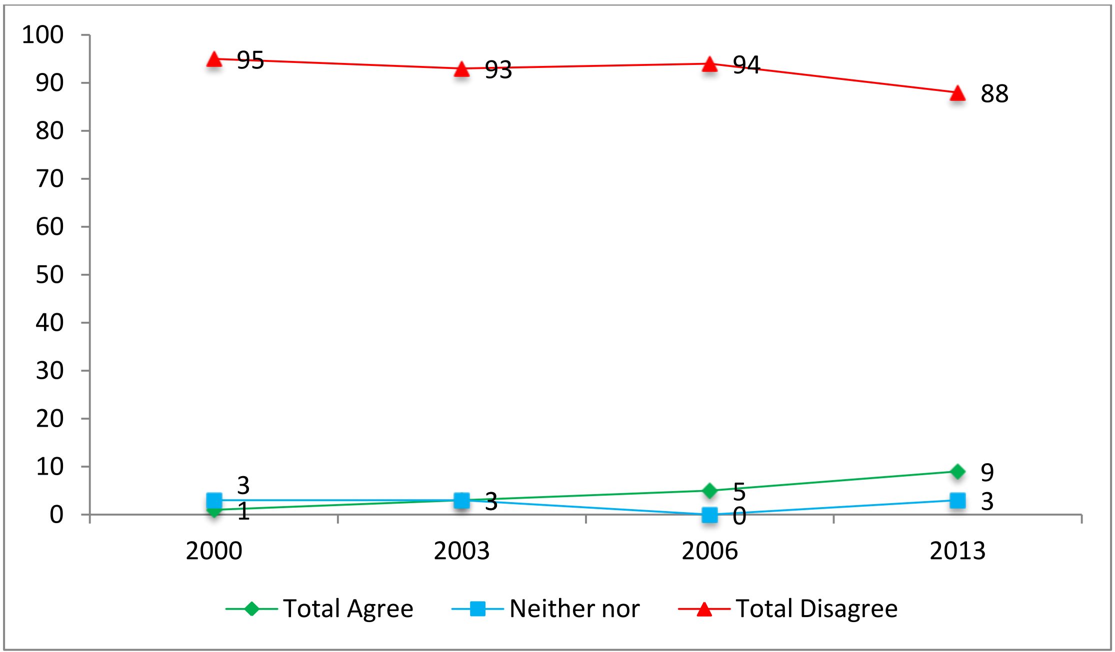


Figure 9-17: Agreement with Business Profit and the Environment 2000 to 2013

9.6.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that the most important objective of any business should be to maximise profit even if that means damaging the environment are those who are:

- Māori (28%)
- aged between 18 and 19 years (59%)
- in a household with an income of $30,000 or less per annum (21%)
- currently a student (34%)
- male (12%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that the most important objective of any business should be to maximise profit even if that means damaging the environment are those who are:

- educated to a secondary school level (5%)
- currently self-employed (12%).

Respondents who are significantly more likely (than the regional average) to **disagree** that the most important objective of any business should be to maximise profit even if that means damaging the environment are those who are:

- of European ethnicity (91%)
- aged between 40 and 49 years (94%)
- working full time (91%)
- in a family with mainly school-aged children (92%)
- educated to a trade certificate level (97%)
- female (90%)
- of no Māori ancestry (91%)
- currently working in clerical/sales roles or health/education roles (95% and 94% respectively).

9.6.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in South Waikato are more likely (than the regional average) to **disagree** that the most important objective of any business should be to maximise profit even if that means damaging the environment (94%).

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **neither agree nor disagree (depends)** or **disagree** that the most important objective of any business should be to maximise profit even if that means damaging the environment.

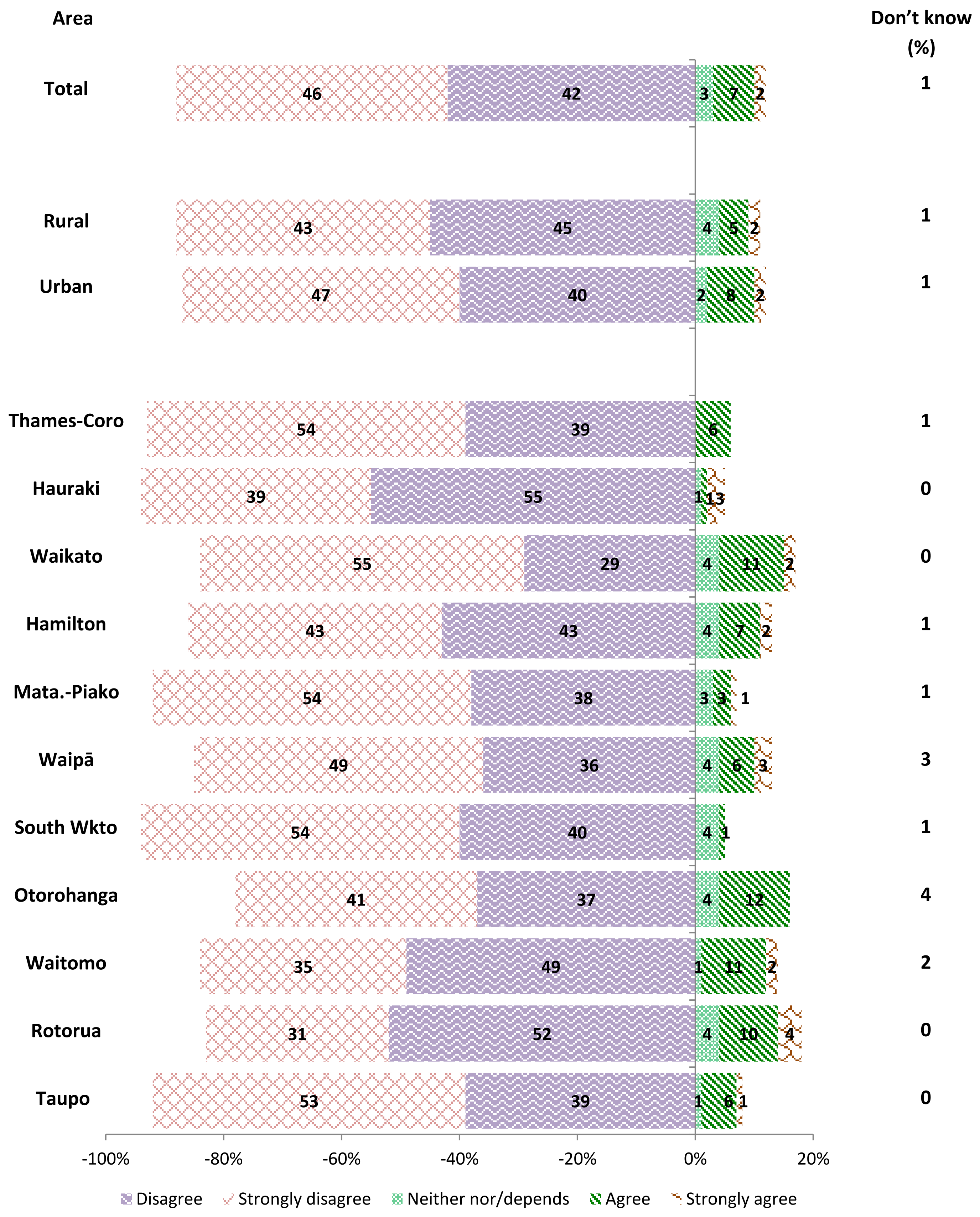


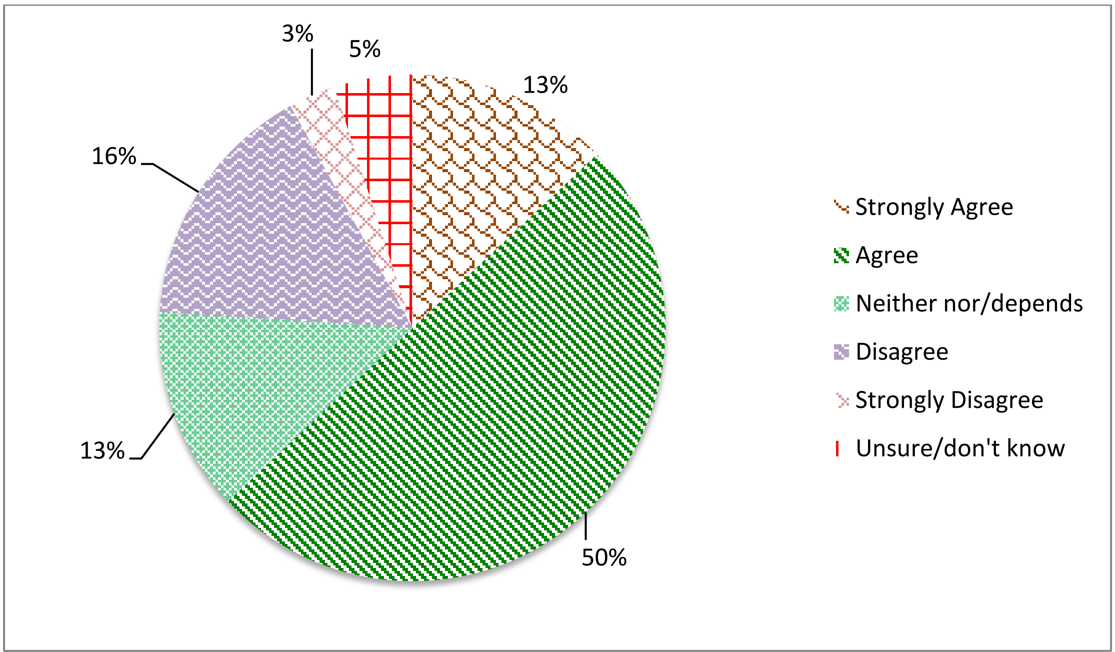
Figure 9-18: Agreement with Business Profit and the Environment by Area, Rural and Urban

9.7 BUSINESSES MINIMISE NEGATIVE IMPACTS

Respondents were asked whether they agree or disagree with the statement that *businesses take care to minimise negative impacts on the environment*.

9.7.1 OVERALL RESULT

Sixty-three per cent of respondents agree that businesses take care to minimise negative impacts on the environment, while 19 per cent disagree with this statement (3% strongly disagree, 16% disagree).



Base: All respondents (n=1005)

Figure 9-19: Businesses Minimise Negative Impacts on the Environment

9.7.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2013.

9.7.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that businesses take care to minimise negative impacts on the environment are those who are:

- male (67%)
- working as a farmer (77%).

Respondents who are significantly more likely (than the regional average) to **disagree** that businesses take care to minimise negative impacts on the environment are those who are:

- aged between 20 and 29 years (30%)
- educated to a tertiary level (27%)
- currently working in professional/managerial roles (22%).

No particular demographic subgroup is identified as being more likely (than the regional average) to **neither agree nor disagree (depends)** that businesses take care to minimise negative impacts on the environment.

9.7.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in Waitomo (74%) or in rural areas (67%) are more likely to **agree** that businesses take care to minimise negative impacts on the environment.
- Respondents in Hauraki (22%) are more likely to **neither agree nor disagree (depends)** that businesses take care to minimise negative impacts on the environment.
- Respondents in Hamilton (24%) or urban areas (21%) are more likely to **disagree** that businesses take care to minimise negative impacts on the environment.

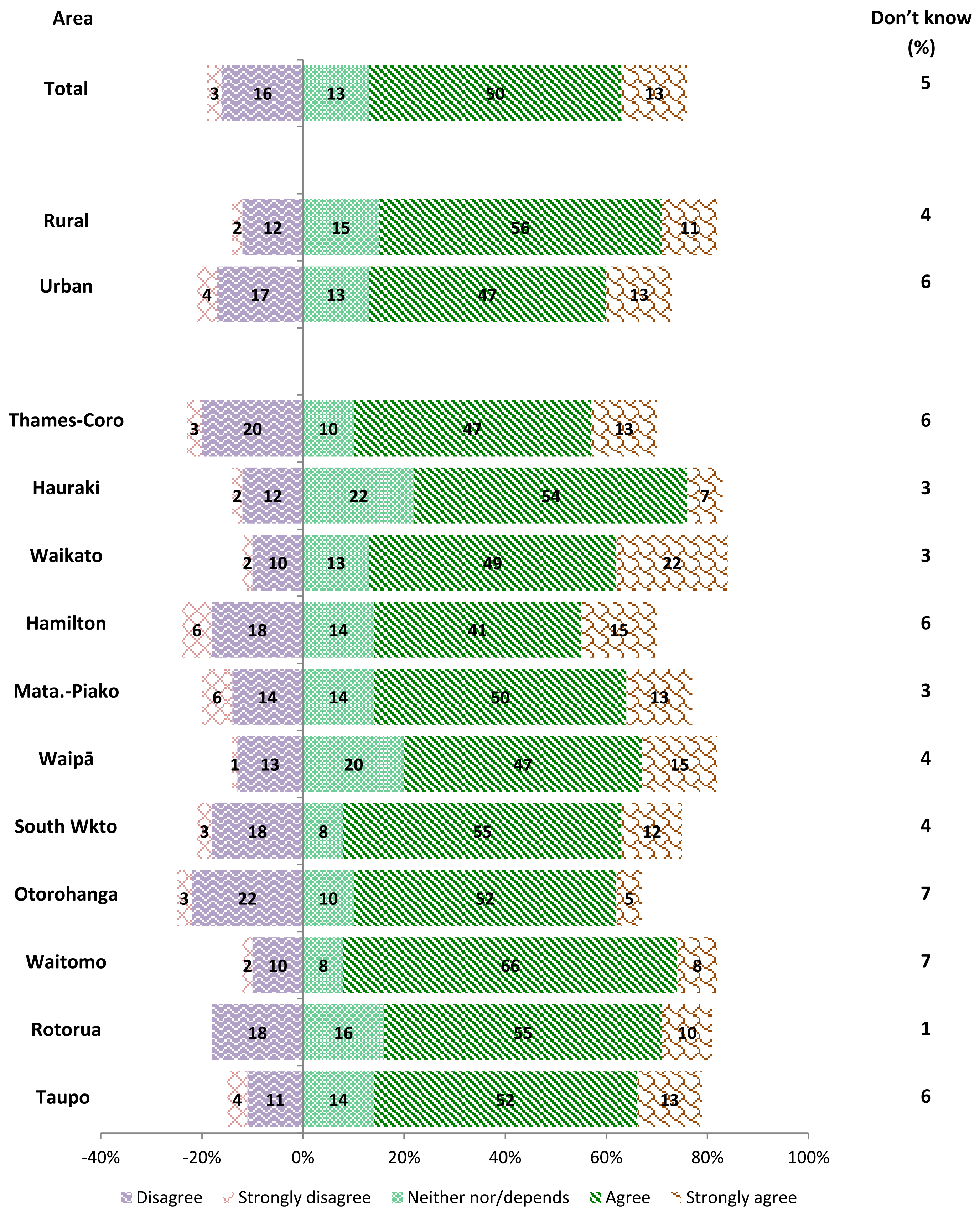


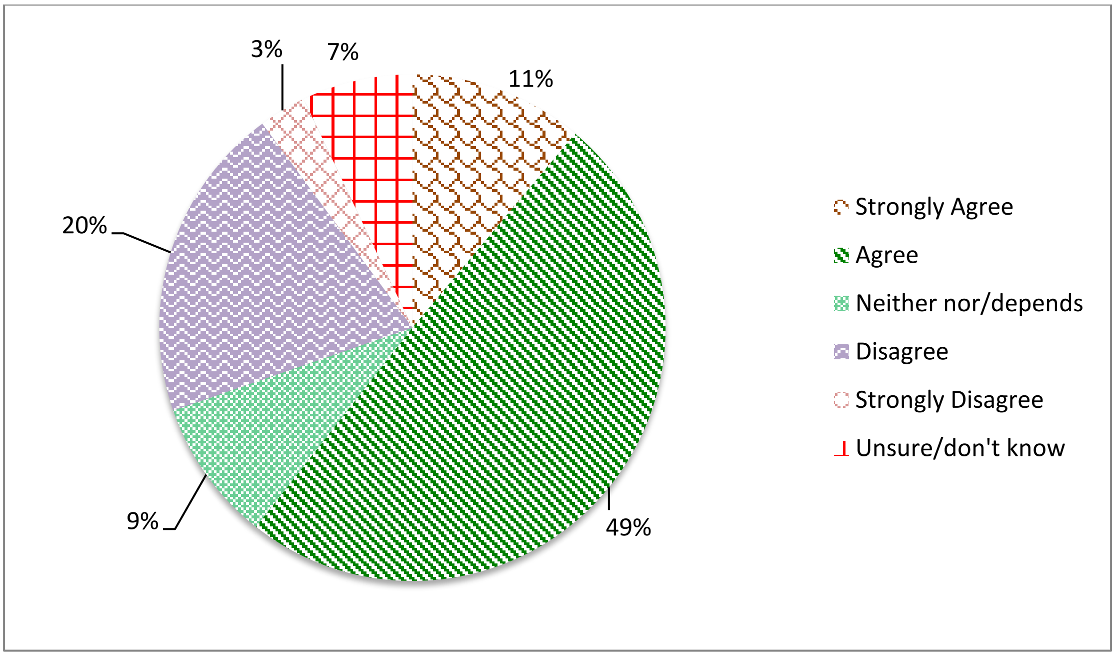
Figure 9-20: **Businesses Minimise Negative Impacts on the Environment by Area, Rural and Urban**

9.8 BUSINESSES AND ENVIRONMENTALLY FRIENDLY BEHAVIOUR

Respondents were asked whether they agree or disagree with the statement that *businesses usually find it too expensive to be environmentally friendly.*

9.8.1 OVERALL RESULT

Six out of 10 respondents (60%) agree (11% strongly agree, 49% agree) that businesses usually find it too expensive to be environmentally friendly. Twenty-three per cent of respondents disagree (3% strongly disagree, 20% disagree) with this statement.



Base: All respondents (n=1005)

Figure 9-21: Business and Environmentally Friendly Behaviour

9.8.2 COMPARISON WITH PREVIOUS YEARS

The results for 2013 show an increase in the proportion of respondents who agree that it is too expensive for businesses to adopt environmentally friendly behaviour (up from 53% in 2006 to 60% in 2013). In contrast, there is a smaller proportion of respondents disagreeing in 2013 that it is usually too costly for businesses to be environmentally friendly than in 2006 (down from 38% in 2006 to 23% in 2013).

Table 9-7: Changes in Agreement with Business and Environmentally Friendly Behaviour 1998 to 2013

	1998 %	2000 %	2003 %	2006 %	2013 %	Change 98-13	Change 06-13
Strongly Agree	N/A	N/A	7	16	11	N/A	-5
Agree	N/A	N/A	46	37	49	N/A	+12
Total Agree	**60**	**58**	**53**	**53**	**60**	**-**	**+7**
Neither agree nor disagree/depends	**10**	**10**	**10**	**3**	**9**	**-1**	**+6**
Disagree	N/A	N/A	28	28	20	N/A	-8
Strongly Disagree	N/A	N/A	5	10	3	N/A	-7
Total Disagree	**24**	**28**	**33**	**38**	**23**	**-1**	**-15**
Unsure/don't know	5	4	4	6	7	+2	+1
Base (respondents)	1037	1873	1822	1000	1005		

N/A denotes codes not used in previous years. This trend is shown below (over the page).

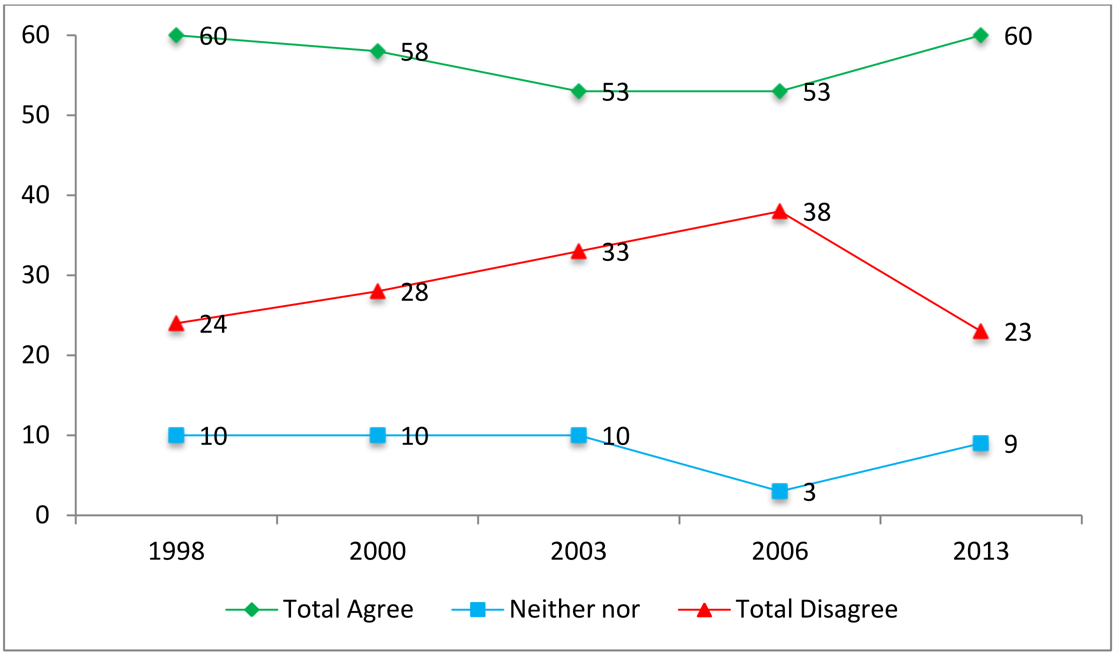


Figure 9-22: Agreement with Business and Environmentally Friendly Behaviour 1998 to 2013

9.8.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that it is too expensive for businesses to adopt environmentally friendly behaviour are those who are:

- in a household with an income of between $60,001 and $90,000 per annum (67%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that it is too expensive for businesses to adopt environmentally friendly behaviour are those who are:

- aged 65 years or older (15%)
- retired (15%)
- in an older household with no children (12%).

Respondents who are significantly more likely (than the regional average) to **disagree** that it is too expensive for businesses to adopt environmentally friendly behaviour are those who are:

- working as a farmer (36%).

9.8.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely to **agree, disagree** or **neither agree nor disagree (depends)** that it is too expensive for businesses to adopt environmentally friendly behaviour.

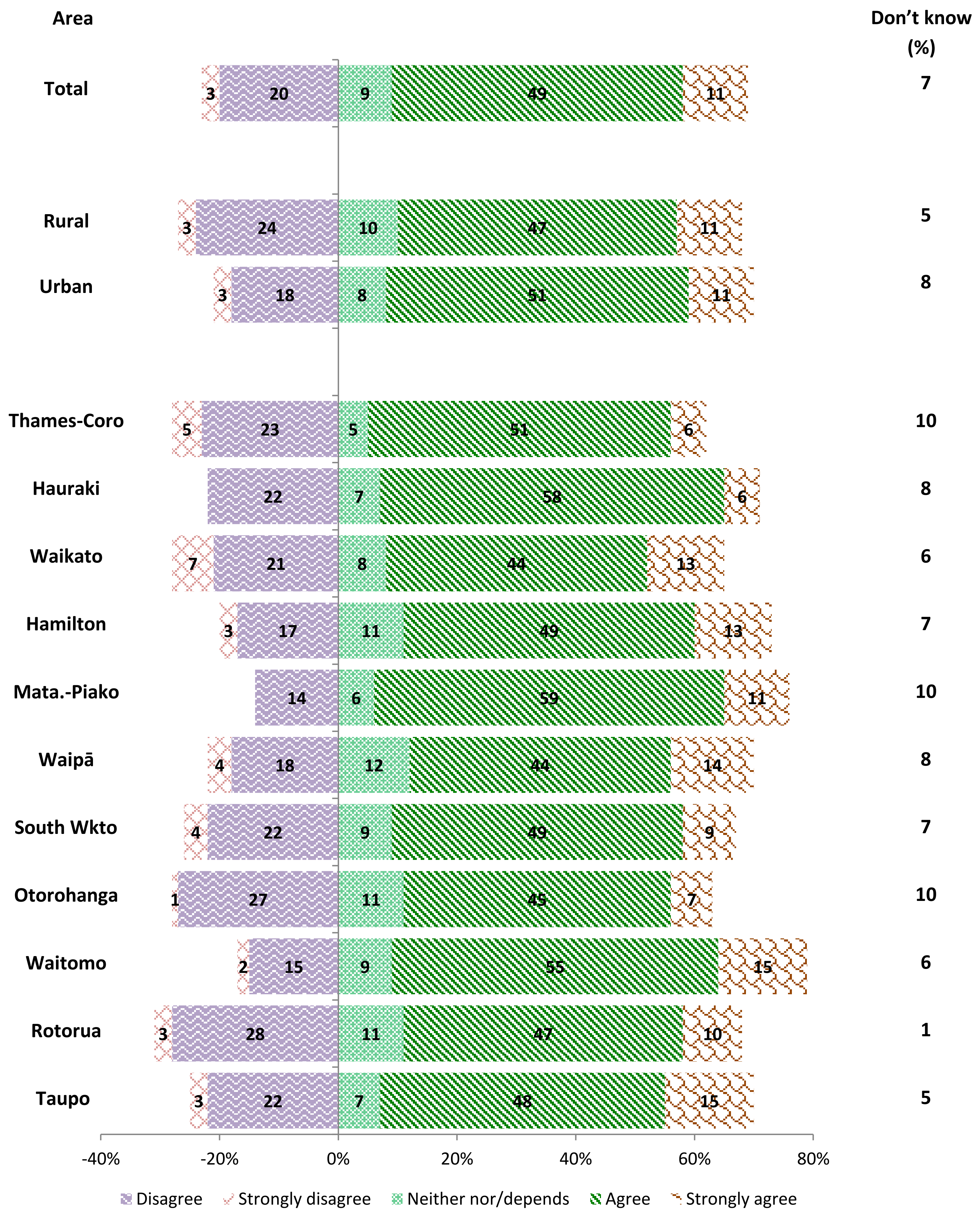


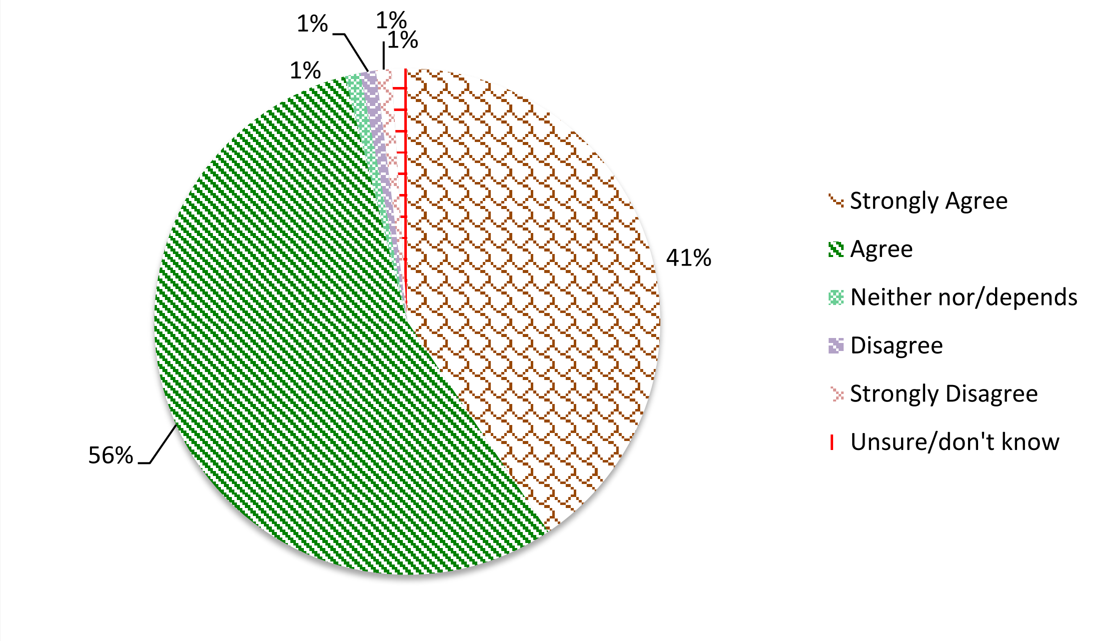
Figure 9-23: Agreement with Business and Environmentally Friendly Behaviour by Area, Rural and Urban

9.9 BUSINESSES' OBLIGATION TO THE ENVIRONMENT

Respondents were asked whether they agree or disagree with the statement that *businesses should be obliged to treat the environment well.*

9.9.1 OVERALL RESULT

Almost all respondents (97%) feel that businesses should be obliged to treat the environment well, including 41 per cent strongly agreeing with this statement. Only two per cent disagree that businesses should be obliged to treat the environment well.



Base: All respondents (n=1005)

Figure 9-24: Businesses' Obligation to the Environment

9.9.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in this format in 2006. As in 2006, the 2013 survey shows almost all respondents (97%) agree that businesses should be obliged to treat the environment well. However, fewer respondents strongly agree with this statement in 2013 (41% compared with 56% in 2006).

Table 9-8: Businesses' Obligation to the Environment 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	56	41	-15
Agree	41	56	+15
Total Agree	**97**	**97**	**-**
Neither agree nor disagree/depends	**0**	**1**	**+1**
Disagree	1	1	-
Strongly Disagree	1	1	-
Total Disagree	**2**	**2**	**-**
Unsure/don't know	1	1	-
Base (respondents)	1000	1005	

This trend is shown below (over page).

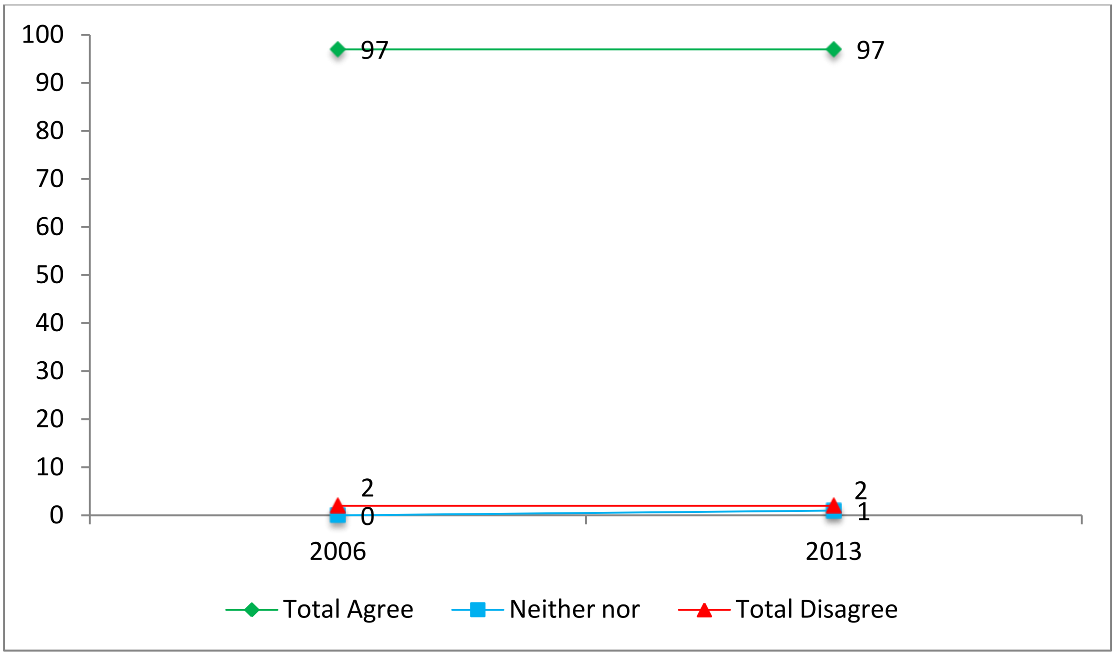


Figure 9-25: Businesses' Obligation to the Environment 2006 to 2013

9.9.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that businesses should be obliged to treat the environment well are those who are:

- of European ethnicity (98%)
- in a household with an income of between $30,001 and $60,000 per annum (99%)
- of no Māori ancestry (98%)

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that businesses should be obliged to treat the environment well are those who are:

- aged between 18 and 19 years (6%)
- currently a student (6%)
- in a family with mostly adult children (3%)
- self employed (6%).

Respondents who are significantly more likely (than the regional average) to **disagree** that businesses should be obliged to treat the environment well are those who are:

- in a household with an income of $30,000 or less per annum (3%).

9.9.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely (than the regional average) to **agree**, **disagree** or **neither agree nor disagree (depends)** that businesses should be obliged to treat the environment well.

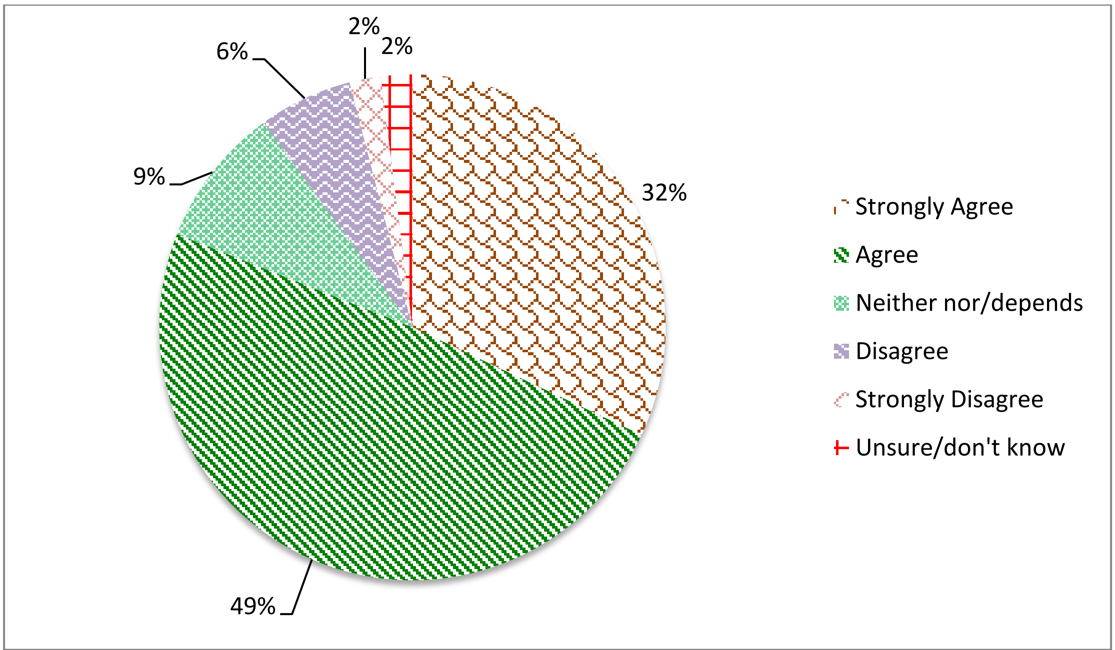
Figure 9-26: Businesses' Obligation to the Environment by Area, Rural and Urban

9.10 **BUSINESS BEARING THE EXPENSE OF MEETING ENVIRONMENTAL STANDARDS**

Respondents were asked whether they agree or disagree with the statement that *water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards*.

9.10.1 OVERALL RESULT

Eighty-one per cent of respondents surveyed agree that the water quality in streams and rivers should be protected even if it means businesses have to bear the expense of meeting environmental standards (32% strongly agreeing, 49% agreeing). Only a small proportion of respondents (8%) disagree with this statement (2% strongly disagreeing, 6% disagreeing).



Base: All respondents (n=1005)

Figure 9-27: Businesses have to Bear the Expense of Meeting Environmental Standards

9.10.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2006. In 2013 a smaller proportion of respondents agree with this statement than in 2006 (81% compared with 90% in 2006) and more respondents neither agree nor disagree with this statement (9% compared with 1% in 2006). A similar proportion of respondents disagree with this statement (8% in 2013 and 7% in 2006).

Table 9-9: Businesses have to Bear the Expense of Meeting Environmental Standards 2006 to 2013

	2006 %	2013 %	Change 06-13
Strongly Agree	49	32	-17
Agree	41	49	+8
Total Agree	**90**	**81**	**-9**
Neither agree nor disagree/depends	**1**	**9**	**+8**
Disagree	5	6	+1
Strongly Disagree	2	2	-
Total Disagree	**7**	**8**	**+1**
Unsure/don't know	2	2	-
Base (respondents)	1000	1005	

This trend is shown below.

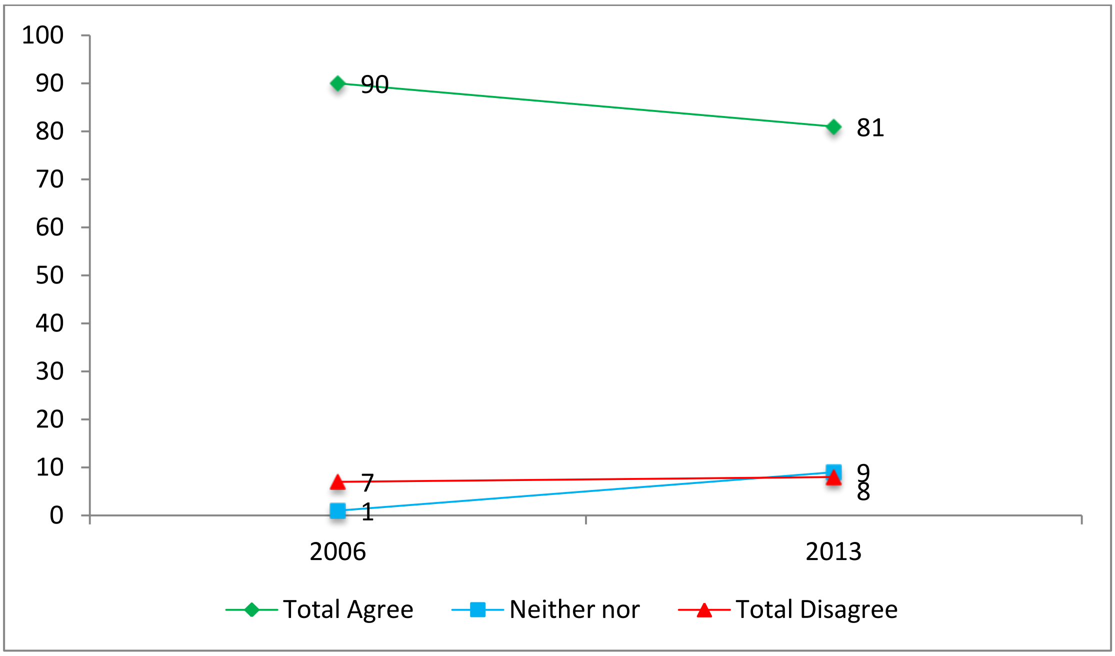


Figure 9-28: Businesses have to Bear the Expense of Meeting Environmental Standards 2006 to 2013

9.10.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards are those who are:

- Māori (91%)
- in a household with an income of $30,000 or less per annum or between $30,001 and $60,000 per annum (87% and 86% respectively).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards are those who are:

- in a household with an income of between $90,001 and $150,000 per annum (14%)
- currently undertaking home responsibilities (18%)
- of no Māori ancestry (11%).

Respondents who are significantly more likely (than the regional average) to **disagree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards are those who are:

- working full time (10%)
- currently working in professional/managerial roles or as farmers (15% and 16% respectively).

9.10.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in an urban area are significantly more likely (than the regional average) to **agree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards (83%).
- Respondents in Waitomo (16%) or a rural area (13%) are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards.

No respondents from a particular territorial authority or urban or rural setting are significantly more likely (than the regional average) to **disagree** that water quality in streams and rivers should be protected even if that means businesses have to bear the expense of meeting environmental standards.

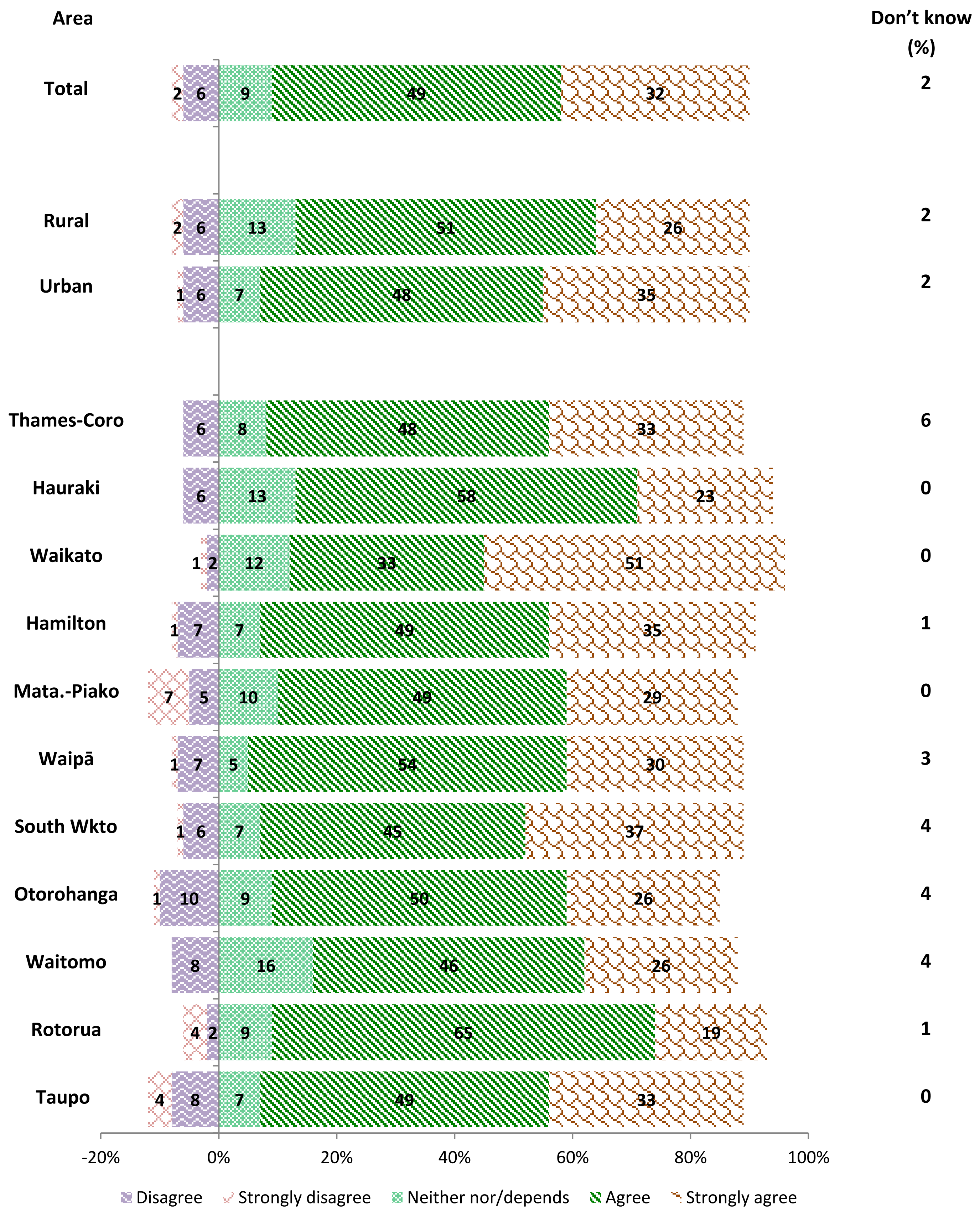


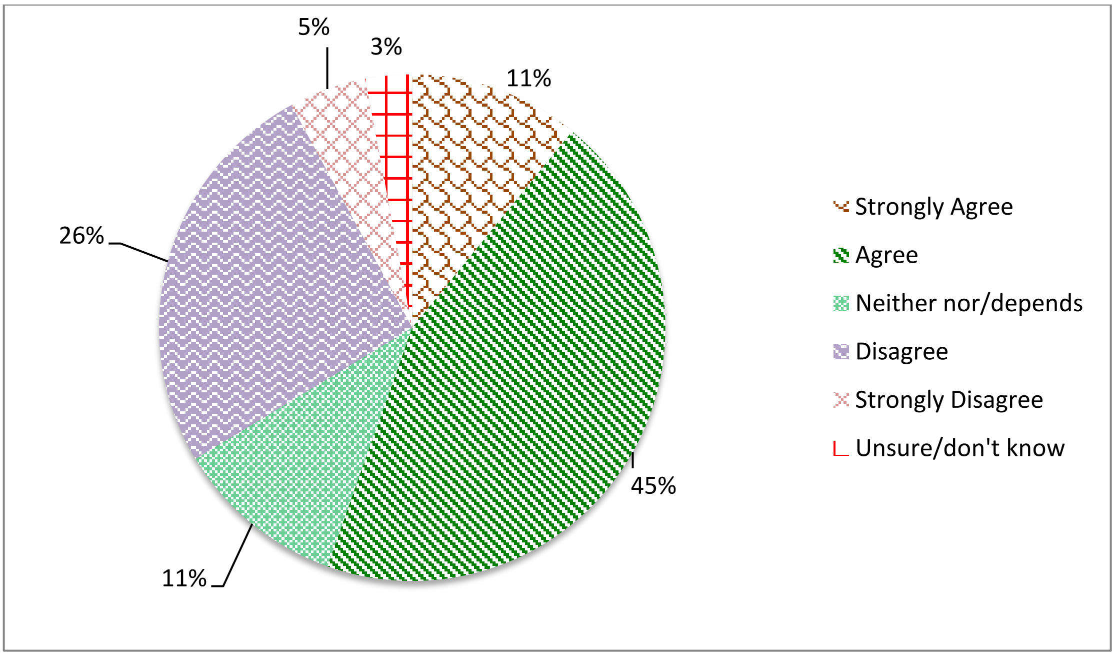
Figure 9-29: Businesses have to Bear the Expense of Meeting Environmental Standards by Area, Rural and Urban

9.11 **PUBLIC UNDERSTANDING OF INVESTMENT IN WATER QUALITY**

Respondents were asked whether they agree or disagree with the statement that *the public understands the importance of investing in water quality.*

9.11.1 OVERALL RESULT

More than half of those surveyed (56%) agree with the statement that the public understands the importance of investing in water quality (11% strongly agree, 45% agree). In contrast, 31 per cent of respondents disagree with this statement (5% strongly disagree, 26% disagree).



Base: All respondents (n=1005)

Figure 9-30: Public Understanding of the Investment in Water Quality

9.11.2 COMPARISON WITH PREVIOUS YEARS

This question was asked for the first time in 2013.

9.11.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to **agree** that the public understands the importance of investing in water quality are those who are:

- aged between 50 and 59 years (66%).

Respondents who are significantly more likely (than the regional average) to **neither agree nor disagree (depends)** that the public understands the importance of investing in water quality are those who are:

- in a family household with mainly preschool children (17%).

Respondents who are significantly more likely (than the regional average) to **disagree** that the public understands the importance of investing in water quality are those who are:

- aged between 20 and 29 years (45%)
- in a household with an income of between $90,001 and $150,000 per annum (37%)
- currently a student (49%)
- in a family household with mainly preschool children (40%)
- educated to a tertiary level (35%)

- female (33%).

9.11.4 GEOGRAPHIC VARIATION

When considered by territorial authority and by urban and rural locations, the following differences emerge:

- Respondents in South Waikato (73%) are more likely (than the regional average) to **agree** that the public understands the importance of investing in water quality.
- Respondents in Hauraki (19%) are more likely (than the regional average) to **neither agree nor disagree (depends)** that the public understands the importance of investing in water quality.

No respondents from a particular territorial authority or urban or rural setting are more likely to **disagree** that the public understands the importance of investing in water quality.

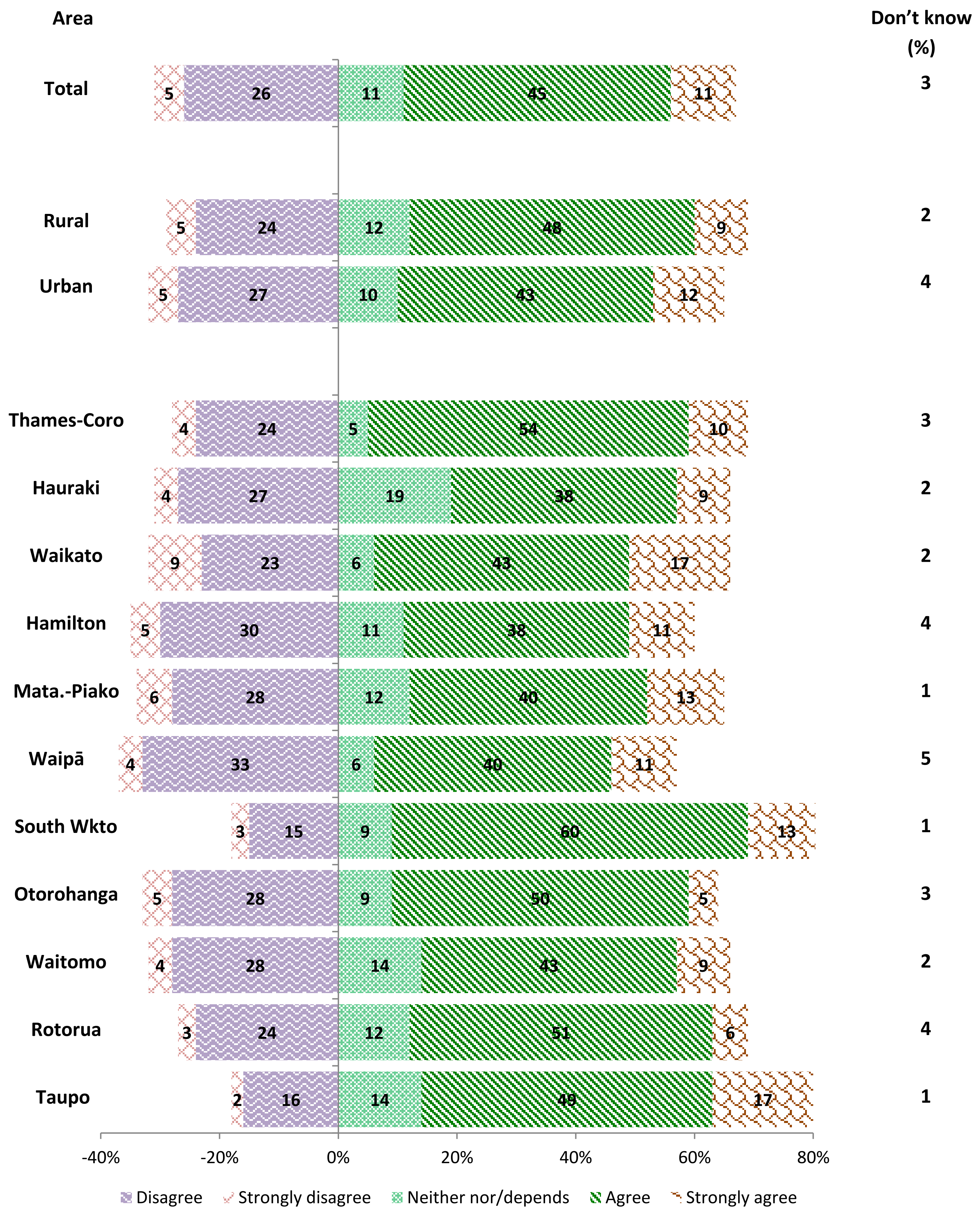


Figure 9-31: Public Understanding of the Investment in Water Quality by Area, Rural and Urban

9.12 **BALANCING ECONOMY WITH THE ENVIRONMENT SCALE**

As in previous years, the survey includes a scale to gauge the trade-offs people are willing to make between the economy and the environment. The Balancing Economy with the Environment Scale is calculated by totalling the scores for five key indicator questions:

- Landowners should be allowed to do what they like on their own land.
- The most important objective of any business should be to maximize profit, even if that means damaging the environment.
- A healthy environment is necessary for a healthy economy.
- It is okay to sacrifice environmental quality for economic growth.
- Environmental protection and economic development can go hand in hand.

To ensure comparability with the results of previous years' monitoring, the following data changes were undertaken:

- The five-point scale used for the questions was reduced to a three-point scale, making the minimum achievable score five (indicative of a pro-economy over environment attitude) and the maximum achievable score 15 (indicative of pro-environment over economy attitude).
- Questions regarding profit maximization, sacrificing the environment and landowners and their own land (i.e., the environmentally negative questions in position 1, 2, and 5 above) had their polarity reversed to be compatible with the environmentally positive questions.
- Don't know responses were treated as environmentally neutral responses.

9.12.1 OVERALL RESULTS

This year, the scores achieved ranged from 6 to 15 (the maximum achievable), with the mean being 13.37, the median being 14 and the mode being 15. In accordance with the analysis in 2006, respondents are placed in three groups to allow for further analysis. These groups are defined as:

- Respondents with a total score of 12 or less (23%) are considered **low** implying that they are in favour of economy over environment.
- Respondents with a total score of either 13 or 14 (43%) are considered **medium** or neutral.
- Respondents with a total score of 15 (34%) are considered **high** implying that they are in favour of environment over economy.

9.12.2 COMPARISON WITH PREVIOUS YEARS

The mean for Balancing Economy with the Environment (13.37) has decreased from 2006 (13.57) and is following the downward trend since 2000. These results imply a slow decrease in respondents' favouring of the environment over the economy.

Table 9-10: Mean Scores for Index of Attitudes Towards Environmental Regulation

	2000	2003	2006	2013	Change 00-13	Change 06-13
Mean score	13.78	13.52	13.58	13.37	-0.41	-0.21
Base (respondents)	1873	1822	1000	1005		

9.12.3 DEMOGRAPHIC VARIATION

Respondents who are significantly more likely (than the regional average) to obtain a **high** index score (a score of 15 out of 15, indicating they are in favour of the environment) are those who are:

- in a household with an income of between $90,001 and $150,000 per annum (44%)
- educated to a trade certificate or tertiary level (42% each)
- of European ethnicity (39%)
- of no Māori ancestry (39%)
- aged between 50 and 59 years (43%).

Respondents who are significantly more likely (than the regional average) to obtain a **medium** index score (a score of 13 or 14 out of 15) are those who are:

- in a family household with mainly school-aged children (48%)
- of some Māori ancestry (51%).

Respondents who are significantly more likely (than the regional average) to obtain a **low** index score (a score of 12 or less out of 15, indicating they are in favour of the economy), are those who are:

- in a household with an income of $30,000 or less per annum (35%)
- currently a student or unemployed (56% and 40% respectively)
- Māori (49%)
- male (27%)
- aged between 18 and 19 years or between 20 and 29 years (71% and 31% respectively)
- not currently in paid employment (39%).

9.12.4 GEOGRAPHIC VARIATION

No respondents from a particular territorial authority or urban or rural setting are more likely to obtain a **high**, **medium** or **low** index score.