



people's panel



People's Panel survey – Protecting & Improving Auckland's Natural Environment

August 2014

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2 Key findings

Key findings

Auckland's Natural Environment:

- When asked what areas or aspects of the Auckland environment came to mind, the most frequently given responses focused on coastal, greenspace, and urban aspects of the environment.
- 41% of panellists believe Auckland's environment is getting worse, with 9% believing it is getting a lot worse. A third (34%) of panellists believe Auckland's environment is getting better, with only 5% believing it is getting a lot better. A fifth (20%) of panellists believe there has been no change.
- Among those who believed Auckland's environment was getting better, the most frequently given reasons focused on it being well-kept, on council's approach, such as recycling, public transport, air and water quality assessments, their environmental focus, and better communication, new work on the area's public spaces, and on better public awareness and community input. Among those who believed Auckland's environment was getting worse, the most frequently given reasons focused on traffic and transport, over development, water and harbour issues, and pollution in general.
- Air quality, harbours and beaches were rated as the most important elements of the environment.
- A number of panellists believed that what Auckland Council was doing for maunga (48%), beaches (40%), and native bush (39%) was just right, while a considerable proportion believed Auckland Council was not doing enough when it came to freshwater rivers and lakes (54%), air quality (50%), harbours (50%) and beaches (43%). A considerable proportion of panellists (between 16% and 45% across the various factors) didn't know whether Auckland Council was doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment.
- When asked what Auckland Council should do more of, the most frequently given responses suggest an environmental focus, such as planting, bush preservation, waterway clean-ups, and biodiversity. Responses relating to pollution and air quality management, such as emission testing, were also quite common.

Environmental information:

- 63% of panellists listed local or suburban newspapers as a source of information about the environment in Auckland, followed by national newspapers (48%), news websites (43%), and television (40%).
- In terms of council channels, 42% had either received information or provided feedback regarding Auckland's natural environment through *OurAuckland* in the last 12 months. 25% had gone through the Auckland Council Website, 22% through the council / Local Board newsletter or e-newsletter, and 21% through leaflets and/or flyers distributed in council / Local Board premises. 20% of

panellists had not received information or provided feedback regarding Auckland's natural environment.

Environment related activities:

- 86% of panellists had reduced waste to landfill in the last 12 months, 78% had reduced or limited their use of electricity, and 71% had grown some of their own food, fruit, or vegetables.
- Nearly all panellists had visited a beach (92%), their local park or reserve (89%), and/or regional park in Auckland (80%) in the last 12 months. Fewer than 10% of panellists had swum in a lake or river in Auckland (8%), harvested flax or other plants (7%), gathered wild food other than seafood (5%), or fished in lakes or rivers (2%).

Taking action:

- 43% of panellists stated that an opportunity to participate in community clean-up activities would motivate them to take more action to protect and further improve Auckland's natural environment, and 43% stated that an opportunity to participate in community planting activities would motivate them. Over a third (38%) stated that free or discounted use of council facilities would motivate them, and 37% said that providing free plants and/or advice to improve community environment projects would motivate them.
- When asked what council could do to encourage more people to take action to protect and further improve Auckland's natural environment, the most frequently given responses focused on increasing awareness and community action. Answers surrounding education, rubbish and recycling, rewards and incentives, funding and support, leading by example, and enforcement were also common.

Awareness / knowledge:

- A high proportion of panellists were aware of, or had either heard, seen, or submitted feedback on the Unitary Plan (76%). A reasonably high proportion were aware of, or had either heard, seen, or submitted feedback on The Auckland Plan (53%) and/or the Waste Management and Minimisation Plan (46%).
- 36% had seen or heard about the concept of Green Growth or Green Economy.
- When those who had heard of Green Growth or Green Economy were asked to describe what they understood them to be, the most frequently given responses focused on sustainability, an economy based on environmentally friendly practices, and being environmentally friendly in general.

3 Background

3.1 Survey background

Auckland Council is looking to capture Auckland residents' views on the natural environment and how they might contribute through environment related activities. Council also wish to gauge their awareness of and opinions on the council's efforts to protect and improve Auckland's natural environment.

Furthermore, council is looking for ways to communicate with and encourage Auckland residents to take action and participate in environment related activities.

The following report summarises the key results and comments identified in the survey.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were over 18,000 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and ongoing recruitment is conducted to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

The survey was open from 30 July to 8 August 2014 and one reminder was sent to those who had not responded. In total 2,835 completed surveys were received.

The feedback has been analysed in two ways:

- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Auckland's Natural Environment

Q1A. When you think of the Auckland environment, what are the areas or aspects of the environment that come to mind?

Responses to this question included a long list of various aspects of the environment. The most frequently given responses focused on coastal, greenspace, and urban aspects of the environment. For 73% of panellists, coastal aspects, such as beaches, Auckland's coasts, marine areas and harbour came to mind when thinking of the Auckland environment. For 60% of panellists, greenspace, such as open spaces, gardens, parks, sportsgrounds, and playgrounds, came to mind, and for 30%, urban aspects, such as suburban areas, cityscapes, streets, commercial and industrial areas, the waterfront, and urban living, came to mind. Native bush, waterways, regional parks, volcanoes and hills, the air, and water quality were also mentioned by over 10% of panellists.

Overall, 91% of panellists mentioned the 'natural' environment (e.g. coastal, greenspace, native bush, waterways etc.), and 62% mentioned 'man-made' or urban features (e.g. urban aspects, well-kept landscapes, cycle routes, heritage etc.).

European panellists were more likely to mention natural environmental features and less likely to mention man-made, urban, or non-natural environmental features than any other ethnicity group. With regard to gender, women were more likely than men to mention natural environmental features.

When you think of the Auckland environment, what are the areas or aspects of the environment that come to mind?	Number of responses n=2835	% of responses
Coastal - beach, coast, marine, harbour	2071	73%
Greenspace - open space, gardens, botanic gardens, sportsgrounds, playgrounds, parks	1695	60%
Urban - suburban, cityscape, streets, commercial/industrial, waterfront, urban living- cafes, restaurants, theatres, etc.	841	30%
Native bush - trees, forests, flora, DOC land, natural environment	702	25%
Waterways - rivers, estuaries, lakes, wetlands, mangroves	631	22%
Regional Parks - Ambury, Waitakere, Hunua	545	19%
Volcanoes/ hills	540	19%
Air - fresh air, air quality, blue sky	513	18%
Water/ water quality	360	13%
Traffic - congestion, too many cars	269	9%
Pollution in general - rubbish, spraying, visual	251	9%
Transport infrastructure - motorways, roads, roadworks, air	223	8%
Water pollution - wastewater, sewage, storm water	219	8%
Walkways/ bushwalks	211	7%
Wildlife - birds, endangered species, fauna	187	7%
Air pollution/ emissions	177	6%
Commitment to sustainability - renewable energy, conservation, ecosystem	164	6%
Housing - residential, shortage, infill, urban sprawl	158	6%
Transport/ public transport	153	5%
Well-kept landscapes - parks, berms, streets, views, maintenance	149	5%

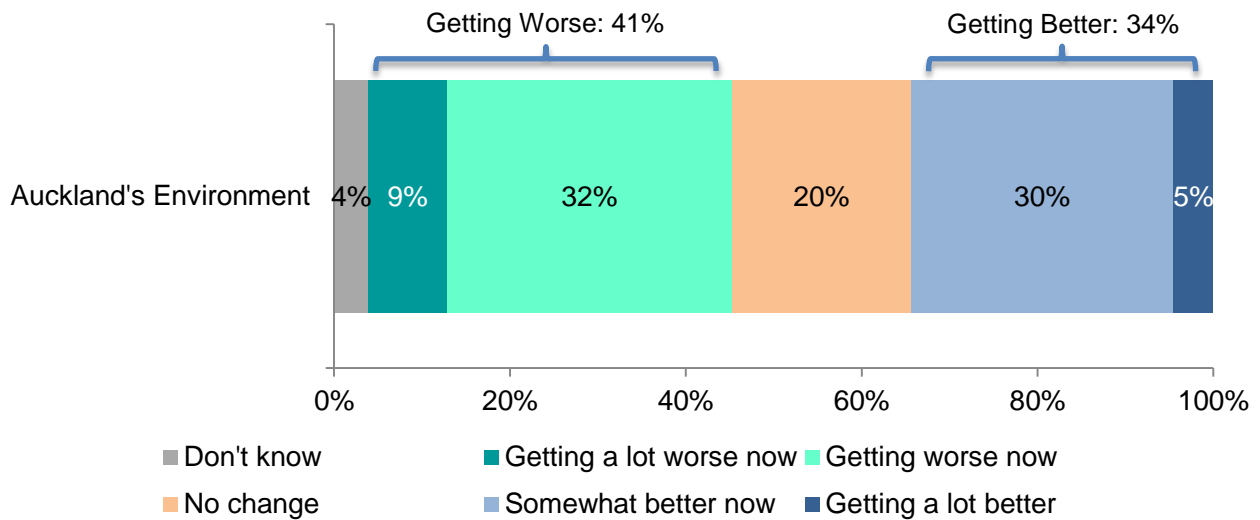
Clean / Clear - air, water, land, etc.	142	5%
Waste management - recycling, rubbish removal	141	5%
Facilities - zoo, museum, libraries, universities, hospitals	100	4%
Detractor comments - parts of Auckland being neglected, Unitary plan, mangroves	90	3%
Noise/ noise pollution	83	3%
Cycle routes/ cycling	77	3%
People/ population/ overpopulation	77	3%
Heritage - heritage buildings, villas, preservation	72	3%
Pests and diseases - stray cats, kauri dieback/ weeds	71	3%
All of Auckland in general - everything, general positive, liveable	69	2%
Specific region/ suburb of Auckland	55	2%
Neighbourhoods/ communities	53	2%
Crime/ graffiti/ homeless/ safety	53	2%
Weather/ climate	50	2%
Culture - multicultural, ethnic	46	2%
Accessibility	42	1%
Environmental degradation - erosion, climate change	33	1%
Nothing	7	0%
Other	23	1%
I don't know/ I don't understand the question/ strange question	8	0%
Overall – mentioned natural environmental features (coastal, greenspace, bush etc.)	2559	91%
Overall – mentioned 'man-made', urban or non-natural environmental features (urban aspects, well-kept landscapes, cycle routes, heritage etc.	1722	62%

Selection of comments

- *“Beaches, parks, trees, outside spaces, walkways, bush areas, and the air.”*
- *“Beaches, bush, built environment, public spaces, air quality, parks, playgrounds, squares, streets, footpaths, sunlight, height of buildings, quality of buildings, new and old buildings.”*
- *“Auckland is so fortunate to have so many parks and sea shores, they are what makes Auckland so exciting and liveable. These features are vital to present and future societies and must be enhanced and carefully protected.”*
- *“Beautiful beaches, and bush. Wonderful Botanical Gardens.”*
- *“Both the natural and built environment are important. Many aspects fit in both categories, such as streetscapes and stormwater rain gardens. Natural environment main ones are beaches, streams, parks, Hauraki Islands, and the oceans. Built environment are public spaces/buildings, residential, commercial and industrial. Yes, even industrial areas can have a positive environmental impact if designed correctly.”*
- *“Beaches, parks, playgrounds, public amenities, urban design”*
- *“Blue space, green space, Hauraki Gulf, Waitakere Ranges, Hunua Ranges, beaches, urban built landscape.”*
- *“City, concrete, urban sprawl, ugly buildings, lack of landscaping, graffiti, lack of pride, lack of preservation of historical buildings, too many greedy developers spoiling whatever they touch for dollars to line their pockets, without maintaining integrity of area, beautiful harbour, pollution, cars.”*

- *“Aquatic environment, parks and open spaces countered by terrible infrastructure situation (road congestion, insufficient aquatic transport network, harbour crossings).”*
- *“Beaches, bush, streams, suburban trees, Waitakeres. Roads, buildings, air and water pollution, noise pollution, vehicles, motorways. Sea, boats, Rangitoto, sunshine, ferries. Traffic lights, engines idling, inefficient, uncomfortable public transport. Overcrowding, infill housing, loss of privacy and light.”*
- *“Coast line, parks and reserves, Waitakeres, concrete jungle, suburbs dotted with green gullies and spaces, harbours.”*
- *“Coast, green spaces, traffic, visual aspects, harbour water quality, air quality, access to green spaces/beaches, traffic, population density.”*
- *“Coastal, mountain, estuary, creek, urban, city, suburban, rural, public parks, sports grounds, race tracks, sky-scape, illuminations, motorways, built (architecture, landscaping, urban design).”*
- *“Beaches, forests, parks, residential areas, industrial areas, greenways, landscaping, waterways, hills.”*
- *“City streets, shops, restaurants, harbour, villas, highrises, boats, heritage buildings”*
- *“Parks and Reserves, the arts, cultural centres, entertainment, cafes.”*

Q2A. Based on your understanding of what is meant by Auckland’s environment, would you say that in general Auckland’s environment is getting better or worse now?



Base: Panellists participating in survey n=2835.

Almost half (41%) of panellists believe Auckland’s environment is getting worse, with 9% believing it is getting a lot worse. A third (34%) of panellists believe Auckland’s environment is getting better, with only 5% believing it is getting a lot better. A fifth (20%) of panellists believe there has been no change.

Men were more likely than women (23% vs 19%) to say there had been no change in Auckland’s natural environment, and panellists aged 65 and over were more likely to say that it was getting better (41%), with 9% saying it was getting a lot better.

Those who had lived in Auckland for 10 years or less were less likely than other residents to feel Auckland’s environment had improved (28%).

Q2B. Why do you say that? Please tell us the reasons behind your answer above, providing examples or stories where possible.

Among those who believed Auckland’s environment was getting better, the most frequently given reasons focused on it being well-kept, on council’s approach, such as recycling, public transport, air and water quality assessments, their environmental focus, and better communication, new work on the area’s public spaces, and on better public awareness and community input. Among those who believed Auckland’s environment had not changed, the most frequently given reasons focused on the environment being “fine as it is”, environmental pollution, and/or a combination of positive and negative changes cancelling each other out. Among those who believed Auckland’s environment was getting worse, the most frequently given reasons focused on traffic and transport, overdevelopment, water and harbour issues, and pollution in general.

Why do you say that? Please tell us the reasons behind your answer above, providing examples or stories where possible.	Number of responses n=2571	% of total responses
Those who answered “getting a lot better” or “somewhat better now”	975	34%
Well-kept environs (clean/green) - greenspaces, beaches, waterways/improved water quality, improved access to water and greenspaces	436	17%
Council approach - recycling, public transport, environmental focus, air/water quality assessments, better communication	269	10%
Public spaces - Wynyard, cycle paths, footpaths, playgrounds, sportsgrounds, public toilets, new beaches	263	10%
Better public awareness/ community input	222	9%
Regional parks - walkways, new parks, land acquisition	158	6%
General development - CBD , libraries, Britomart, facilities, improved urban design	132	5%
Flora/ fauna - planting, weed and pest control	120	5%
Improved infrastructure - motorways, stormwater, streets	117	5%
Cultural - arts, events, markets, multicultural, vibrancy	36	1%
General improvement/ effort to improve	29	1%
Comparisons to international destinations	6	0%
Those who answered “no change”	576	20%
No change - things are the same, fine as it is	266	10%
Environmental - pollution, emissions, weeds, pests, water pollution, littering, kauri dieback, berms, more focus on the environment	206	8%
Priority - some things have improved/some are worse, neglected, areas get priority over others	192	7%
Traffic/transport - car dominance, public transport needs improving, roads, motorways	86	3%
Development - overdevelopment, impact of intensification, loss of greenspace, views, unattractive, port	69	3%
Impact of increasing population	52	2%
Action - more talk than action, not enough is being done, faster	42	2%
Comments regarding question structure	32	1%
Waterway quality	9	0%
Cost of living	4	0%
Those who answered “getting a lot worse now” or “getting worse now”	1174	41%
Traffic/transport - public transport needs improving, roads, motorways, cycling, congestion, emissions	368	14%
Overdevelopment -urban sprawl, infill housing, loss of heritage buildings,	362	14%

not enough green space provision, not enough infrastructure to cope		
Water/harbour - wastewater, stormwater, pollution, overfishing, dirty beaches, mangroves	355	14%
Pollution in general - rubbish, noise, spraying, graffiti, landfill, dumping	351	14%
Impact of increasing population - overcrowding, strain on the infrastructure	204	8%
Comments regarding council planning, budget, red tape, Super city, Government, lack of consultation	161	6%
General maintenance - poor, not enough bins, berms mowing, some parts are neglected	132	5%
Air pollution	130	5%
Pests and weed control - Kauri dieback, endangered species, birds	111	4%
Council policies/action - rubbish/recycling needs improving, tougher legislation, more sustainable practices, education	80	3%
Trees - loss of trees	66	3%
Environmental degradation - pressure on ecosystems, erosion	51	2%
Access - roadworks, insufficient parking	32	1%
General living - cost of living, water expense, rubbish charges, expensive housing/poor living conditions, health	29	1%
Things are generally getting worse	19	1%
Other comments		
Other - safety issues, homeless, immigrants	111	4%
Don't know/ haven't lived here long enough/ as above	5	0%

Selection of comments

Those who answered “getting a lot better” or “somewhat better now”:

- *“Auckland has finally woken up and put the right foot forward and the results speak for themselves. Auckland has now really concentrated on the important issues with the environment and it shows. The work and the effort that has been put into achieving these results presents Auckland not only to the locals but to our overseas visitors with the “Clean Green” Images we stand so proud of.”*
- *“Beaches are nearly always swimmable. Parks are clean and tidy and well maintained”*
- *“Everything is more cohesive since the Auckland Supercity was formed. I noticed a lot more maintenance is done around the public parks and toilets. There is a high level of attention to fixing broken fences, bus stops, and painting over graffiti than there ever was before. Lawns are mowed, gardens attended and fences painted all improve the appearance of the surroundings.”*
- *“All of the council planning and people having their say. The recently opened walkways around the Manukau harbour are an example. I see playgrounds being attended to and kept in good repair.”*
- *“Shared spaces, better public transport, better parks, better traffic flow, better footpaths, well-kept parks and playgrounds.”*
- *“Parks are being well looked after. Great new communal spaces like Wynyard quarters.”*
- *“More cycle ways. More awareness of road users including pedestrians. The buses are slightly better more on time and the trains are definitely an improvement. The cleaning teams for our beaches do a grand job.”*
- *“The work being done in parks and reserves often by community groups.”*

Increased public awareness of the need to care for the environment. Public transport is improving but still has a long way to go. Beaches are cleaner and are treated with respect.”

Those who answered “no change”:

- *“On balance no change; awareness of environmental issues is improving but population growth and increased pressure on resources is having an opposite effect.”*
- *“I think we are looking after the environment better, but there are ever more people in Auckland who need to be educated - so one cancels out the other.”*
- *“Most aspects are unchanged with poor water quality and inshore areas especially being polluted and littered with rubbish. The rest of the env is either slightly better or unchanged.”*
- *“I don't feel it has got any better or any worse. Dumping of rubbish is still the same, and pollution levels seem similar to me.”*
- *“There is still a lot of rubbish and pollution and waste that affects some areas of Auckland, both urban and rural. E.g. alongside roads, in the harbour. However I don't feel that it is getting worse.”*
- *“Infrastructure improvements (busway, public transport, more roads) but some ageing infrastructure with wastewater overflows, poor water quality in streams and at beaches.”*
- *“The city centre is much improved. The Silo Park and the foot bridge and so on, are great. However, more must be done to prevent our waterways and parks becoming more and more polluted. Air pollution is also an increasing problem, I think.”*
- *“Urban areas are improving in liveability and places to hang out/things to do, but I do not think the sustainability of our city is improving at the same speed it needs to. Improvements seem to be focussed on economics.”*
- *“While the Manukau harbour is better, we have worse air pollution and less garden space, too much crime like burglaries.”*

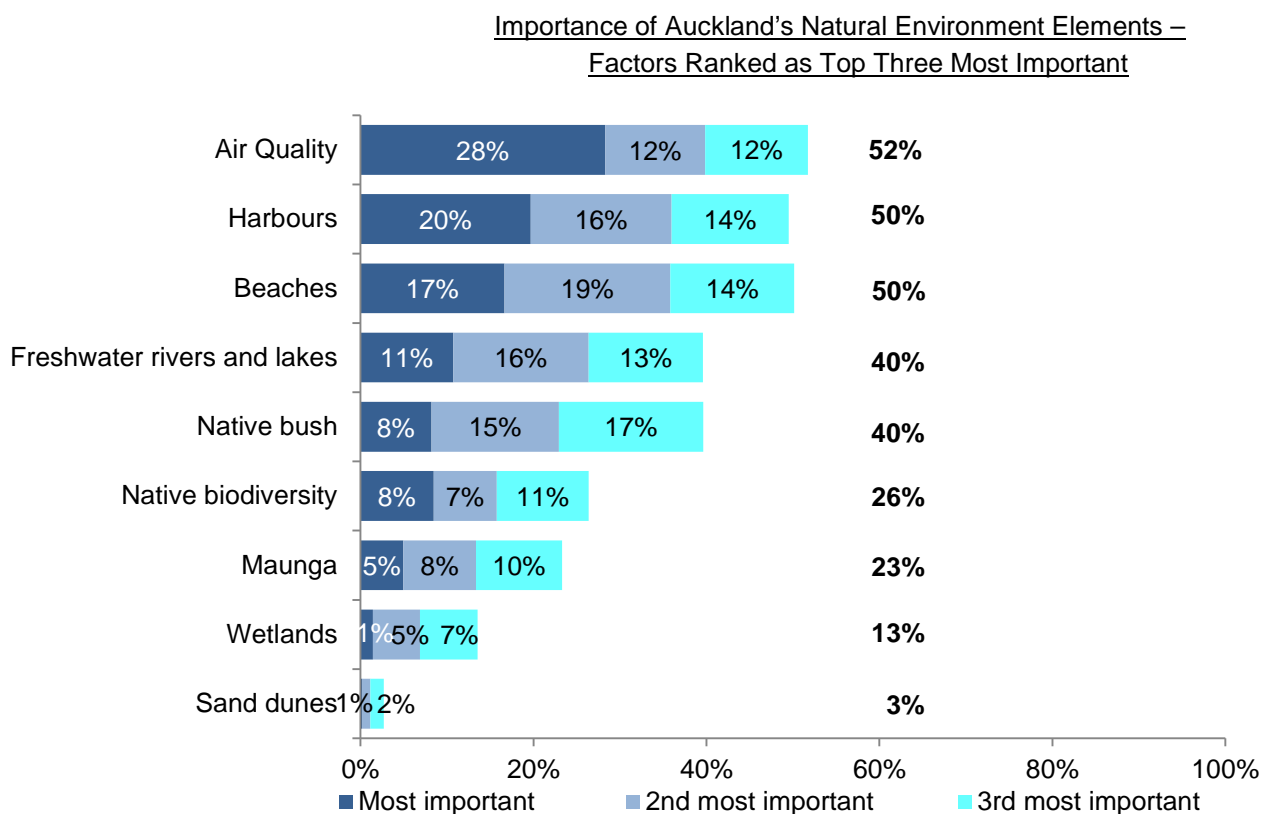
Those who answered “getting a lot worse now” or “getting worse now”:

- *“More cars and congestion in the city. Pedestrians and cyclists are at a dangerous disadvantage and everybody has to breathe in the noxious fumes. The parks and communal open spaces are on the whole, good.”*
- *“Travelling from one part of Auckland to another, by car, requires planning to avoid queues and delays. I prefer to use public transport but getting across town can take far too long. I think there are too many large malls which no one seems to enjoy - either for shopping in, or working in. Parks are good - well done there!”*
- *“Transport issues cause major pollution and there does not seem to be any logic behind the desire to increase Auckland's population and the council and central government's desire to expand the city without infrastructure”*
- *“Increased density of housing puts pressure on all open space and on increased cars causing pollution, plus rubbish etc. and storm water runoff.”*

- *“Relentless expansion of Auckland's 'footprint' - farmland and orchards disappearing under a tide of urban growth and motorways - resulting in further reliance on motorcars for transport.”*
- *“Intense development. Too much traffic for the central city.”*
- *“The run off from more and more subdivisions has increased silt into water ways. The increase in the number of cars traveling around the city and the high use of individuals driving their cheap cars instead of walking or bussing.”*
- *“The Waitemata Harbour seems to have a lot of waste on and in the water. There don't seem to be as many green spaces like parks, with the urban sprawl. There could be more walkways.”*
- *“Ugly, spread out suburbs. Much more traffic. Beaches untidy and littered”*

Panellists were told: “The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland.”

Q3A. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important?



Base: Panellists participating in survey n=2835.

Air quality was rated as important by 52% of panellists, with 28% rating it as the most important element of Auckland's natural environment. Harbours were rated as important by 50% of panellists, with 20% rating them as the most important element, and beaches were also rated as important by 50% of panellists, with 17% rating them as the most important. Freshwater rivers and lakes were rated as important by 40% of panellists, native bush by 40%, native biodiversity by 26%, maunga by 23%, wetlands by 14%, and sand dunes by 3%.

Among those panellists who had lived in Auckland for more than 50 years, 60% rated harbours as important, whereas for those who had lived in Auckland for 30 years or less, 44% rated harbours as an important element of Auckland's natural environment. It was also evident that a large proportion of European panellists (52%) rated harbours as important, and men were more likely than women to rate them as the most important element (22% vs 18%).

In general, the longer panellists had been living in Auckland, the less likely they were to rate native biodiversity as important. Women were more likely than men to rate native biodiversity as important (9% vs 5%), and younger panellists were more likely to rate it as important than older panellists.

Asian panellists were more likely to rate air quality as the most important element (46%).

Q3B. For the areas and aspects you selected as important, can you give the reasons why they are important?

Air quality was rated as important for health and liveability reasons by 37% of panellists, and harbours were rated as important for environmental reasons, such as the care of marine life, by 30% of panellists. Over a quarter of panellists (28%) rated beaches as important for enjoyment, accessibility, and lifestyle reasons, as well as their uniqueness to Auckland. Over a quarter (28%) rated freshwater rivers and lakes important as they are vital to the ecosystem and have a flow on effect.

Those who had lived in Auckland for more than 50 years were more likely than other residents to rate harbours as important for environmental reasons (38%), as were older panellists (37% of those aged between 65 and 74 years). Younger panellists were more likely to rate native biodiversity as important for the future, mentioning the food chain and lifecycles (33% of those aged between 15 and 24 years).

Women were more likely than men to rate areas and aspect as important for the reasons below, and European panellists were more likely to say that all areas are important and related (14%).

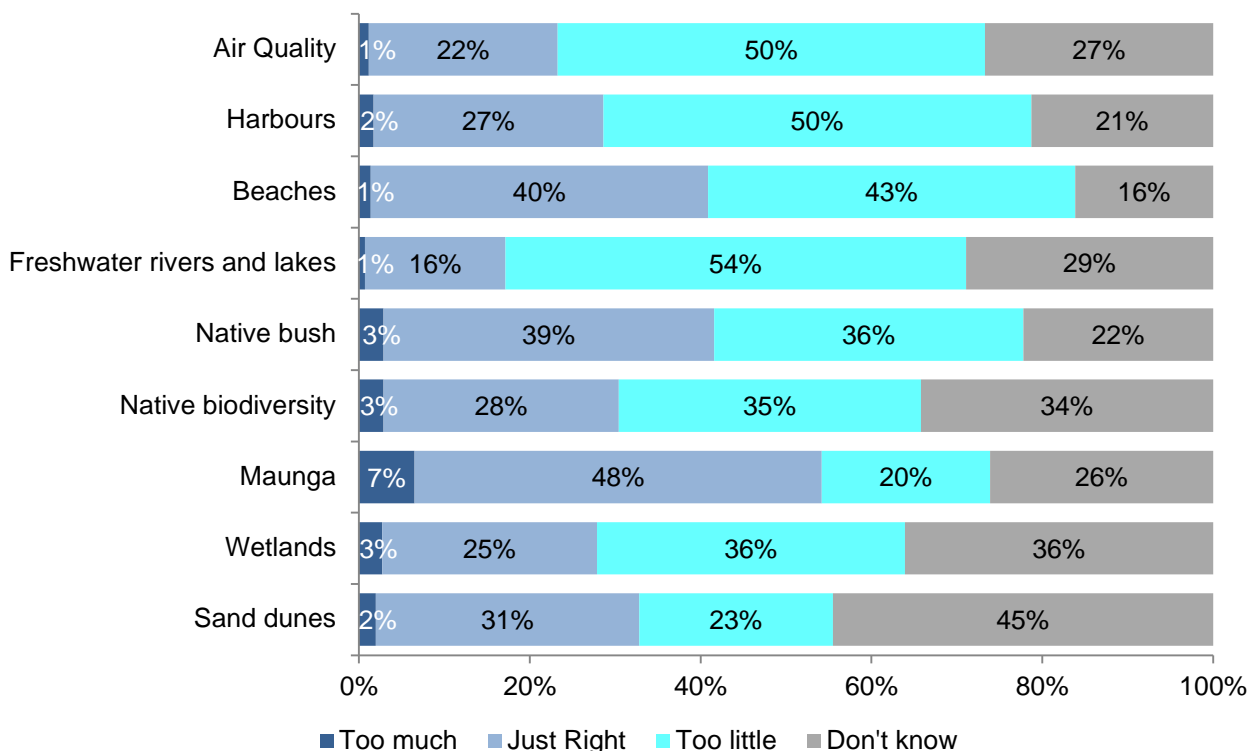
For the areas and aspects you selected as important, can you give the reasons why they are important?	Number of responses n=2607	% of responses
Air quality - life, health, liveable city	965	37%
Harbours - clean, environmental impacts, anti run off, marine life care, food, industry	786	30%
Beaches - public enjoyment, unique to Auckland, accessible, lifestyle	737	28%
Freshwater rivers and lakes - life, vital ecosystem, health, flow on effect	734	28%
Native bush - habitat, clean/green NZ, regional parks, birdlife, tree protection, recreation, cities lungs	609	23%
Native biodiversity - future, life cycle, food chain, well-being indicator	401	15%
Maunga (Auckland's volcanic fields, such as One Tree Hill, Mt. Wellington...) - heritage feature, Auckland identity, habitats, tourism, landmarks	374	14%
All areas are important/ all related/ can't limit to just three/ couldn't proceed without answering/ poorly worded	327	13%
Wetlands - ecosystem, undervalued, birdlife, biodiversity, filter pollutants	191	7%
Sand dunes - erosion protection, birdlife	32	1%
Health in general	26	1%
Didn't specify previous area/aspects	505	19%

No/ no reason	9	0%
Other areas mentioned	40	2%
Don't know	9	0%

Selection of comments

- *“Air quality - because we are breathing it, health reasons mainly. Beaches - NZ'ers like their beaches and the cleanliness is of utmost importance, health again, also from a tourism point of view they are an attraction, no one likes a dirty, polluted beach or waterway. Maunga - Tourism really and places like One Tree Hill have a high profile”*
- *“Air quality affects everybody's wellbeing. It can create allergies and restrict people's ability to enjoy life. Beaches are one of Auckland's main playgrounds. The volcanic fields are iconic.”*
- *“Air quality is vital for everyone's health. Maunga are important culturally as well as aesthetically and recreationally. There is little physical evidence of Māori history beyond those aspects. Beaches are icons of Auckland as well as being important for recreation Our geographic position on an isthmus makes them particularly key to Auckland's identity (as are maunga)”*
- *“Air quality affects every aspect of our daily lives. We need to look after our harbours to provide recreation as well as tourism. Our Maunga are the true icons of Auckland and are important to keep clear and green as standout beacons of our city.”*
- *“Harbours - clean water affects a huge amount of what goes on around city. Beaches - clean and sandy for good healthy recreation. Air quality - good air quality affects the peoples' health in the whole city. In fact all the categories above are important in some way!”*
- *“Air- vital for all living things to survive and be healthy. Harbours - important for wildlife, aesthetics, recreation. Rivers, lakes - clean accessible water supply, wildlife, recreation.”*
- *“The most important things to me after family and livelihood is the natural environment; bush, beaches, parks, harbours, rivers, streams, air quality.”*
- *“Everyone is effected by the air. The main downside of living in a city. The beaches are our escape from the city and main tourist destinations. The harbours directly affect our beaches”*
- *“There is far too much pollution going into our rivers. e.g... The Tamaki River. It is not regulated enough and needs stronger guidance especially industrial and farming waste...also boaties and fishermen need to play their part. This effects our beaches, wetlands and also harbours.”*
- *“Keeping our clean green image is important, rivers, lakes, harbours and beaches are a huge part of that.”*
- *“Air quality: directly important for the sustainability of life. Freshwater rivers and lakes: directly important for the sustainability of life. Beaches: important as a natural recreational opportunity”*

Q3C. In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment?



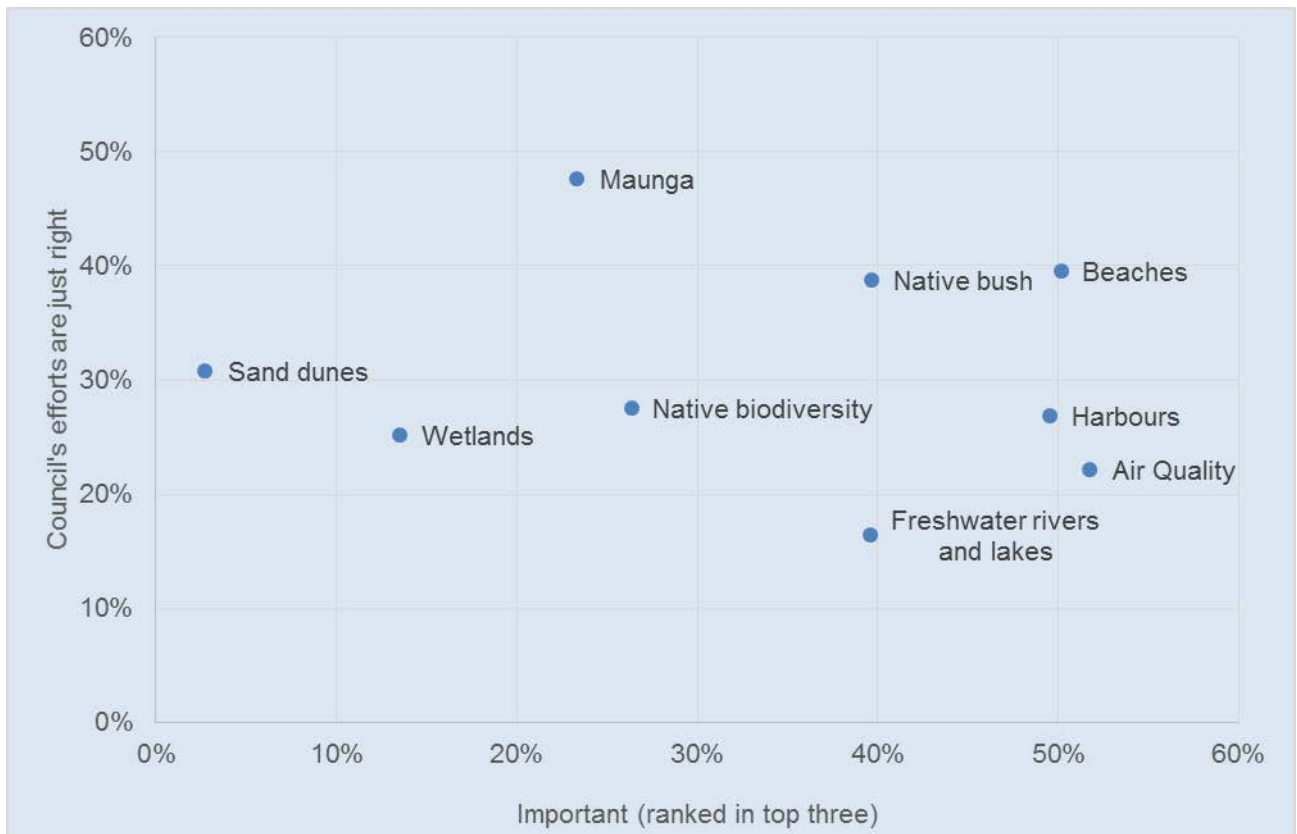
Base: Panellists participating in survey n=2835.

Very few people believed that Auckland Council was doing too much to maintain and/or improve the various areas and aspects of Auckland’s natural environment. A number of panellists believed that what Auckland Council was doing was just right for maunga (48%), beaches (40%), and native bush (39%). A considerable proportion believed Auckland Council was not doing enough when it came to freshwater rivers and lakes (54%), air quality (50%), harbours (50%), and beaches (43%). A considerable proportion of panellists (i.e. between 16% and 45% across the various factors) didn’t know whether Auckland Council was doing enough to maintain and/or improve the various areas and aspects of Auckland’s natural environment.

With regards to gender, women were generally more likely than men to say they didn’t know whether Auckland Council was doing enough, and men were more likely than women to say that what council was doing was just right or too much.

European panellists were significantly more likely (38%) to believe that Auckland Council was not doing enough for native bush.

Q3A and Q3C. Importance of each aspect and whether Auckland Council's efforts are 'Just Right'.



For two of the most important features of Auckland's environment (air quality and harbours), fewer than 30% of panellists felt the council's efforts were 'just right' (as above, almost half felt the council was doing too little). Beaches were also seen as important, and 40% felt council's efforts were just right.

Q3D. What, if anything, do you suggest Auckland Council should do more of?

The most frequently given responses suggest an environmental focus, such as planting, bush preservation, waterway clean-ups, and biodiversity. Responses relating to pollution management and air quality were also quite common.

What, if anything, do you suggest Auckland Council should do more of?	Number of responses n=2184	% of responses
Environmental focus - planting, bush preservation, clean-up waterways, biodiversity	600	27%
Pollution management - wastewater, sewerage, drinking water, noise	365	17%
Air quality - emission testing, ban diesel	253	12%
Coastal preservation/ access - harbour, beach	203	9%
Advertise/ promote/ increase awareness/ educate	199	9%
Consult - public, ratepayers, act on it, communicate better, more transparency	178	8%
Rubbish/ recycling - ban plastic bags, reducing rubbish to landfill, illegal rubbish dumping and littering, more rubbish/recycling bins	176	8%
Less development/ more improvement, protection	152	7%
Public transport - better rail, improve ferries	147	7%
Pests and disease control - weed control officers, cats, possums, kauri dieback	133	6%
Enforcement - fines, penalties, hotlines	130	6%
Comments regarding council spending/ rates / funding	121	6%
Traffic reduction - carpooling, walking, cycle support	108	5%
All of the above/ everything	105	5%
Keep up the good work/ general positive	74	3%
Comments regarding council staff	63	3%
Volcanic cone protection	31	1%
Limit population growth/ urban sprawl	23	1%
Council policy - focus on core issues, procedures, collaborate	15	1%
Nothing	20	1%
See previous / above	14	1%
No Comment / NA	9	0%
Other	76	3%
Don't know	120	5%

Selection of comments

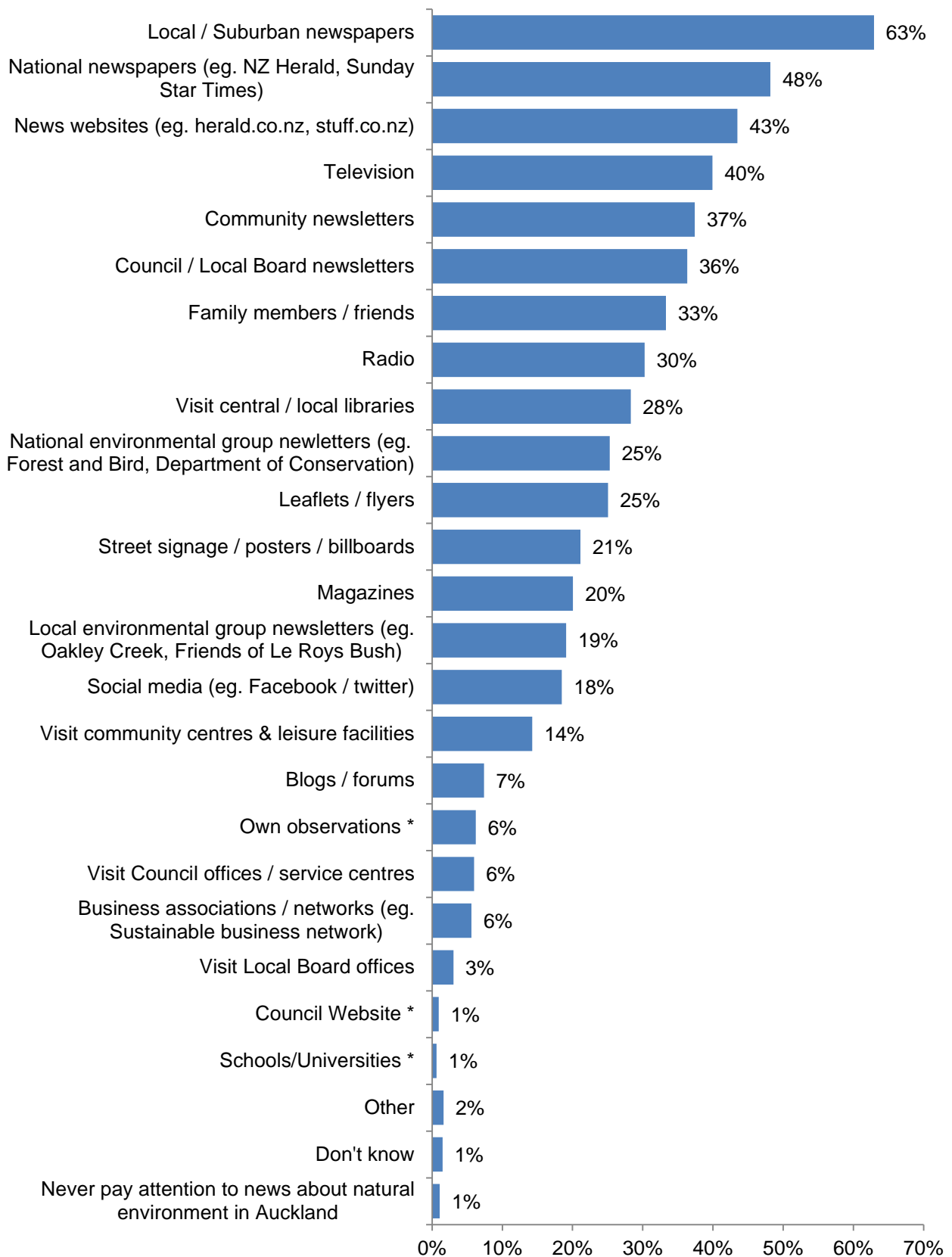
- *“Be a leader in the creation of a sustainably supported economy and city. Recognise that in sustainability it is the land/environment that sustains the society/culture which in turn enables the economy. Real, permanent sustainability has never been about balancing a solution on the 3 pillars of economy, culture/society and environment, but building and reinforcing all of these. First star with our environment, then our society then our economy.”*
- *“Buy more land to make into parks to give people space to move and to encourage more bird life etc. in the urban environment. PLANT more FLOWERS to encourage BEES in those parks!!! Also, protect our natural*

environment by standing up against developers who want smaller and smaller section sizes approved - who literally want to pave paradise and put up parking lots, as the song goes. At the very least, do what the Swiss do and put high-rise apartment buildings each in their own large park-like grounds with trees and gardens. That way you balance the need for more housing with space for people to move as well as ultimately allowing for more biodiversity within the actual urban space - especially if the space includes some communal vege plots like they have in France.”

- *“Protect native trees. Plant more (native trees). Plan better housing that includes tree-lined roads. Get more cars OFF THE ROADS by promoting cycle lanes, better PUBLIC transport.”*
- *“Clean up the rivers, streams etc - put in place proper fines for littering - try to make people become proud to live in Auckland again - and to be clean green NZ'ers.”*
- *“I think water quality, both in rivers and lakes, and in the Hauraki Gulf, should be a key area to focus on. Making sure stormwater inputs are acceptable in terms of contaminants, and that water quality is adequate for human health, whether for swimming or harvesting of shellfish.”*
- *“More beach maintenance and protection/enhancement of bush areas. Increase the good work being done to increase public transport services to improve air quality. Increase the monitoring and improvement of fresh water, storm water systems.”*
- *“Concentrate on providing a safe environment for our sea animals (and therefore ourselves), keep pushing for greater public transport, especially electric trains (bring back trams?), and think about vitalising all along our waterfront, as already discussed. Air, water and soil - we can't continue polluting as we do.”*

4.2 Environment Information

Q4A. Which of the following would you say are the main sources of information you used in learning about or understanding the latest news about the natural environment in Auckland?



*Base: Panellists participating in survey n=2835. Multiple responses were allowed, responses add to over 100%. *These themes were drawn from the 'other specify' responses*

The most common source of information used in learning or understanding the latest news about the environment in Auckland was the local or suburban newspaper, with 63% of panellists listing it as one of their main sources. National newspapers (48%), news websites (43%), and television (40%) were also listed by many panellists as their main source of information.

Fewer than 10% of panellists used blogs and forums, council offices or service centres, business associations, networks, local board offices, the council website, or schools and universities, in learning or understanding the latest news about the environment in Auckland.

The longer people had lived in Auckland, the more likely they were to use local or suburban and national newspapers, with 73% of those who had lived in the city for over 50 years using a local or suburban newspaper, and 60% using the national newspaper. Only 51% of panellists who had lived in Auckland for 10 years or less used the local or suburban newspaper, and only 40% used the national newspaper. This trend was also evident with television and community newsletters.

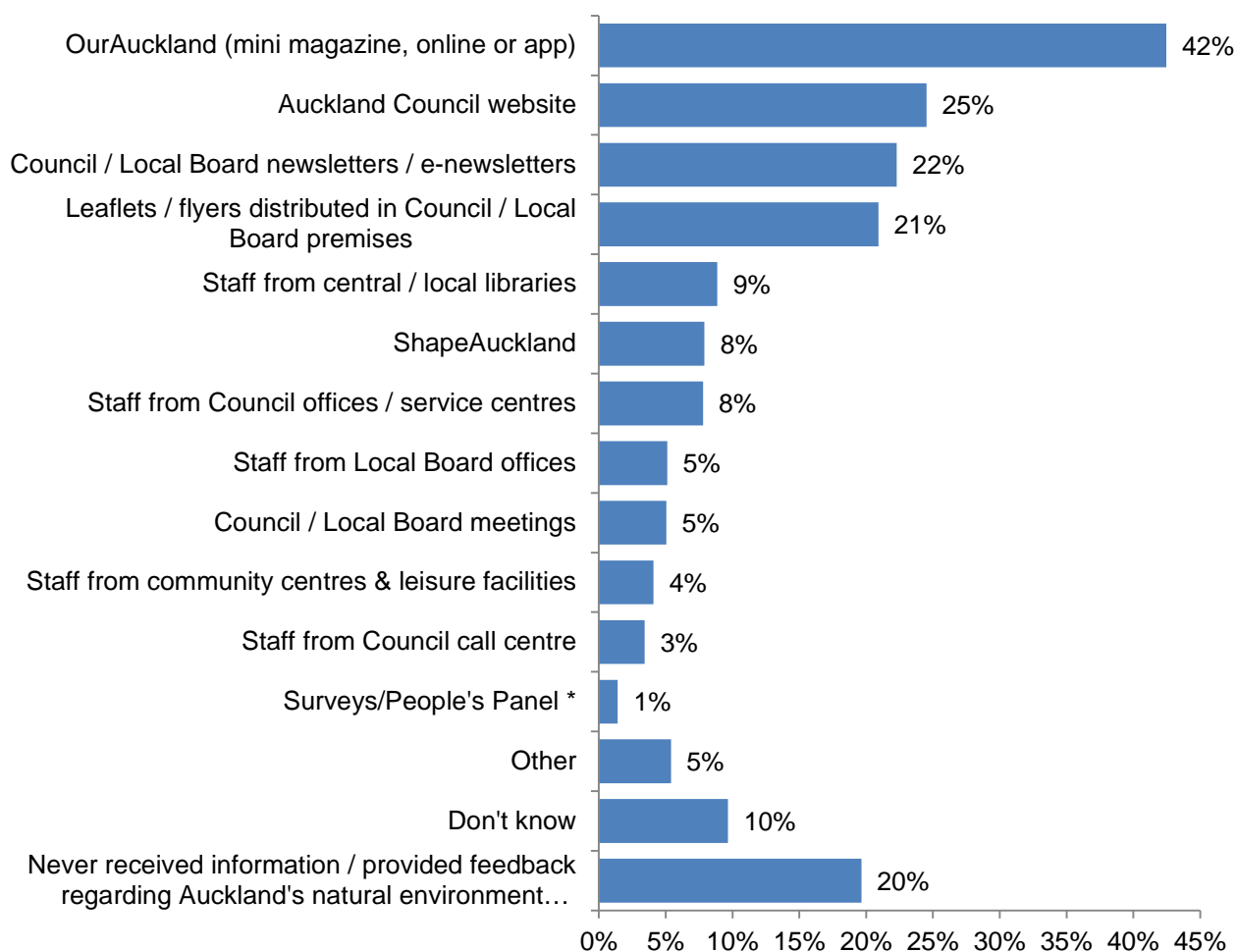
The opposite trend was apparent for social media. The longer one had lived in Auckland, the less likely they were to use social media as the main source of information. This is likely to be more to do with the age of the panellists rather than how long they had lived in Auckland.

While men were more likely than women to use news websites (47% vs 42%), women were more likely than men to use a range of sources of information in learning or understanding the latest news about the environment in Auckland. Women were more likely than men to use community newsletters (41% vs 33%), central or local libraries (32% vs 23%), national environmental group newsletters (28% vs 21%), street signage, posters, or billboards (24% vs 17%), social media (22% vs 14%), and community centres and leisure facilities (16% vs 11%).

The older the panellists, the more likely they were to use local or suburban and national newspapers, with 73% of panellists 65 years and over using local or suburban newspapers, and 59% using national newspapers. Only 50% of panellists under 45 years used local or suburban newspapers, and only 37% used national newspapers.

This trend was also evident with television, community newsletters, council and local board newsletters, central and local libraries, and magazines, to a lesser degree. Social media showed the opposite trend with 51% of panellists under 25 using it, and only 7% of panellists 65 years and over using it as a source of information in learning or understanding the latest news about the environment in Auckland.

Q4B. In the past 12 months, have you received any information or provided feedback / comments regarding Auckland's natural environment through any of the Auckland Council channels listed below?



Base: Panellists participating in survey n=2835. Multiple responses were allowed, responses add to over 100%

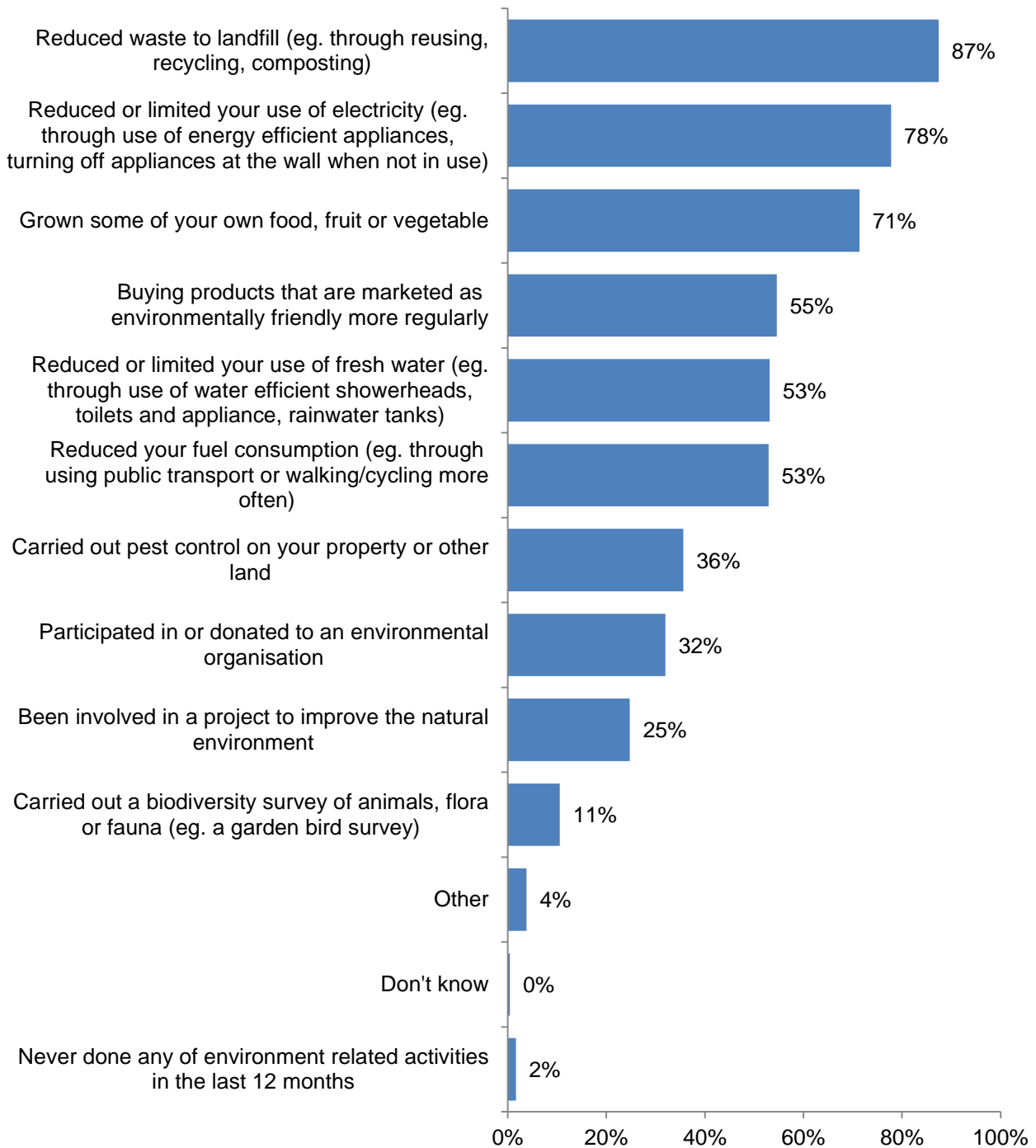
A considerable proportion of panellists (42%) had either received information or provided feedback regarding Auckland's natural environment through *OurAuckland* in the last 12 months. A quarter (25%) had gone through the Auckland Council Website, 22% through the council / Local Board newsletter or e-newsletter, and 21% through leaflets and/or flyers distributed in council / Local Board premises. A fifth (20%) of panellists had not received information or provided feedback regarding Auckland's natural environment.

Women were more likely than men to receive information or provide feedback regarding Auckland's natural environment through central and/or local libraries (10% vs 7%), while men were more likely than women to go through council or local board newsletters or e-newsletters (26% vs 20%).

Panellists aged 65 years or over were more likely to have received information or provided feedback regarding Auckland's natural environment through staff from central and/or local libraries (15%), *OurAuckland* (53%), leaflets or flyers distributed in council or local board premises (26%), and council or local board newsletters or e-newsletters (30%).

4.3 Environment Related Activities

Q5A. In the last 12 months, have you done any of the following environment related activities?



Base: Panellists participating in survey n=2835. Multiple responses were allowed, responses add to over 100%

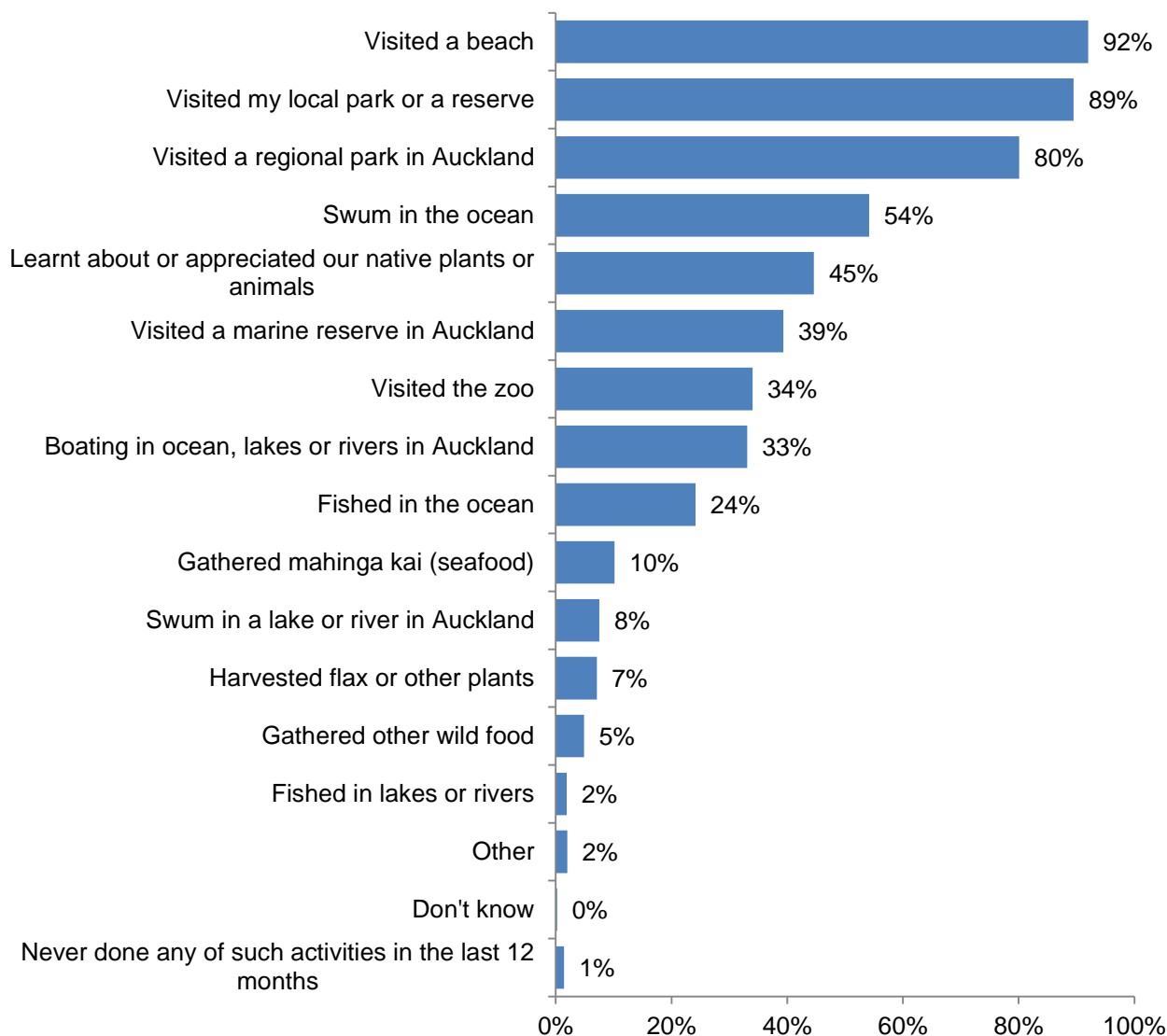
Most panellists (87%) had reduced waste to landfill in the last 12 months. A large number (78%) of panellists had reduced or limited their use of electricity, and 71% had grown some of their own food, fruit, or vegetables.

Among those panellists who had lived in Auckland for 10 years or less, 61% had reduced their fuel consumption in the last 12 months, which was a greater proportion than those who had lived in Auckland for more than 10 years. Only 26% of these panellists however, carried out pest control on their property or other land, which was less than those who had lived in Auckland for more than 10 years.

With regards to gender, women were more likely than men to have reduced waste to landfill (90% vs 84%), bought products marked as environmentally friendly more often (62% vs 44%), and grown their own food, fruit, or vegetables (74% vs 68%) in the last 12 months. Few men participated in or donated to an environmental organisation (29%) in this time period.

In terms of ethnicity, Pacific panellists were the least likely to have grown their own food, fruit, or vegetables in the last 12 months (48%).

Q5B. In the last 12 months, have you done any of the following activities in Auckland?



Base: Panellists participating in survey n=2835. Multiple responses were allowed, responses add to over 100%

The majority of panellists had visited a beach (92%), their local park or reserve (89%), and/or regional park in Auckland (80%) in the last 12 months. Fewer than 10% of panellists had swum in a lake or river in Auckland (8%), harvested flax or other plants (7%), gathered wild food other than seafood (5%), or fished in lakes or rivers (2%). Only 1% had not done any environment activities such as these.

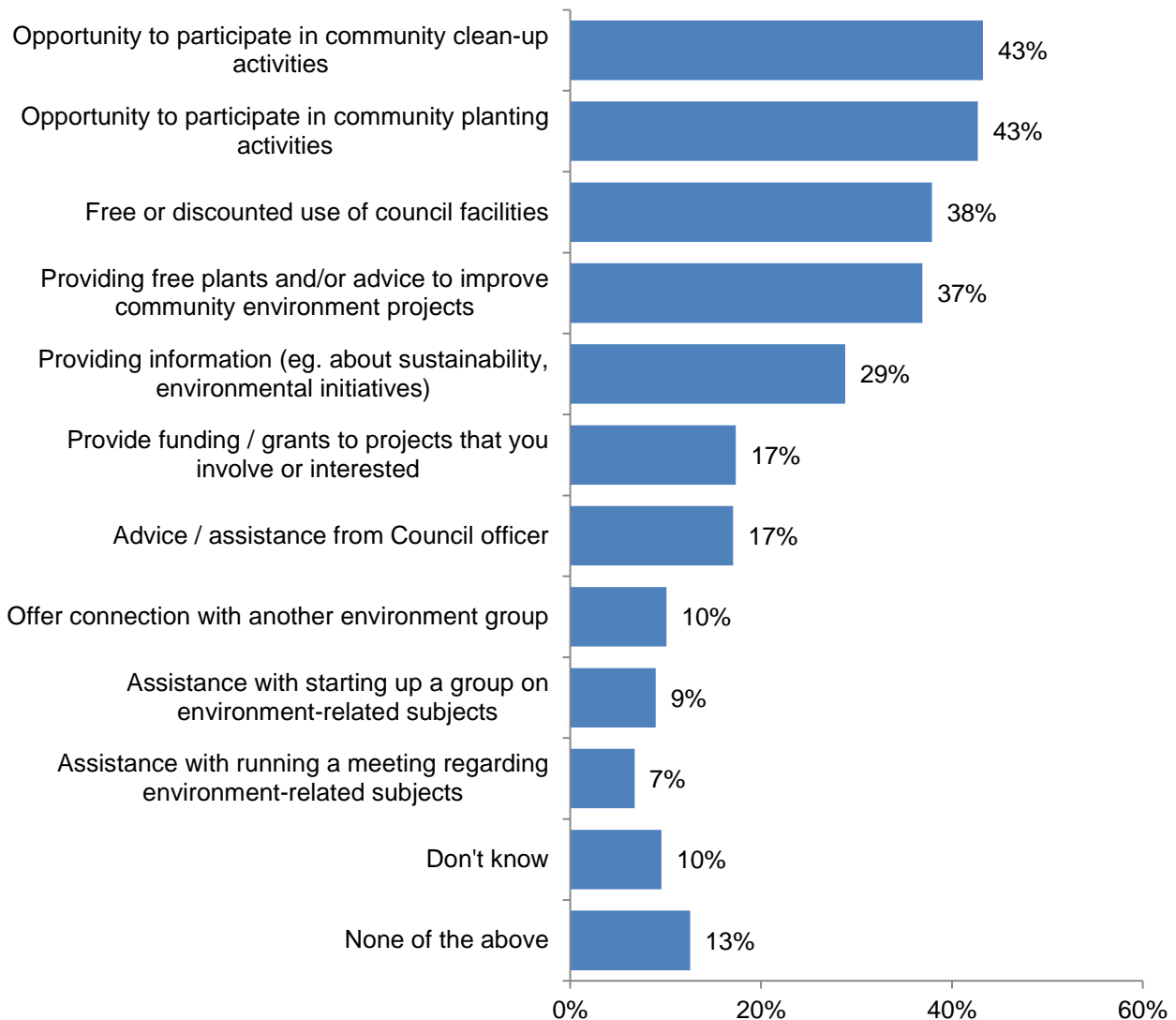
With regards to gender, women were more likely than men to have visited the zoo (36% vs 31%), harvested flax or other plants (8% vs 5%), or learnt about or appreciated our native plants or animals (48% vs 39%) in the last 12 months. On the other hand, men were more likely than women to have gathered mahinga kai or seafood (13% vs 8%), fished in the ocean (33% vs 18%), or boated in ocean, lake, or rivers in Auckland (41% vs 27%) in the last 12 months.

More European panellists had visited a marine reserve in Auckland in the last 12 months (41%), than Pacific panellists (19%). When compared with all other ethnicities, fewer Pacific panellists had visited a beach in the last 12 months (81%), and fewer Asian panellists had swum in the ocean (27%) or boated in ocean, lakes, or rivers in Auckland (20%) in the last 12 months. Significantly more Māori panellists had gathered mahinga kai or seafood (24%) or harvested flax or other plants (19%) in the last 12 months.

The longer panellists had lived in Auckland, the less likely they were to have visited a regional park in the last 12 months, with only 75% of those who had lived in the region for more than 50 years having visited one. The same trend was apparent for visiting the zoo, with only 27% of panellists who had lived in the region for more than 50 years having visited in the last 12 months, compared with 44% of panellists who had lived in Auckland for 10 years or less having visited.

4.4 Taking Action

Q6A. What initiatives below would motivate you to take more action to protect and further improve Auckland's natural environment?



Base: Panellists participating in survey n=2835. Multiple responses were allowed, responses add to over 100%

More than two fifths (43%) of panellists stated that an opportunity to participate in community clean-up activities would motivate them to take more action to protect and further improve Auckland's natural environment, and/or stated that an opportunity to participate in community planting activities would motivate them. Over a third (38%) stated that free or discounted use of council facilities would motivate them, and 37% said that providing free plants and/or advice to improve community environment projects would motivate them.

Those aged between 15 and 35 years (and to a lesser extent those aged 35 - 44 years) were generally more likely to say that all of the above would motivate them.

It was evident that panellists who had lived in Auckland for 10 years or less were more likely than those who had lived in Auckland for over 10 years to be motivated by the

opportunity to participate in community planting activities (51%) and by receiving advice and/or assistance from a council officer (23%). A reasonably high proportion of panellists who had lived in Auckland for between 11 and 30 years said that assistance with starting up a group on environment-related subjects (12%), the offer to connect with another environment group (12%), and/or having information provided to them (33%), would motivate them to take more action.

With regards to gender, women were more likely than men to say the following initiatives would motivate them to take more action to protect and further improve Auckland's natural environment: the opportunity to participate in community clean-up activities (45% vs 40%) and providing free plants and/or advice to improve community environment projects (40% vs 32%). On the other hand, men were more likely than women to say that providing funding or grants to projects they were involve or interested in (20% vs 15%) would motivate them.

More Māori (19%) and Asian panellists (19%) said assistance with starting up a group on environment-related subjects, or free or discounted use of council facilities (52% and 54%) would motivate them. Pacific panellists were more likely to feel that the opportunity to participate in community clean-up activities (62%), provide funding or grants to projects they were involve or interested in (33%), and advice or assistance from council officers (31%) would motivate them.

Asian panellists were more likely to say that assistance with running a meeting regarding environment-related subjects (16%) and providing information (44%) would motivate them to take more action to protect and further improve Auckland's natural environment.

Q6B. In your opinion, what could council do to encourage more people to take action to protect and further improve Auckland's natural environment?

The most frequently given responses focused on increasing awareness and community action. Comments concerning education, rubbish and recycling, rewards and incentives, funding and support, leading by example, and enforcement were also common.

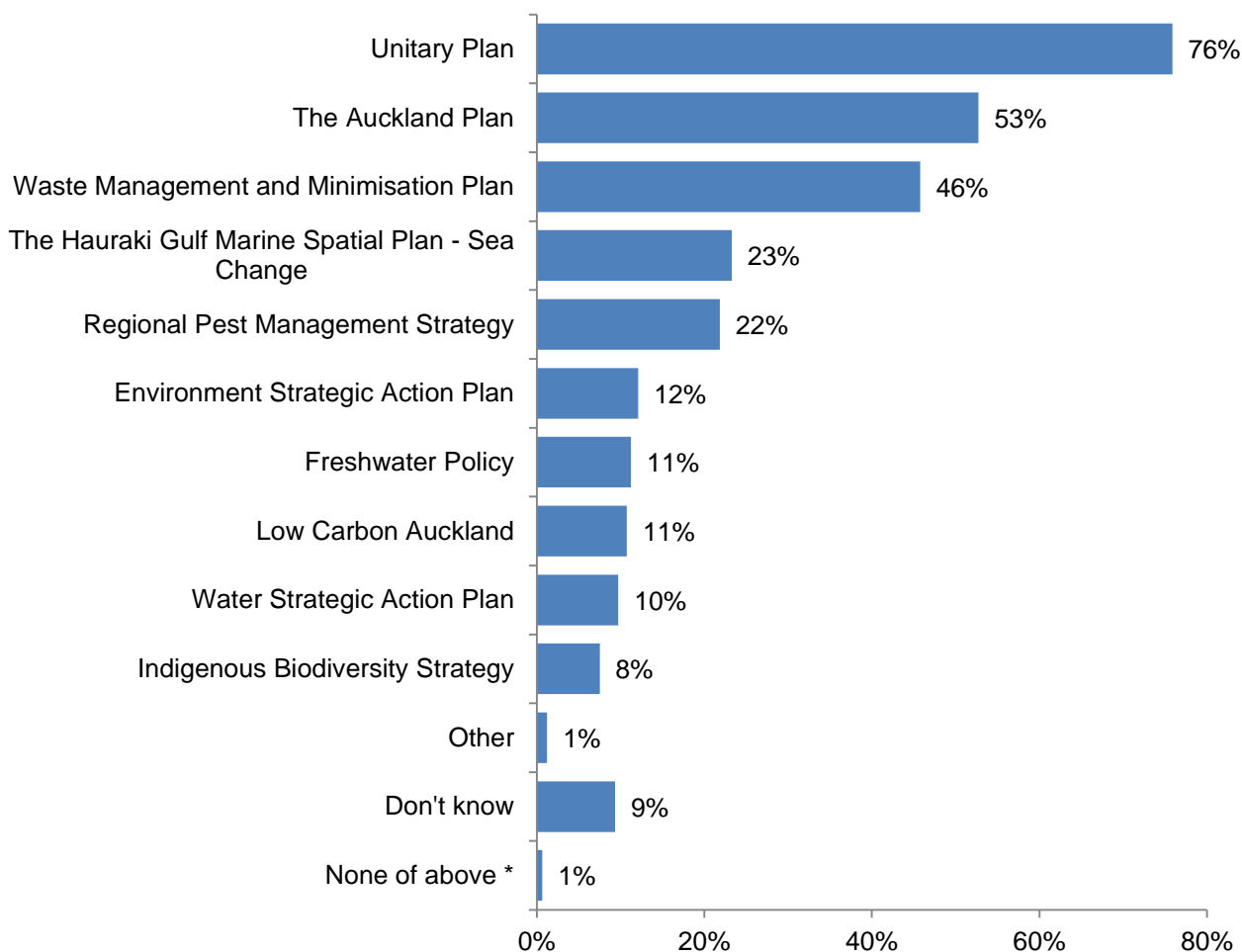
In your opinion, what could council do to encourage more people to take action to protect and further improve Auckland's natural environment?	Number of responses n=2179	% of responses
Increase awareness - advertise, promote, educate, make info easier to find, signage	636	29%
Community action - recruit volunteers, working bees, family friendly activities	449	21%
Education - focus on schools, children, youth	263	12%
Focus on rubbish/ recycling - more bins, ban plastic bags, consider inorganic collections, reduce cost	260	12%
Reward/ incentive based - rate reduction, better use of rates, subsidies for green choices, rebates	257	12%
Funding and support - for community groups, environment groups, acknowledge community input	236	11%
Lead by example	230	11%
Enforcement - fines, penalties, hotlines, by-laws, legislate	216	10%
Media campaign -TV, radio, social media, newspaper	175	8%
Encourage self-sufficiency - vege gardening, worm farming, beekeeping, composting	142	7%
Free - plants, courses, workshops, weed removal	138	6%
Community gardens/ plantings	135	6%
Reduce emissions/ subsidize public transport/ more cycle lanes	118	5%
More communication/ transparency/ less red tape	92	4%
Don't know	84	4%
Consult - public, ratepayers, hold more forums	80	4%
Other	70	3%
People issues - don't care, apathetic, not interested, too busy, can't please everyone	57	3%
Comments regarding specific areas/ suburbs	43	2%
Educate new migrants	41	2%
All of the above	39	2%
Comments regarding council - spending, plan, policy, mayor	27	1%
Population/ overcrowding is an issue	22	1%
No comment	10	0%

Selection of comments

- *“Continue to raise awareness of the need for effort by all to prevent deterioration in the light of increasing population pressure on our environment. Highlighting the values of our natural environment and what we need to do to sustain it.”*
- *“An awareness that a clean, tidy city is OUR responsibility as citizens - encouraging Aucklanders to step up for their future and future generations to come.”*
- *“Creating more awareness of how much people are actually damaging the environment just by little everyday things. People do not know the damage they are really doing and do not have a sustainable mindset”*
- *“Inform people of the ways in which community members can offer help by advertising more pro-actively.”*
- *“Make people more aware of environmental problems in their immediate communities. Provide information so more people can be involved in helping their community. Hold clean-up days, these need to be well publicised.”*
- *“More information, getting the community more involved, you'd be surprised the amount of people that would turn up to help clean an area or plant new trees etc. There is never anything sent out and when things like this are just done, people don't tend to take notice.”*
- *“Just get the message out there and encourage people to do some cleaning, even if you make it fun, because if you make it fun the community might get out there and do it. Plus introduce it to schools also.”*
- *“Awareness through public and social media and education at schools stressing how fragile our environment is but clean-up is possible - 2 well known examples from UK are the clean-up of the River Thames and the results of that clean up, also how London got rid of its infamous killer smog. People need to be made aware in a positive, constructive manner and how each individual can play a minor role e.g. do you need to wash your car every week and let the detergent, chemical water used run down your drive into the stormwater drains?”*
- *“Perhaps have some people in education roles for the various community groups. Eg Tiritiri Matangi has a person employed as an educator. Fund schools to go to Parks and organize tree planting or bird counting or bush walks for kids. Educate our kids and they can then educate the adults.”*
- *“Continue and perhaps expand current recycling/green initiatives in schools - ingrain these ideas from a young age!”*
- *“Incentives for recycling/ reducing landfill waste.”*
- *“Help establish and give continued support to local volunteer groups, they will feel valued and less likely to suffer from volunteer fatigue. Look for ways to make volunteering fun, worthwhile and valued”*
- *“Provide free public transport to community clean ups and provide a BBQ afterwards.”*

4.5 Awareness / Knowledge

Q7A. Please tick the plans and strategies put forward by Auckland Council regarding the natural environment you are aware of, or heard of, or seen online or print materials, or submitted feedback on.



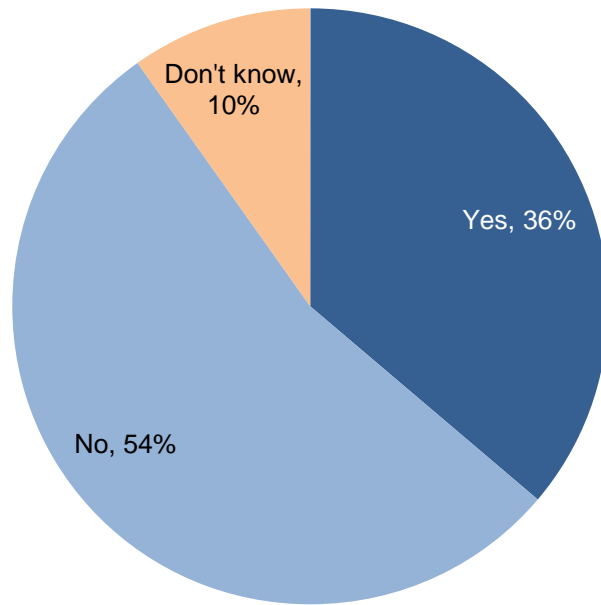
*Base: Panellists participating in survey n=2835. Multiple responses were allowed, responses add to over 100% * This was drawn from 'other, specify' comments*

Three quarters of panellists were aware of, or had either heard, seen, or submitted feedback on the Unitary Plan (76%). Around half were aware of The Auckland Plan (53%) and/or the Waste Management and Minimisation Plan (46%).

Men were more likely than women to have heard of the Hauraki Gulf Marine Spatial Plan (28% vs 20%). People aged 65 years and over were more likely to have heard of the Waste Management and Minimisation Plan (54%), while those aged between 15 and 24 years were more likely to have heard of Low Carbon Auckland (25%).

European panellists were generally more likely to have heard of a number of these plans, apart from Low Carbon Auckland (Asian panellists were more likely to have heard of this – 20%) and the Water Strategic Action Plan (Māori panellists were more likely to have heard of this – 19%).

Q8A. Have you seen or heard about the concept of Green Growth or Green Economy?



Base: Panellists participating in survey n=2821.

A third (36%) of panellsits had seen or heard about the concept of Green Growth or Green Economy.

Men were more likely than women to have heard of this concept (41% vs 32%), as were European panellists (38%).

Q9A. Can you briefly describe what you understand Green Growth or Green Economy to be?

Among those who had heard of Green Growth or Green Economy, the most frequently given responses focused on sustainability, an economy based on environmentally friendly practices, and being environmentally friendly/conscious in general.

Can you briefly describe what you understand Green Growth or Green Economy to be?	Number of responses n=948	% of responses
Sustainability - sustainable development, economy based on	312	33%
Economy based on environmentally friendly practices	186	20%
Environmentally conscious in general	133	14%
Eco friendly technology/ industry	84	9%
Using natural/ renewable resources in a sustainable manner	81	9%
Produce less waste	76	8%
Reducing carbon footprint	68	7%
Detractor comments	55	6%
Reducing environmental risks	48	5%
Conserve energy	43	5%
Other	42	4%
Heard of it, but don't know details	36	4%
Don't know	32	3%
A bartering system/ sharing of resources	27	3%
No	23	2%

Selection of comments

- *“A Green economy is one where it doesn't affect the environment significantly but still provided growth.”*
- *“A business model that focuses on environmental outcomes and pays attention to sustainability and use of resources as well as more traditional economic drivers. Businesses that take advantage of the public's interest in the environment (e.g. eco-tourism).”*
- *“A green economy is based on sustainability and does not necessarily involve monetary transactions. Eg. trading goods for services.”*
- *“Economic development that has a neutral or beneficial impact on the natural environment, e.g. zero greenhouse gas emissions, air pollution, or water pollution. However, it's worth pointing out that the idea of "Green Growth" where we can continue to grow our economy without increasing our use of natural resources or pollution is folly. The only way we can have a truly sustainable economy (environmentally, socially, and economically sustainable) is to have a steady-state economy instead of a growth economy.”*
- *“A green economy is one in which economic production is maximized in a way that is environmentally friendly and sustainable. As part of that, green growth is the development of eco-friendly industries and industries that*

maximize ecological benefits at an economic profit.”

- *“Green Economy - incentivising businesses to minimise environmental damage, encouraging new businesses that promote "green" initiatives (e.g.: selling electric cars)”*
- *“Making environmental and social sustainability core to business, minimizing waste, being more efficient, being innovative, cradle to grave sustainability...”*
- *“It is about encouraging businesses to provide environmentally sustainable work practices, educating society to reduce, reuse, recycle, grow your own produce, buy local, think global-act local, be more mindful of a single person’s impact, and educate LOCAL GOVERNMENTS of their responsibilities to limit housing, roading, and industrial impacts and the impacts of infill housing, rabid reading projects and industrial estates.”*
- *“An economy that is not based on the growth of GDP but the quality of life, growing a better future for the city, not solely monetarily. Businesses are offered credits or will receive a better community standing/custom by behaving environmentally responsibly. Individuals can benefit too but for example "selling" their excess electricity back to the "grid" for use in the community. Work and buy food locally. Use public transport or share travel where possible. Recycle, use less.”*

4.6 Final comments

Q10A. Do you have any further comments regarding the issue of protecting and further improving Auckland’s natural environment that was not covered that you would like to make?

The most frequently mentioned comment themes focused on the general protection of the environment, increasing awareness, and more information and transparency concerned with cost.

Do you have any further comments regarding the issue of protecting and further improving Auckland’s natural environment that was not covered that you would like to make?	Number of responses n=1286	% of responses
No comment	399	31%
Comments regarding general protection of environment	238	19%
Increase awareness - advertise, promote, educate, consultation	185	14%
More information/ transparency/ concerned with cost	108	8%
Development/ intensification	98	8%
Rubbish/ recycling - ban plastic bags, Hazmobile	76	6%
Keep up the good work/ thanks for opportunity to comment	68	5%
Comments regarding public transport	47	4%
More planting/ tree protection	46	3%
Comments regarding waste	45	3%
Pests and disease control - less spraying, kauri dieback	36	3%
Air quality - emission testing, ban diesel,	33	2%
Comments regarding over population	26	2%
Policies/ plans/ green projects	25	2%
Water quality	23	2%
Don't know	22	2%
Time critical - don't wait til too late, get on with it	17	1%
Must be sustainable	16	1%
Already answered/ all covered	16	1%
Address crime - graffiti, liquor, crime	5	0%
Other	54	4%

Selection of comments

- *“Auckland Council should have sole responsibility for the local environment and not let it be fragmented into sections controlled by a variety of bodies with their own particular agenda or self-rioting ambitions”*
- *“All newcomers to New Zealand should be given information regarding the environment and how to care for it and asked for a commitment to respect the land and environment - to protect our 'clean and green image.’”*
- *“Council needs to be more responsive to environmental needs and accepting of recommendations for improvement (e.g. Water Sensitive Cities benchmarking study).”*
- *“It seems all the work is being done in South Auckland and no money is left for Whangaparaoa. I think we need our own council back to spend our own*

rates in our own area and not in someone else's area."

- *"Encourage local communities to take more responsibility for areas, rather than council staff who tend to be dictatorial, and cost ratepayers!"*
- *"I would like to see SPECIFIC, possible, conservation activities/services presented to school assemblies throughout Auckland"*
- *"It doesn't need to be expensive, there are plenty of people who would love to be engaged in community work, but I for one wouldn't know where to start. I have two small children so only get involved when we're out and about, clearing rubbish up at parks and beaches, but I've never heard of any groups to join locally, and I visit our community centre at least once a week."*
- *"Articles and information on the biodiversity of our environment to promote respect and appreciation."*
- *"The council needs to stop spending money on non-core activities and start prioritizing budget on core activities, such as maintaining and improving the general Auckland environment. No more rates rises, just use what you have and spend it wisely."*
- *"I think there are too many plans costing the taxpayer too much money. Surely you can cut down some of these plans. We don't need a bloated bureaucracy creating other bloated bureaucracies. Please don't create work."*
- *"I think schools and school children should be encouraged to do more. i.e. every school to adopt a native animal and one native plant; study and promote those species, maybe fund raise for those species (mufti day) that way children grow up with the knowledge that NZ species are very unique and valuable."*
- *"Maybe there could be a system of awarding green stars to businesses, just as schools aspire to green stars, so could businesses that create the least waste and pollution, e.g. cafes that use paper not polystyrene food containers etc. be able to display a sign like the food safety grade, that shows their environmental practices. I think it is time that environment awareness is considered to be the sensible, normal way to be rather than the old attitude which was that only hippie types were interested."*

5 How these results have been used

Survey results have provided a clear indication of Aucklanders' understanding of and appreciation for the environment. There is a clear indication of a willingness to be involved with environmentally focused activities such as planting, bush preservation, waterway clean-ups and biodiversity related activities. This is an area where Council can take a leadership role by provide opportunities and support for communities.

Over the next few months Council staff will be undertaking a more in depth analysis of the survey findings to identify opportunities for Aucklanders to achieve a world class natural environment.

Appendix I Questionnaire with tables:

Q1A: When you think of the Auckland environment, what are the areas or aspects of the environment that come to mind? Please specify all the areas or aspects you can think of.	Number of responses n=2798	% of responses
Open response		

Base: Panellists participating in survey n= 2798

Q2A: Based on your understanding of what is meant by Auckland's environment, would you say that in general Auckland's environment is getting better or worse now battery?	Number of responses n=2835	% of responses
1 - Getting a lot better	128	5%
2 – Somewhat better now	847	30%
Total better (1 & 2)	975	34%
3 - No change	576	20%
4 – Getting worse now	920	32%
5 – Getting a lot worse now	254	9%
Total worse (4 & 5)	1174	41%
Unsure / Don't know	110	4%

Base: Panellists participating in survey n= 2835

Q2B: Why do you say that? Please tell us the reasons behind your answer above, providing examples or stories where possible.	Number of responses n=2572	% of responses
Open response		

Base: Panellists participating in survey n= 2572

Q3Ai: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Native bush	Number of responses n=2835	% of responses
Most important	233	8%
2 nd most important	417	15%
3 rd most important	474	17%
Non response	1711	60%

Base: Panellists participating in survey n= 2835

Q3Aii: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Freshwater rivers and lakes	Number of responses n=2835	% of responses
Most important	304	11%
2 nd most important	444	16%
3 rd most important	375	13%
Non response	1712	60%

Base: Panellists participating in survey n= 2835

Q3Aiii: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Harbours	Number of responses n=2835	% of responses
Most important	558	20%
2 nd most important	462	16%
3 rd most important	384	14%
Non response	1431	50%

Base: Panellists participating in survey n= 2835

Q3Aiv: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Beaches	Number of responses n=2835	% of responses
Most important	472	17%
2 nd most important	544	19%
3 rd most important	406	14%
Non response	1413	50%

Base: Panellists participating in survey n= 2835

Q3Av: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Wetlands	Number of responses n=2835	% of responses
Most important	41	1%
2 nd most important	154	5%
3 rd most important	189	7%
Non response	2451	86%

Base: Panellists participating in survey n= 2835

Q3Avi: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Sand dunes	Number of responses n=2835	% of responses
Most important	5	0%
2 nd most important	27	1%
3 rd most important	44	2%
Non response	2759	97%

Base: Panellists participating in survey n= 2835

Q3Avii: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Air Quality	Number of responses n=2835	% of responses
Most important	802	28%
2 nd most important	328	12%
3 rd most important	337	12%
Non response	1368	48%

Base: Panellists participating in survey n= 2835

Q3Aviii: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Native biodiversity	Number of responses n=2835	% of responses
Most important	240	8%
2 nd most important	207	7%
3 rd most important	301	11%
Non response	2087	74%

Base: Panellists participating in survey n= 2835

Q3Aix: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Maunga (Auckland's volcanic fields, such as One Tree Hill)	Number of responses n=2835	% of responses
Most important	141	5%
2 nd most important	238	8%
3 rd most important	282	10%
Non response	2174	77%

Base: Panellists participating in survey n= 2835

Q3Ax: The Auckland natural environment can be described as our terrestrial (e.g. forests, sand dunes), marine and freshwater native plants and animals (biodiversity), the quality of our rivers, lakes, harbours and beaches plus the natural features that make up Auckland. Amongst all areas listed below, please tell me which area you believe is the most important element of Auckland's natural environment? Which area is the second most important? Which area is the third most important? - Don't know	Number of responses n=2835	% of responses
Most important	29	1%
2 nd most important	4	0%
3 rd most important	33	1%
Non response	2769	98%

Base: Panellists participating in survey n= 2835

Q3B: For the areas and aspects you selected as important, can you give the reasons why they are important?	Number of responses n=2607	% of responses
Open response		

Base: Panellists participating in survey n= 2607

Q3Ci: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Native bush	Number of responses n=2835	% of responses
Too much	81	3%
Just Right	1098	39%
Too little	1026	36%
Don't know	630	22%

Base: Panellists participating in survey n= 2835

Q3Cii: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Freshwater rivers and lakes	Number of responses n=2835	% of responses
Too much	20	1%
Just Right	466	16%
Too little	1529	54%
Don't know	820	29%

Base: Panellists participating in survey n= 2835

Q3Ciii: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Harbours	Number of responses n=2835	% of responses
Too much	49	2%
Just Right	762	27%
Too little	1421	50%
Don't know	603	21%

Base: Panellists participating in survey n= 2835

Q3Civ: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Beaches	Number of responses n=2835	% of responses
Too much	39	1%
Just Right	1120	40%
Too little	1218	43%
Don't know	458	16%

Base: Panellists participating in survey n= 2835

Q3Cv: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Wetlands	Number of responses n=2835	% of responses
Too much	77	3%
Just Right	713	25%
Too little	1022	36%
Don't know	1023	36%

Base: Panellists participating in survey n= 2835

Q3Cvi: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Sand dunes	Number of responses n=2835	% of responses
Too much	56	2%
Just Right	874	31%
Too little	643	23%
Don't know	1262	45%

Base: Panellists participating in survey n= 2835

Q3Cvii: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Air Quality	Number of responses n=2835	% of responses
Too much	33	1%
Just Right	627	22%
Too little	1418	50%
Don't know	757	27%

Base: Panellists participating in survey n= 2835

Q3Cviii: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Native biodiversity	Number of responses n=2835	% of responses
Too much	82	3%
Just Right	780	28%
Too little	1003	35%
Don't know	970	34%

Base: Panellists participating in survey n= 2835

Q3Cix: In your opinion, is Auckland Council doing enough to maintain and/or improve the various areas and aspects of Auckland's natural environment? For each of the areas of aspects of the natural environment, would you say that the council is doing too much, just right or too little? - Maunga (Auckland's volcanic fields, such as One Tree Hill)	Number of responses n=2835	% of responses
Too much	185	7%
Just Right	1351	48%
Too little	559	20%
Don't know	740	26%

Base: Panellists participating in survey n= 2835

Q3D: What, if anything, do you suggest Auckland Council should do more of?	Number of responses n=2184	% of responses
Open response		

Base: Panellists participating in survey n= 2184

Q4A: Which of the following would you say are the main sources of information you used in learning about or understanding the latest news about the natural environment in Auckland. Please select all that apply.	Number of responses n=2835	% of responses
Television	1132	40%
Radio	858	30%
Magazines	569	20%
National newspapers (e.g. NZ Herald, Sunday Star Times)	1366	48%
Local / Suburban newspapers	1784	63%
Family members / friends	944	33%
Street signage / posters / billboards	599	21%
Leaflets / flyers	710	25%
Social media (e.g. Facebook / twitter)	524	18%
Visit council offices / service centres	169	6%
Visit Local Board offices	86	3%
Visit central / local libraries	802	28%
Visit community centres & leisure facilities	404	14%
Community newsletters	1060	37%
National environmental group newsletters (e.g. Forest and Bird, Department of Conservation)	717	25%
Local environmental group newsletters (e.g. Oakley Creek, Friends of Le Roys Bush)	541	19%
Business associations / networks (e.g. Sustainable business network)	159	6%
Council / Local Board newsletters	1030	36%
News websites (e.g. herald.co.nz, stuff.co.nz)	1233	43%
Blogs / forums	210	7%
Never pay attention to news about natural environment in Auckland	31	1%
Don't know	42	1%
Other	46	2%
Council Website *	27	1%
Own observations *	176	6%
Schools/Universities *	18	1%

Base: Panellists participating in survey n= 2835 Note this was a multiple response question, so responses add to more than 100%

Q4B: In the past 12 months, have you received any information or provided feedback / comments regarding Auckland's natural environment through any of the Auckland Council channels listed below? Please select all that apply.	Number of responses n=2835	% of responses
Staff from council offices / service centres	221	8%
Staff from council call centre	97	3%
Staff from Local Board offices	145	5%
Staff from central / local libraries	251	9%
Staff from community centres & leisure facilities	116	4%
OurAuckland (mini magazine, online or app)	1204	42%
Auckland Council website	695	25%
ShapeAuckland	224	8%

Leaflets / flyers distributed in council / Local Board premises	593	21%
Council / Local Board newsletters / e-newsletters	632	22%
Council / Local Board meetings	143	5%
Never received information / provided feedback regarding Auckland's natural environment through Auckland Council channels	557	20%
Don't know	274	10%
Other	153	5%
Surveys/People Panel *	40	1%

Base: Panellists participating in survey n= 2835 Note this was a multiple response question, so responses add to more than 100%

Q5A: In the last 12 months, have you done any of the following environment related activities? Please select all that apply.	Number of responses n=2835	% of responses
Reduced or limited your use of electricity (e.g. through use of energy efficient appliances including solar panels, insulation, double glazing, turning off appliances at the wall when not in use)	2206	78%
Reduced or limited your use of fresh water (e.g. through use of water efficient showerheads, toilets and appliance, rainwater tanks)	1506	53%
Reduced waste to landfill (e.g. through reusing, recycling, composting)	2478	87%
Reduced your fuel consumption (e.g. through using public transport or walking/cycling more often)	1500	53%
Buying products that are marketed as environmentally friendly more regularly	1547	55%
Carried out a biodiversity survey of animals, flora or fauna (e.g. a garden bird survey)	300	11%
Carried out pest control on your property or other land	1010	36%
Been involved in a project to improve the natural environment	702	25%
Grown some of your own food, fruit or vegetable	2023	71%
Participated in or donated to an environmental organisation	907	32%
Never done any of environment related activities in the last 12 months	47	2%
Don't know	12	0%
Other	108	4%

Base: Panellists participating in survey n= 2835 Note this was a multiple response question, so responses add to more than 100%

Q5B: In the last 12 months, have you done any of the following activities in Auckland? Please select all that apply.	Number of responses n=2835	% of responses
Visited a marine reserve in Auckland	1115	39%
Visited a regional park in Auckland	2271	80%
Visited the zoo	964	34%
Visited my local park or a reserve	2537	89%
Visited a beach	2608	92%
Swum in the ocean	1535	54%
Swum in a lake or river in Auckland	213	8%
Gathered mahinga kai (seafood)	288	10%
Gathered other wild food	139	5%
Harvested flax or other plants	201	7%
Fished in the ocean	685	24%
Fished in lakes or rivers	53	2%
Boating in ocean, lakes or rivers in Auckland	938	33%
Learnt about or appreciated our native plants or animals	1265	45%
Never done any of such activities in the last 12 months	41	1%
Don't know	7	0%
Other	57	2%

Base: Panellists participating in survey n= 2835 Note this was a multiple response question, so responses add to more than 100%

Q6A: What initiatives below would motivate you to take more action to protect and further improve Auckland's natural environment? Please select all that apply.	Number of responses n=2835	% of responses
Opportunity to participate in community clean-up activities	1226	43%
Opportunity to participate in community planting activities	1211	43%
Assistance with starting up a group on environment-related subjects	254	9%
Assistance with running a meeting regarding environment-related subjects	191	7%
Free or discounted use of council facilities	1075	38%
Offer connection with another environment group	286	10%
Provide funding / grants to projects that you involve or interested	492	17%
Providing information (e.g. about sustainability, environmental initiatives)	817	29%
Providing free plants and/or advice to improve community environment projects	1046	37%
Advice / assistance from council officer	484	17%
None of the above	356	13%
Don't know	271	10%

Base: Panellists participating in survey n= 2835 Note this was a multiple response question, so responses add to more than 100%

Q6B: In your opinion, what could council consider to do to encourage more people to take action to protect and further improve Auckland's natural environment?	Number of responses n=2179	% of responses
Open response		

Base: Panellists participating in survey n= 2179

Q7A: Please tick the plans and strategies put forward by Auckland Council regarding the natural environment you are aware of, or heard of, or seen online or print materials or submitted feedback on. Please select all that apply.	Number of responses n=2835	% of responses
Environment Strategic Action Plan	343	12%
Water Strategic Action Plan	276	10%
Low Carbon Auckland	305	11%
Unitary Plan	2151	76%
The Hauraki Gulf Marine Spatial Plan - Sea Change	660	23%
Indigenous Biodiversity Strategy	213	8%
Waste Management and Minimisation Plan	1298	46%
The Auckland Plan	1495	53%
Freshwater Policy	319	11%
Regional Pest Management Strategy	620	22%
Don't know	265	9%
Other	35	1%
None of above *	19	1%

Base: Panellists participating in survey n= 2835 Note this was a multiple response question, so responses add to more than 100%

Q8A: Have you seen or heard about the concept of Green Growth or Green Economy?	Number of responses n=2821	% of responses
Yes	1021	36%
No	1523	54%
Don't know	277	10%

Base: Panellists participating in survey n= 2821

Q9A: Can you briefly describe what you understand Green Growth or Green Economy to be?	Number of responses n=949	% of responses
Open response		

Base: Panellists participating in survey n= 949

Q10A: Do you have any further comments regarding the issue of protecting and further improving Auckland's natural environment that was not covered that you would like to make? Please write in the box provided below.	Number of responses n=1286	% of responses
Open response		

Base: Panellists participating in survey n= 1286

Q12A: How long have you lived in Auckland?	Number of responses n=2800	% of responses
0 to 10 years	367	13%
11 to 20 years	465	17%
21 to 30 years	460	16%
31 to 40 years	555	20%
41 to 50 years	452	16%
51 to 60 years	273	10%
61 to 70 years	157	6%
71 to 86 years	71	3%

Base: Panellists participating in survey n= 2800

Appendix II Respondent profile

	All respondents n=2835	Percentages (%) n=2835	Statistics NZ Percentages (%) 2013 census data
Gender			
Female	1665	59%	51%
Male	1146	40%	49%
Prefer not to say/Unknown	24	1%	
Age			
15-24 years	57	2%	19%
25-34 years	192	7%	18%
35-44 years	451	16%	18%
45-54 years	583	21%	18%
55-64 years	642	23%	13%
65-74 years	636	22%	9%
75+ years	220	8%	6%
Prefer not to say/Unknown	54	2%	
Ethnicity (Multiple response)			
European	2099	74%	56%
Māori	113	4%	10%
Pacific Peoples	58	2%	14%
Asian	102	4%	18%
Middle Eastern, Latin American, African	19	1%	2%
Other	2	0%	1%
Unknown	554	20%	
Local Board			
Albert-Eden	258	9%	7%
Devonport-Takapuna	161	6%	4%
Franklin	119	4%	5%
Great Barrier	9	0.3%	0.1%
Henderson-Massey	152	5%	8%
Hibiscus and Bays	208	7%	6%
Howick	165	6%	9%
Kaipātiki	208	7%	6%
Mangere-Otahuhu	75	3%	5%
Manurewa	72	3%	6%
Maungakiekie-Tāmaki	116	4%	5%
Orākei	213	8%	6%
Ōtara-Papatoetoe	59	2%	5%
Papakura	47	2%	3%
Puketāpapa	74	3%	4%
Rodney	179	6%	4%
Upper Harbour	73	3%	4%
Waiheke	54	2%	1%
Waitākere Ranges	169	6%	3%
Waitematā	282	10%	6%

Whau	124	4%	5%
Other/Unknown	18	1%	-

Demographics from People's Panel registration information