

# MANAGING ENVIRONMENTAL IMPACT: WHERE ARE WE IMPROVING?

Research First's latest data shows an improvement in public perceptions of how well environmental impacts are managed. Across farming, urban development, industrial activities and tourism, the proportion of New Zealanders thinking that environmental impacts are poorly managed has dropped in the last year.

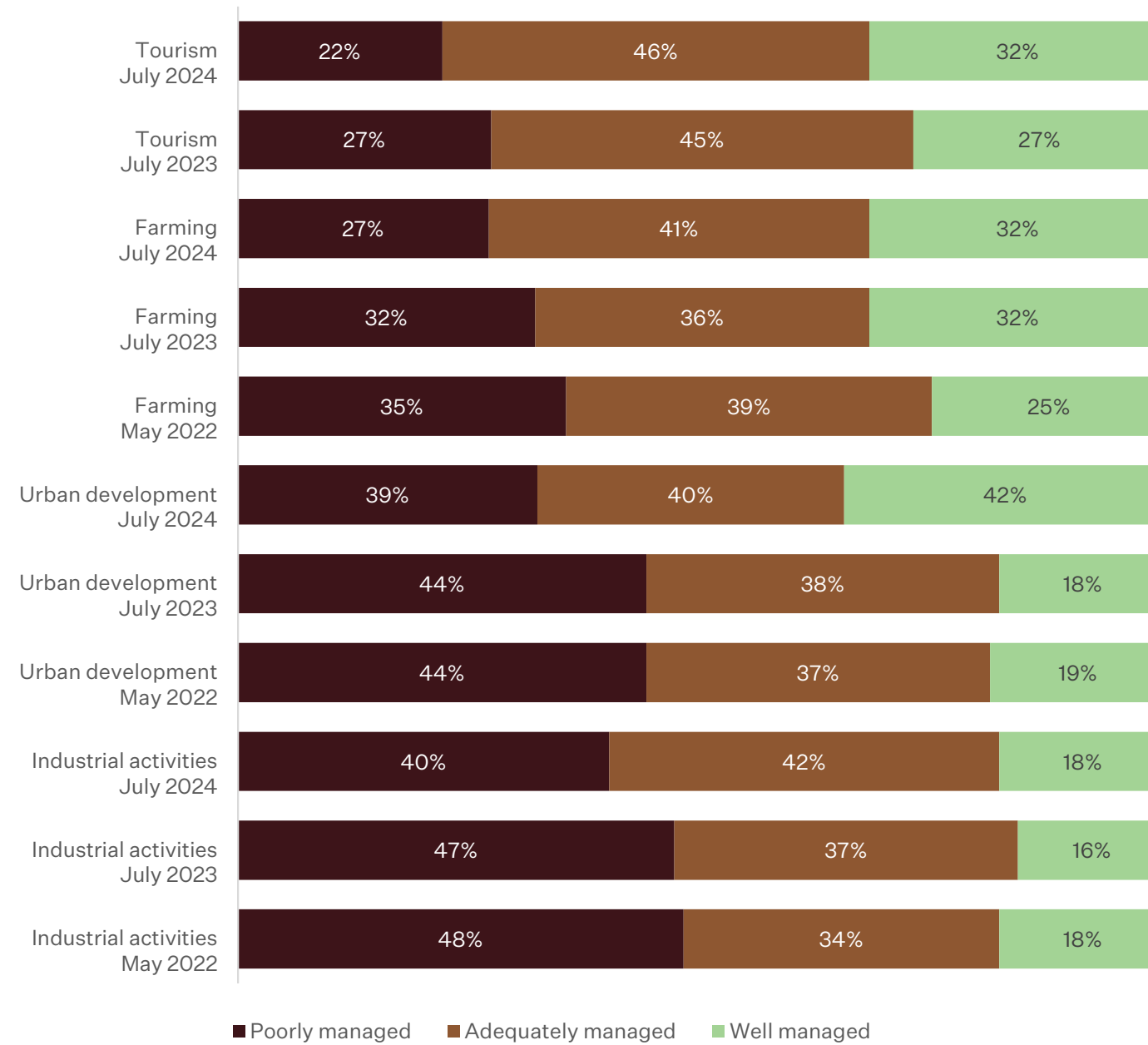
The biggest change has been noted in industrial activities. Efforts to change processes have contributed to a 7% drop in the proportion that see the impacts as poorly managed. However, of the sectors tested, this is the one that performs least well. Tourism sees the biggest positive change with a drop in the proportion seeing the impacts poorly managed corresponding to a rise in those thinking they are now well managed.

Farming sees another drop in negative perceptions. Something else to add to the case that the urban rural divide is a myth. It is also really encouraging to see that half the population (48%) think that New Zealand's management of the environmental impact through farming is better than the global average.

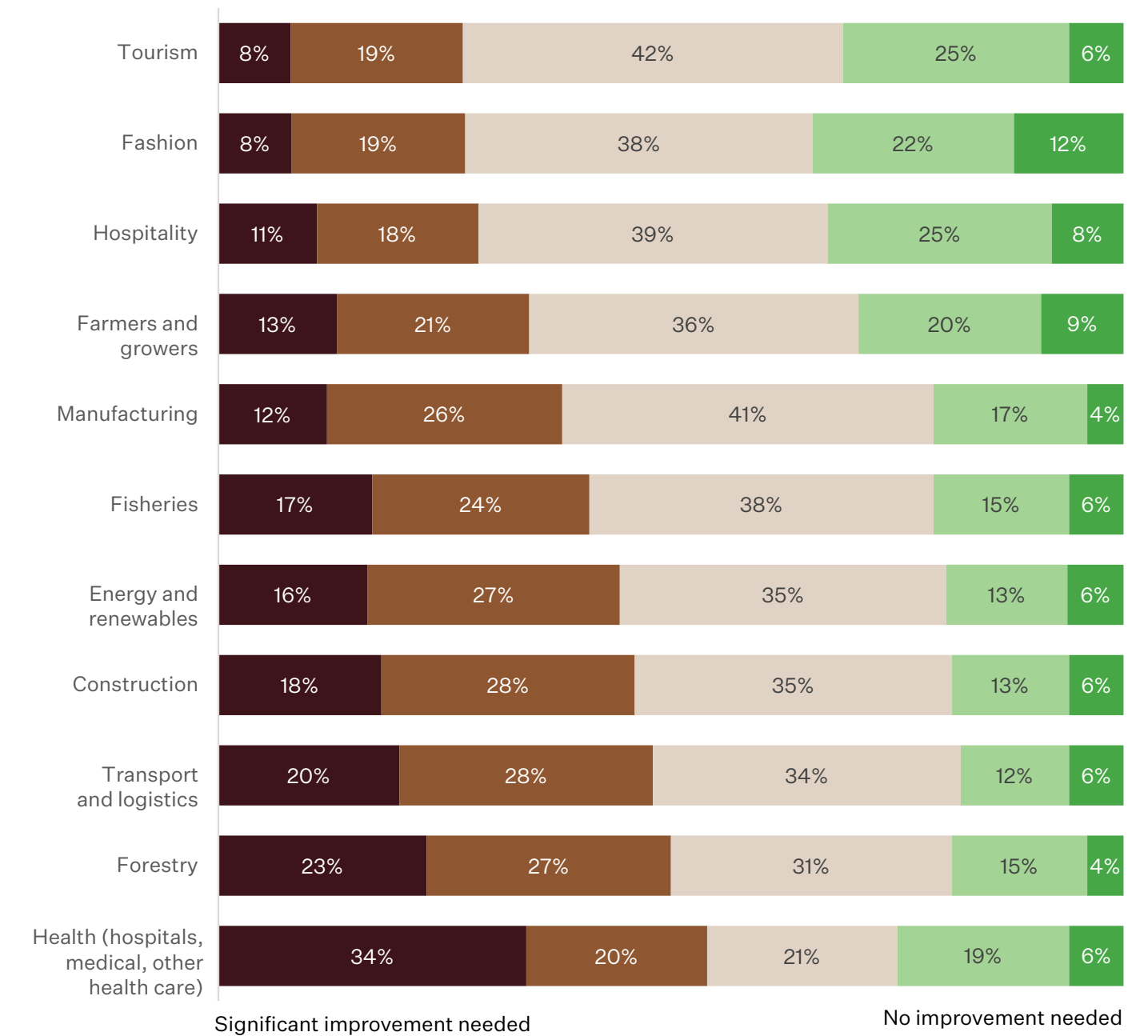
This data comes from a nationally representative survey of New Zealanders. If you would like to know more get in touch with Liz Morley: [liz@researchfirst.co.nz](mailto:liz@researchfirst.co.nz)



How well do you think the following environmental impacts are managed in New Zealand?



How much do you think these NZ sectors **need to improve** in relation to the use of sustainable practices? Use the scale below where 1 is significant improvement needed and 5 is no improvement needed.



Do you think New Zealand's management of those areas is **better or worse** than the global average?

