

FRESHWATER QUALITY



are concerned about **water shortages** for residential use in NZ
(**22%** very concerned,
46% somewhat concerned)

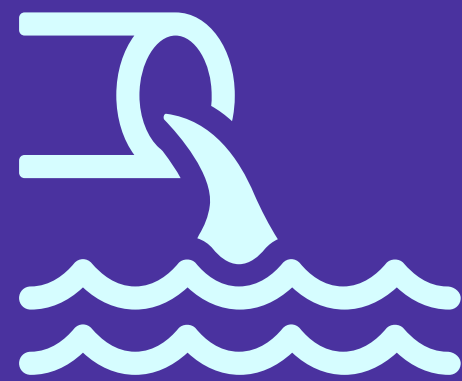


are concerned about the quality of **drinking water** in their local area
(**32%** very concerned,
34%, somewhat concerned)

Which three of the following do you think cause the most damage to the quality of freshwater?

Sewage / stormwater	47%
Hazardous chemicals	44%
Dumping of solid waste	39%
Industrial activities	38%
Farming	36%
Climate change	20%
Urban development	17%
Household waste / household emissions	14%
Pests and weeds	12%
Mining	9%
Motor vehicles and transport	7%
Forestry	6%
Tourism	6%
Commercial fishing	2%
Recreational fishing	2%

Topping the list of factors people perceive cause the most damage to the quality of freshwater is:



SEWAGE & STORMWATER

Farming appears lower down the list



Research First are the rural and food and fibre insights specialists. If you have a question you want to know the answer to, get in touch with Liz: liz@researchfirst.co.nz