

SOURCES OF WATER POLLUTION AND PERCEIVED EFFECTS

 **42%** have heard of nitrate leaching from effluent


 **51%** have heard of nitrate leaching from fertilisers

42% had heard of neither


Rank these sources of pollutants in terms of how concerned you are about their impact on freshwater quality in NZ.

	1 most concern	2	3	4	5	6	7	8 least concern
Wastewater (sewage) discharges, leaks and overflows	23%	19%	15%	16%	9%	7%	7%	4%
Fertiliser run off when too much is applied	15%	20%	15%	12%	15%	10%	8%	4%
Stormwater carrying pollutants from towns and cities into the waterways	14%	14%	19%	15%	14%	9%	8%	6%
Effluent from livestock	20%	13%	8%	11%	10%	16%	11%	10%
Heavy metals from vehicles, roofing, industrial yards	10%	10%	15%	15%	14%	16%	10%	10%
Sediment caused by livestock erosion	7%	12%	9%	10%	16%	19%	17%	10%
Litter / household waste	5%	8%	11%	11%	11%	11%	16%	28%
Sediment run off caused by trees being cleared	5%	5%	8%	10%	10%	11%	22%	28%

 **PATHOGENS**

 **Wastewater (sewage)** discharges, leaks and overflows

 **NUTRIENTS**

 **Fertiliser run off** when too much is applied


 **HEAVY METALS**

 **Stormwater** carrying pollutants from towns and cities into the waterways

 **NUTRIENTS**

 **Effluent** from livestock

 **HEAVY METALS**

 **Heavy metals** from vehicles, roofing, industrial yards

 **SEDIMENT**

 **Sediment** caused by livestock erosion

 **Sediment** run off caused by **trees** being cleared

MOST CONCERN

LEAST CONCERN



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