



HOW THE PUBLIC SEE OUR INDUSTRIES

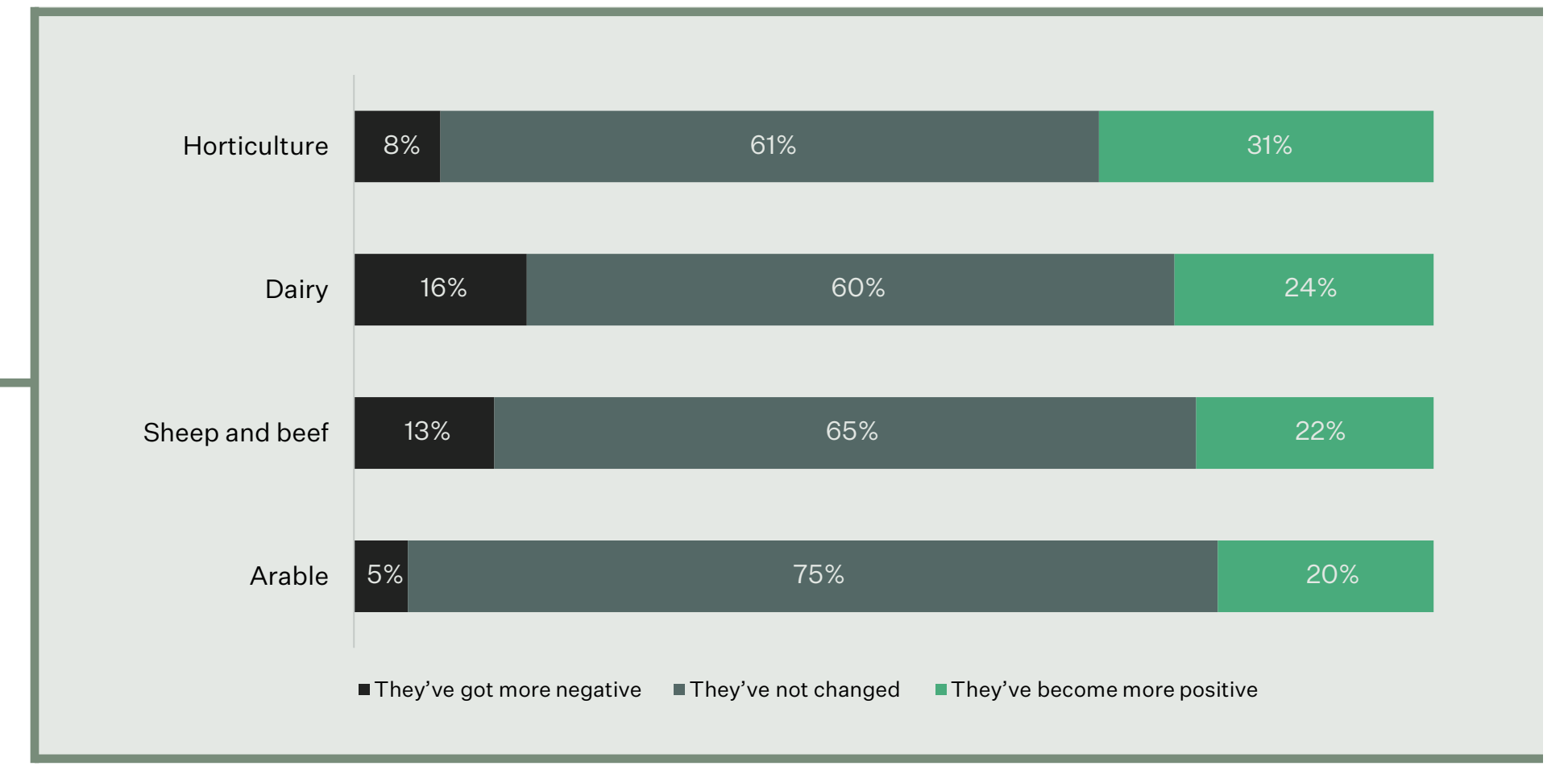
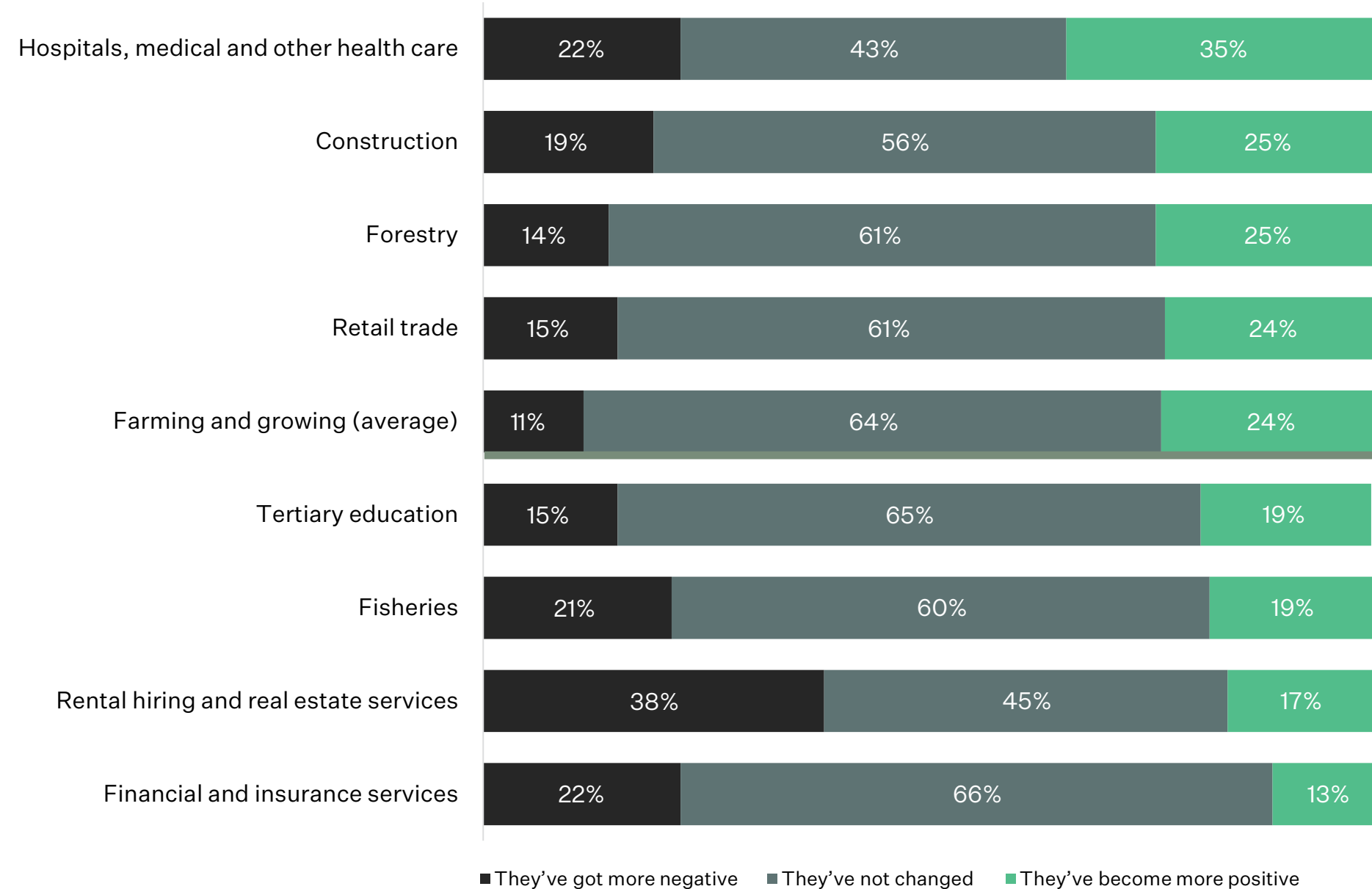
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Typically, this type of research would measure the proportion of the population that hold a positive view. We thought we would push past just a positive or negative call, instead looking at where those public perception trends are heading and what is driving them.

Rental hiring and real estate services come out poorly, with a huge 38% of the population stating their views of the industry have got more negative over the last 3 years.

The data also shows that Kiwis are more confident in our primary producers than media trends might often portray. This is particularly the case for horticulture, though significant proportions also state their perceptions of dairy, sheep & beef and arable farming have become more positive.

The data comes from a nationally representative survey of New Zealanders. If you would like to unpack this more, get in touch with Liz Morley liz@researchfirst.co.nz



What is driving negative perceptions?

Fisheries:
OVERFISHING

What is driving negative perceptions?

Retail:
PRICES

What is driving negative perceptions?

Farming and growing:
ENVIRONMENTAL IMPACT, PRICES, STAFF SHORTAGES, WASTE

What is driving negative perceptions?

Rental hiring and real estate:
ABILITY TO INFLUENCE THE MARKET, POOR CUSTOMER SERVICE

What is driving negative perceptions?

Financial and insurance services:
DECLINE IN TRUST

What is driving negative perceptions?

Construction:
PRICE, DELAYS DUE TO LACK OF RESOURCES, POOR QUALITY

What is driving negative perceptions?

Forestry:
USE OF FARMLAND, EXPORT FOR PROCESSING

What is driving negative perceptions?

Tertiary education:
SLIPPING STANDARDS, NOT WORK-READY FOCUSED

What is driving negative perceptions?

Healthcare:
STAFFING ISSUES, WAITING LISTS

