

# Public Survey of New Zealand's Natural Resources

## INTRODUCTION:

Good morning/afternoon. My name is ... from Consumer Link, a Market Research Company. We are conducting a short survey about New Zealand's natural resources and for this survey I need to speak to the person in your household who is aged 18 or over and who has the next birthday. May I please speak to that person?

## RE-INTRODUCE IF NECESSARY

We are conducting this research on New Zealand's natural resources. The interview will take about 15 minutes.

## READ IF NECESSARY

(I can't tell you who we are doing this research for at this stage as we don't want to influence your answers, but we will tell you at the end of the interview).

The research is totally confidential and your answers will not be able to be identified in any way.

We would appreciate it if you would take the time to help us with this research. Would you be able to help us with this research please?

Yes

No

THANK AND CLOSE

S1) So that we can check that we have a proper cross section of people in our survey which of the following age groups do you fall into? READ OUT

1. 18-24 years
2. 25-29 years
3. 30-39 years
4. 40-49 years
5. 50-59 years
6. 60-64 years
7. 65 or older

S2) CODE GENDER

DO NOT READ OUT

1. Male
2. Female

CHECK QUOTAS & CONTINUE OR CLOSE

MAKE APPOINTMENT IF NECESSARY

The purpose of this survey is to find out New Zealanders' opinions towards a number of matters. There are no right or wrong answers; it is all helpful.

1. To start, with, how concerned or unconcerned are you about New Zealand's standard of living over the next 5 to 10 years?

1. Very Concerned
2. Quite concerned
3. Quite unconcerned
4. Very unconcerned
5. DO NOT READ Don't know

2. How important or unimportant do you think the development of New Zealand's natural resources is, in improving New Zealand's economic prosperity and standards of living? Natural resources include oil, gas, coal, gold and iron sands.

READ OUT

1. Very Important
2. Quite Important
3. Quite Unimportant
4. Very Unimportant
5. DO NOT READ Don't know

3. Do you believe that New Zealand has an appropriate long term overall plan or strategy for the development of our natural resources? READ OUT

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. DO NOT READ Don't know

4a. If New Zealand's coal reserves could be converted to diesel to help keep future prices no higher than they are today, including the cost of reducing any CO2 emissions from the process, do you think this would be: READ OUT

1. Definitely a good thing
2. Probably a good thing
3. Probably a bad thing
4. Definitely a bad thing
5. DO NOT READ No opinion
6. DO NOT READ Don't know
7. DO NOT READ Refused

4b. Currently, two thirds of fertiliser used in New Zealand is imported. If New Zealand's coal reserves could be used to make fertiliser, do you think this would be: READ OUT

1. Definitely a good thing
2. Probably a good thing
3. Probably a bad thing
4. Definitely a bad thing
5. DO NOT READ No opinion
6. DO NOT READ Don't know
7. DO NOT READ Refused

5a. Where is coal mined in New Zealand?

DO NOT READ OUT

1. Buller
2. Greymouth
3. Huntly / Waikato
4. Otago
5. Southland
6. South Island
9. West Coast South Island
7. Other \_\_\_\_\_
8. Don't know any

5c. Does New Zealand export coal overseas?

1. Yes
2. No
3. DO NOT READ OUT Don't know

5d. For what purposes is New Zealand coal used in New Zealand?

DO NOT READ OUT

1. Home heating / cooking
2. Other Heating e.g. hospitals / schools etc
3. By industry / manufacturers
4. Generating / making electricity
5. Making steel
6. Making fertiliser
7. Transport fuel / trains
8. Other (SPECIFY) \_\_\_\_\_

5e. For what purposes is New Zealand coal used when exported overseas? DO NOT READ OUT

1. Home heating / cooking
2. Other Heating e.g. hospitals / schools etc
3. By industry / manufacturers
4. Generating / making electricity
5. Making steel
6. Making fertiliser
7. Transport fuel / trains
8. Other (SPECIFY) \_\_\_\_\_

6. I now have a number of statements that I am going to read to you and I would like you to tell me whether you agree or disagree with each statement. Please use the scale: agree strongly, agree, have no opinion, disagree or disagree strongly.  
DO NOT READ Don't know  
ROTATE ORDER

Coal mining in New Zealand is undertaken in an environmentally responsible way  
New Zealand has larger resources of coal that could be used to produce energy and make steel and other products  
We should be making greater use of our coal resources  
New Zealand has the highest per capita natural resources in the world  
Using New Zealand coal can improve everyone's standard of living here

7. Using the same scale how much do you agree or disagree with the development of New Zealand's coal and other natural resources such as oil, gas, gold and iron sands, ...  
1. [Agree strongly  
2. Agree  
3. Have no opinion  
4. Disagree  
5. Disagree strongly]  
6. DO NOT READ Don't Know

[READ IF NECESSARY Using the same scale how much do you agree or disagree with]

Overall  
If the environment is protected  
If the environment is returned to as it was before  
If there is no overall increase in greenhouse emissions  
If local people are employed  
If it is done by New Zealand companies  
If it means lower priced diesel  
If the communities where it occurs get special benefits  
If it boosts the NZ economy  
If everyone's standard of living in New Zealand improves  
If most of the money stays in New Zealand

8a. Now some questions about the company Solid Energy. Solid Energy is New Zealand's major coal producer. Before today, had you heard of Solid Energy?  
1. Yes  
2. No  
3. DO NOT READ Don't know

8b. Did you know that Solid Energy is an SOE owned by the Government?  
1. Yes  
2. No  
3. DO NOT READ Don't know

9a. Thinking about everything you know and have heard about Solid Energy, how would you rate them overall? Would you say they are READ OUT  
1. Very good  
2. Quite good  
3. Neither good nor poor  
4. Quite poor  
5. Very poor  
6. DO NOT READ Don't know

9b. For what reasons do you say that? What else?  
PROBE FULLY, RECORD VERBATIM

10. If you could talk directly to the person in charge of Solid Energy, what would you say to them about Solid Energy?  
RECORD VERBATIM

11. Now some questions about lignite.

Did you know that lignite can be used for  
home heating? [Yes No Don't know]  
industry?  
making fertilizer?  
making diesel?

12a. Did you know that most of New Zealand's lignite reserves are in Southland?  
1. Yes  
2. No  
3. DO NOT READ Don't know

12b. Before today, did you know that Solid Energy is developing the lignite resources in Southland?  
1. Yes  
2. No  
3. DO NOT READ Don't know

13a. Solid Energy is developing Southland's Lignite. How much do you agree or disagree overall with the development of Southland's lignite?

READ IF NECESSARY  
1. Agree strongly  
2. Agree  
3. Have no opinion  
4. Disagree  
5. Disagree strongly  
6. DO NOT READ Don't know

13b. For what reasons do you say that? What else?  
PROBE FULLY

14. How much do you agree or disagree with the development of Southland's lignite, ... READ OUT

1. Agree strongly
2. Agree
3. Have no opinion
4. Disagree
5. Disagree strongly
6. DO NOT READ Don't know

[READ IF NECESSARY

How much do you agree or disagree with the development of Southland's Lignite .]

- ... if the environment is protected
- ... If the environment is returned to as it was before
- ... If there is no overall increase in greenhouse emissions
- ... If local people are employed
- ... If it is done by New Zealand companies
- ... If it means lower priced diesel
- ... If it means lower priced fertiliser
- ... If the communities where it occurs get special benefits
- ... If it boosts the NZ economy
- ... If everyone's standard of living in New Zealand improves
- ... If most of the money stays in New Zealand

#### EVERYONE DEMOGRAPHICS

And finally I have a few questions for our statistics.

15. Which of the following best describes the highest level of education you have completed? READ OUT

- Secondary school, no School Certificate
- School Certificate/NCEA Level 1
- Sixth form certificate/higher school Certificate/NCEA Level 2
- University entrance/Matriculation/NCEA Level 3
- Technical or trade qualification
- Tertiary Certificate
- Tertiary Diploma
- Degree
- Post Graduate Qualification
- Other (please specify)

18. If a general election were held tomorrow, which party which party would you vote for? DO NOT READ OUT

1. ACT
2. Alliance
3. Green Party
4. Labour
5. Maori party
6. National
7. New Zealand First
8. United Future
9. Other (please specify)
10. Don't know/not sure/undecided
11. Refused
12. Would not vote

19. Which of these categories best describes you in terms of paid employment? READ OUT

1. Full time, 30 hours a week or more
2. Part time, less than 30 hours a week
3. Not employed as an income earner
4. Self employed

20. IF EMPLOYED

And which of the following industry sectors do you work in?

READ OUT IF NECESSARY.

1. Agriculture, horticulture, forestry and fishing
2. Mining
3. Manufacturing
4. Electricity/gas/water
5. Construction
6. Wholesale trade
7. Retail trade
8. Accommodation/restaurants/cafes
9. Transport and storage
10. Communications services
11. Finance and insurance
12. Property and business services
13. Government administration and defense
14. Education
15. Health and community services
16. Cultural and recreational services
17. Personal and other services
18. Other (SPECIFY)
19. Refused