

NZIER
NEW ZEALAND INSTITUTE OF
ECONOMIC RESEARCH

Managing freshwater: what are our options?

Presentation at NZIER's 60th anniversary event
14 November 2018

Target audience

- Guests at NZIER's 60th anniversary event – 43 responses
- General public – 1,015 responses
- High school students – 26 responses



Attributes that were ranked in the survey



River visibility



Flora and fauna



Number of
swimmable rivers



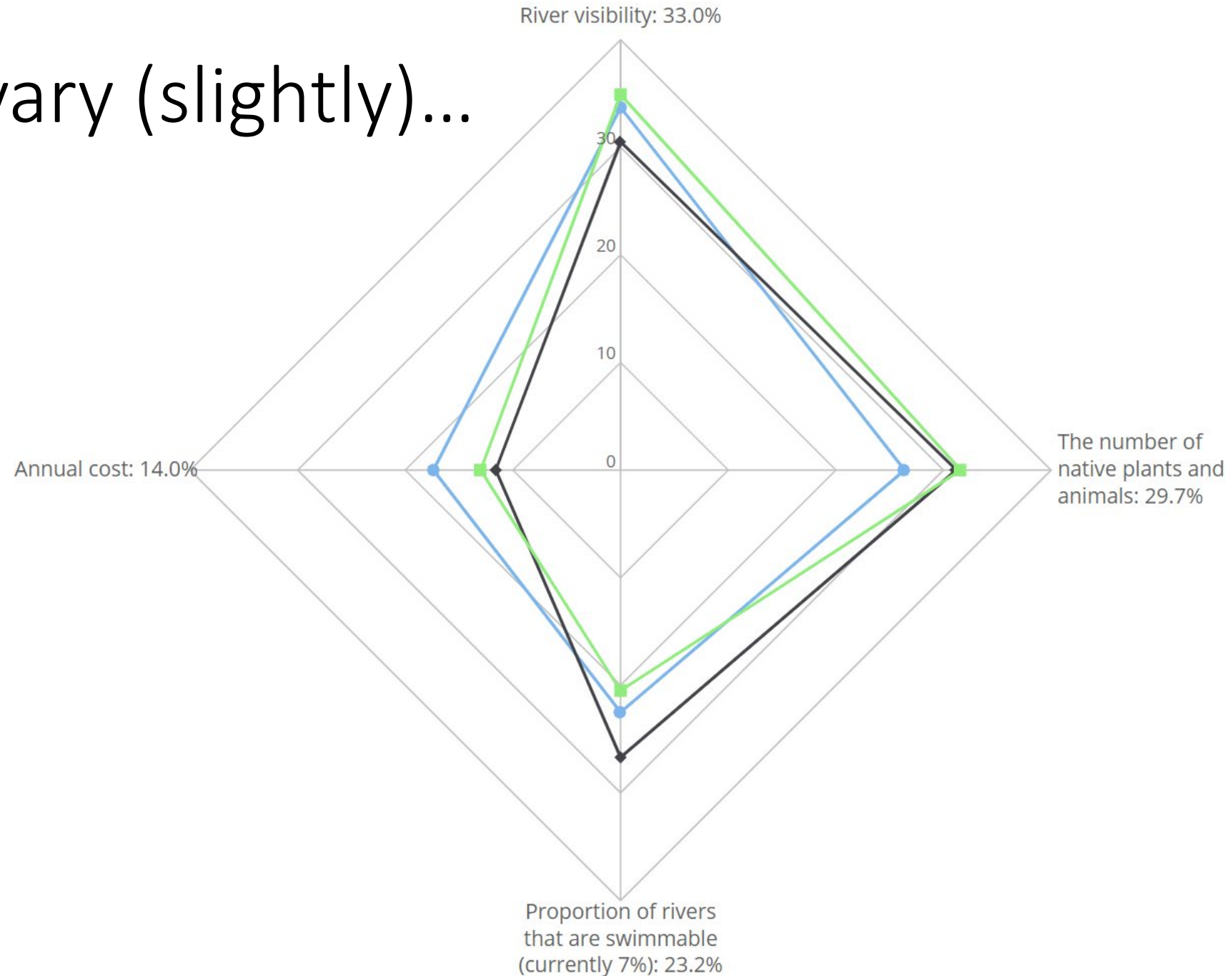
Annual levy

Attribute ranking

	Guests	General public	High school students
River visibility	2	1	1
Flora and fauna	1	2	2
Number of swimmable rivers	3	3	3
Annual levy	4	4	4

- The rankings are preferences
- Guest preferences differ from the general public and high school students
- Paying for swimmable rivers is least important to everyone

But views still vary (slightly)...



- Guests
- General public
- High school students

Trade-off 1

Annual cost

\$25 per person

The number of native plants and animals

↓ decrease by 10%

OR

Guests and general public both prefer

Annual cost

\$50 per person

The number of native plants and animals

Remain unchanged

Nearly all of our guests and 75% of the general public are happy to pay an extra \$25 a year to avoid losing 10% of our flora and fauna.

Trade-off 2

Proportion of rivers that are swimmable (currently 7%)

↑ increase to 40%

River visibility

Brown and muddy

OR

Guests and general public both prefer

Proportion of rivers that are swimmable (currently 7%)

↑ increase to 20%

River visibility

Clear

Nearly all of our guests and the general public care more about the clarity of the river over increasing the number of swimmable rivers.

Trade-off 3

The number of native plants and animals

↑ increase by 10%

River visibility

Brown and muddy

OR

Guests and general public both prefer

The number of native plants and animals

↓ decrease by 10%

River visibility

Clear

Half of our guests and two-thirds of the general public are happy to lose 10% of our flora and fauna to increase river visibility.

Trade-off 4

Proportion of rivers that are swimmable (currently 7%)
increase to 20%

The number of native plants and animals
decrease by 10%

OR

Guests and general public both prefer

Proportion of rivers that are swimmable (currently 7%)
remain unchanged

The number of native plants and animals
remain unchanged

- More than half of our guests and the general public chose to leave the number of swimmable rivers and flora and fauna untouched.
- But just under half are happy to give up 10% of our flora and fauna to swim in rivers!

Trade-off 5

General public

Annual cost

\$25 per person

The number of native plants and animals
remain unchanged

OR

Guests

Annual cost

\$75 per person

The number of native plants and animals
increase by 10%

Two-thirds of our **guests** are happy to pay an extra \$50 per year to increase 10% of our flora and fauna. But 60% of the **general public** disagrees.

Trade-off 6

Guests

Proportion of rivers that are swimmable (currently 7%)

↑ increase to 20%

River visibility

Cloudy

OR

General public

Proportion of rivers that are swimmable (currently 7%)

Remain unchanged

River visibility

Clear

Half of our **guests** would take 20% more swimmable rivers even if they're cloudy.
But 60% of the **general public** prefers river clarity.

Trade-off 7

Guests

The number of native plants and animals
remain unchanged

River visibility
cloudy

OR

General public

The number of native plants and animals
decrease by 10%

River visibility
clear

70% of our **guests** would prefer cloudy rivers to maintain flora and fauna. But more than half of the **general public** wants river clarity.

Trade-off 8

General public

Annual cost

\$25 per person

Proportion of rivers that are swimmable (currently 7%)
increase to 20%

OR

Guests

Annual cost

\$75 per person

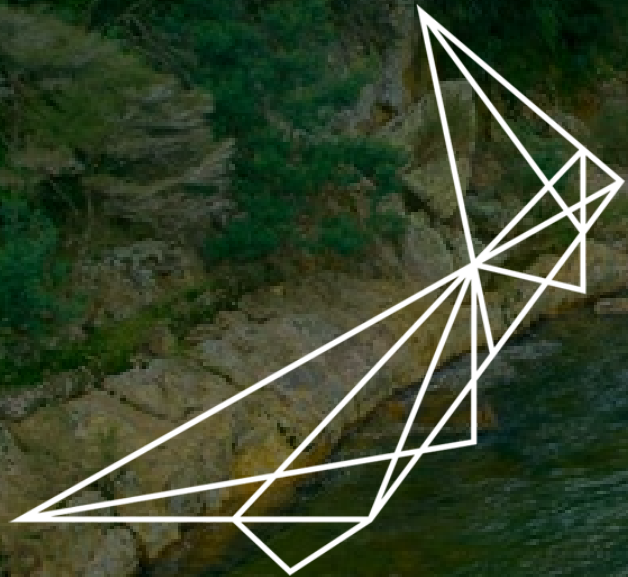
Proportion of rivers that are swimmable (currently 7%)
increase to 40%

60% of our **guests** are happy to pay an extra \$50 per year to get 20% more swimmable rivers.
But more than half of the **general public** prefers river clarity.

Discussion

- This survey represents an initial delve into understanding how Kiwis think about fresh water
- The results show relatively minor differences between the groups we surveyed
- The general public group has a preference for water clarity
- What can we do to inform the New Zealand public on the importance of biodiversity?

Note this survey was not necessarily fully representative of NZ views. Survey responses were anonymous and not controlled for incomes and other demographic variations



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