



Genetically Modified Organisms Survey Results For Aggregated Northland Area

November 2009

Summary of Results for Aggregated Northland Area (1)

- 74% of residents favour their local Council having a role in regulating the use of GM plants and animals, either by setting local rules or when ERMA is processing GMO applications.
- 46% of residents aged 18+ believe that their Council **should set** rules for the local use of GM plants and animals. However, there are also 37% who believe their Council **should not set** rules, whilst 14% have **no preference**.
- Amongst those residents who believe their Council should set rules, 55% would prefer that the Council **prohibit the use of all types** of GM plants and animals, whilst 26% believe that GM plants and animals should be allowed, but the user should be **made legally responsible** for any economic/environmental harm caused. Only 18% favour the option of **prohibiting for food** production, but allowing GM for other uses.
- 67% of Northland residents favour regulation of GM plants and animals of at least a strength that would make GMO users legally responsible for any environmental or economic harm – either by local regulation or through changes to national legislation.
- 53% of residents believe their Council should have the right to prohibit GM plants and animals from the district, either by setting local rules or when ERMA is processing GMO applications.

Summary of Results for Aggregated Northland Area (2)

- The main reasons given for wanting their Council to set rules for the local use of GM plants and animals are:

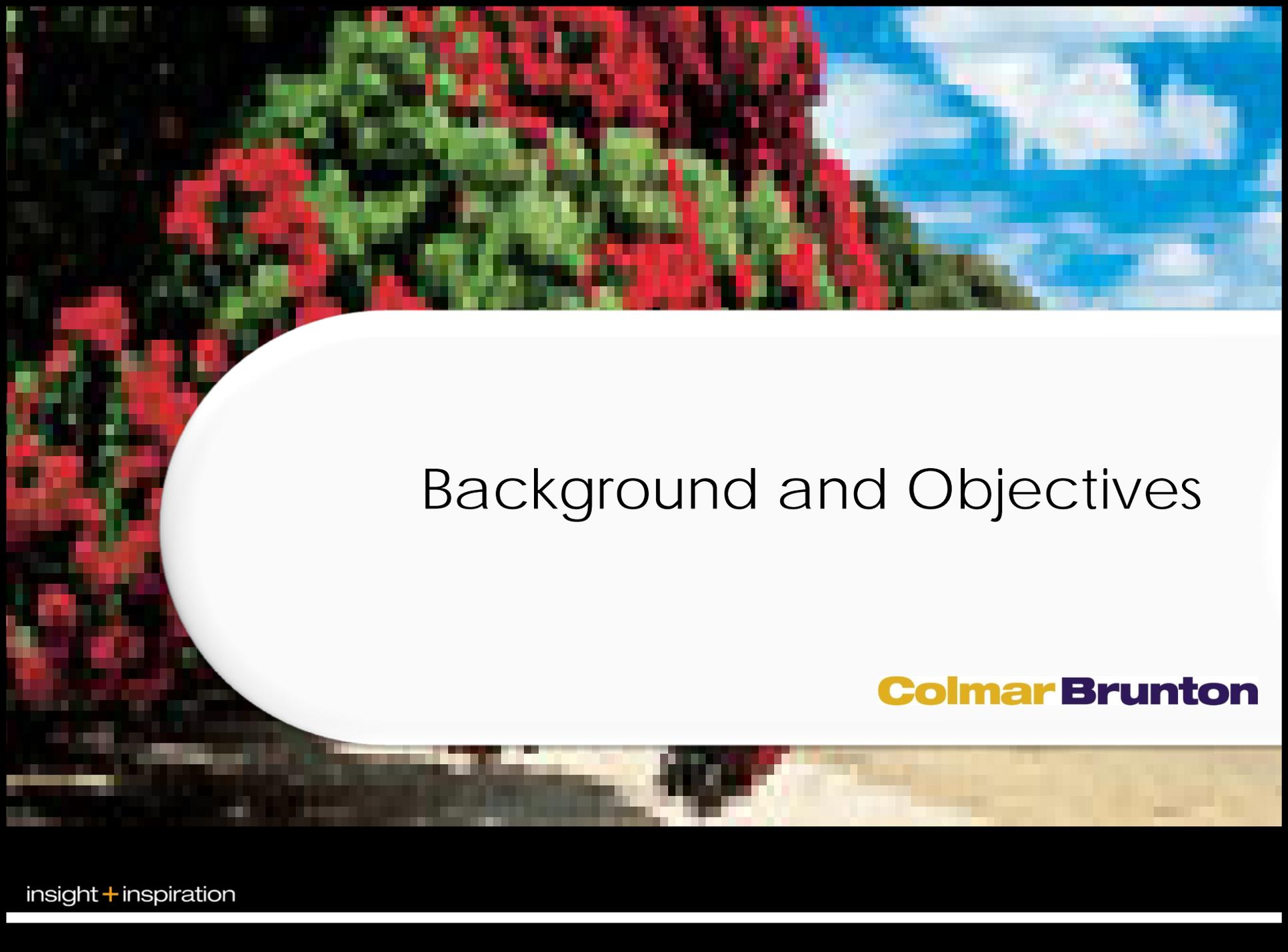
Q3 Reason for choosing this option	All Options	All types prohibited	User legally responsible	Food prohibited
Sample Size	552	318	125	109
Against GM / don't believe in GM / shouldn't mess with nature / GM should be banned	25%	43%	1%	7%
Not enough is known about (consequences of) GM / not enough research has been done / worried about dangers of GM / need more information made available to the public	19%	30%	3%	11%
Users of GM should be made accountable/held responsible for their actions/consequences if something goes wrong/pay for damage	11%	2%	34%	3%
I'm pro GM (for research) / not against GM / don't think it should be prohibited / open mind	10%	5%	14%	19%
Don't want GM in/near food / don't want to eat GM food / prefer organic food	10%	4%	2%	40%

- Overall, amongst those residents who believe their Council should **not** set rules or have **no preference**, there is a strong desire for Councils to lobby central government to:
 - Give local communities the ability to reject the use of particular GM plants and animals in the district when ERMA is deciding on the applications (54% agree)
 - Have the law changed so that users of GM plants and animals are legally responsible for any environmental or economic harm caused (59% agree)

Summary of Results for Aggregated Northland Area (3)

- In general, Northland residents agree that:
 - NZ should only produce GM free food (56% agree)
 - Should leave the option open for GM production in the future (62% agree)
 - GM will harm the local food industry (51% agree)
- And disagree:
 - GM plants and animals will provide economic benefits for the district (47% disagree)
 - People should be able to produce GM plants and animals if they choose (70% disagree)
- Reactions are more mixed on the question of whether:
 - GM will harm the local tourism industry (41% agree and 35% disagree)





Background and Objectives

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Background

- In 2004, the district councils of the Northland Peninsula formed an inter-council working party to investigate the risks associated with the outdoor use of genetically modified organisms (GMOs) and the options available to local bodies for managing these risks.
- As part of their investigation into this area, the participating councils received in 2005 a report that scoped the risk and response issues. It was the view of a number of councils, that the community be consulted with regard to their view on whether there should be more regulation at a local level when it comes to the outdoor use of GMOs.
- As a part of this consultation, it was decided that a survey should be undertaken to gauge resident's opinions on this matter.
- Councils participating in the survey are Whangarei District Council, Rodney District Council, Kaipara District Council, Far North District Council, Waitakere City Council and Auckland Regional Council.



Research Objectives

- The overall objective for the research is to obtain resident's opinion on the question of how local government should respond to the risks arising from GMO land use activities.
- Specifically the councils wish to:
 - Understand whether they should set regulations at the local level to act in addition to those at a national level and, if so, what form these should take
 - Determine the reasons for preference of different options for additional regulations
 - Among those who do not feel the councils should set additional rules, determine whether the councils should continue to lobby government to give communities more influence over the regulation of GM crops and animals
 - Measure residents' attitudes in general towards GM with regards to food, crops and animals
- Further to the above objectives, there is also a desire to establish whether there are any particular groups in the community whose opinions on this issue differ significantly to that of the combined community.





Research Methodology

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Research Methodology (1)

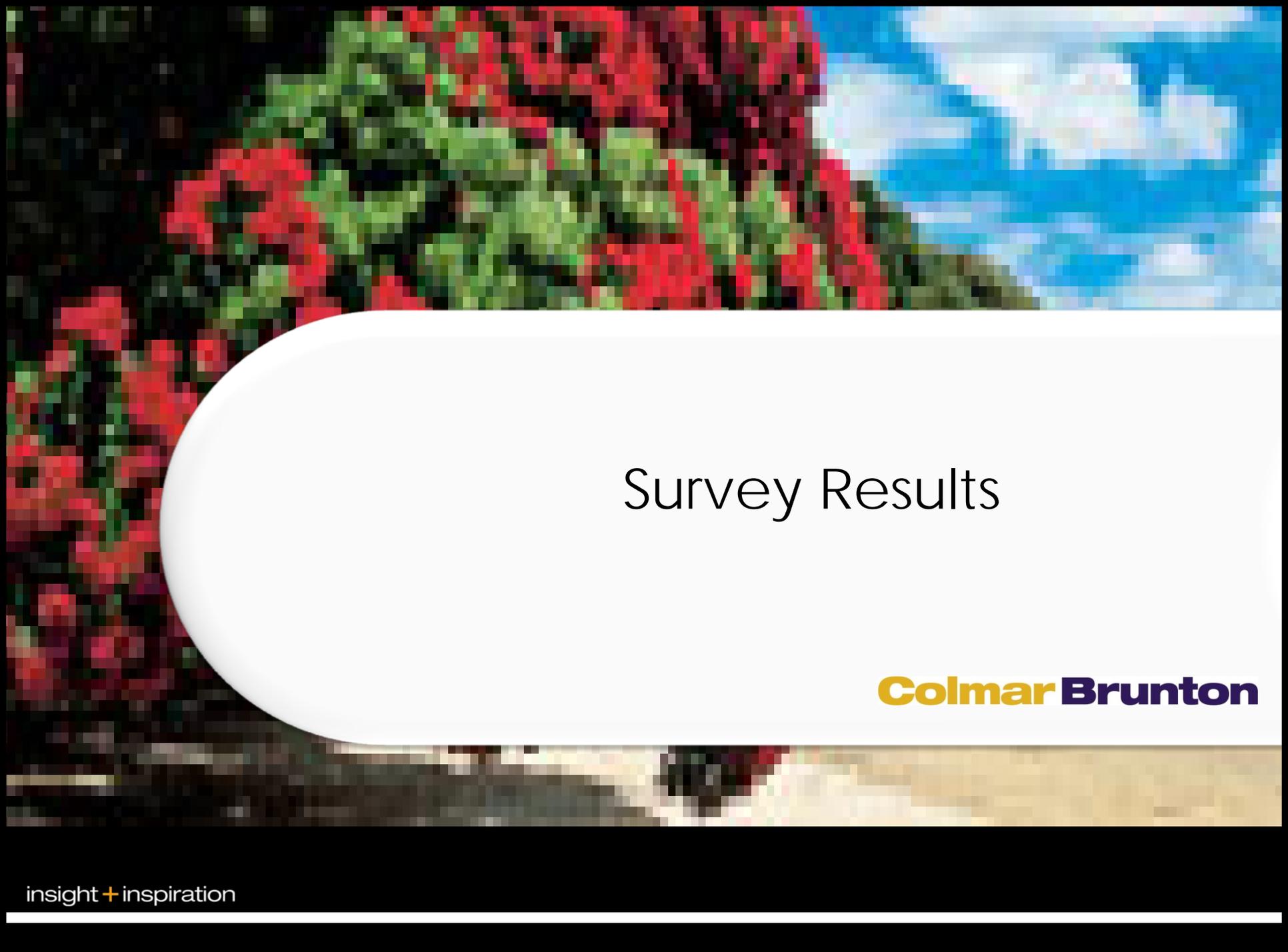
- The survey was conducted using CATI (Computer Assisted Telephone Interviewing) and fieldwork took place from July 21st to August 18th 2009.
- The survey was conducted amongst residents aged 18+ living in the Northland region.
- The total combined sample size for this survey was n= 1200, which has a maximum margin of error of +/- 2.8% at the 95% confidence level. All significance testing has been done at the **95% confidence level**.
- Department of Statistics' data was used to weight the results to be representative of each of the sub-council areas, in terms of gender, age, ethnicity and number of people aged 18+ in household. In addition, each council area was weighted to represent the proportion that its population represents of the total combined Northland area surveyed, as per below.

Northland Region	%ge
Far North District	36.9%
Whangarei District	50.8%
Kaipara District	12.3%
TOTAL	100.0%

Research Methodology (2)

- All sample sizes quoted in this report are based on **weighted** numbers.
- This report contains the results for the aggregated **Northland** area, comprising of:
 - Far North District
 - Whangarei District
 - Kaipara District





Survey Results

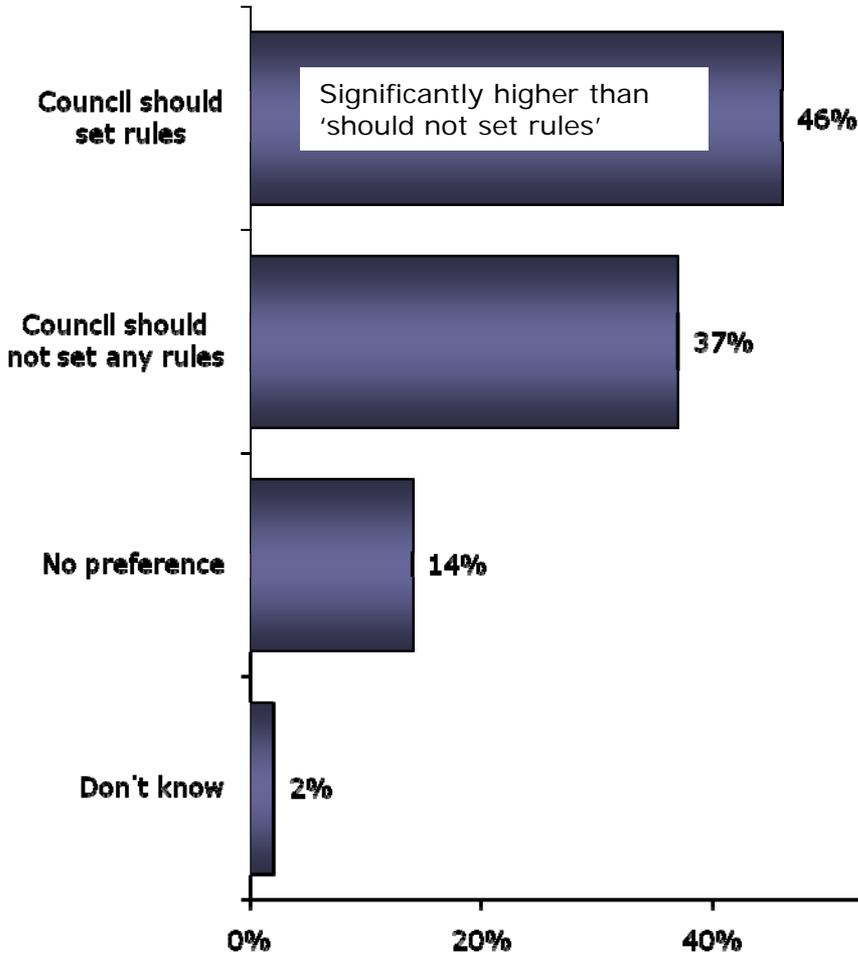
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Whether There Should be Regulation or Not?

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Whether Councils in Northland Area Should or Should Not Set Rules For The Use of GM Plants and Animals in the District?

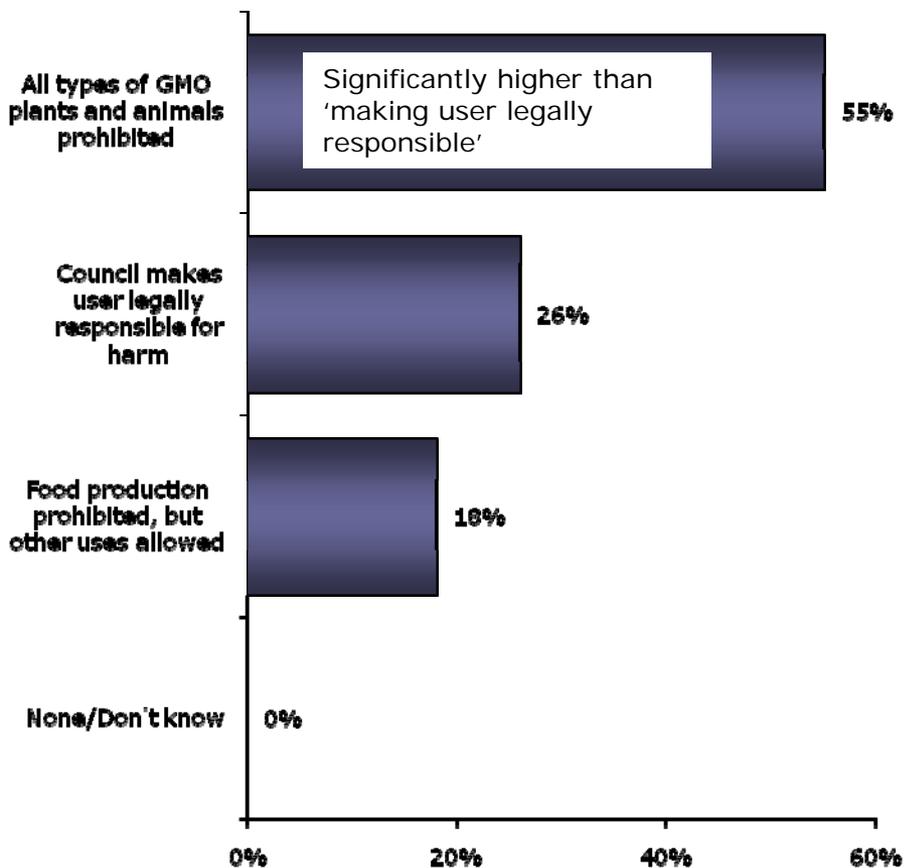


	Sample size	Should set rules	Should not set rules	No preference
Males	n = 576	40%	45%	13%
Females	n = 624	52%	30%	15%
18-39 yrs	n = 396	58%	26%	15%
40-54 yrs	n = 372	45%	41%	12%
55 yrs +	n = 432	37%	43%	15%
NZ European	n = 720	44%	44%	11%
Maori	n = 276	54%	22%	19%
Other ethnicity	n = 204	42%	35%	20%
Urban	n = 420	48%	35%	15%
Semi rural	n = 384	48%	36%	13%
Rural	n = 396	42%	41%	14%

○ = significantly higher than total sample at 95% confidence level
 ○ = significantly lower than total sample at 95% confidence level

Thinking about your district and the (AS APPROPRIATE) Council, which one of the following options do you prefer?

Of Those Who Want To Set Rules (46%), What Level of Rules Should Councils in the Northland Area Set in Relation to The Use of GM Plants and Animals in the District?



	Sample size	All Prohibited	Legally Responsible	Food Prohibited
Males	n = 232	49%	33%	17%
Females	n = 320	60%	20%	19%
18-39 yrs	n = 226	47%	34%	20%
40-54 yrs	n = 166	60%	23%	17%
55 yrs +	n = 160	62%	17%	18%
NZ European	n = 315	53%	26%	19%
Maori	n = 149	64%	23%	13%
Other ethnicity	n = 88	49%	27%	25%
Urban	n = 204	56%	26%	17%
Semi rural	n = 182	52%	28%	19%
Rural	n = 166	57%	22%	20%

In which of the following ways, should the council set these rules on the use of outdoor GM plants and animals.?

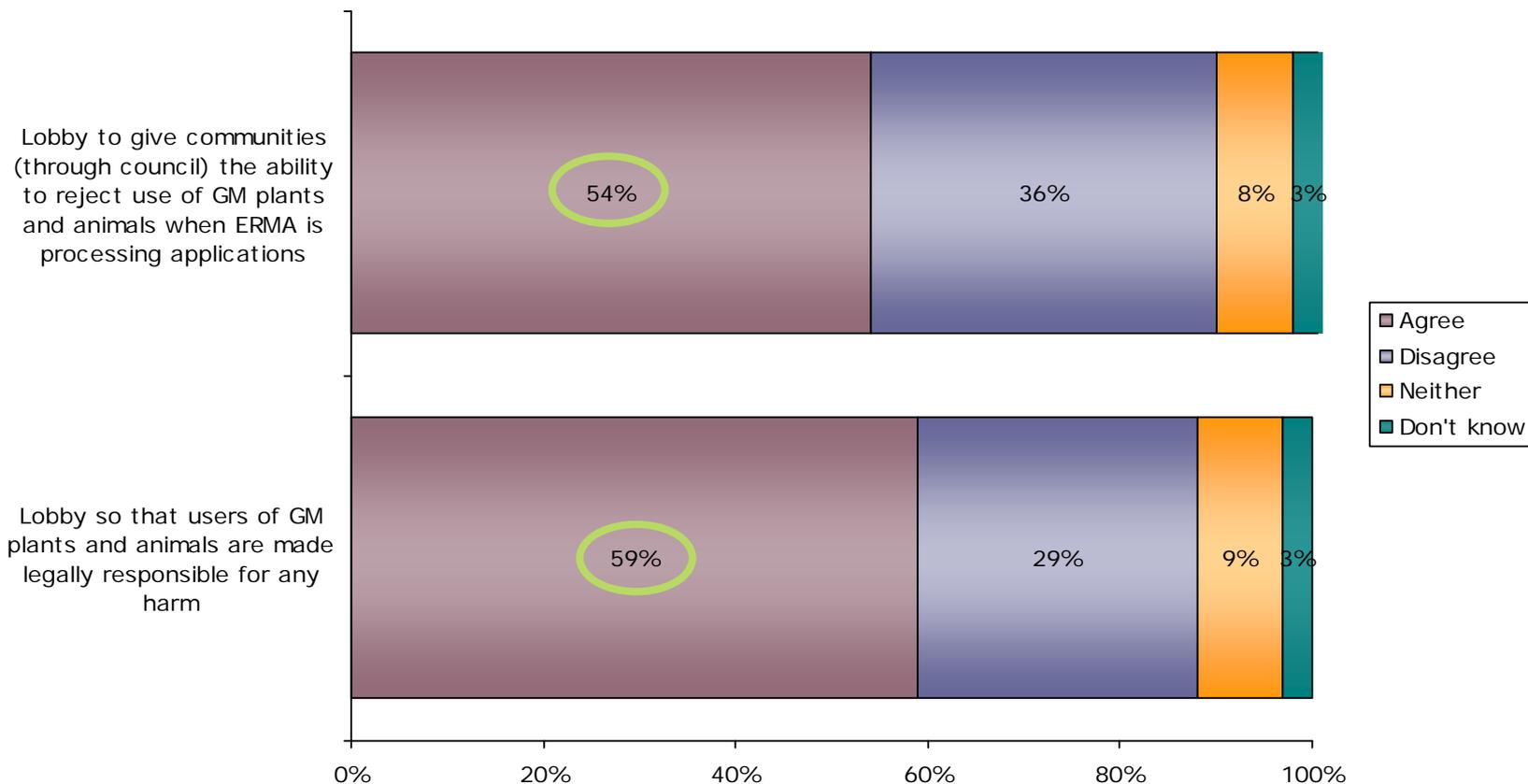
○ = significantly higher than total sample at 95% confidence level
 ○ = significantly lower than total sample at 95% confidence level

Reasons for Saying Council Should Be Able to Set Rules At Various Levels?

Q3 Reason for choosing this option	All Options	All types prohibited	User legally responsible	Food prohibited
Sample Size	552	318	125	109
Against GM / don't believe in GM / shouldn't mess with nature / GM should be banned	25%	43%	1%	7%
Not enough is known about (consequences of) GM / not enough research has been done / worried about dangers of GM / need more information made available to the public	19%	30%	3%	11%
Users of GM should be made accountable/held responsible for their actions/consequences if something goes wrong/pay for damage	11%	2%	34%	3%
I'm pro GM (for research) / not against GM / don't think it should be prohibited / open mind	10%	5%	14%	19%
Don't want GM in/near food / don't want to eat GM food / prefer organic food	10%	4%	2%	40%
GM needs to be regulated/monitored/well controlled	9%	6%	14%	10%
Sounds like better/best option / sounds right	8%	7%	9%	11%
Council to make the rules / police the rules / monitor GM activities / have a say in controlling GM locally	7%	3%	14%	8%
It's about the environment / concerned about the planet/environment/people	6%	5%	11%	2%
Okay to use GM in Forestry/or medical research/pharmaceuticals	5%	1%	2%	24%
Central Government must make rules/have clear mandate / ERMA to make final decision	4%	1%	13%	1%
Council should be accountable/responsible for harm caused by GM products / rate payers shouldn't have to pay	3%	2%	6%	0%
People should have a choice/their say about GM	3%	2%	9%	0%
Don't need GM plants/animals/products / not necessary to have anything modified	3%	5%	0%	3%
Don't trust Council/ERMA to do their job properly / worried about organisations/companies having no legal liability for harm or damage caused	3%	4%	2%	0%
Review from time to time in light of new information about GM	3%	5%	0%	0%
Don't trust big companies/Council/ERMA - more interested in GM for profit gain/making money than the good of the people/environment	2%	3%	1%	2%
Very difficult to enforce legal liability (on users of GM products) / damage may be too far gone/irreversible / should be more preventative actions	2%	2%	0%	4%
NZ's has a natural environment / clean green image / should become GE/GM free / should go natural	1%	1%	0%	0%
Against cruelty to animals / don't believe in animal testing / don't want animals GM modified	1%	2%	0%	1%
May be needed in pharmaceuticals/may have benefits in medicine	1%	0%	0%	3%
Need for more food production	1%	0%	0%	2%
GM is OK if it's not used on humans / GM products for human consumption not OK	0%	0%	0%	1%
OTHER	4%	4%	6%	2%
Nothing / No other reason	2%	2%	2%	0%
Don't know / not sure	1%	1%	2%	1%

For what reasons do you choose this option?

Of Those Who Do Not Want To Set Rules or Have No Preference (51%), Whether Councils in the Northland Area Should Lobby Central Government Regarding Regulation of GMO Plants and Animals?

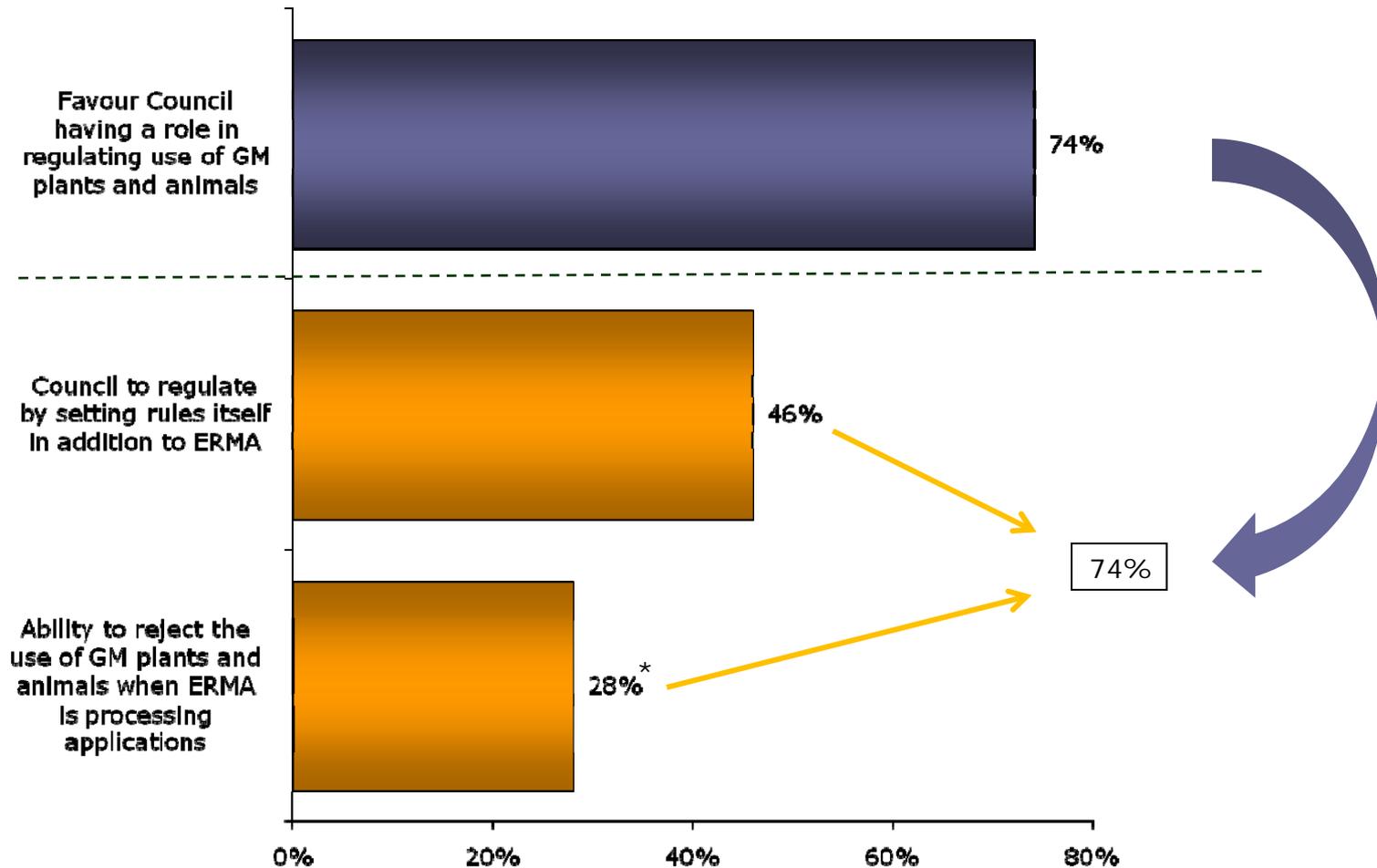


 = significantly higher than other answer options

Instead of setting additional rules, there are other ways that your local council could be involved in regulating the use of GM plants and animals. I am going to read out some of these and for each one, I would like you to tell me whether you agree, neither agree nor disagree or disagree with the council doing this.

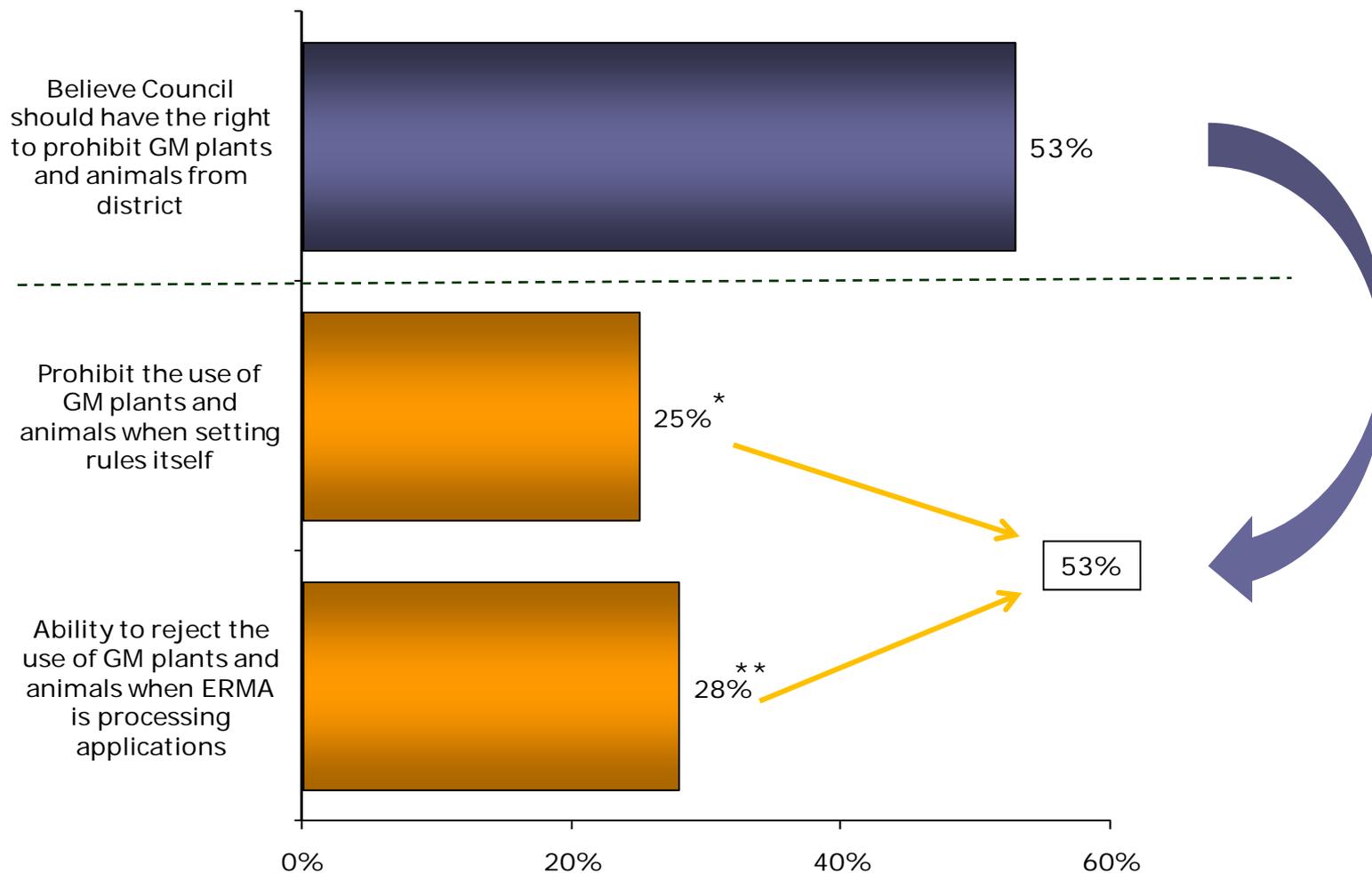


Whether Residents Want Their Local Council to Have a Role in Regulating the Use of GM Plants and Animals?



* Of the 51% of respondents who do not want Council to set rules (37%) or have no preference (14%), 55% (or 28% of the total surveyed) want the ability to reject the use of GM plants and animals when ERMA is processing applications

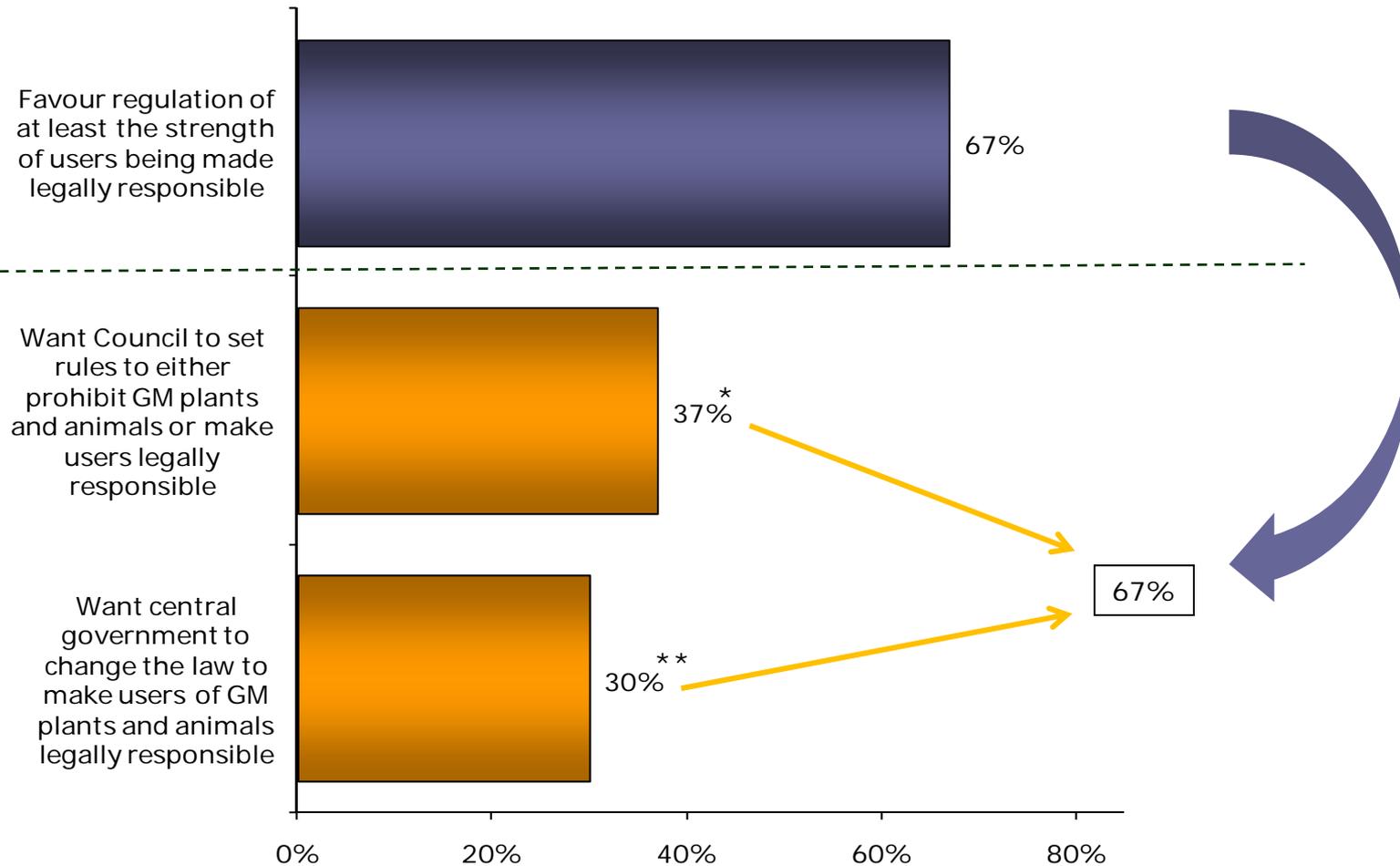
Whether Residents Believe Their Council Should Have the Right to Prohibit GM Plants and Animals From the District?



* Of the 46% of respondents who want Council to set rules, 55% (or 25% of the total surveyed) want GM plants and animals prohibited

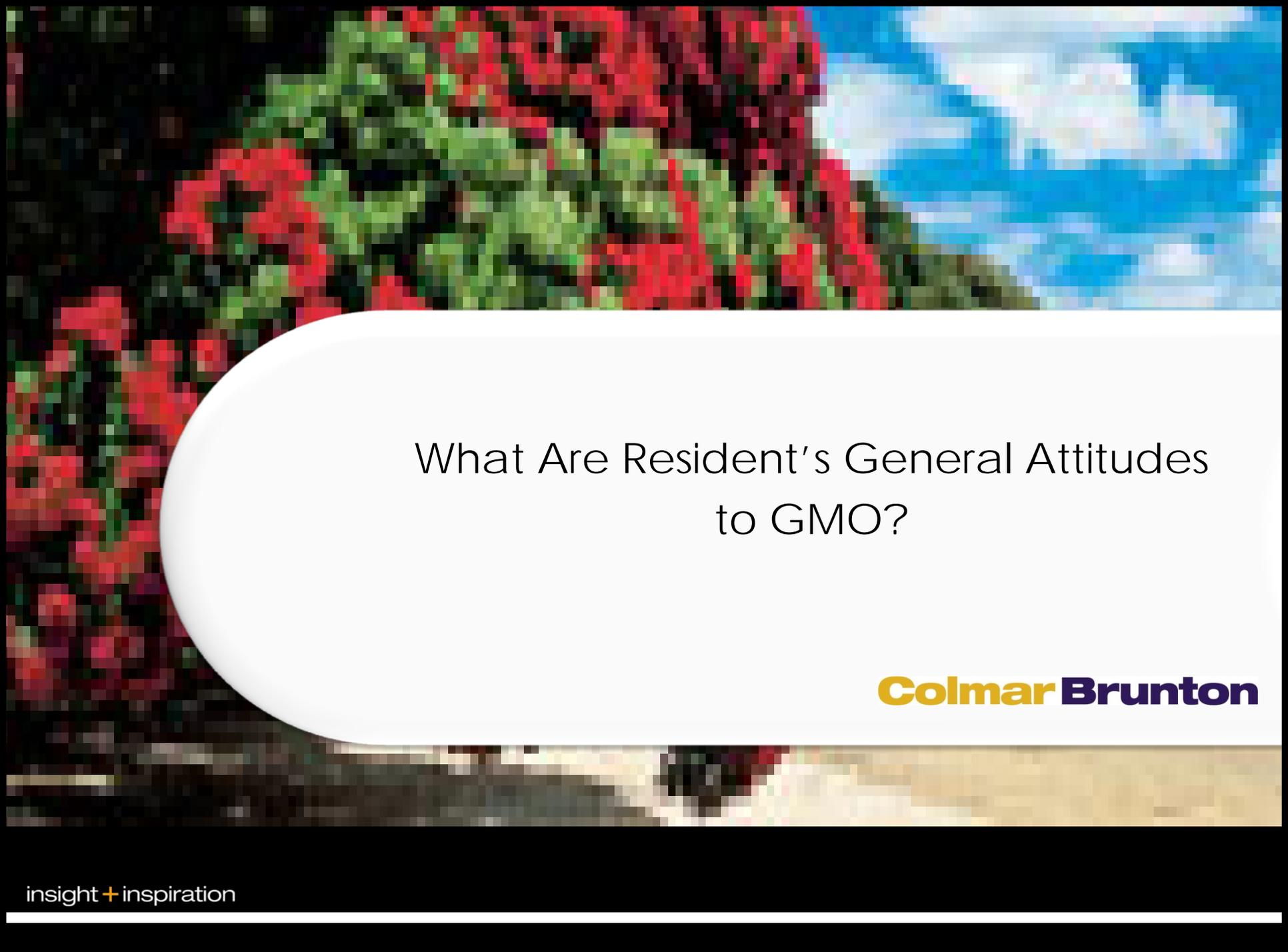
** Of the 51% of respondents who do not want Council to set rules, 54% (or 28% of the total surveyed) want the ability to reject the use of GM plants and animals when ERMA is processing applications

Whether Residents Favour Regulation to Make Users of GM Plants and Animals Legally Responsible for Environmental/Economic Harm?



* Of the 46% of respondents who want Council to set rules, 81% (or 37% of the total surveyed) want GM plants and animals either prohibited (55%) or the user made legally responsible for harm (26%)

** Of the 51% of respondents who do not want Council to set rules (37%) or have no preference (14%), 59% (or 30% of the total surveyed) want the law changed to make users of GM plants and animals made legally responsible for harm



What Are Resident's General Attitudes
to GMO?

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General Attitudes To GMO in Northland Area (1)

Significant demographic skews:

More likely to agree that NZ should only produce food that is GM free:

- Females (63%)
- Maori (68%)

Less likely to agree:

- Males (49%)

More likely to disagree:

- Males (38%)

Less likely to disagree:

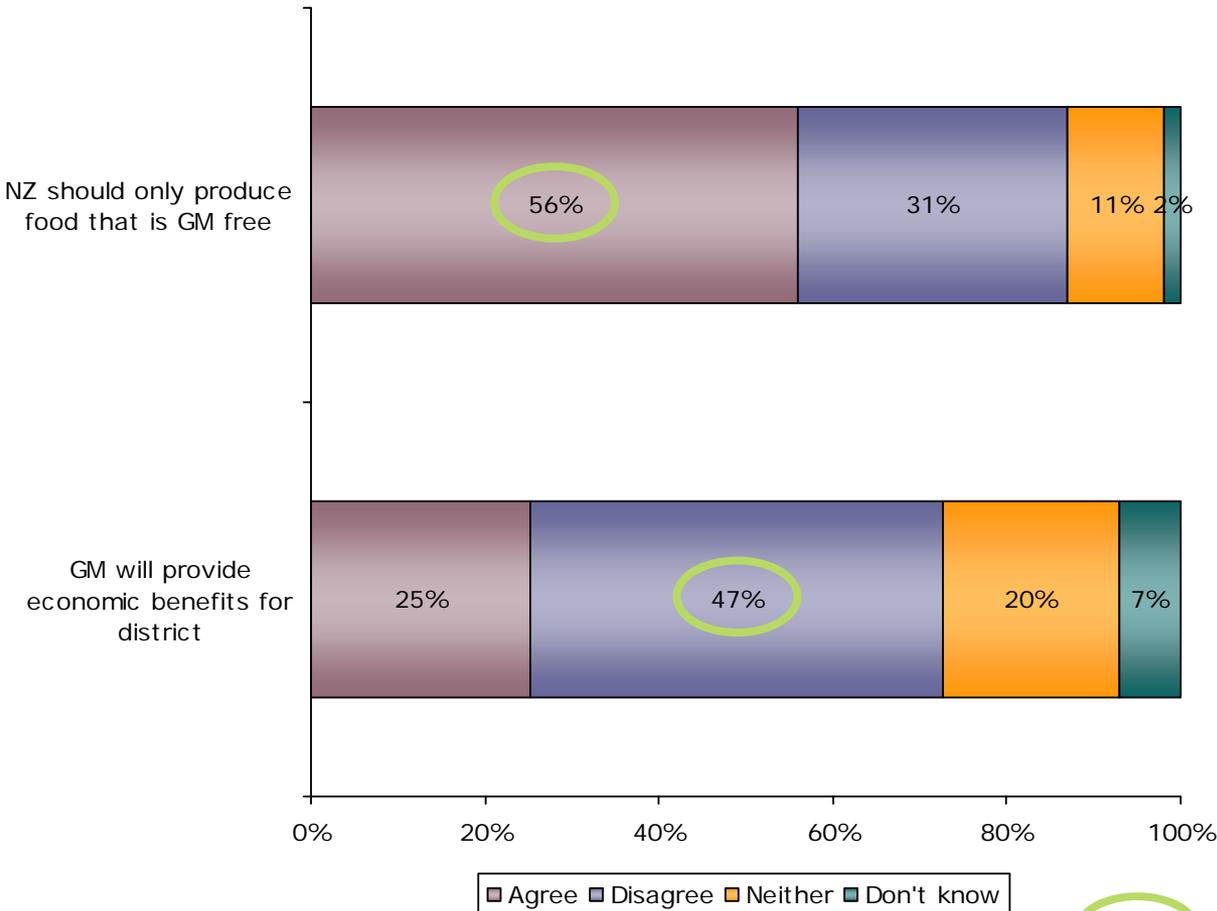
- Females (24%)
- Maori (18%)

More likely to agree that GM will provide benefit to economy:

- Males (32%)
- NZ European (29%)

Less likely to agree:

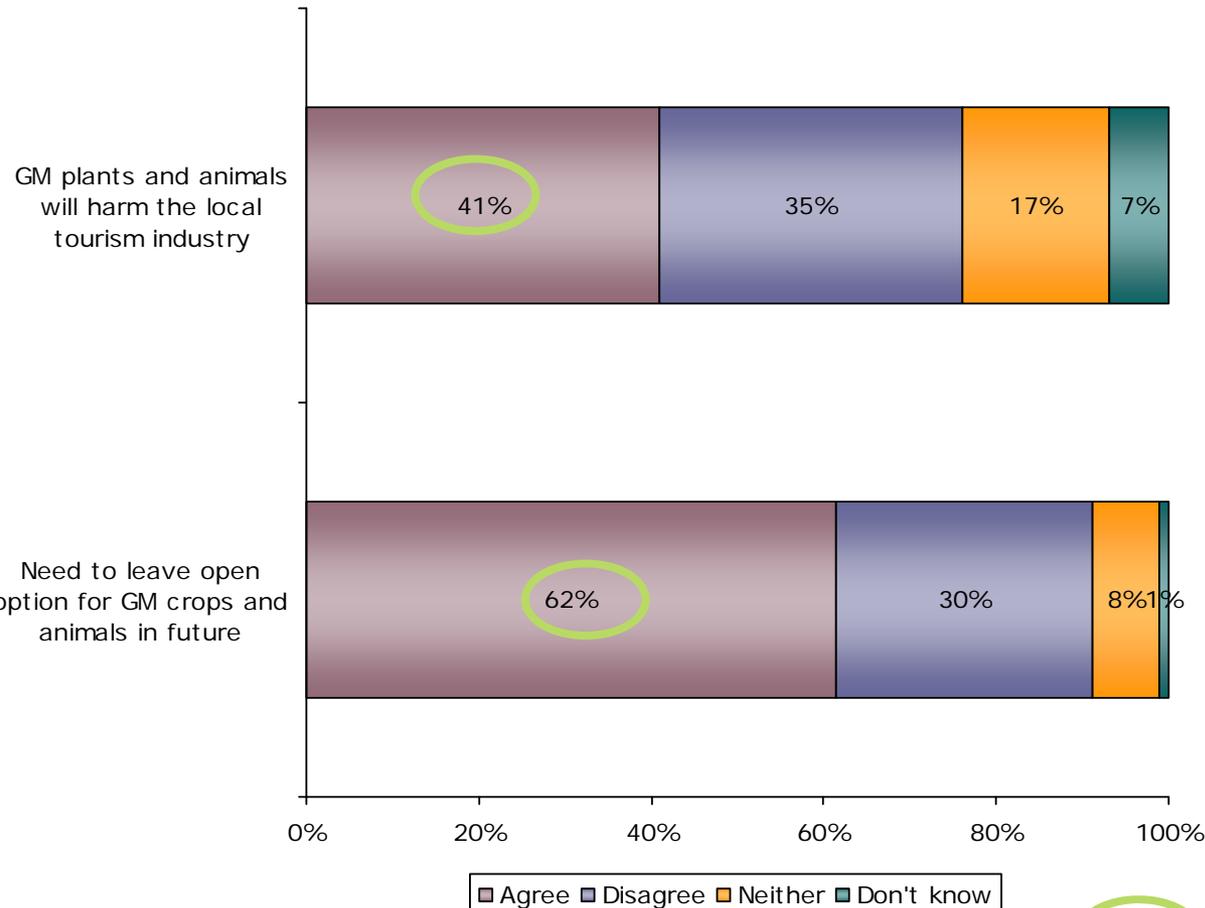
- Females (19%)



 = significantly higher than other answer options

I am now going to read out some **general** statements about GM plants and animals. For each one, I would like you to tell me whether you agree, neither agree nor disagree or disagree with the statement.

General Attitudes To GMO in Northland Area (2)



Significant demographic skews:

Less likely to disagree:

- Maori(26%)

More likely to agree that need to leave option open for GM :

- Male (73%)
- 18-39 yrs (68%)

Less likely to agree:

- Female (51%)
- Maori (54%)

More likely to disagree:

- Females (37%)

Less likely to disagree:

- Males(21%)
- 18-39 yrs (23%)

 = significantly higher than other answer options

I am now going to read out some **general** statements about GM plants and animals. For each one, I would like you to tell me whether you agree, neither agree nor disagree or disagree with the statement.

General Attitudes To GMO in Northland Area (3)

Significant demographic skews:

More likely to agree that GM will harm the local food industry:

- Females (57%)

Less likely to agree:

- Males (45%)

More likely to disagree:

- Males (30%)
- NZ European (30%)

Less likely to disagree:

- Females (21%)
- Maori (19%)

More likely to agree that should be able to produce GM :

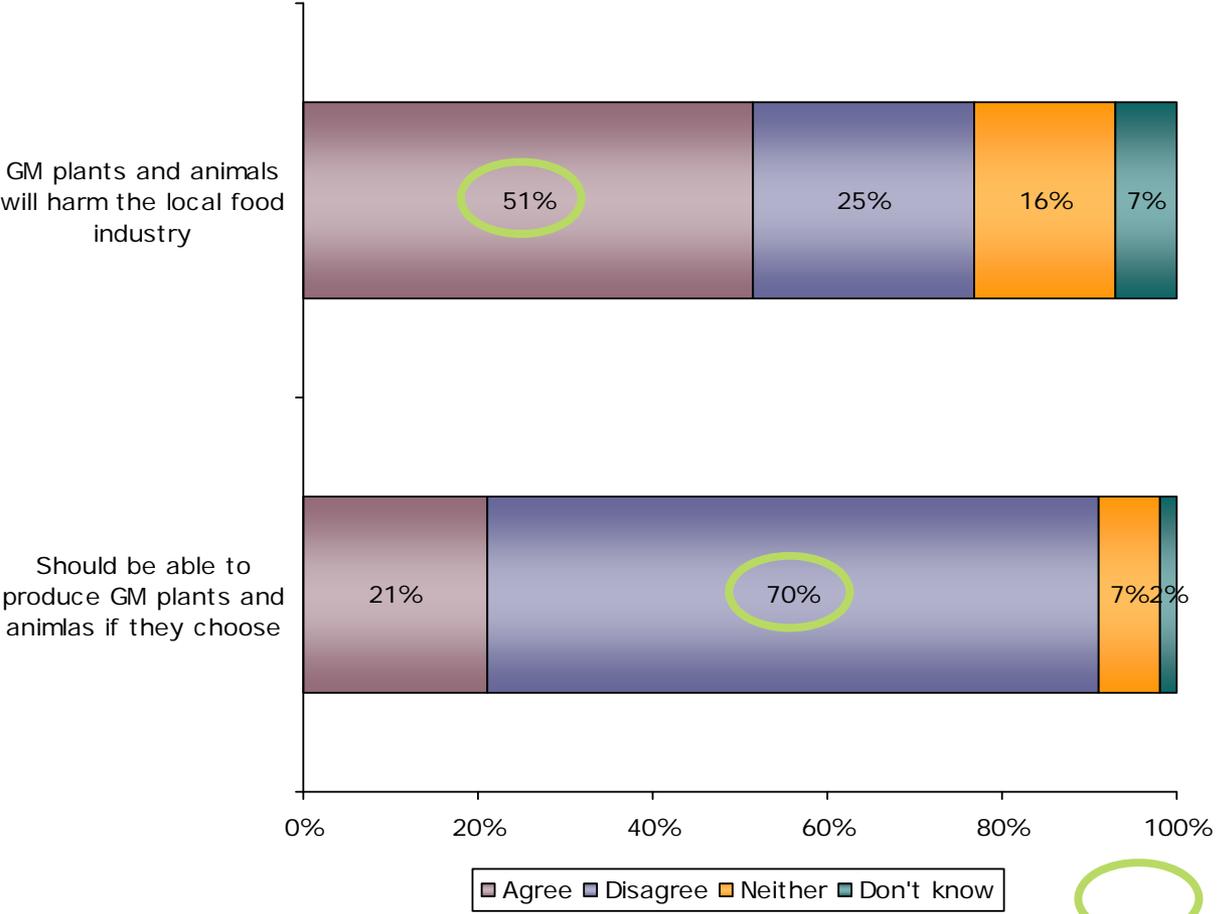
- 18-39 yrs (28%)

More likely to disagree:

- 55 yrs+ (75%)

Less likely to disagree:

- 18-39 yrs (60%)



= significantly higher than other answer options

I am now going to read out some **general** statements about GM plants and animals.

For each one, I would like you to tell me whether you agree, neither agree nor disagree or disagree with the statement.



insight + inspiration