

# Rural Decision Makers SURVEY 2017



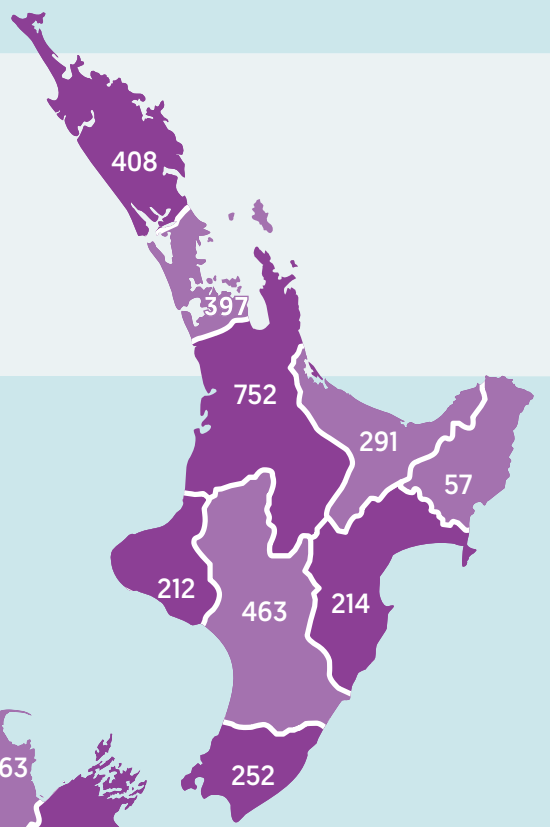
The Survey of Rural Decision Makers does not count sheep!

It provides quantitative and qualitative data to support policy and operational decision making by exploring the “how”, “why”, and “why not” of decision making and on-farm outcomes.

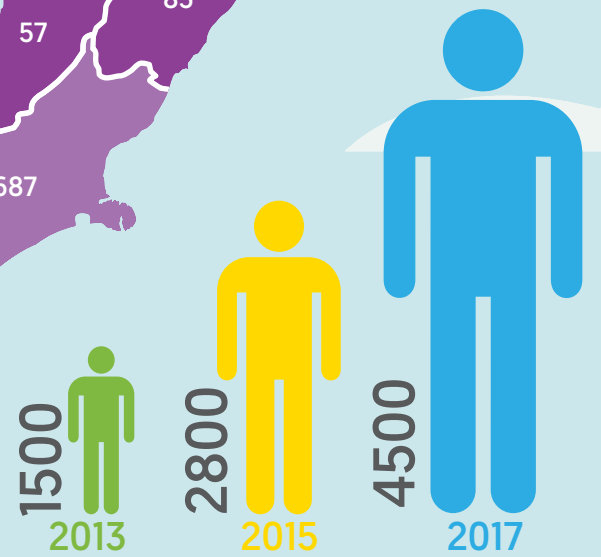
Survey questions have evolved to include new topics of interest. However, a core of information is collected each time to enable trend analysis.

This survey ran in 2013, 2015, and 2017. It will run again in 2019.

Results shown here highlight the 2017 survey. Full results can be found at [landcareresearch.co.nz](http://landcareresearch.co.nz).

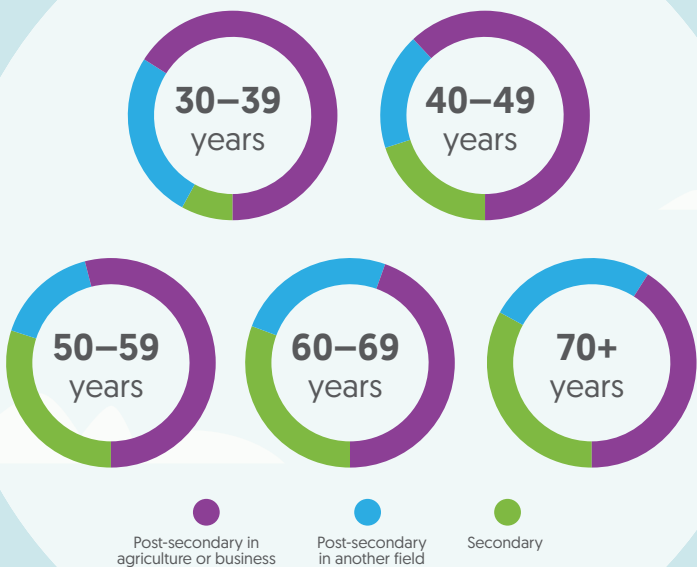


## Survey Respondents



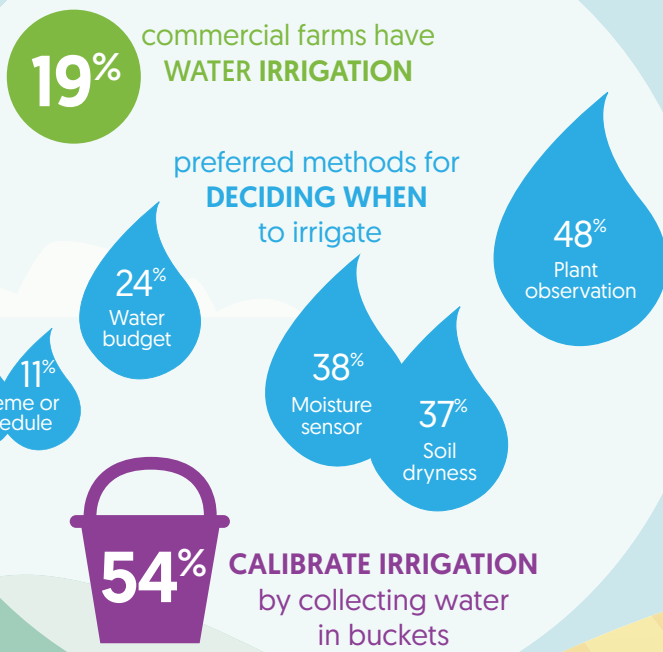
Each year, respondent numbers have increased. The survey includes both commercial and lifestyle farmers.

## Education by Age

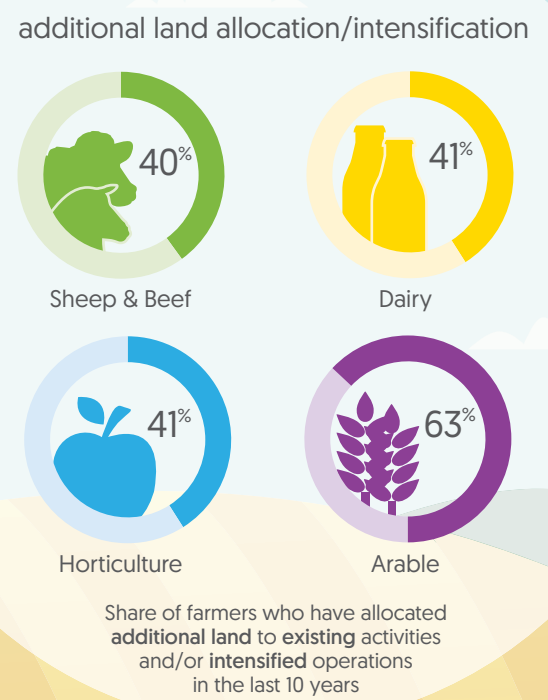


NB: Results of the >29 age group are not shown. Respondents in this group are least likely to have completed their education.

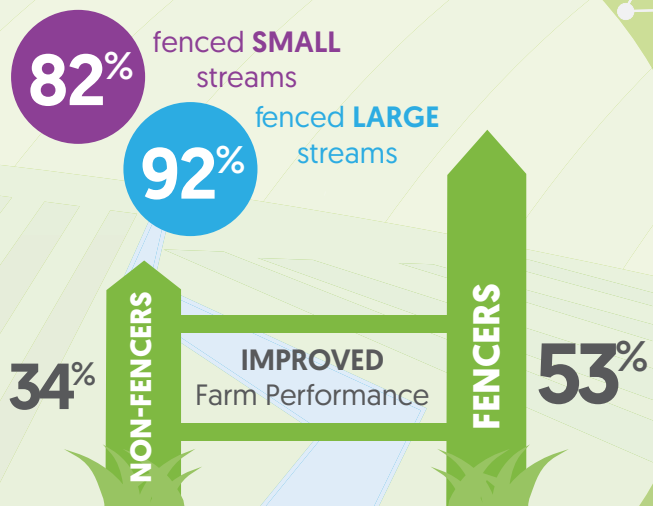
## Irrigation



## Land-Use Change

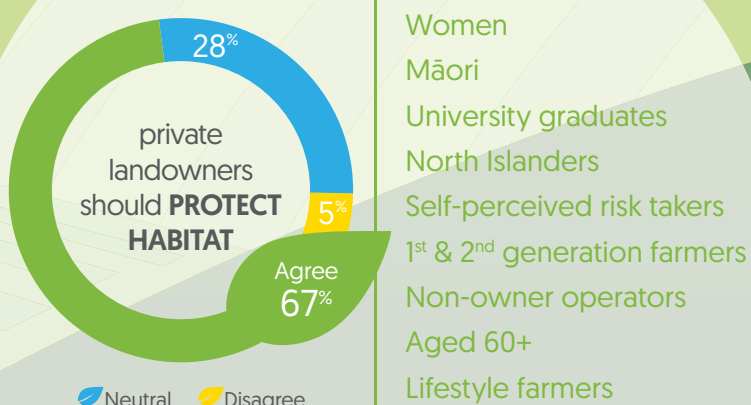


## Dairy Stock Exclusion



More farmers who fenced their streams reported a positive effect on farm performance than the expected effects estimated by those who had not fenced their streams.

## Habitat Conservation Values



The respondent groups listed are statistically more likely to believe the private landowners should protect habitat for conservation of native species.



For more information and to view the full survey results, go to: [www.landcareresearch.co.nz](http://www.landcareresearch.co.nz)  
Keyword: SRDM 2017