Rural Decision Makers SUR EY2017

Manaaki Whenua Landcare Research

The Survey of Rural Decision Makers does not count sheep!

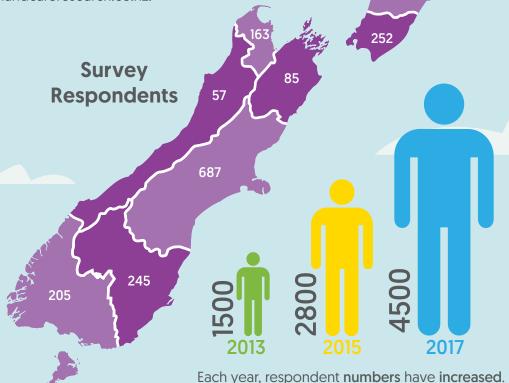
It provides quantitative and qualitative data to support policy and operational decision making by exploring the "how", "why", and "why not" of decision making and on-farm outcomes.

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.

Education by Age 30–39 years 40–49 years 50–59 years Post-secondary in another field NB: Results of the >29 age group are not shown. Respondents in this group are least likely to have completed their education.

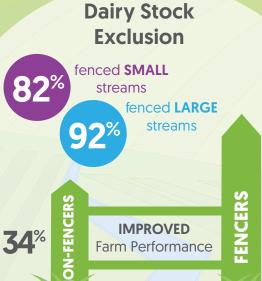


463

commercial farms have WATER IRRIGATION preferred methods for DECIDING WHEN to irrigate 48% Plant observation 38% Moisture sensor Schedule 54% CALIBRATE IRRIGATION by collecting water in buckets



The survey includes both commercial and lifestyle farmers.



More famers who fenced their streams reported a positive effect on farm performance than the

expected effects estimated by those who

had not fenced their streams.

53%

private landowners should PROTECT HABITAT Agree 67%

Women
Māori
University graduates
North Islanders
Self-perceived risk takers
1st & 2nd generation farmers
Non-owner operators
Aged 60+
Lifestyle farmers

Rural Decision Makers
SUR EY2017

For more information and to view the full survey results, go to:

www.landcareresearch.co.nz
Keyword: SRDM 2017

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

Habitat

Conservation Values