

Key

Northland residents (n=105)

Total NZ (n=1259)

Predator Free 2050 health check

Aware of
Predator Free 2050



Aware of local
Predator Free group



Confident in becoming
Predator Free by 2050



Agree we should actively
reduce feral cat populations
on public conservation land



Agree there should be
national legislation requiring
microchipping of cats



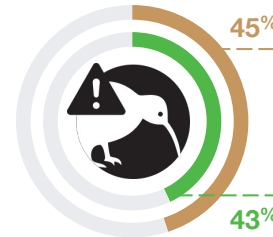
Agree there should be
national legislation requiring
de-sexing of cats



Agree National legislation
should require cat owners
to **keep their cats indoors**



Conservation attitudes and behaviours



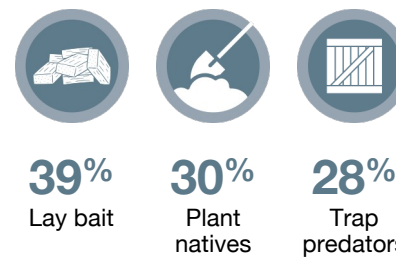
Concerned about
threats to survival of
NZ native species



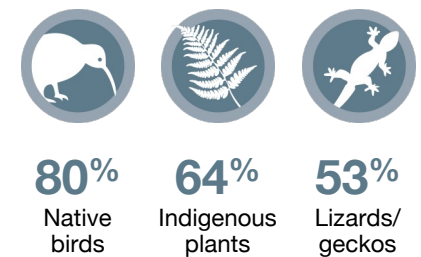
Likely to participate
in conservation
activities in future

“
We have trapped on our own 15-acre property for 15 years. We have eradicated hundreds of possums, rats, mice, stoats and hedgehogs. We have a vibrant native bird population that was not here when we purchased. Our neighbouring properties have also noticed a difference.”

Top 3 conservation activities participated in last 2 years



Top 3 native species in need of protection



Of those aware of a local Predator Free group*

59%
Read about them online

29%
Participated in activities

29%
Contacted for info

18%
Given donation

Key

■ Auckland residents (n=334)

■ Total NZ (n=1259)

Predator Free 2050 health check

Aware of
Predator Free 2050



Aware of local
Predator Free group



Confident in becoming
Predator Free by 2050



Agree we should actively
reduce feral cat populations
on public conservation land



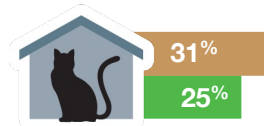
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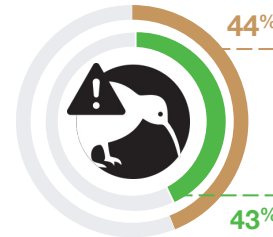
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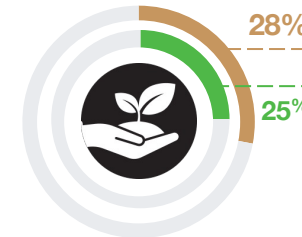
Agree National legislation
should require cat owners
to **keep their cats indoors**



Conservation attitudes and behaviours



Concerned about
threats to survival of
NZ native species



Likely to participate
in conservation
activities in future

“Not aware of how to get involved and the direct benefits to me”

Top 3 conservation activities participated in last 2 years



24%
Plant natives



22%
Lay bait



20%
Put out a bird feeder

Top 3 native species in need of protection



82%
Native birds



62%
Indigenous plants



49%
Lizards/geckos



Of those aware of a local Predator Free group*

52%
Read about them online

28%
Contacted for info

27%
Given donation

23%
Participated in activities

Waikato/Bay of Plenty



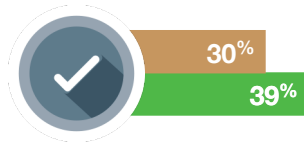
Key

Waikato/BOP residents (n=158)

Total NZ (n=1259)

Predator Free 2050 health check

Aware of Predator Free 2050



Aware of local Predator Free group



Confident in becoming Predator Free by 2050



Agree we should actively reduce feral cat populations on public conservation land



Agree there should be national legislation requiring microchipping of cats



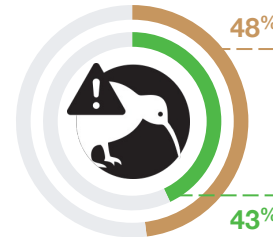
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Agree National legislation should require cat owners to keep their cats indoors



Conservation attitudes and behaviours



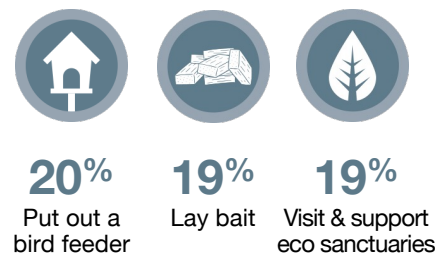
Concerned about threats to survival of NZ native species



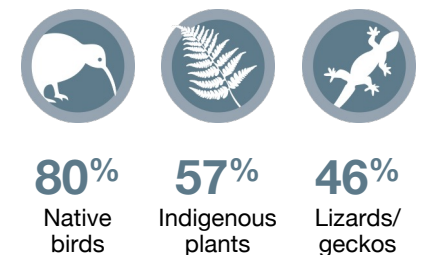
Likely to participate in conservation activities in future

“Lack of funds for traps and bait. Not sure of any local groups.
I don't know anything about it, or even knew there was any such thing in my area.”

Top 3 conservation activities participated in last 2 years



Top 3 native species in need of protection



Of those aware of a local Predator Free group*

46%
Read about them online

9%
Participated in activities

36%
Contacted for info

27%
Given donation



Key

East Coast North Island residents (n=102)

Total NZ (n=1259)

Predator Free 2050 health check

Aware of Predator Free 2050



Aware of local Predator Free group



Confident in becoming Predator Free by 2050



Agree we should actively reduce feral cat populations on public conservation land



Agree there should be national legislation requiring microchipping of cats



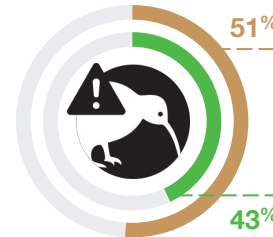
Agree there should be national legislation requiring de-sexing of cats



Agree National legislation should require cat owners to keep their cats indoors



Conservation attitudes and behaviours



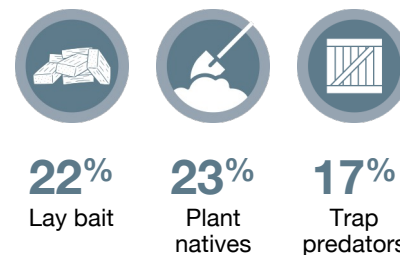
Concerned about threats to survival of NZ native species



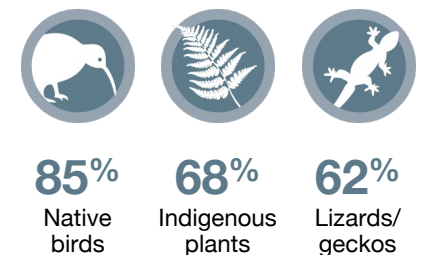
Likely to participate in conservation activities in future

“ They need to concentrate more on feral cats. Give traps for free, because my domesticated cat has never caught a kiwi, but feral cats do. ”

Top 3 conservation activities participated in last 2 years



Top 3 native species in need of protection



Of those aware of a local Predator Free group*

67% Read about them online

33% Participated in activities

17% Contacted for info

17% Given donation

Key

West Coast North Island residents (n=102) Total NZ (n=1259)



Predator Free 2050 health check

Aware of Predator Free 2050



Aware of local Predator Free group



Confident in becoming Predator Free by 2050



Agree we should actively reduce feral cat populations on public conservation land



Agree there should be national legislation requiring microchipping of cats



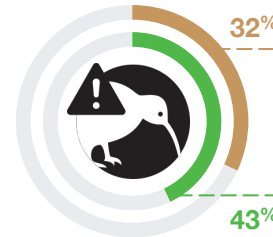
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Agree National legislation should require cat owners to keep their cats indoors



Conservation attitudes and behaviours



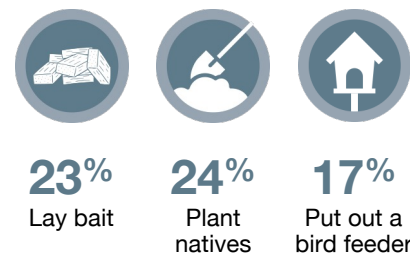
Concerned about threats to survival of NZ native species



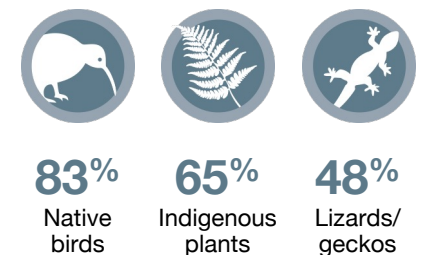
Likely to participate in conservation activities in future

“There’s just too much talk and not action. Also, it’s my understanding that there are groups of people who are already doing the best they can to eradicate pests, but they prefer not to be in the spotlight. I reckon it’s better that they are the ones to be in charge of this thing.”

Top 3 conservation activities participated in last 2 years



Top 3 native species in need of protection



Of those aware of a local Predator Free group*

25% Read about them online

13% Participated in activities

0% Contacted for info

25% Given donation

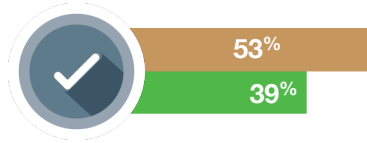
Key

Wellington residents (n=109)

Total NZ (n=1259)

Predator Free 2050 health check

Aware of
Predator Free 2050



Aware of local
Predator Free group



Confident in becoming
Predator Free by 2050



Agree we should actively
reduce feral cat populations
on public conservation land



Agree there should be
national legislation requiring
microchipping of cats



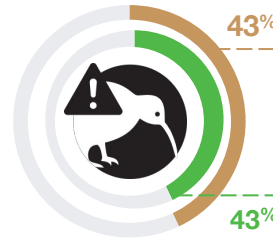
Agree there should be
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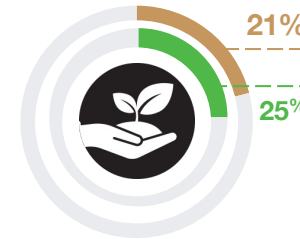
Agree National legislation
should require cat owners
to **keep their cats indoors**



Conservation attitudes and behaviours



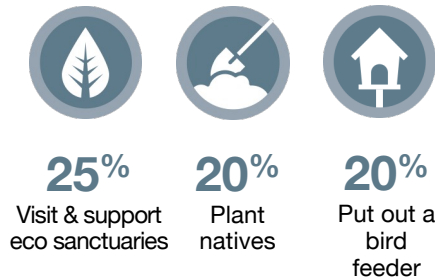
Concerned about
threats to survival of
NZ native species



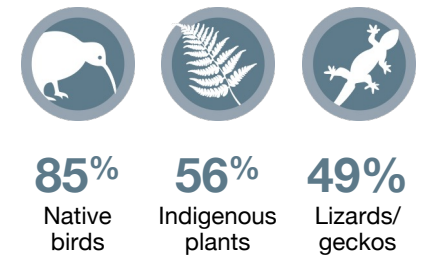
Likely to participate
in conservation
activities in future

“It's a huge task
and I doubt
there's enough
funding for it”

Top 3 conservation activities participated in last 2 years



Top 3 native species in need of protection



Of those aware of a
local Predator Free group*

38%
Read about them online

22%
Contacted for info

16%
Given donation

16%
Participated in activities

Upper South Island

Key

Upper South Island residents (n=105) Total NZ (n=1259)



Predator Free 2050 health check

Aware of
Predator Free 2050



Aware of local
Predator Free group



Confident in becoming
Predator Free by 2050



Agree we should actively
reduce feral cat populations
on public conservation land



Agree there should be
national legislation requiring
microchipping of cats



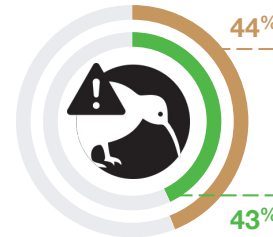
Agree there should be
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Agree National legislation
should require cat owners
to **keep their cats indoors**



Conservation attitudes and behaviours



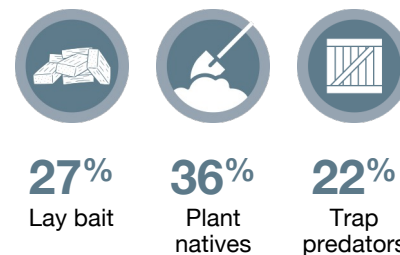
Concerned about
threats to survival of
NZ native species



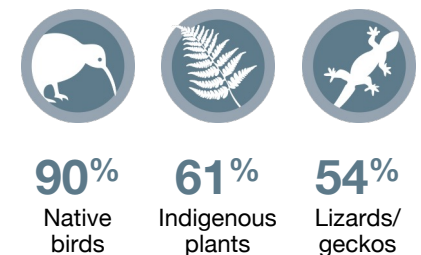
Likely to participate
in conservation
activities in future

“
Have already ‘adopted’
a large section of
council land and
have been replacing
noxious weeds with
native plants over the
last 20 years.”

Top 3 conservation activities participated in last 2 years



Top 3 native species in need of protection



Of those
aware of a
local Predator
Free group*

55%
Read about
them online

18%
Participated
in activities

18%
Contacted
for info

55%
Given
donation

Key

Canterbury residents (n=132)

Total NZ (n=1259)

Predator Free 2050 health check

Aware of
Predator Free 2050



Aware of local
Predator Free group



Confident in becoming
Predator Free by 2050



Agree we should actively
reduce feral cat populations
on public conservation land



Agree there should be
national legislation requiring
microchipping of cats



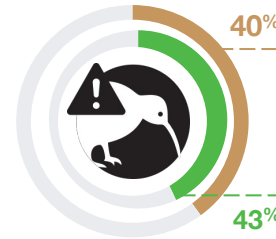
Agree there should be
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de-sexing of cats



Agree National legislation
should require cat owners
to **keep their cats indoors**



Conservation attitudes and behaviours



Concerned about
threats to survival of
NZ native species



Likely to participate
in conservation
activities in future

“I don't feel comfortable being responsible for killing animals. We also don't have a huge predator population where we live.”

Top 3 conservation activities participated in last 2 years



18%
Put out a
bird
feeder



17%
Visit & support
eco sanctuaries



17%
Plant
natives

Top 3 native species in need of protection



79%
Native
birds



55%
Indigenous
plants



46%
Lizards/
geckos



Of those aware of a local Predator Free group*

69%
Read about
them online

32%
Contacted
for info

21%
Given
donation

0%
Participated
in activities

Lower South Island

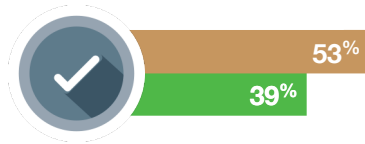
Key

Lower South Island residents (n=103) Total NZ (n=1259)



Predator Free 2050 health check

Aware of Predator Free 2050



Aware of local Predator Free group



Confident in becoming Predator Free by 2050



Agree we should actively reduce feral cat populations on public conservation land



Agree there should be national legislation requiring microchipping of cats



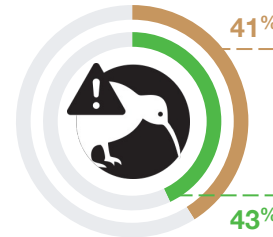
Agree there should be national legislation requiring de-sexing of cats



Agree National legislation should require cat owners to keep their cats indoors



Conservation attitudes and behaviours



Concerned about threats to survival of NZ native species

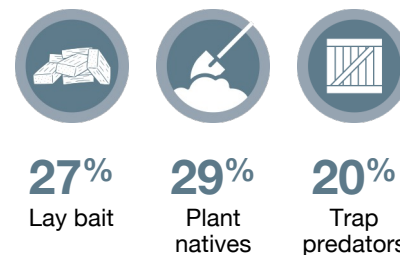


Likely to participate in conservation activities in future

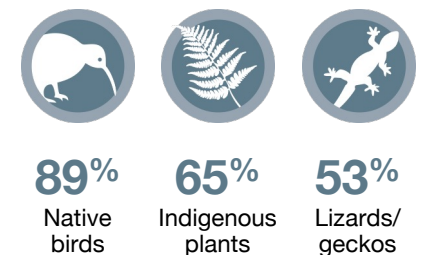
“ We do not have much problem with predators. Our main one is rabbits! ”

None [local groups] seem to be actually advertising their presence...

Top 3 conservation activities participated in last 2 years



Top 3 native species in need of protection



Of those aware of a local Predator Free group*

63% Read about them online

29% Participated in activities

0% Contacted for info

18% Given donation