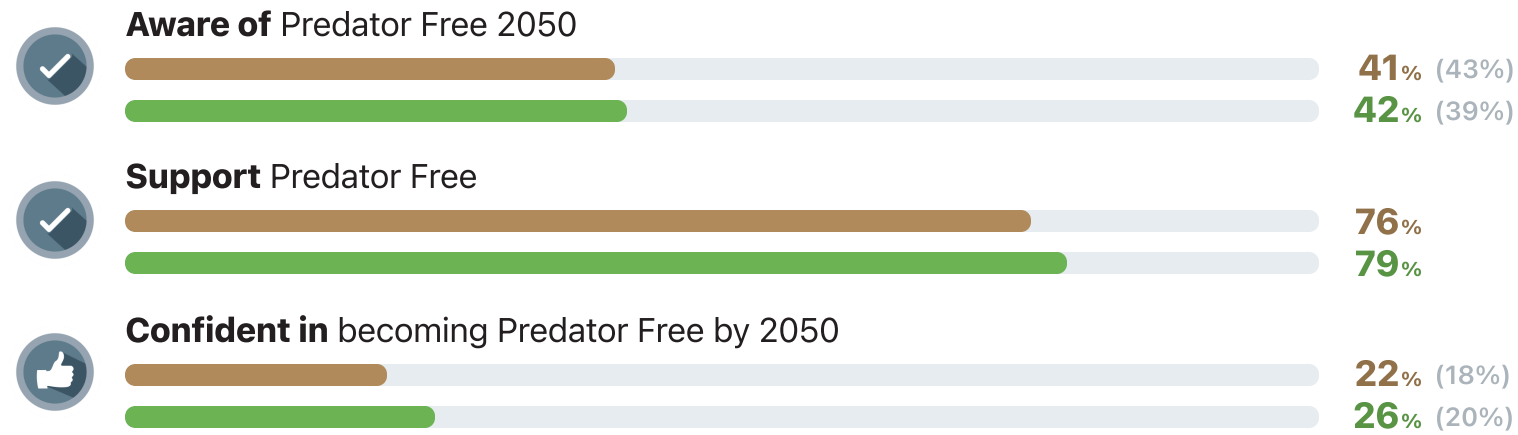
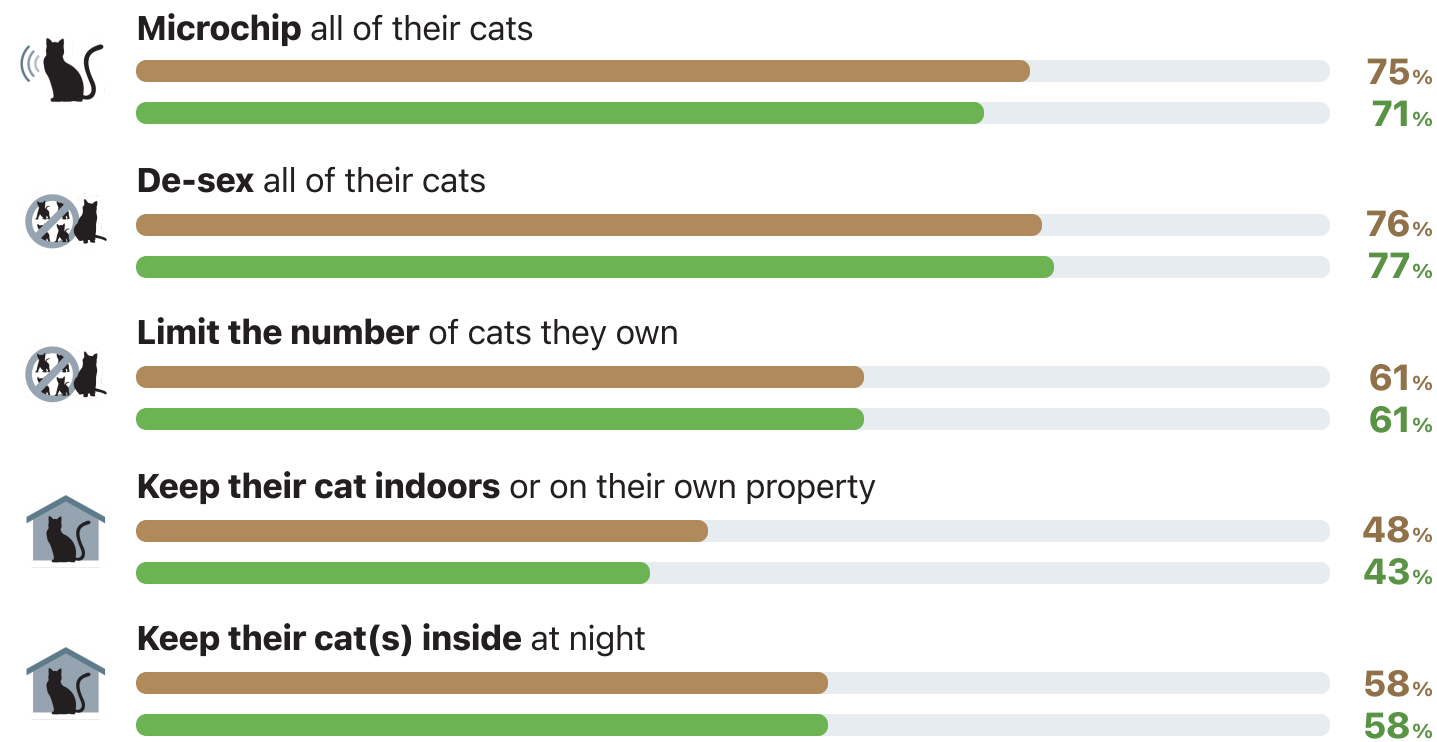


Predator Free 2050 health check



Responsible cat owners should...



Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



46% (45%) Northland
45% (43%) Total NZ

Likely to participate in conservation activities in future



32% (37%) Northland
27% (25%) Total NZ

TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS

Lay bait



59%
NZ 37%

Plant natives



56%
NZ 47%

Trap predators



54%
NZ 33%

TOP 3 NATIVE SPECIES IN NEED OF PROTECTION

Native birds



84%
NZ 83%

Indigenous plants



68%
NZ 61%

Lizards / geckos



44%
NZ 41%

Of those aware of a local Predator Free group*
* Low sub-sample — read directionally

Read about them online
26%
NZ 25%

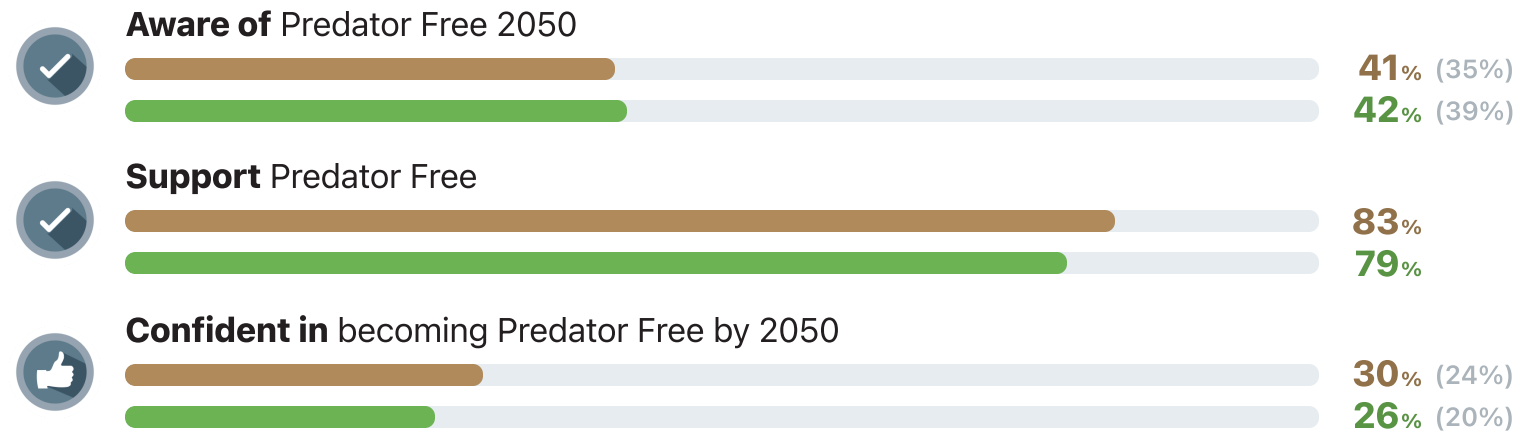
Participated in activities
8%
NZ 8%

Contacted for info
8%
NZ 7%

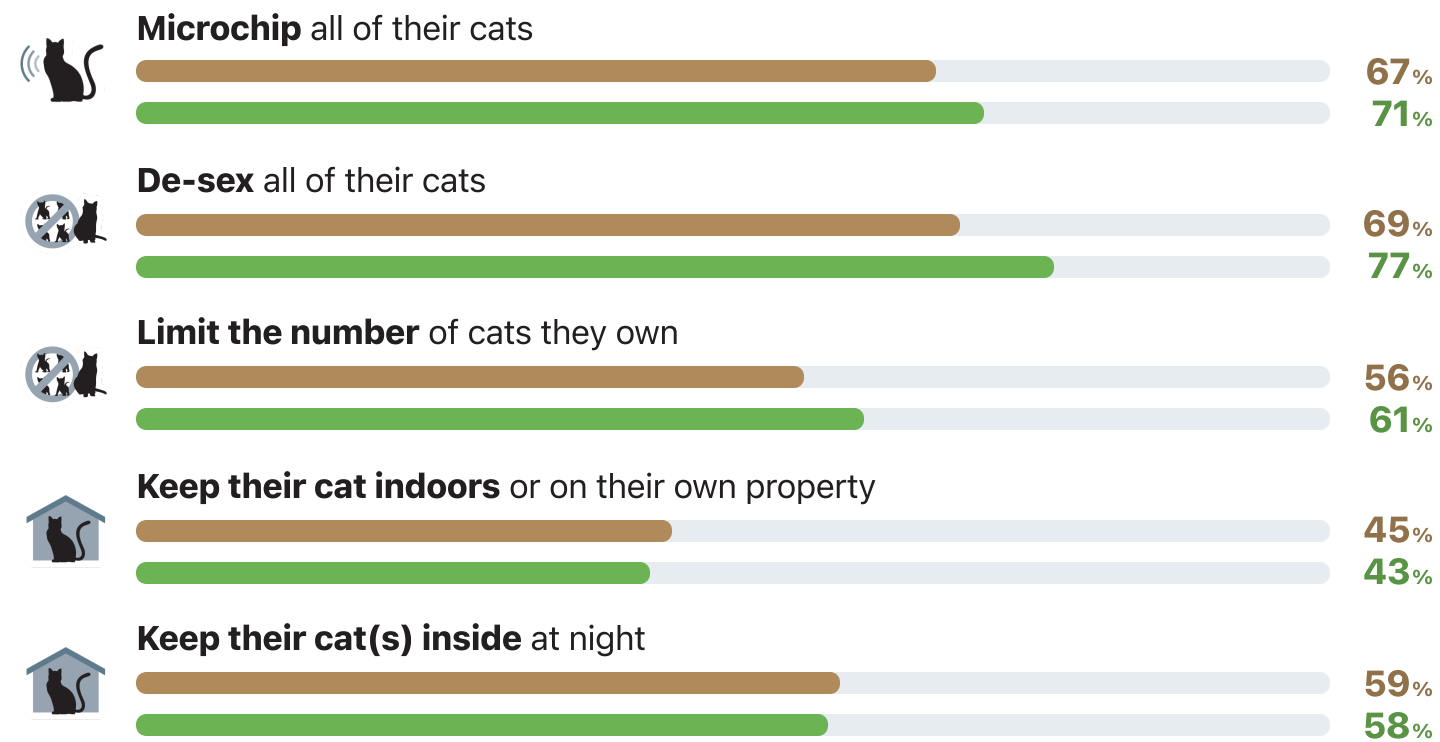
Given a donation
5%
NZ 8%

“ We've trapped on our 15-acre block for years. Hundreds of possums, rats and stoats — and the neighbours have noticed the birdlife.

Predator Free 2050 health check



Responsible cat owners should...



Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



44% (44%) Auckland
45% (43%) Total NZ

Likely to participate in conservation activities in future



27% (28%) Auckland
27% (25%) Total NZ

TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS

Plant natives



48%
NZ 47%

Bird feeder



41%
NZ 38%

Visit eco-sanctuaries



40%
NZ 43%

TOP 3 NATIVE SPECIES IN NEED OF PROTECTION

Native birds



82%
NZ 83%

Indigenous plants



63%
NZ 61%

Lizards / geckos



35%
NZ 41%

Of those aware of a local Predator Free group*
* Low sub-sample — read directionally

Read about them online
26%
NZ 25%

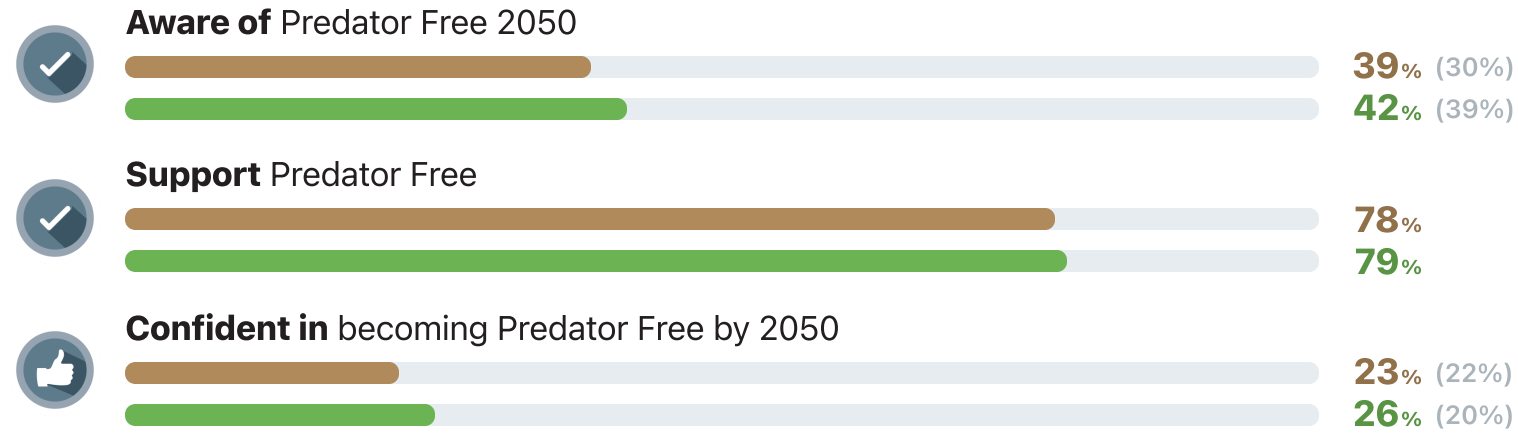
Participated in activities
11%
NZ 8%

Contacted for info
8%
NZ 7%

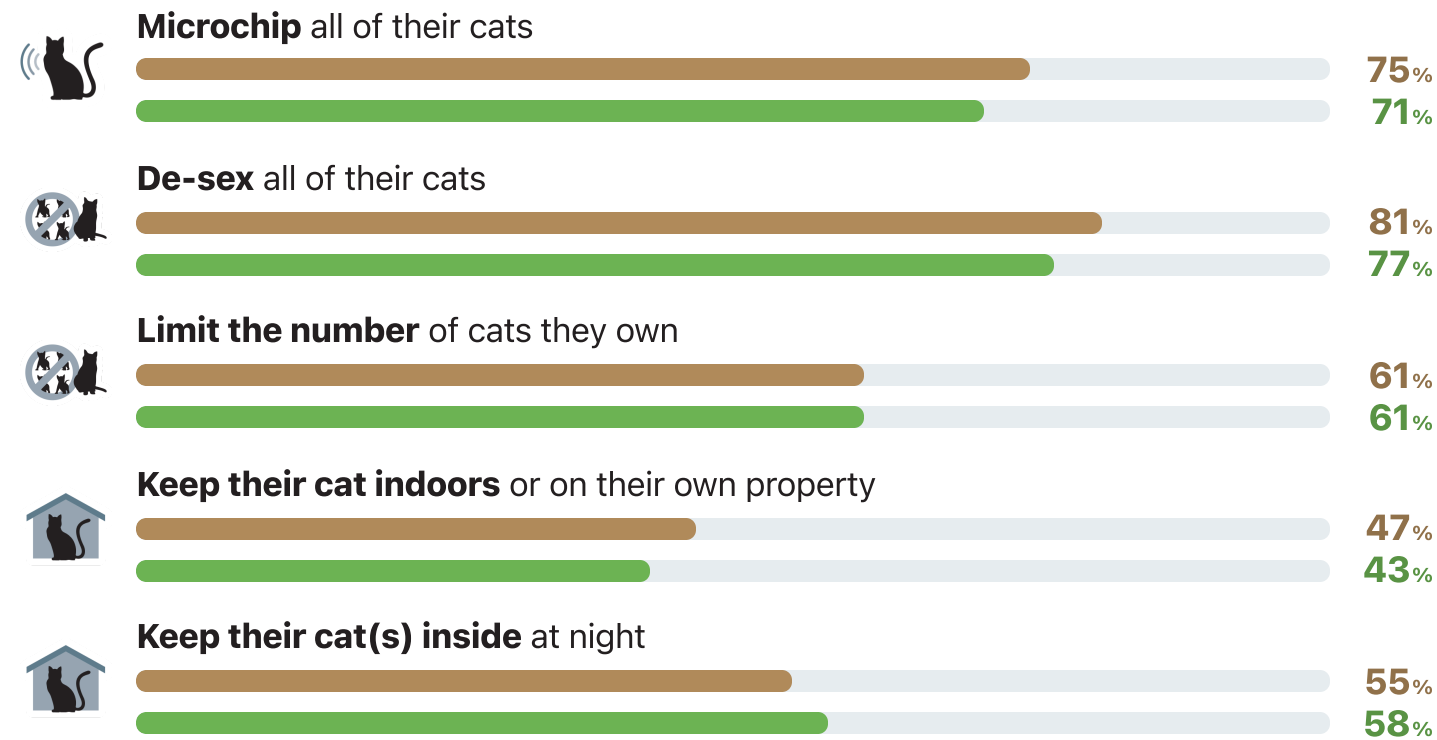
Given a donation
11%
NZ 8%

“ I'm not really aware of how to get involved, or what the direct benefits would be for me. ”

Predator Free 2050 health check



Responsible cat owners should...



Of those aware of a local Predator Free group*
* Low sub-sample — read directionally

Read about them online
24%
NZ 25%

Participated in activities
8%
NZ 8%

Contacted for info
5%
NZ 7%

Given a donation
6%
NZ 8%

Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



44% (48%) Waikato/Bay of Plenty
45% (43%) Total NZ

Likely to participate in conservation activities in future



30% (19%) Waikato/Bay of Plenty
27% (25%) Total NZ

TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS

Plant natives



45%

NZ 47%

Visit eco-sanctuaries



45%

NZ 43%

Lay bait



43%

NZ 37%

TOP 3 NATIVE SPECIES IN NEED OF PROTECTION

Native birds



85%

NZ 83%

Indigenous plants



61%

NZ 61%

Lizards / geckos

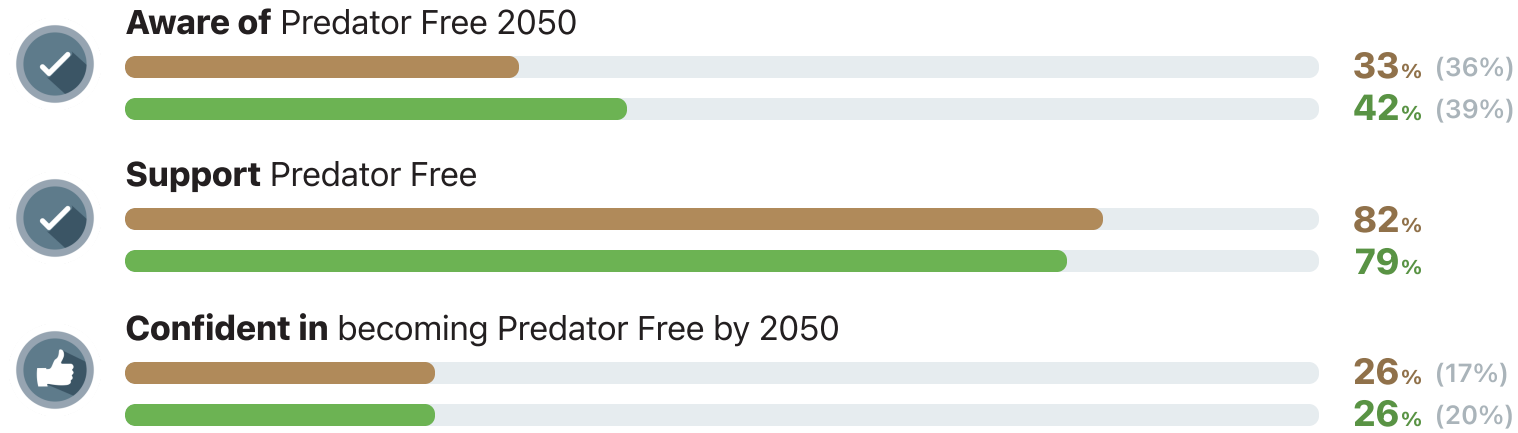


42%

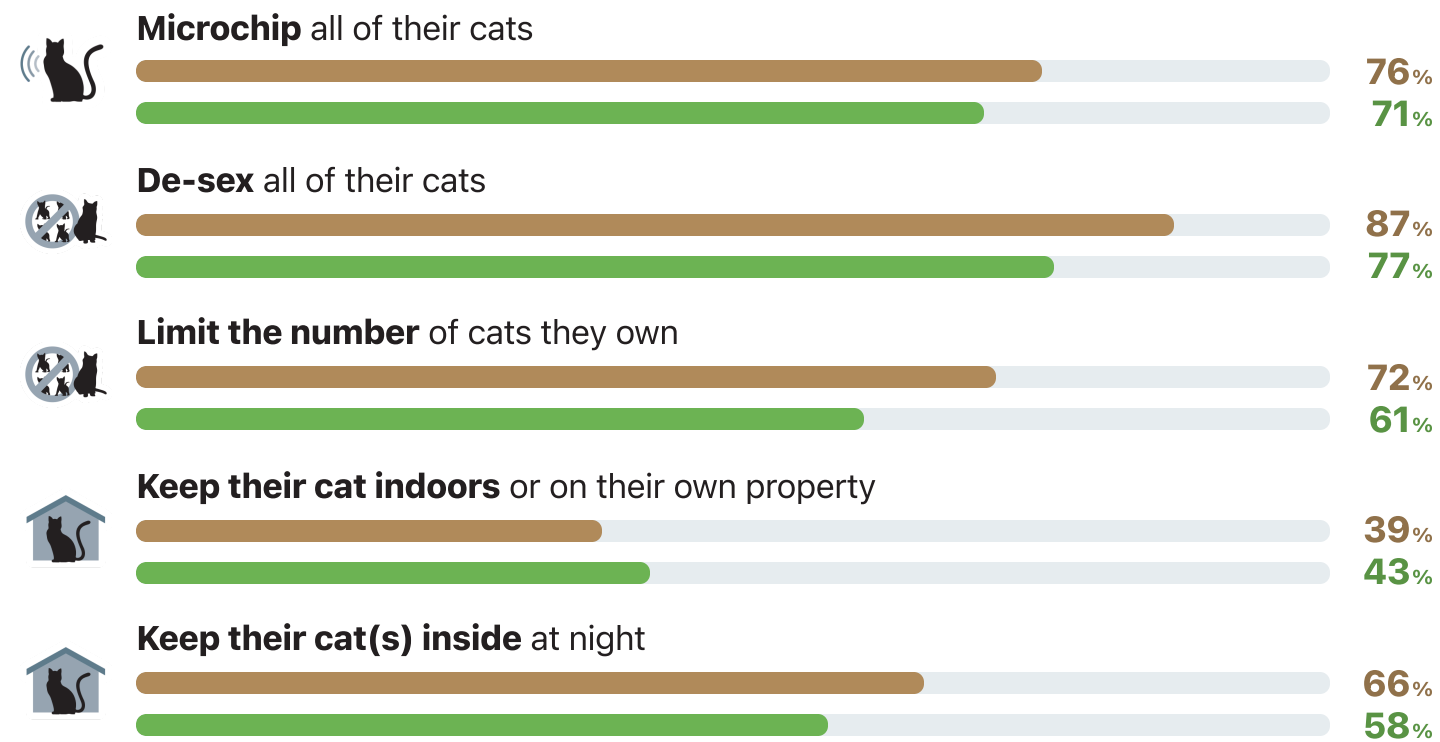
NZ 41%

“ I'd love to help, but I don't know which group is active near me — point me in the right direction. ”

Predator Free 2050 health check



Responsible cat owners should...



Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



Likely to participate in conservation activities in future



TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS

Plant natives



52%

NZ 47%

Bird feeder



41%

NZ 38%

Lay bait



35%

NZ 37%

TOP 3 NATIVE SPECIES IN NEED OF PROTECTION

Native birds



90%

NZ 83%

Indigenous plants



76%

NZ 61%

Lizards / geckos



43%

NZ 41%

Of those aware of a local Predator Free group*
* Low sub-sample — read directionally

Read about them online
17%
NZ 25%

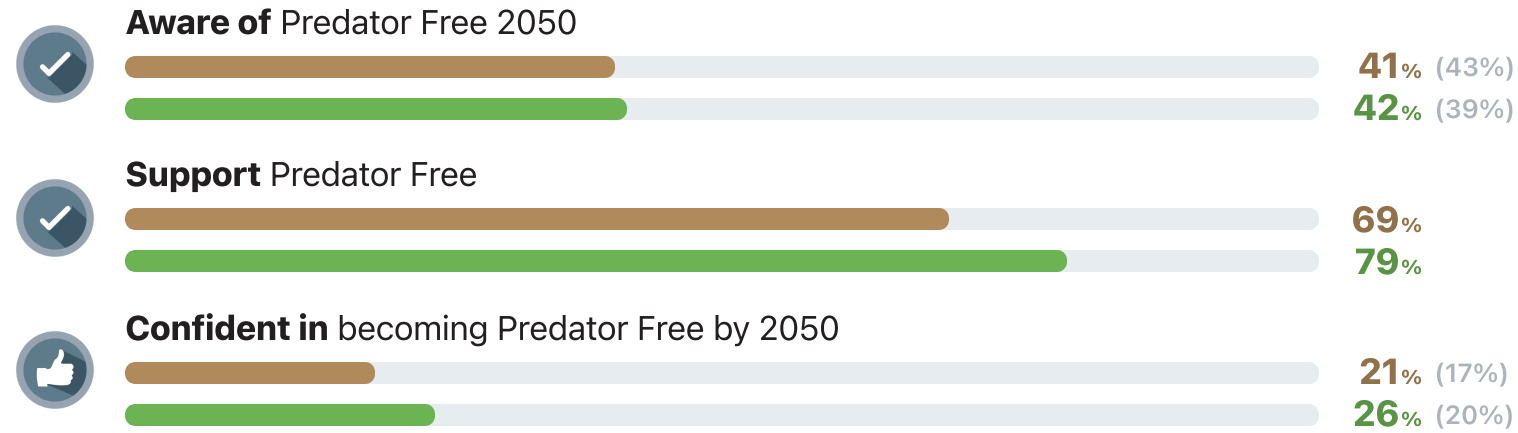
Participated in activities
4%
NZ 8%

Contacted for info
3%
NZ 7%

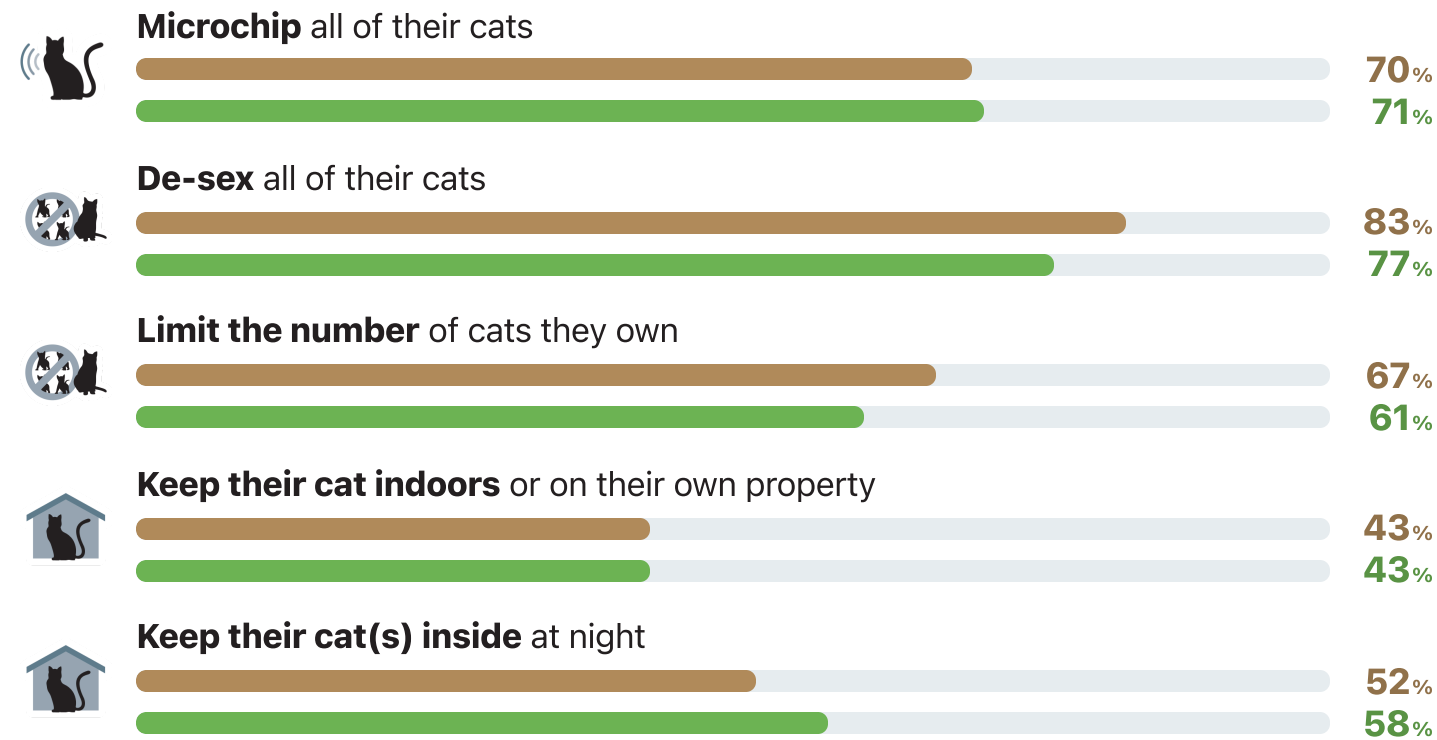
Given a donation
4%
NZ 8%

“Funds are tight for traps and bait, and I'm not sure of any local groups in my area.”

Predator Free 2050 health check



Responsible cat owners should...



Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



Likely to participate in conservation activities in future



TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS

Plant natives



43%

NZ 47%

Visit eco-sanctuaries



42%

NZ 43%

Bird feeder



39%

NZ 38%

TOP 3 NATIVE SPECIES IN NEED OF PROTECTION

Native birds



81%

NZ 83%

Indigenous plants



63%

NZ 61%

Lizards / geckos



49%

NZ 41%

Of those aware of a local Predator Free group*
* Low sub-sample — read directionally

Read about them online
23%
NZ 25%

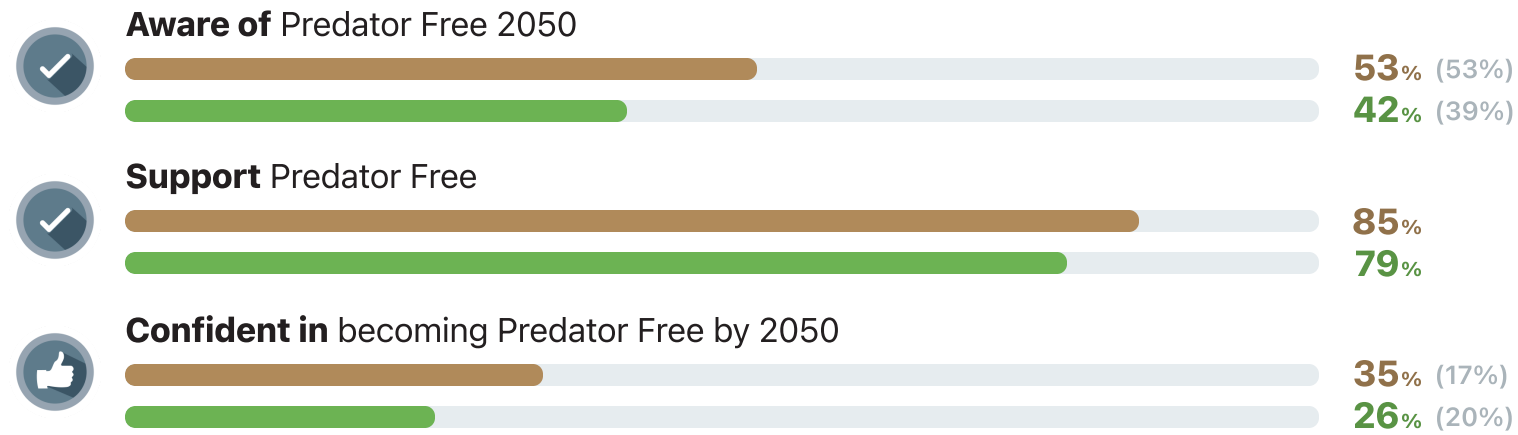
Participated in activities
5%
NZ 8%

Contacted for info
3%
NZ 7%

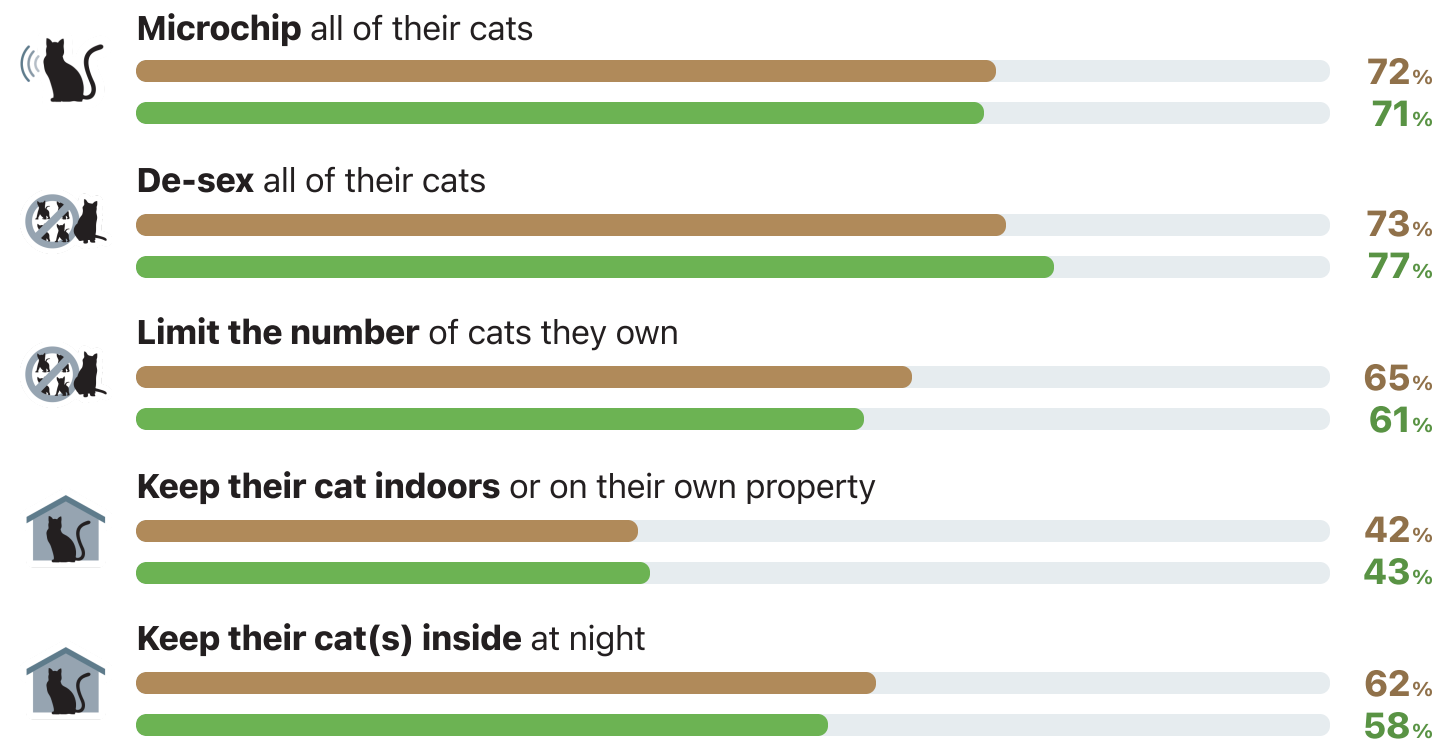
Given a donation
4%
NZ 8%

“Predators are part of life out here. We need affordable, well-supported tools to keep on top of them.”

Predator Free 2050 health check



Responsible cat owners should...



Of those aware of a local Predator Free group*
* Low sub-sample — read directionally

Read about them online
25%
NZ 25%

Participated in activities
8%
NZ 8%

Contacted for info
8%
NZ 7%

Given a donation
10%
NZ 8%

Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



42% (43%) Wellington
45% (43%) Total NZ

Likely to participate in conservation activities in future



29% (21%) Wellington
27% (25%) Total NZ

TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS

Visit eco-sanctuaries
49%
NZ 43%

Plant natives
37%
NZ 47%

Lay bait
30%
NZ 37%

TOP 3 NATIVE SPECIES IN NEED OF PROTECTION

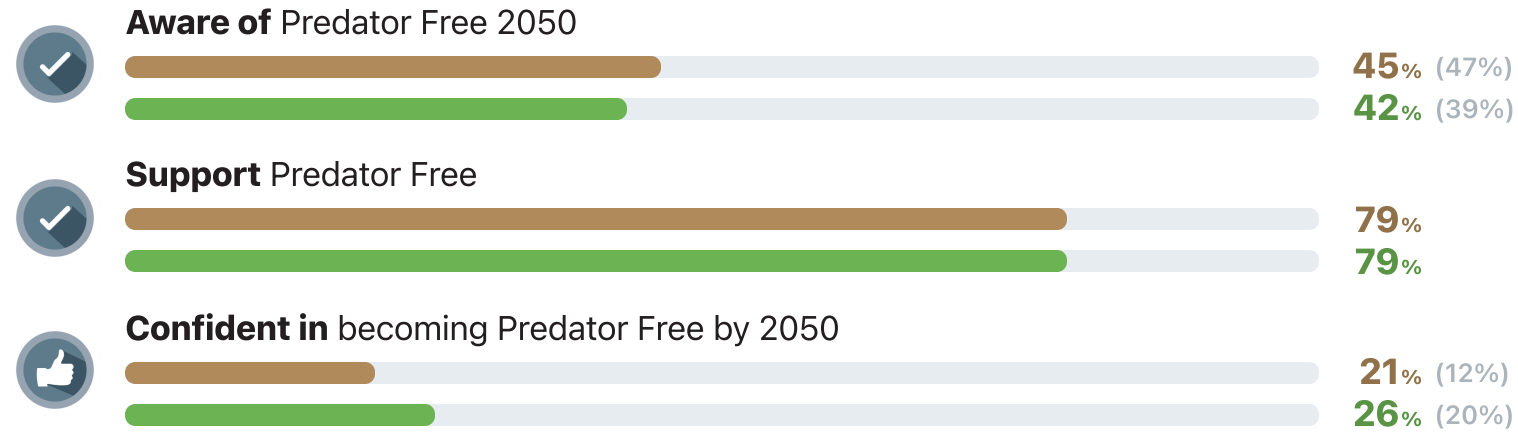
Native birds
86%
NZ 83%

Indigenous plants
59%
NZ 61%

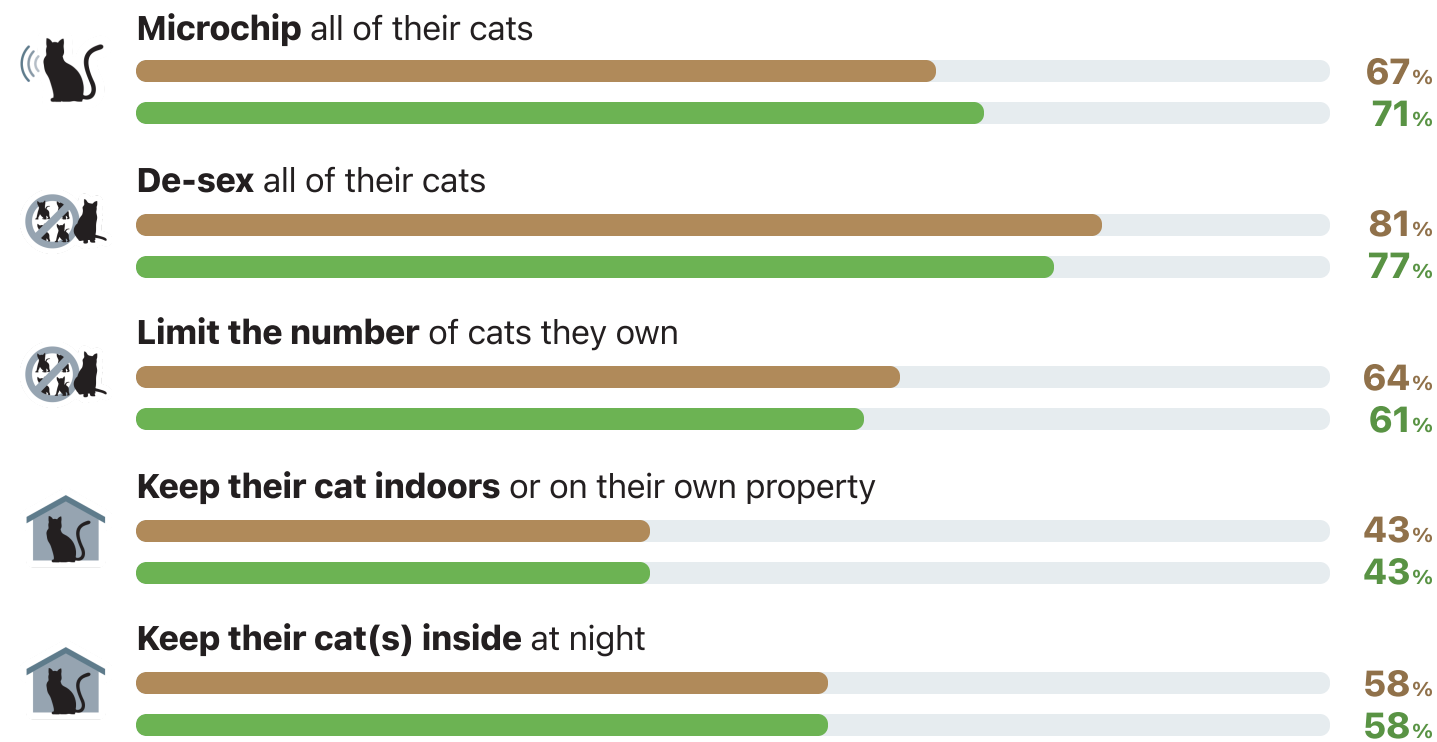
Lizards / geckos
49%
NZ 41%

“ It's a huge task, and I'm not sure there's enough sustained funding to see it through.

Predator Free 2050 health check



Responsible cat owners should...



Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



43% (44%) Upper South Island
45% (43%) Total NZ

Likely to participate in conservation activities in future

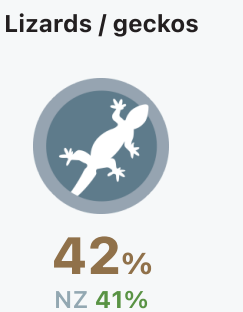


29% (26%) Upper South Island
27% (25%) Total NZ

TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS



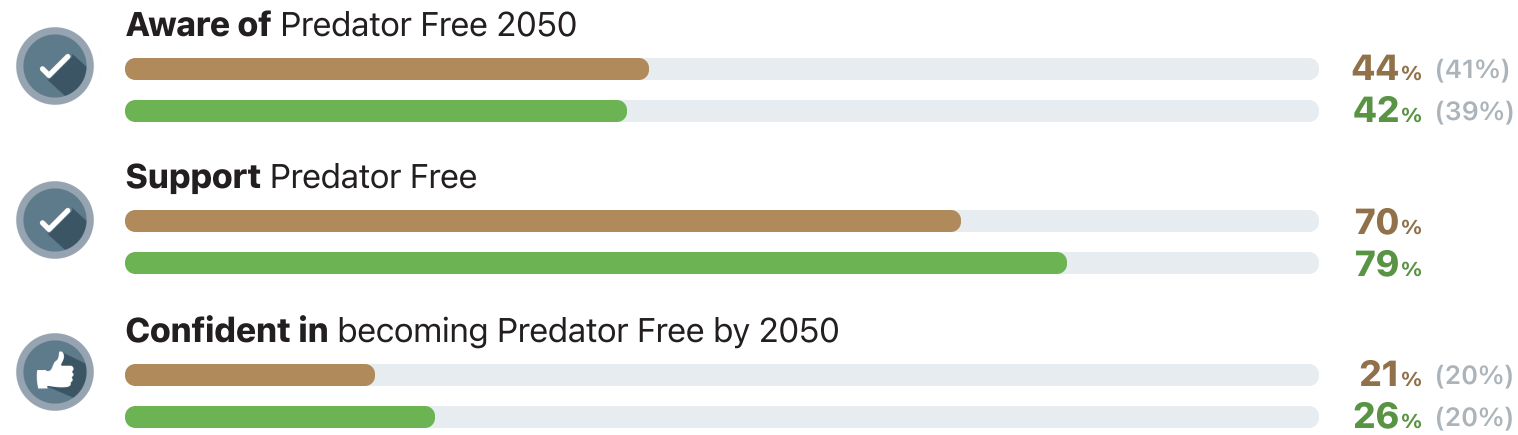
TOP 3 NATIVE SPECIES IN NEED OF PROTECTION



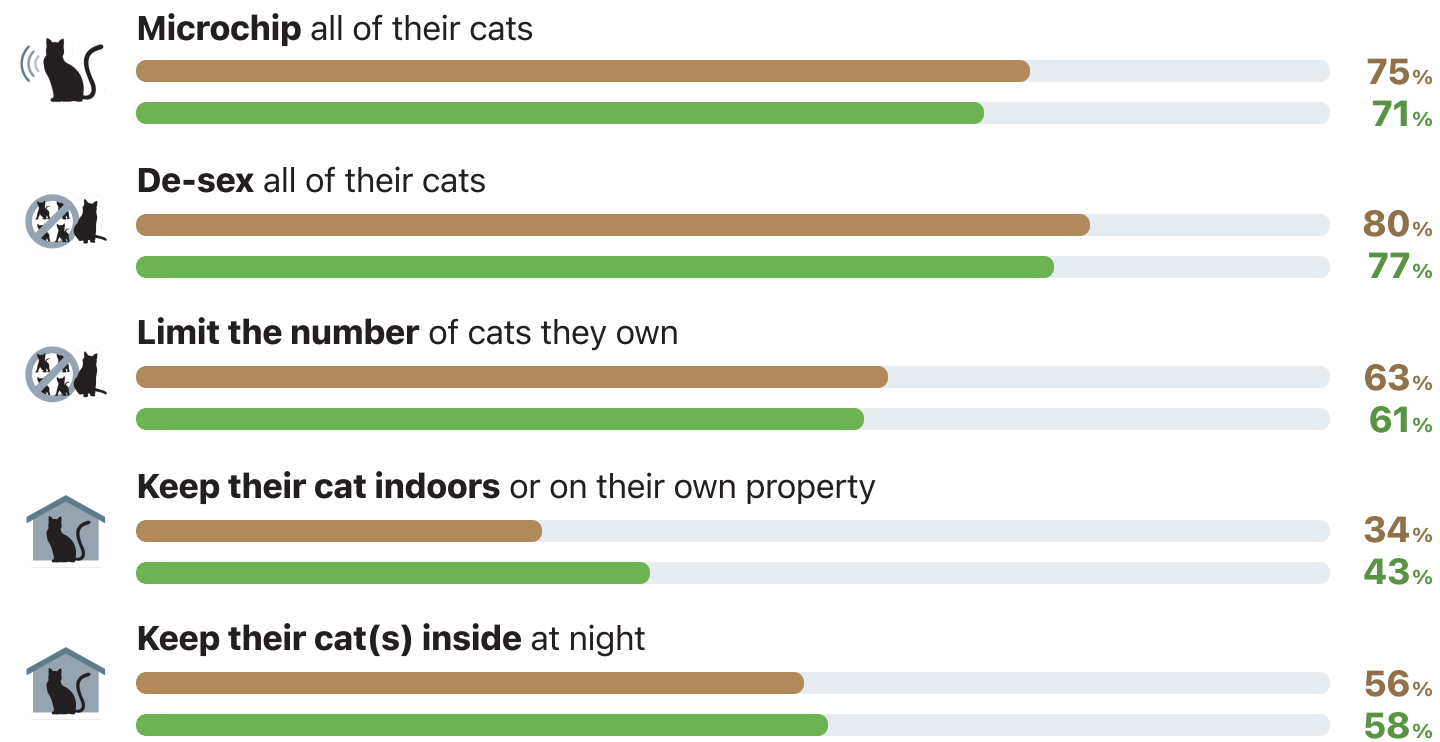
<p>Of those aware of a local Predator Free group* * Low sub-sample — read directionally</p>	<p>Read about them online 31% NZ 25%</p>	<p>Participated in activities 6% NZ 8%</p>	<p>Contacted for info 11% NZ 7%</p>	<p>Given a donation 9% NZ 8%</p>
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“ I already trap on my section. The neighbourhood network has made the biggest difference for our birdlife.

Predator Free 2050 health check



Responsible cat owners should...



Of those aware of a local Predator Free group*
* Low sub-sample — read directionally

Read about them online
25%
NZ 25%

Participated in activities
5%
NZ 8%

Contacted for info
5%
NZ 7%

Given a donation
7%
NZ 8%

Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



46% (40%) Canterbury
45% (43%) Total NZ

Likely to participate in conservation activities in future



20% (27%) Canterbury
27% (25%) Total NZ

TOP 3 CONSERVATION ACTIVITIES PARTICIPATED IN LAST 2 YEARS

Plant natives



50%
NZ 47%

Visit eco-sanctuaries



38%
NZ 43%

Bird feeder



35%
NZ 38%

TOP 3 NATIVE SPECIES IN NEED OF PROTECTION

Native birds



79%
NZ 83%

Indigenous plants



57%
NZ 61%

Lizards / geckos



38%
NZ 41%

“ I'm not comfortable being responsible for killing animals, and we don't have a huge predator population where we live. ”

Lower South Island

KEY

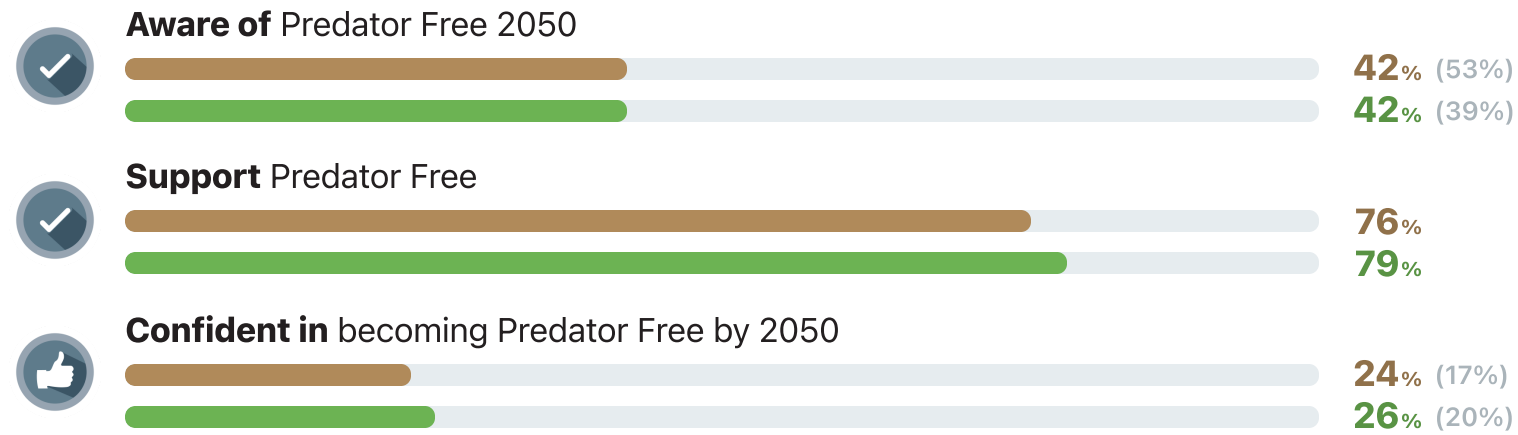
Lower South Island (n=101)

Total NZ (n=1,231)

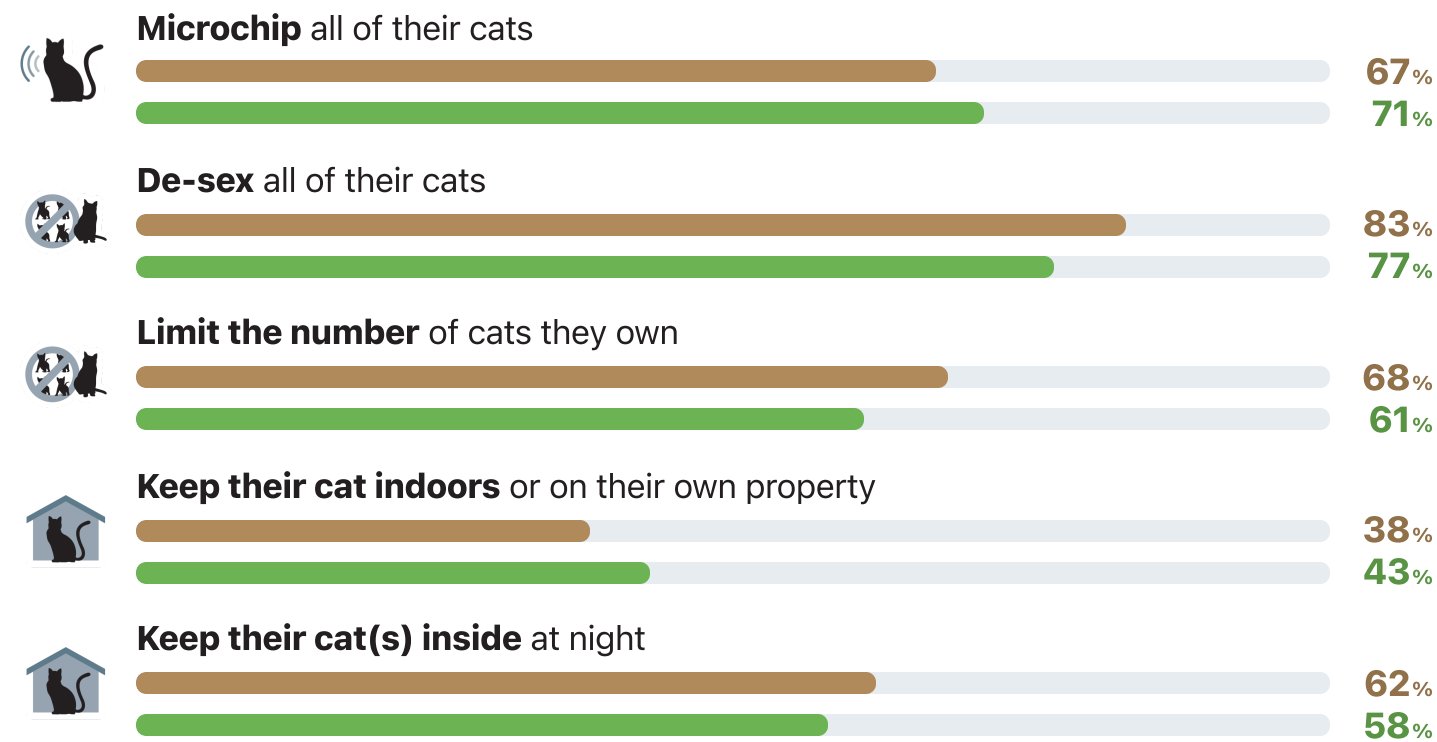
2024 comparison



Predator Free 2050 health check



Responsible cat owners should...



Conservation attitudes & behaviours

Concerned about threats to survival of NZ native species



47% (41%) Lower South Island
45% (43%) Total NZ

Likely to participate in conservation activities in future

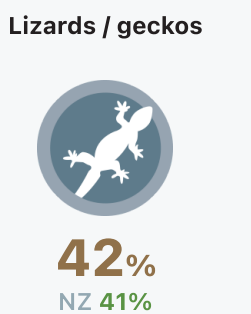
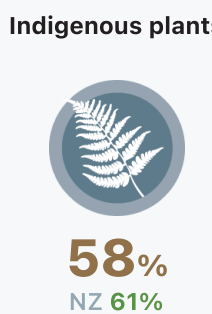


30% (26%) Lower South Island
27% (25%) Total NZ

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*
* Low sub-sample — read directionally

Read about them online
20%
NZ 25%

Participated in activities
8%
NZ 8%

Contacted for info
5%
NZ 7%

Given a donation
9%
NZ 8%

“ Tell me what's happening locally and I'd happily get involved — I just don't know where to start. ”