



Attitudes and beliefs about the use of aerial 1080 in New Zealand

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Outline



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Involvement and the I_3 Framework

Some results

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Background



Controlling brushtail possums is fundamental to eliminating Tb from livestock in New Zealand

Aerial baiting with 1080 is a key method for controlling possums across large areas of inhospitable terrain

OSPRI and DOC were interested in knowing the extent of support among people in urban and rural areas for aerial baiting with 1080



Theory - Involvement

Involvement is a measure of a persons' motivation to invest time and energy in a subject

Sources of involvement are:

1. Utilitarian (functional),
2. Social (self expression and self identity)
3. Hedonic (experiential)

Involvement is intensified when there is uncertainty about the consequences for achieving goals

4. Risk of making a mistake
5. Potential for serious consequences

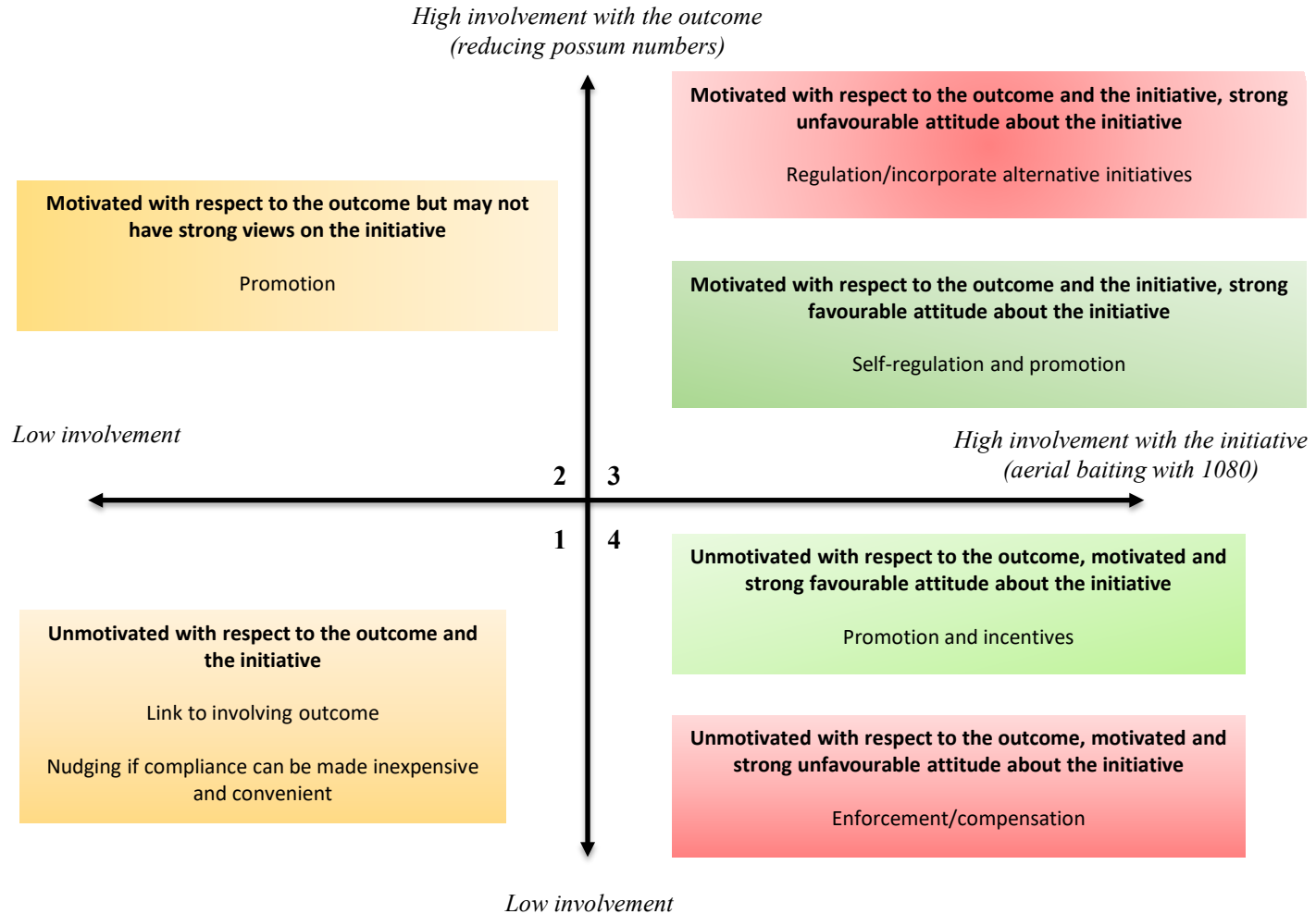


Theory – I₃ Framework

Kaine et al. (2010) proposed that people's responses to policy initiative depends on their:

- involvement with the relevant policy outcome (reducing possum numbers),
- involvement with the policy initiative itself (aerial baiting with 1080), and
- their attitude towards the policy initiative itself (aerial baiting with 1080).

Consequently, the responses of people to a policy initiative can be summarised as shown in the following Figure.



Application



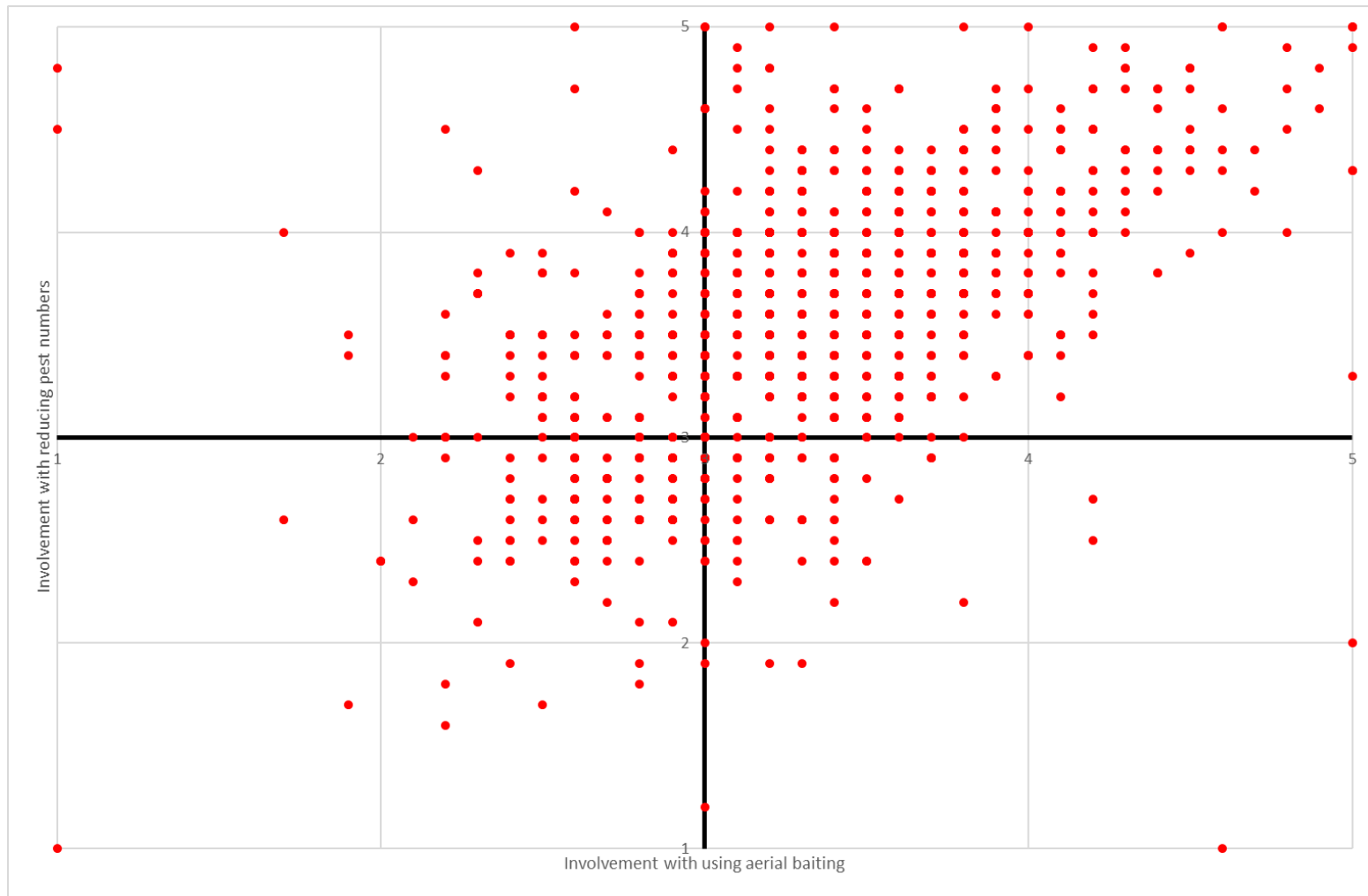
Online and telephone survey of 920 households in Auckland, Wellington, Taranaki, Nelson-Tasman, West Coast and Dunedin.

Measured involvement with the idea of reducing possum numbers and their involvement with the idea of aerial baiting with 1080

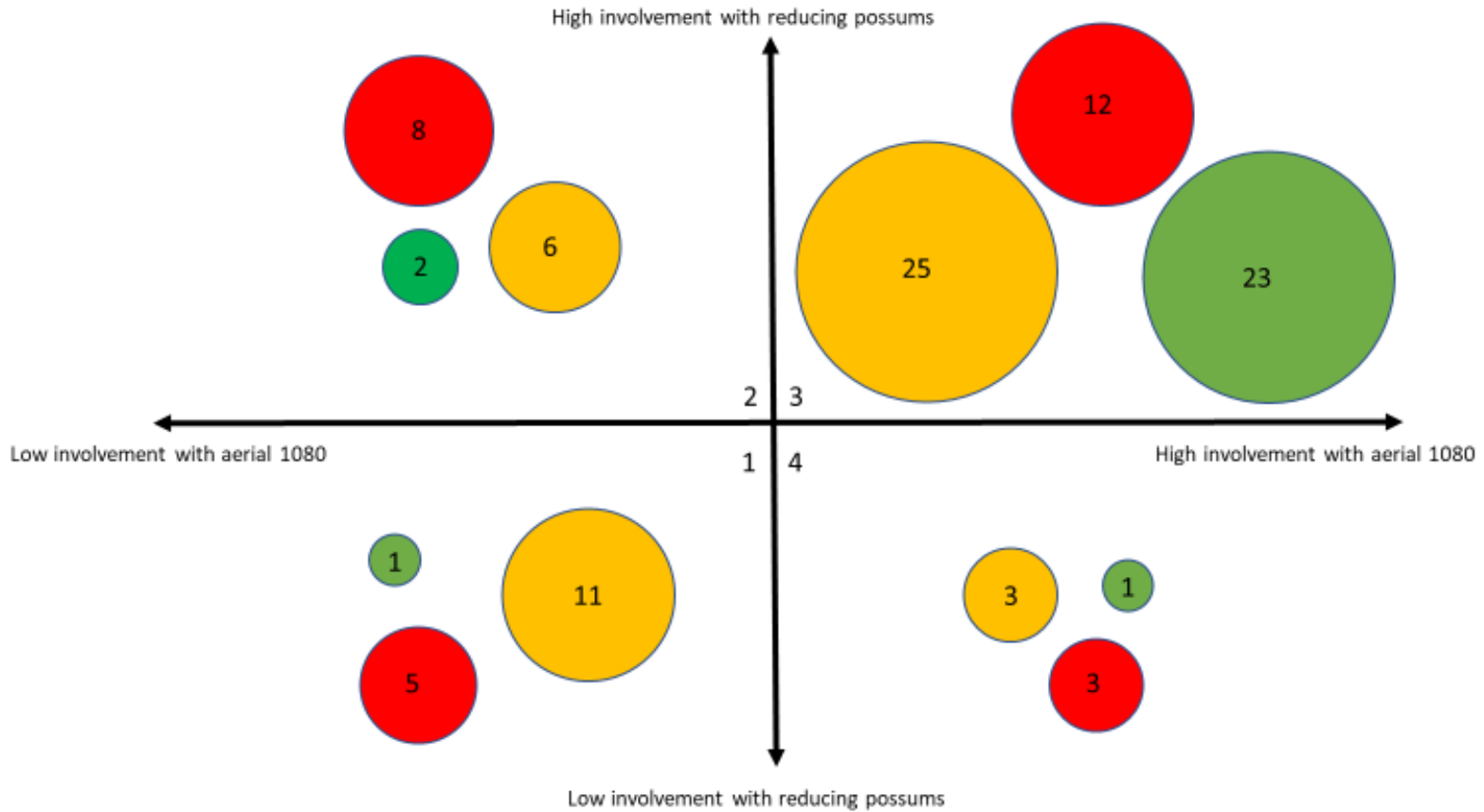
Attitude towards the idea of aerial baiting with 1080, and attitude strength

Beliefs about the advantages and disadvantages of reducing possum numbers and aerial baiting with 1080

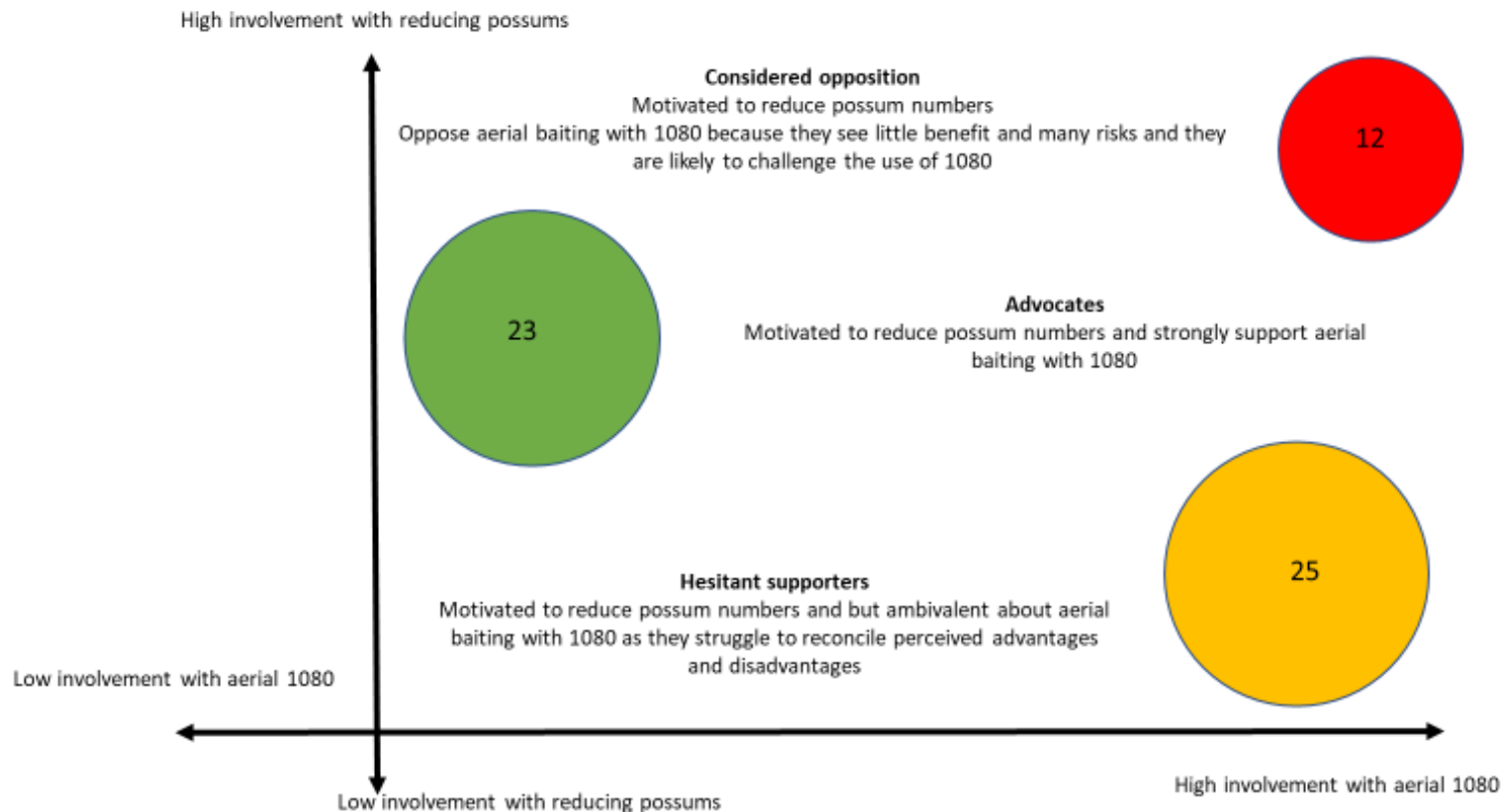
Sense of responsibility for reducing possum numbers

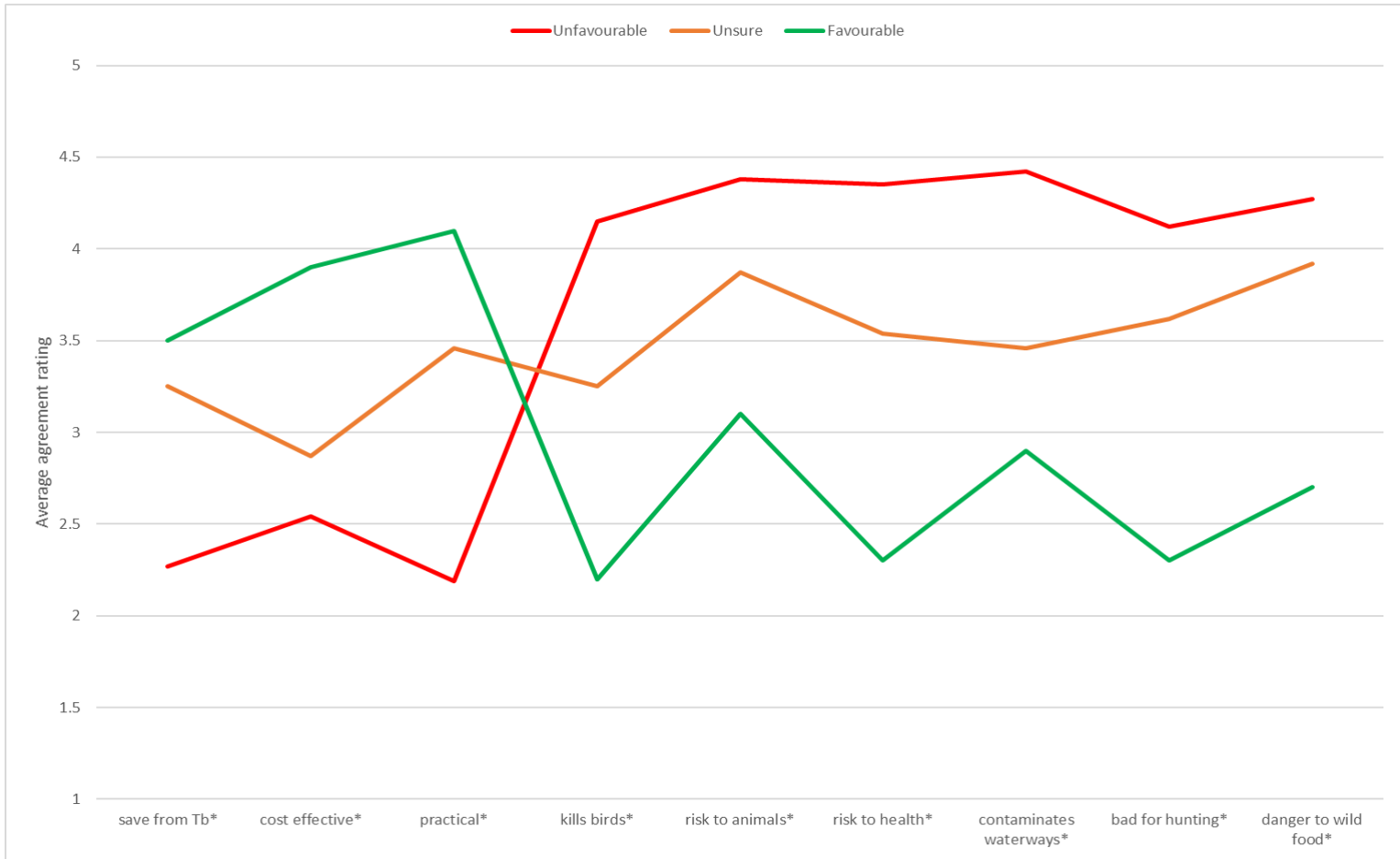


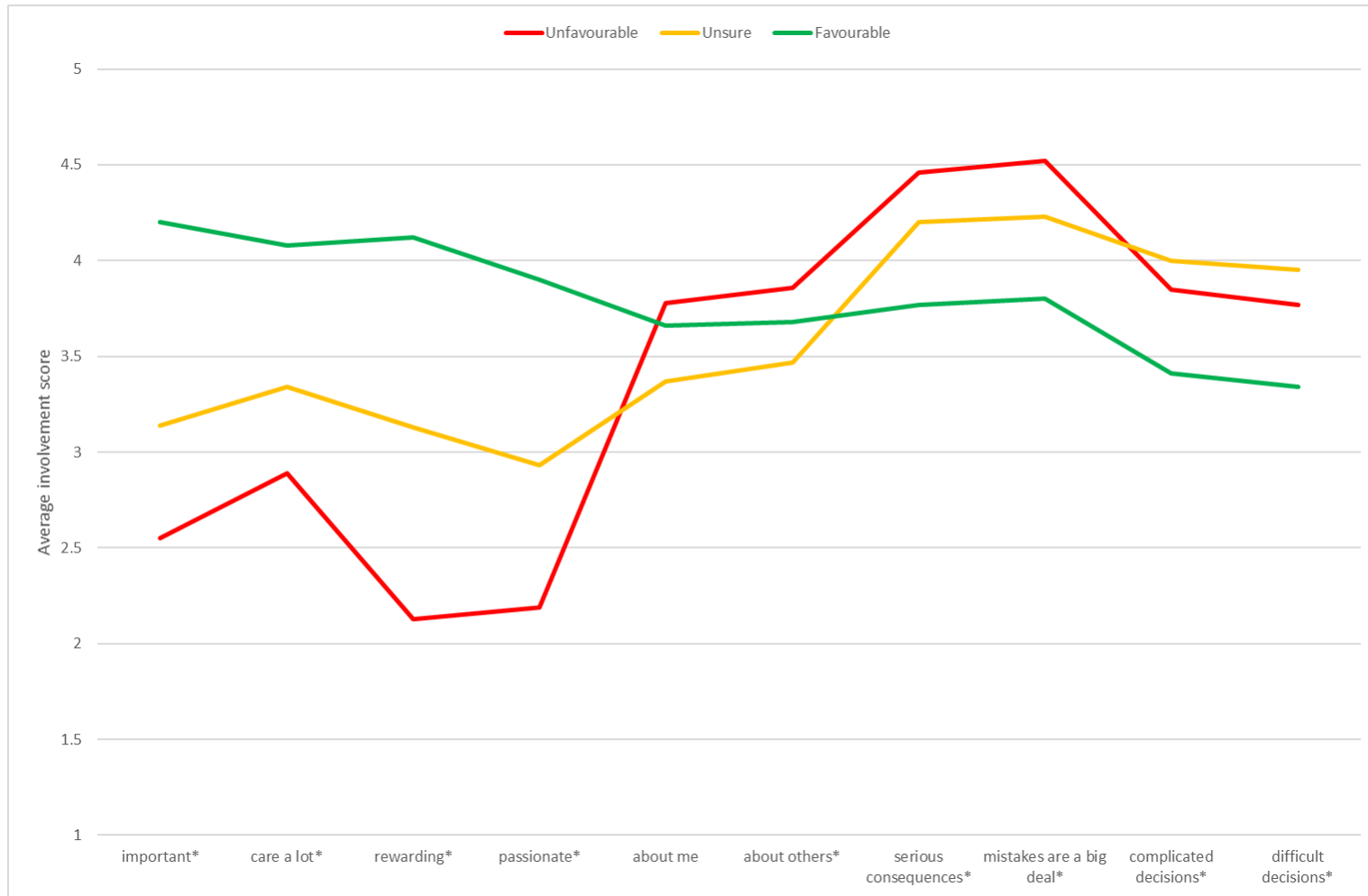


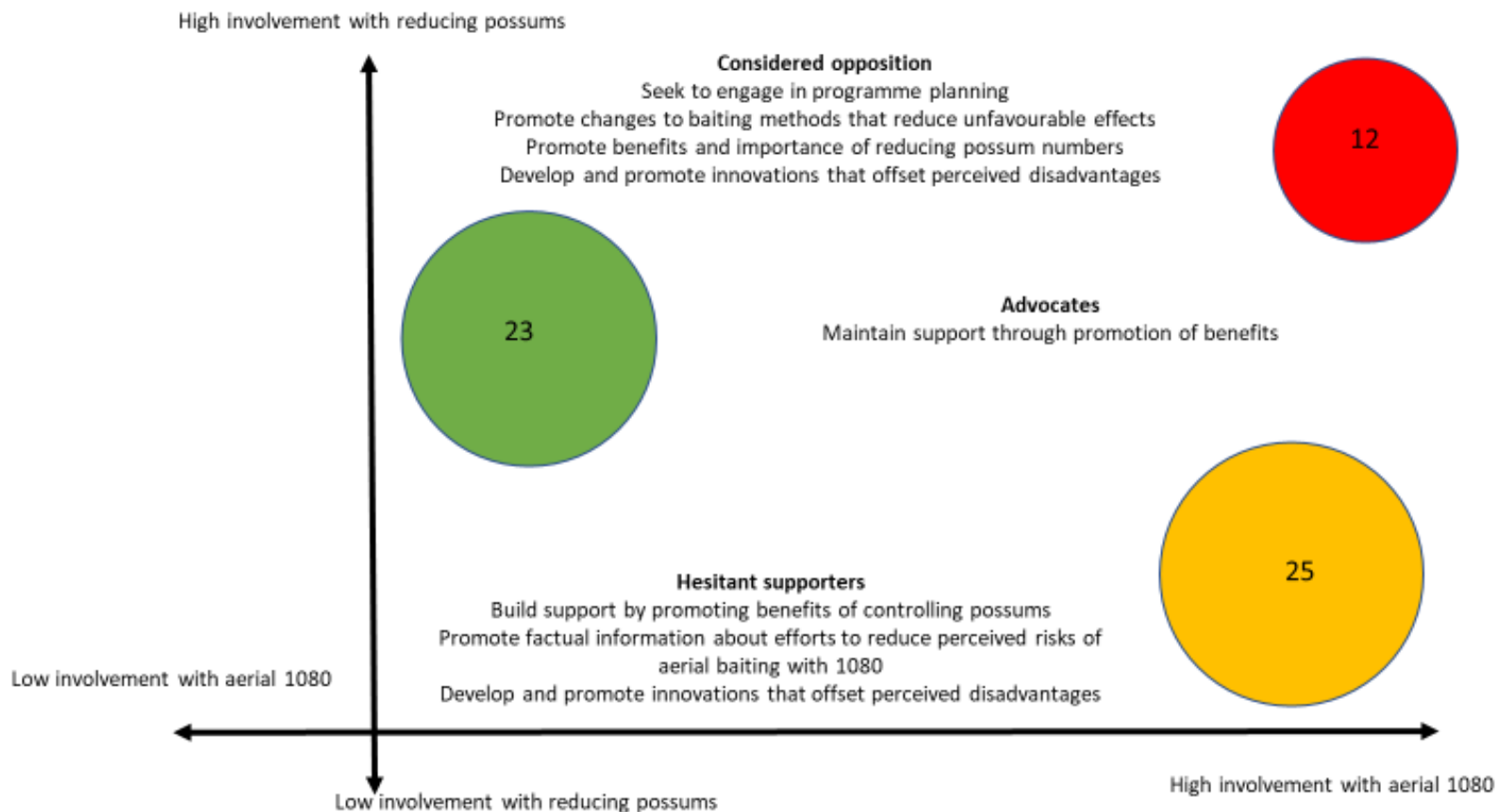


Favourable (green), Neutral/unsure (yellow, Unfavourable (red)









Conclusion

- The results indicate widespread support for reducing possum numbers
- This support was motivated by concerns for the environment as well as economic damage
- Opinions about aerial baiting with 1080 are roughly equally spread between those who favour it, those who don't, and those who are ambivalent
- A high proportion of the ambivalent struggle to balance the perceived advantages and disadvantages of aerial 1080. They are likely to respond well to actions (such as factual messages) that address their concerns.



Thanks

Questions

Thanks to OSPRI and DOC for supporting this research