Rural Decision Makers

SURVEY

2013
1

~1,500 responses

237 questions
25 minutes

2015
2

~2,800 responses

288 questions
27 minutes

2017
3

~4,500 responses

237 questions
21 minutes

2019
4

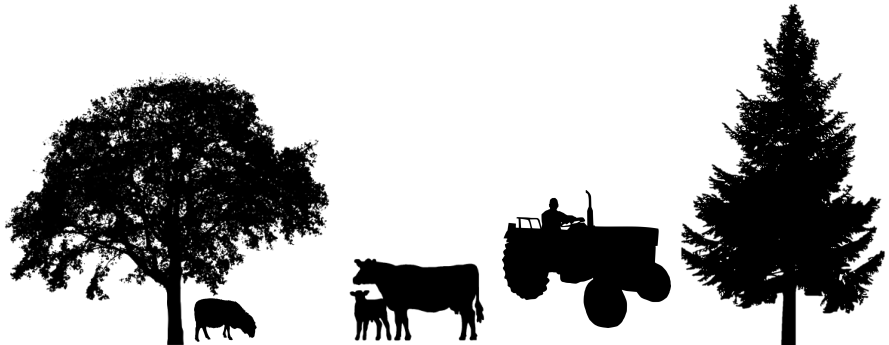
~3,750 responses

336 questions
31 minutes

2021
5

~6,700 responses

131 questions
29 minutes
517 data points



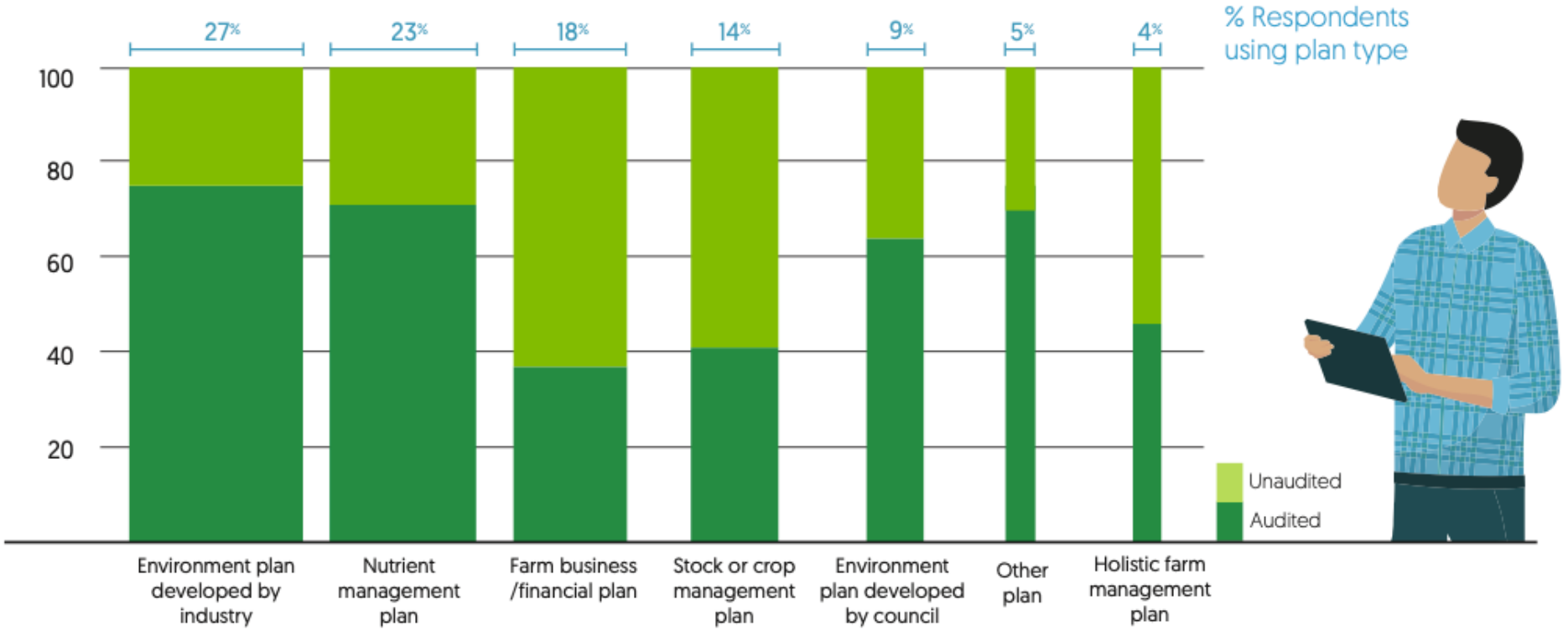
Ownership & structu
Location
Sector
Land use
Management practice
Farm plans
Erosion/sediment
Stock exclusion
Pugging
Fertiliser regimes
Regen agriculture
Effluent management
Livestock movement
Forest management
Wetlands
Irrigation
Management outcomes

Future planning
Intensification
Land-use change
Subdivision
Succession planning
GHG emissions
Env. performance
Emergent weeds
Farming objectives
Finance
Labour & employment
Technology adoption
Pest management
Wilding conifers
Biosecurity
Tree planting

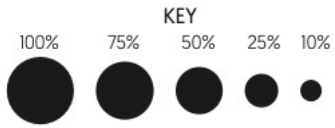
Natural disasters
Climate expectations
Values
Risk preferences
Innovation
Social norms
Time preferences
Resilience
Sources of info, advice
Trust in institutions
Community involvement
Age, gender, ethnicity
Experience
Field of study
Well-being & stress
Lifestyle blocks

Farm plans 43%

Formal written plans used by farmers, foresters, and growers.



Environmental standards, regulations and performance

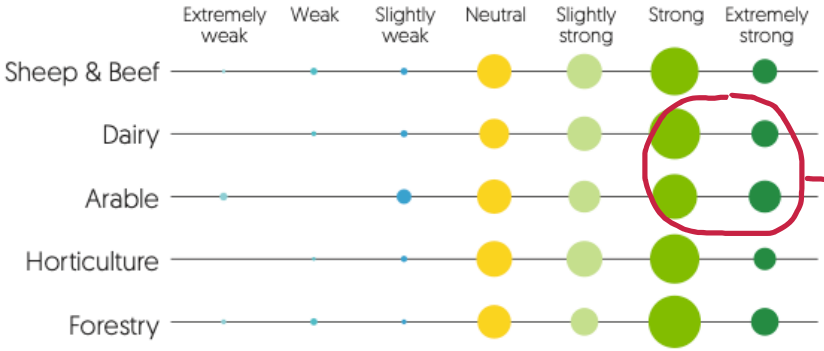


The **current environmental standards** expected by my industry are...

79% Dairy farmers

70% Arable farmers

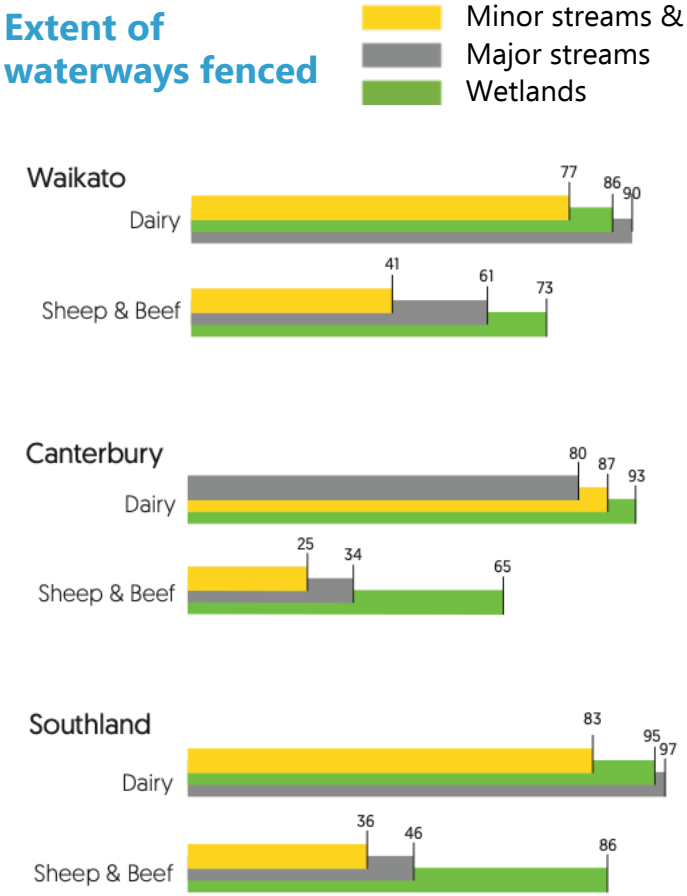
The **environmental performance** of my operation over the last 12 months was...



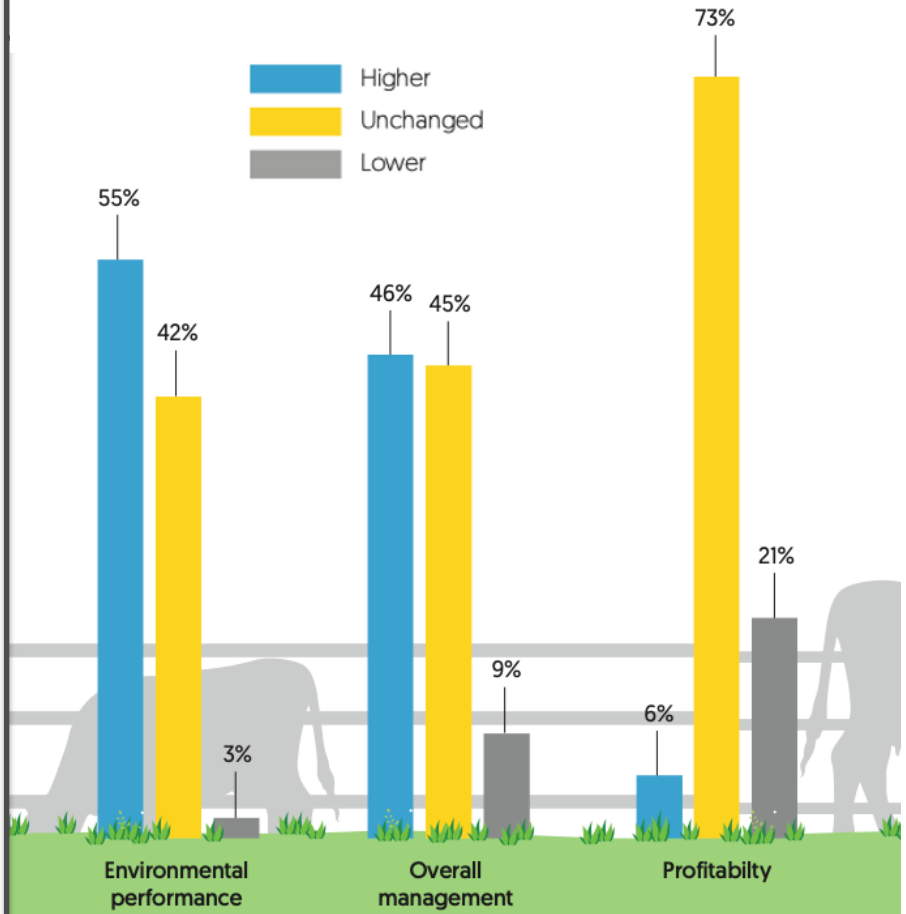
60% Dairy farmers

55% Arable farmers

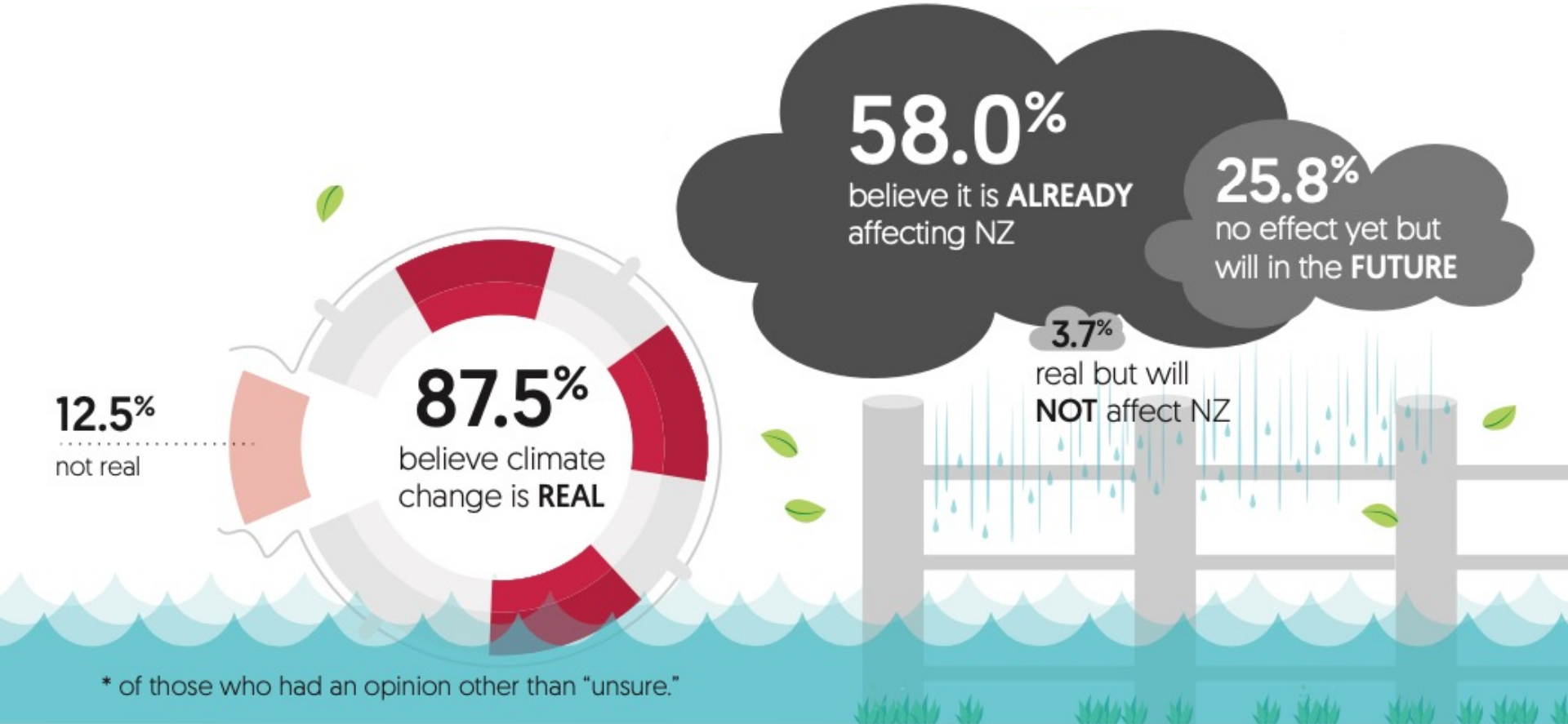
Extent of waterways fenced



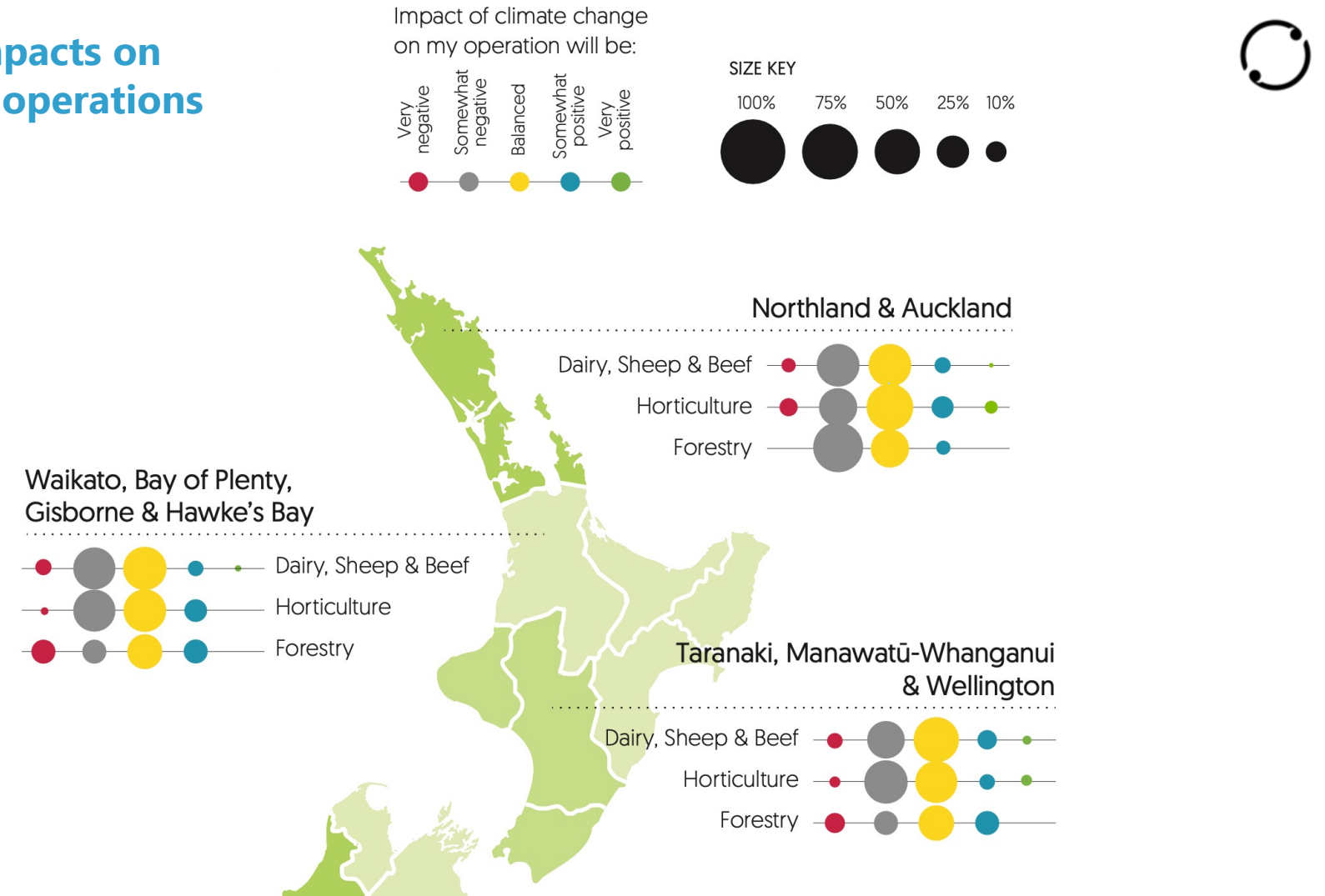
Results of fencing waterways



Climate change beliefs



Expected impacts on commercial operations



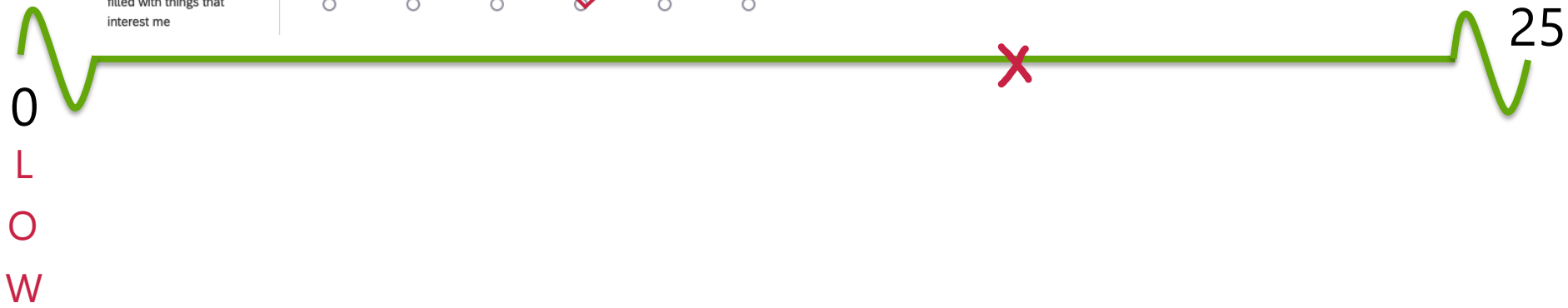
Well-being

World Health Organization

Please indicate for each of the 5 statements which is closest to how you have been feeling over the past 2 weeks.

Over the past 2 weeks...	5 All of the time	4 Most of the time	3 More than half the time	2 Less than half the time	1 Some of the time	0 At no time
...I have felt cheerful and in good spirits	○	○	✓	○	○	○
...I have felt calm and relaxed	○	✓	○	○	○	○
...I have felt active and vigorous	○	✓	○	○	○	○
...I woke up feeling fresh and rested	○	○	✓	○	○	○
...my daily life has been filled with things that interest me	○	○	○	✓	○	○

= 16



Well-being World Health Organization

13

0 LOW

HIGH 25

11.5 402 German victims of cyberstalking (Weismeijer & van Assen 2013)

15.2 13,425 heterosexual Europeans (Boye 2009)

15.7 SRDM Commercial operators

15.9 1,003 NZ adults 12/2020[3]

16.3 10,370 NZ adults 06/2020[2]

16.5 9,107 NZ sec. students 2014[1]

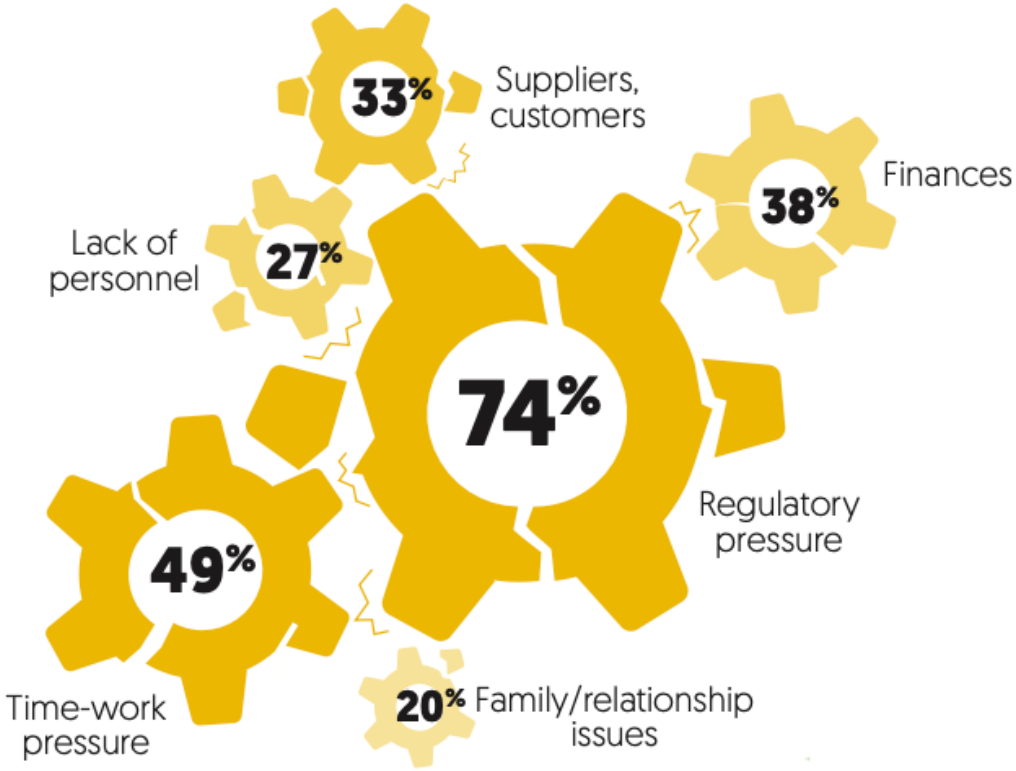
16.7 SRDM Lifestyle block owners

17.0 2,246 Irish interviewed in their homes (Delaney 2009)

17.7 4,681 Danish men (Bech et al. 2003)

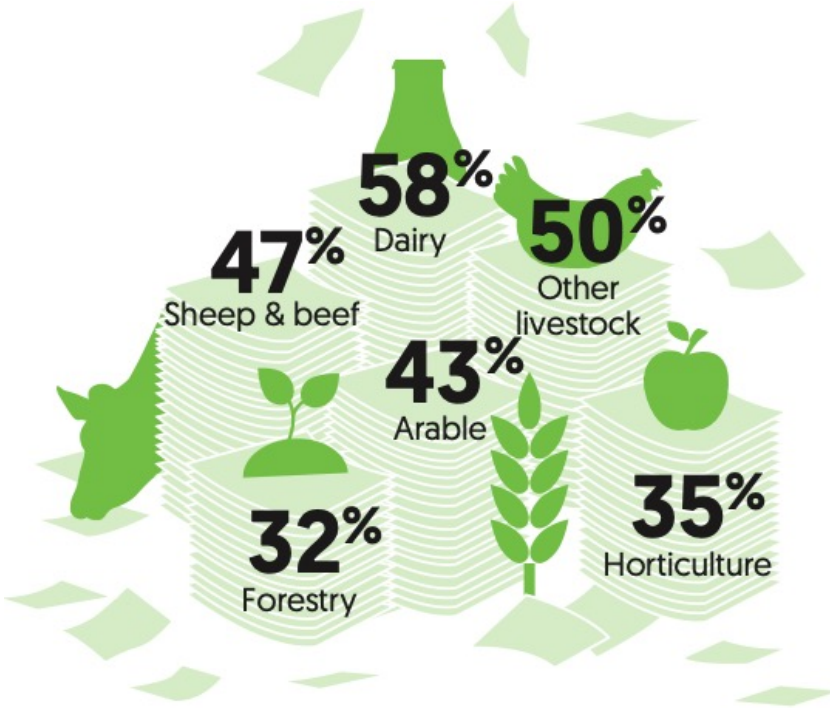
1 Denny et al. (2014)
2 StatsNZ (2020)
3 Mental Health Foundation (2021)

Stress



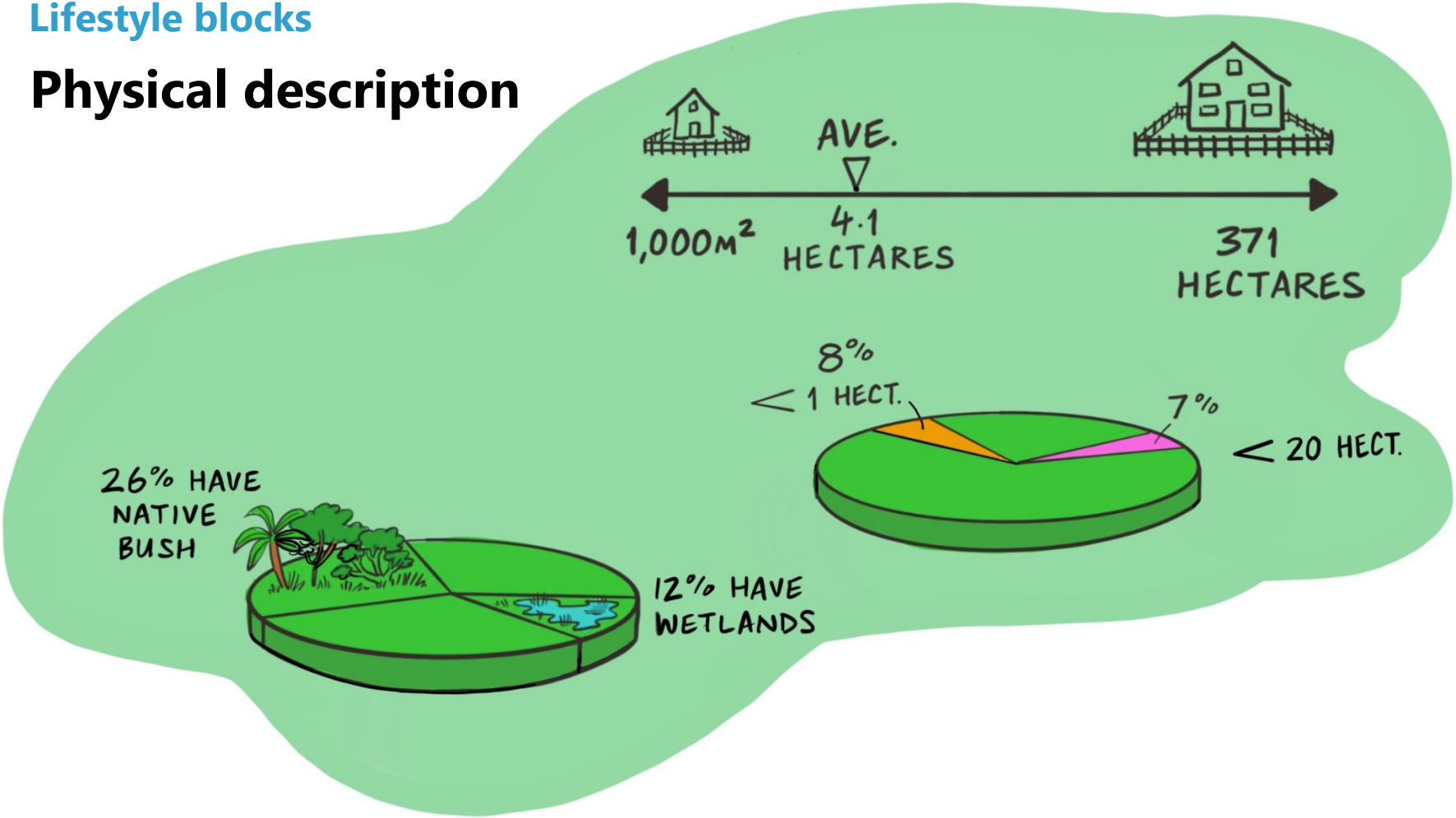
Primary causes of stress (commercial operators)

Regulatory pressure (by industry)



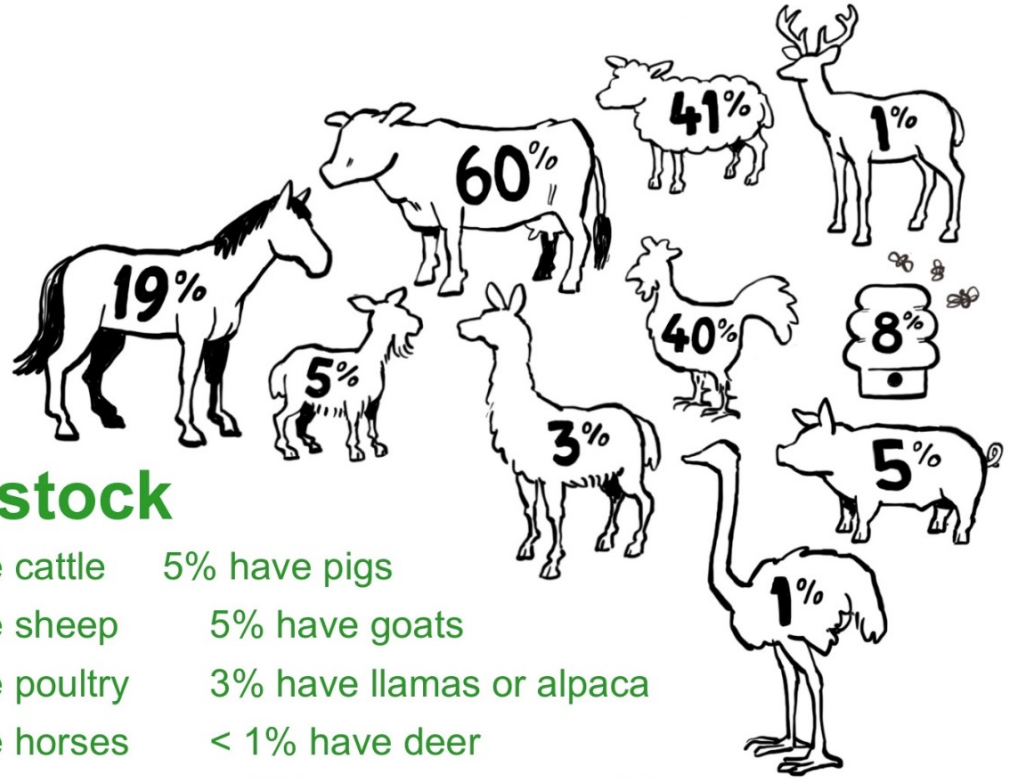
Lifestyle blocks

Physical description



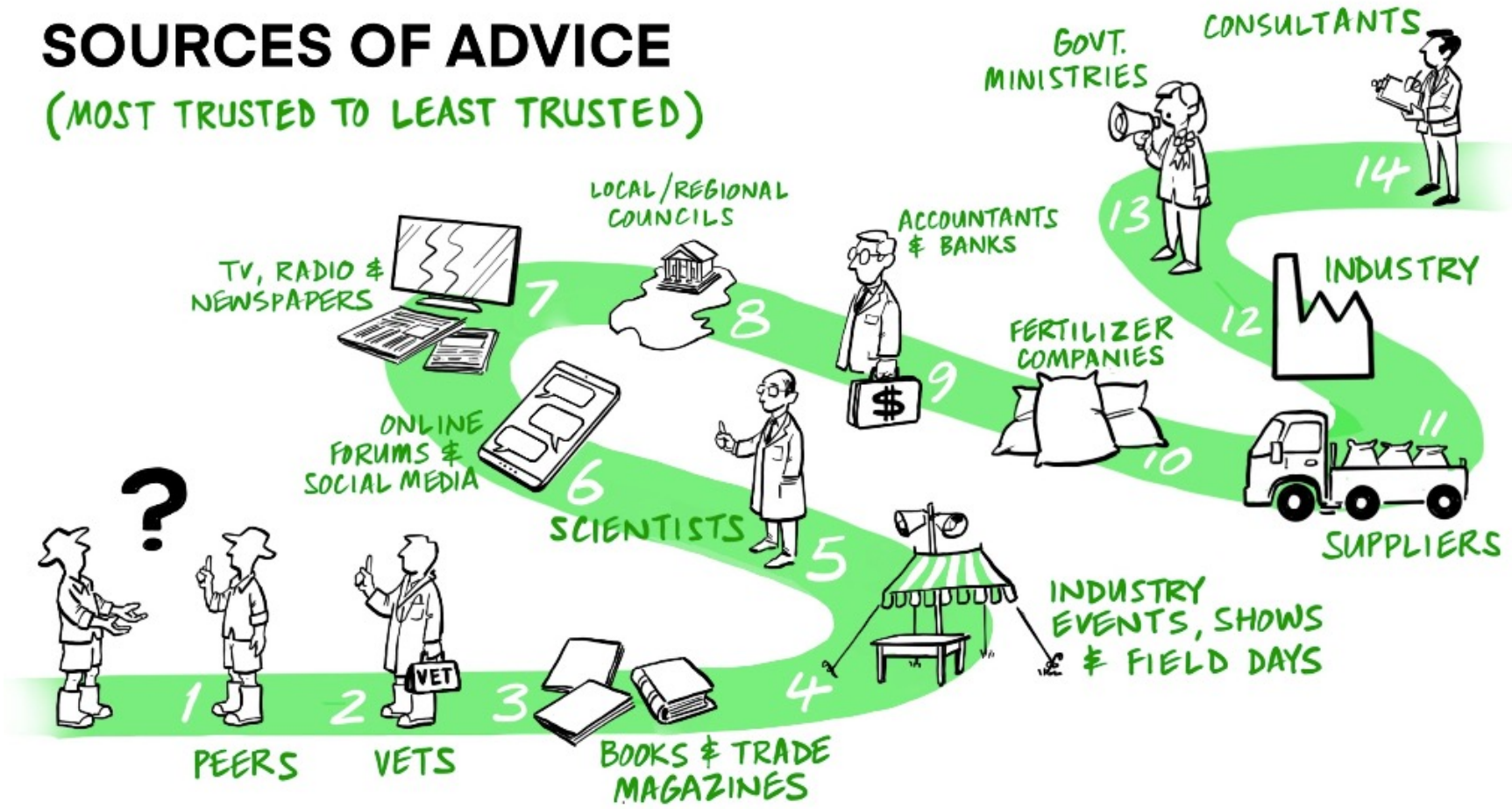
Lifestyle blocks

80% of lifestyle block owners have their own livestock



60% have cattle
41% have sheep
40% have poultry
19% have horses
8% have bees
5% have pigs
5% have goats
3% have llamas or alpaca
< 1% have deer
< 1% have emus or ostriches

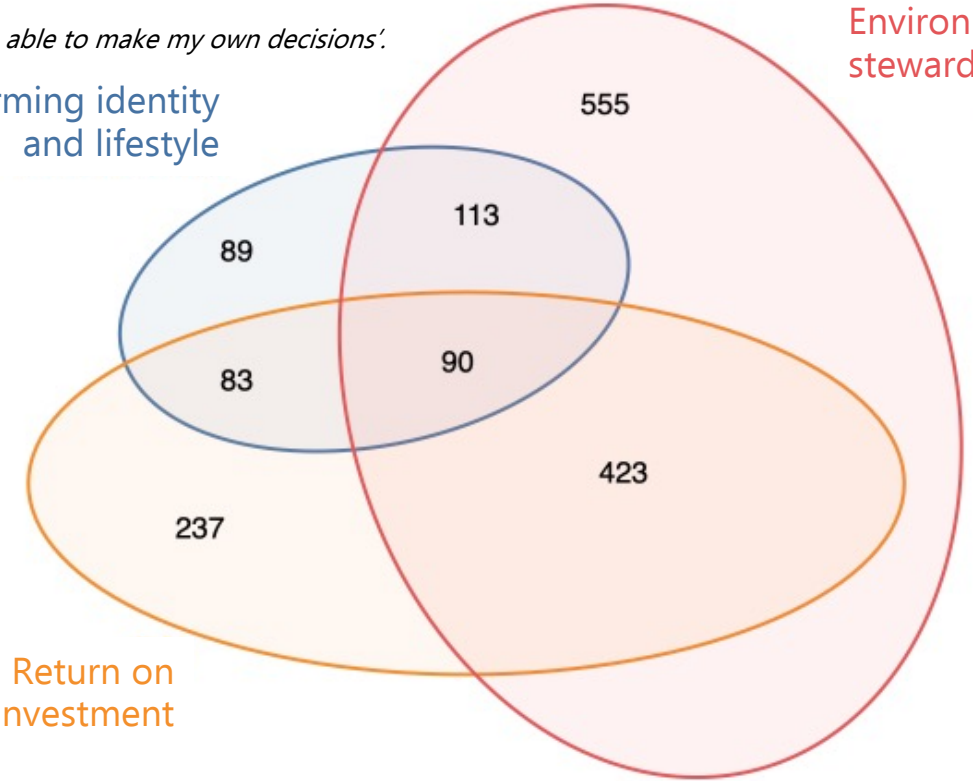
Lifestyle blocks



Using 3-5 short phrases, please describe your aspirations for your land.

'Our land is important because it is the means towards our way of life. We identify as farmers, nearly all of our needs (physical, financial, emotional, mental, spiritual) are met through farming our land, outside, every day.'

Great being my own boss, so then, been able to make my own decisions'.



'To keep the land in good condition for future generations. We have been lucky to be the guardians of this land for the past 30 years and we are passionate about it.'

Own/grow healthy animals in as non-stressed manner as I can. Minimal sprays and natural fertilisers, animals at a sensible stocking rate. I believe if you look after your land and don't stress your animals you then don't have the costs of "fixing what you broke in the first place".'

'Best production using technologies and systems to ensure optimal growth rates involving beef and sheep breeds that we like,'

'It's a business. It is expected to make a profit. We have been doing it for 66 years.'

Rural Decision Makers
SURVEY

beef+lamb
new zealand

DairyNZ
Profitability. Sustainability. Competitiveness.

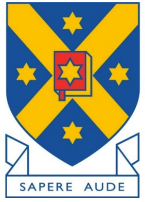
Farmlands

Waikato
REGIONAL COUNCIL
Te Kaunihera ā Rohe o Waikato

FOREST
OWNERS
ASSOCIATION

JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ

UNIVERSITY OF
CAMBRIDGE


SAPERE AUDE

Stats NZ
Tatauranga Aotearoa

FARMSTRONG
Live Well Farm Well

HAWKES BAY
REGIONAL COUNCIL
TE KAUNIHERA Ā-ROHE O TE MATAU-A-MĀUI

LSE

LINCOLN
UNIVERSITY
TE WHARE WĀNAKA O AORAKI

E/S/R
Science for Communities

He Waka Eke Noa
Primary Sector Climate Action Partnership

NIWA
Taihoro Nukurangi

pī·ā·ora
BEES GIVING LIFE
APICULTURE
NEW ZEALAND

horizons
regional council

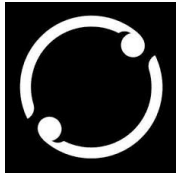
OUR LAND
AND WATER
Toitū te Whenua
Toiora te Wai

Biosecurity New Zealand
Tiakitanga Pūtaiao Aotearoa

APPALACHIAN STATE UNIVERSITY
ESSE QUAM VIDERI
1899

The
UNIVERSITY
of VERMONT

UC
UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND



He Pou a Rangi
Climate Change Commission

environment
SOUTHLAND
REGIONAL COUNCIL
Te Taiao Tonga

Taranaki
Regional Council

National
SCIENCE
Challenges

SCION
FORESTS ▪ PRODUCTS ▪ INNOVATION

NEW ZEALAND'S
BIOLOGICAL
HERITAGE
Ngā Koiora
Tuku Iho

MPI

SEEK WISDOM
THE UNIVERSITY OF
WESTERN
AUSTRALIA

WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

agresearch

Motu
Motu Economic and Public Policy Research

1865 THE UNIVERSITY OF
MAINE

FEDERATED
FARMERS
OF NEW ZEALAND

Ownership & structu
Location
Sector
Land use
Management practice
Farm plans
Erosion/sediment
Stock exclusion
Pugging
Fertiliser regimes
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Tree planting

Natural disasters
Climate expectations
Values
Risk preferences
Innovation
Social norms
Time preferences
Resilience
Sources of info, advi
Trust in institutions
Community involvement
Age, gender, ethnicit
Experience
Field of study
Well-being & stress
Lifestyle blocks

Focus for 2023:

- Intensive winter grazing
- Weed management strategies
- Wetlands management
- Climate adaptation
- Well-being
- ??
- ??

Rural Decision Makers SURVEY

1 June 2023

landcareresearch.co.nz/srdm