



Resident Perceptions Kangaroo Island's top environmental issues

TOMM has been collecting data on Resident opinions, values and perceptions since 2000. This information is collected through the annual TOMM resident survey, where approximately 10% of the Resident population is surveyed randomly by phone.

Residents have been asked what they perceive as the top two environmental issues facing Kangaroo Island. In 2006/2007 there was a significantly higher mention of overdevelopment (23% of the total response, compared to 14% in 2005/2006) and riverine health / water quality (18% total response compared to 10% in 2005/2006) as key environmental issues facing the Island. There was also a significant decrease in the proportion of respondents who mentioned weeds, pests and diseases as a key environmental issue compared to 2005/2006, as well as a significant decrease in the proportion of Residents who mentioned none or no other as a response.

	2005/2006 Total Response	2006/2007 Total Response
Overdevelopment	14%	23%
Tourism management	23%	25%
Riverine Health/ Water Quality	10%	18%
Coast and Marine Management	17%	15%
Waste Management/ Recycling	17%	14%
Native Vegetation Management	16%	12%
Weeds, Pests and diseases	21%	15%
Salinity and Soil Health	10%	7%
Fire Management	4%	7%
Threatened Species management	7%	6%
Drought/Climate Change		5%
None/no other	47%	23%

This data is an important tool for the tourism industry, agency and our community, and can be used in conjunction with other data and research to inform agencies of residents perceptions and values. The trends that TOMM creates can be used to predict change and help people to test and discuss new ideas in an informed and rational manner. This information will allow managers to make more informed decisions in relation to the management of tourism, the provision of services and management of coastal areas on Kangaroo Island.

For more information relating to the TOMM process and other publications relating to TOMM research please visit www.tomm.info. As part of the ongoing commitment to improving data collection and reporting techniques your feedback is appreciated. If you have any suggestions on other information that would be useful in this format, please email us at info@tomm.info.