



Measuring New Zealanders' attitudes towards their oceans and marine reserves

A Colmar Brunton report for
WWF-New Zealand
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Measuring New Zealanders' attitudes towards their oceans and marine reserves

WWF-New Zealand commissioned Colmar Brunton to measure New Zealanders' attitudes towards their oceans and marine reserves as part of its marine programme, which works to safeguard life in our oceans, through scientific research, advocacy and public campaigning.

The following report was produced by Colmar Brunton and is published by WWF-New Zealand. It contains the key findings of the survey in full, reported in the order the questions were asked.

This research asks many of the same questions as a poll conducted by Colmar Brunton for WWF in 2005 (New Zealanders' views on threats and protection in the marine environment: Results of a Colmar Brunton national survey), and the following report contains some comparisons with the 2005 data to assess trends in opinion over time. Both reports are published online at wwf.org.nz

This report should be cited as follows: **New Zealanders' attitudes towards their oceans and marine reserves, 2011. Colmar Brunton research commissioned by WWF-New Zealand.**

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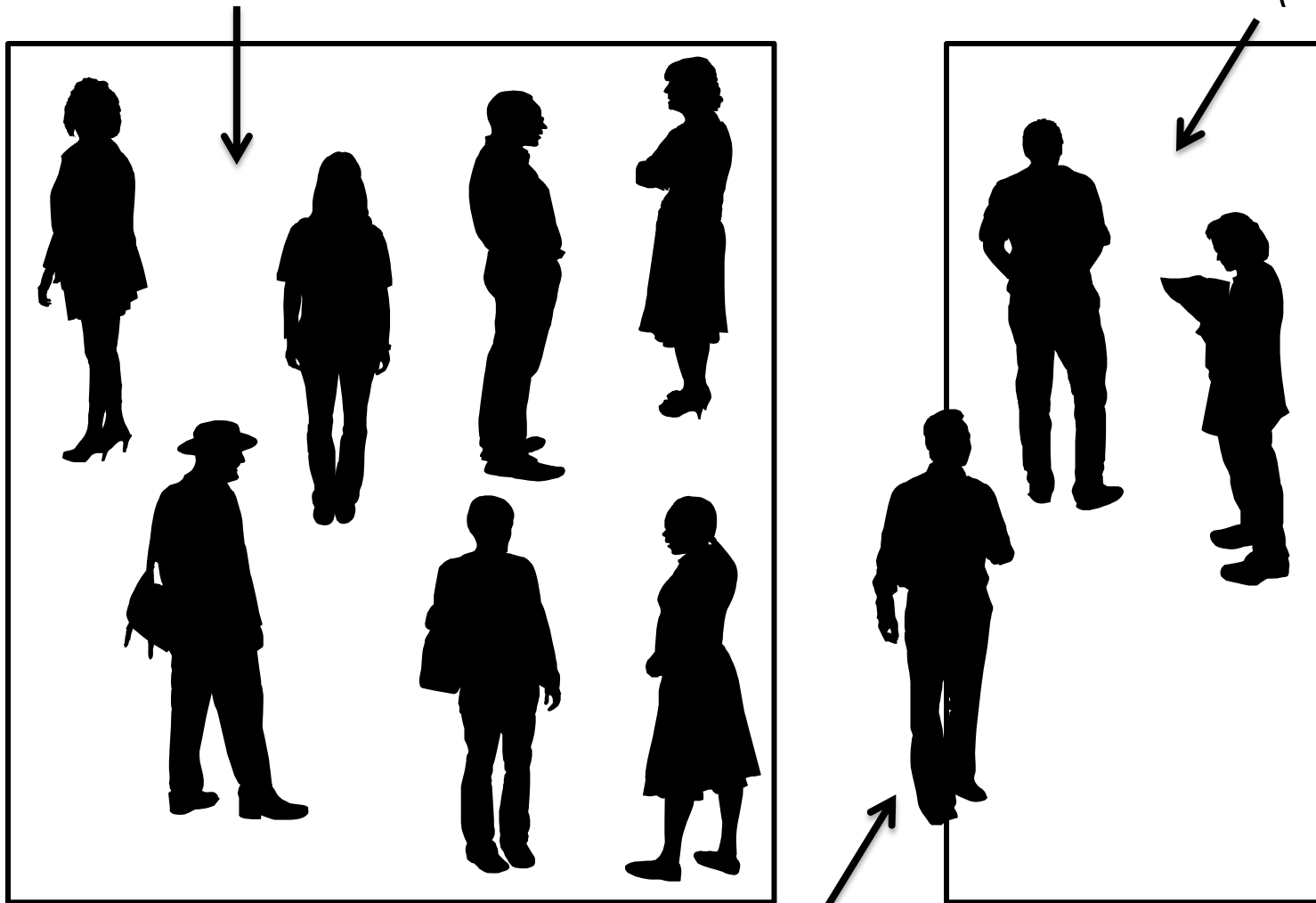
- This survey was conducted using Colmar Brunton's telephone omnibus, with the methodological details as follows:
 - 1,003 telephone interviews with New Zealanders aged 15 and over
 - Please note interviews were not conducted in Christchurch this year due to the fieldwork's proximity to the Christchurch earthquake
 - Interviewing conducted using random phone number generation
 - Interviewing was conducted in two waves of the omnibus, from 15 to 21 March and 29 March to 4 April, 2011
 - The data is post-weighted to reflect New Zealand population statistics in terms of gender, age, household size, and region.
- All demographic differences between subgroups shown in **bold** are statistically significant at the 95% confidence level; those not in **bold** differ from the New Zealand average but not significantly so.



Summary and conclusions

Seven out of ten New Zealanders think their marine environment is under threat (71% cf. 73% in 2005)

25% believe there is no threat (22% in 2005)



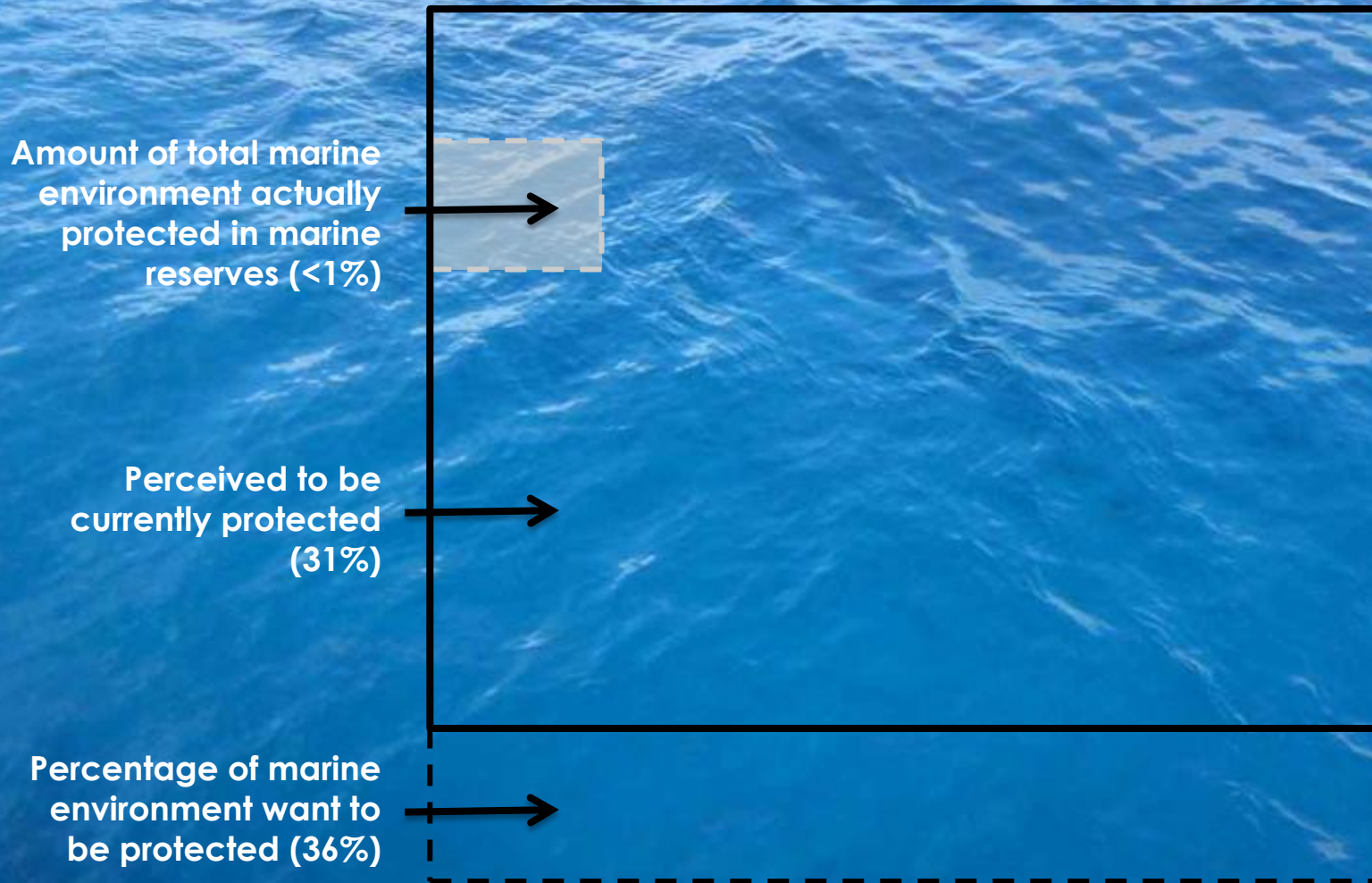
5% are unsure

Q6: Do you think overall NZ's marine environment is under threat? Q7: What do you think that level of threat is?

Base: All respondents (2011 n=1,003, 2005 n=1,001)



And New Zealanders would like a much higher percentage of their marine environment protected than is at the moment...



Q3a/Q3b/Q4a/Q4b

Base: All respondents (n=1,003). Excluding DK

This equates to over **three million** New Zealanders (or 96%) who think a larger proportion of their oceans should be protected in marine reserves than currently is the case



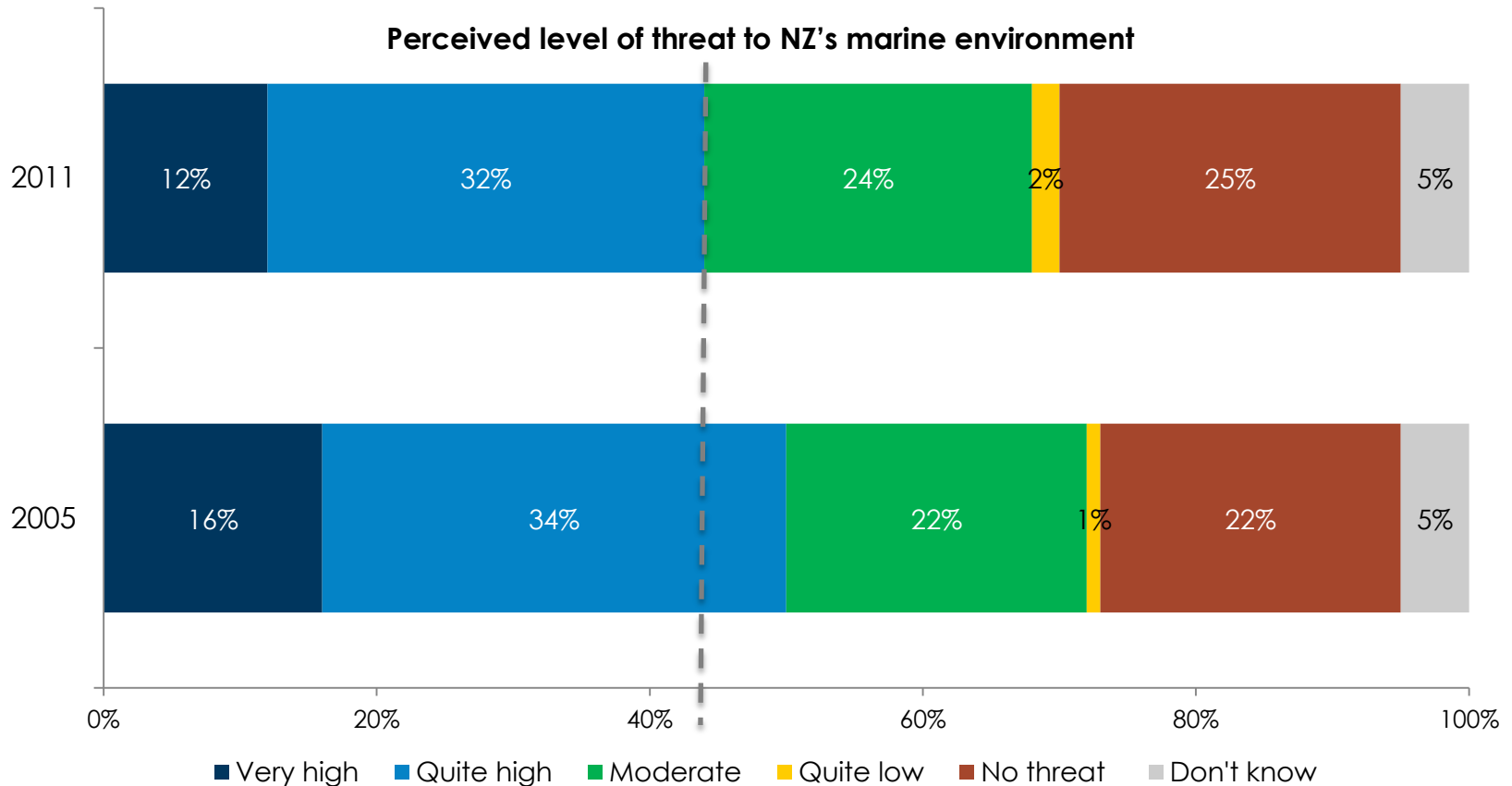
Population projection is based on New Zealanders aged 15 years and over, e.g. 3,160,386 people according to the 2006 census. This equates to 3,033,971, or 96% of people believing more than 1% of NZ's marine environment should be protected in marine reserves



Perceived level of threat to New Zealand's marine environment



Compared to 2005 fewer New Zealanders perceive there's a high level of threat to their marine environment



Significantly fewer New Zealanders compared to the last survey see the level of threat as 'very high', and significantly fewer think it's high (either very or quite high)

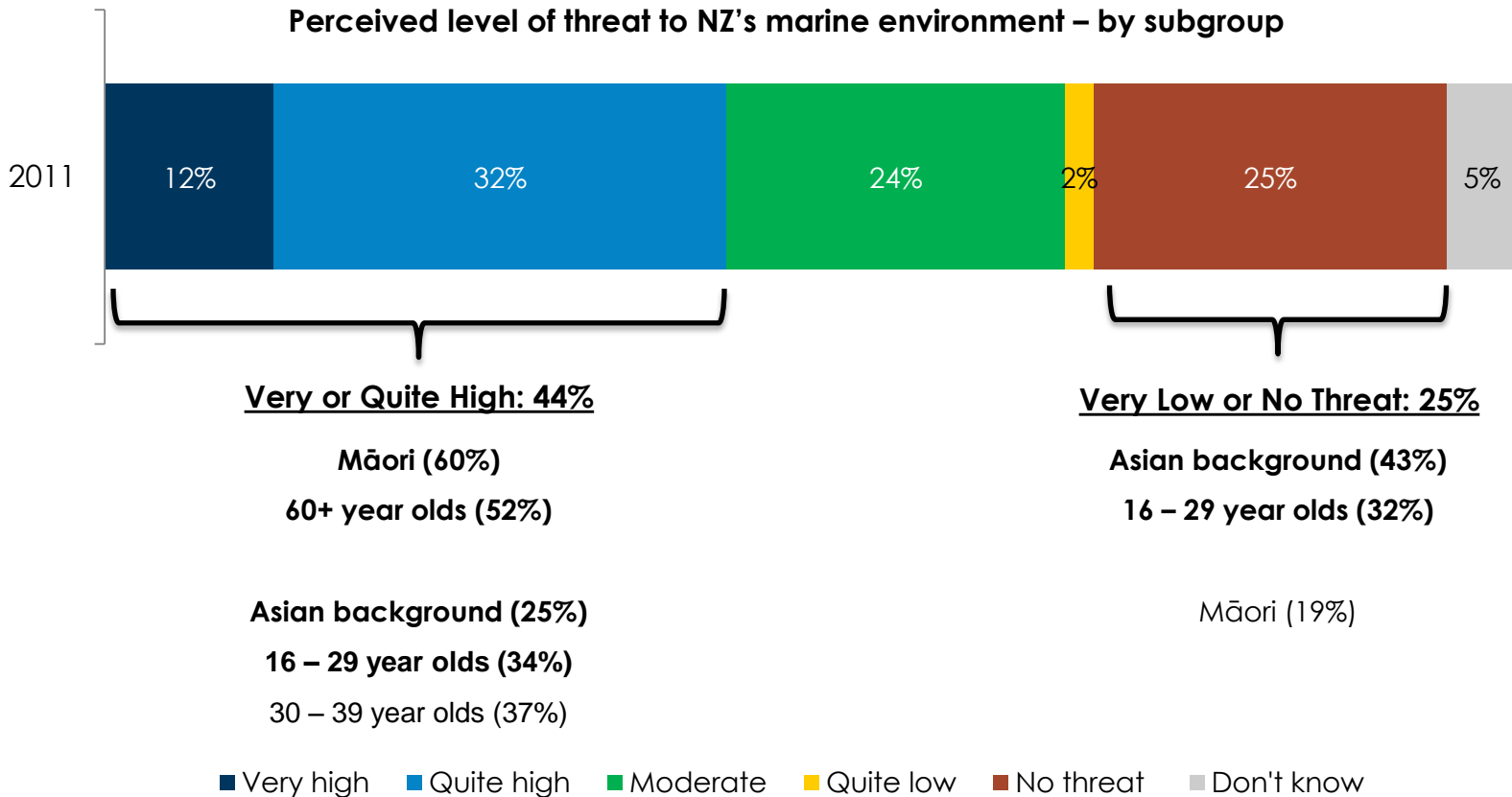


Q6: Do you think overall NZ's marine environment is under threat? Q7: What do you think that level of threat is?

Base: All respondents (2011 n=1,003, 2005 n=1,001)



Although in general Māori and older Kiwis perceive there's more of a threat



*Significant differences at 95% level shown in **bold**, those not in bold differ from the NZ average but not significantly so

Q6: Do you think overall NZ's marine environment is under threat? Q7: What do you think that level of threat is?

Base: All respondents (2011 n=1,003, 2005 n=1,001)



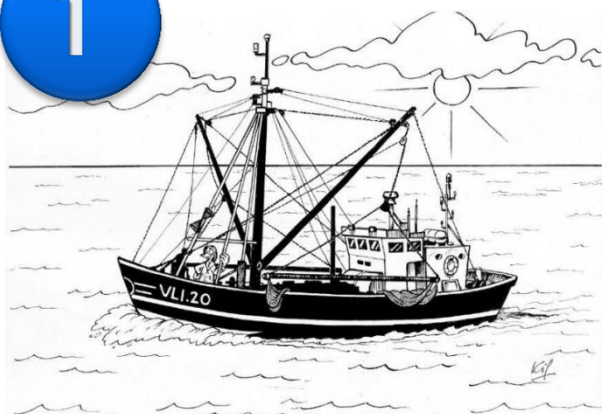


Perceived marine environment threats



The top three perceived threats to NZ's marine environment remain the same as in 2005

1



COMMERCIAL FISHING

TOTAL POPULATION: 50%

Male (56% cf. 46% female)

40 – 49 year olds (63%)

16 – 29 year olds (42%)

2



POLLUTION & SEWAGE

TOTAL POPULATION: 47%

Female (51% cf. 43% male)

40 – 49 year olds (54%)

Asian (40%)

'Other' ethnicity (34%)

Auckland (40%)

Small town rural (58%)

3



RECREATIONAL FISHING

TOTAL POPULATION: 19%

Wellington (26%)

60+ years (12%)

Significant differences at 95% level shown in **bold, those not in bold differ from the NZ average but not significantly so*

Q8: What do you think are the top two or three threats to the marine environment?

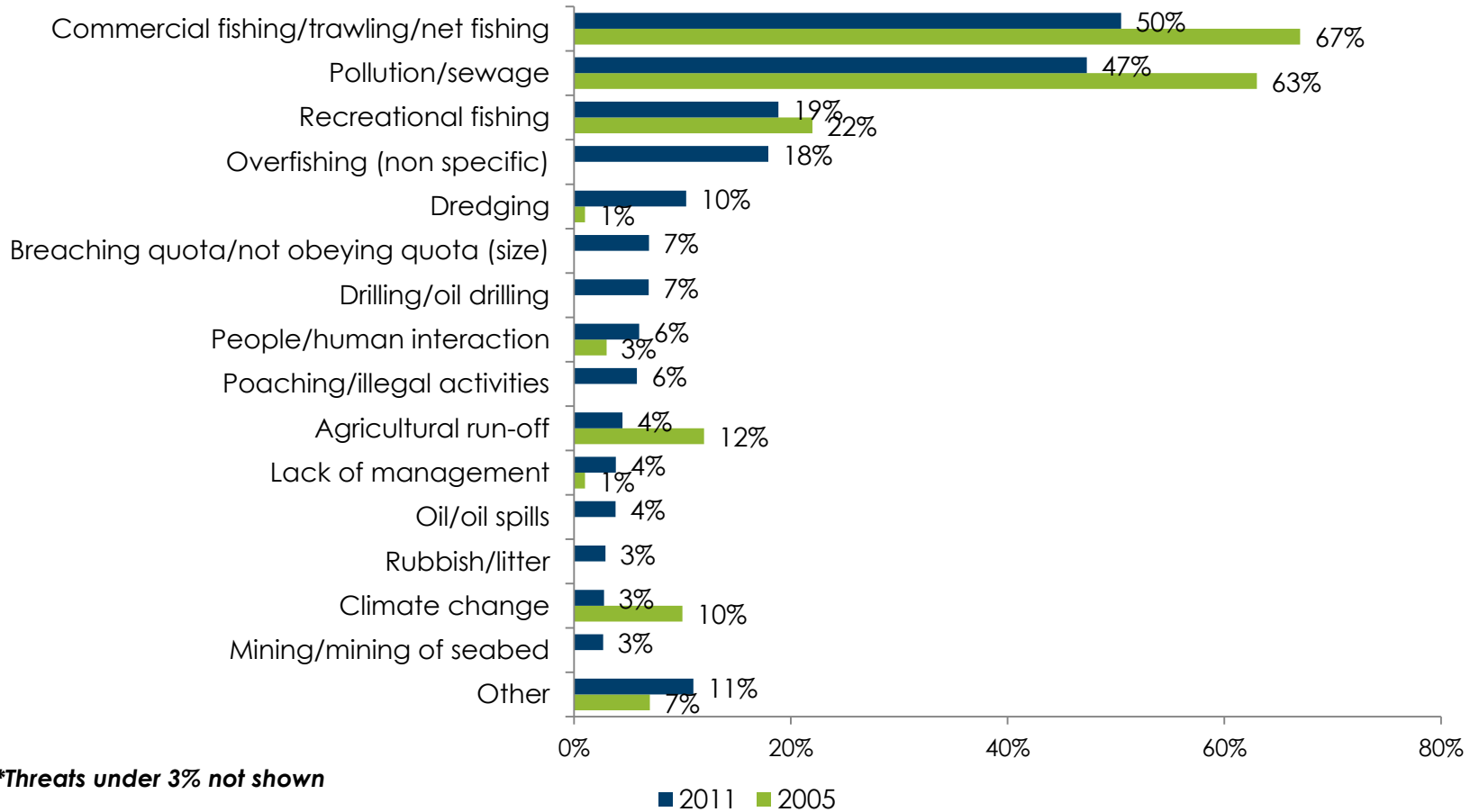
Base: All respondents who think the marine environment is under threat (n=710)





So fishing/taking of marine animals – both commercially and recreationally – continue to be perceived as big threats to the marine environment

Top threats to marine environment



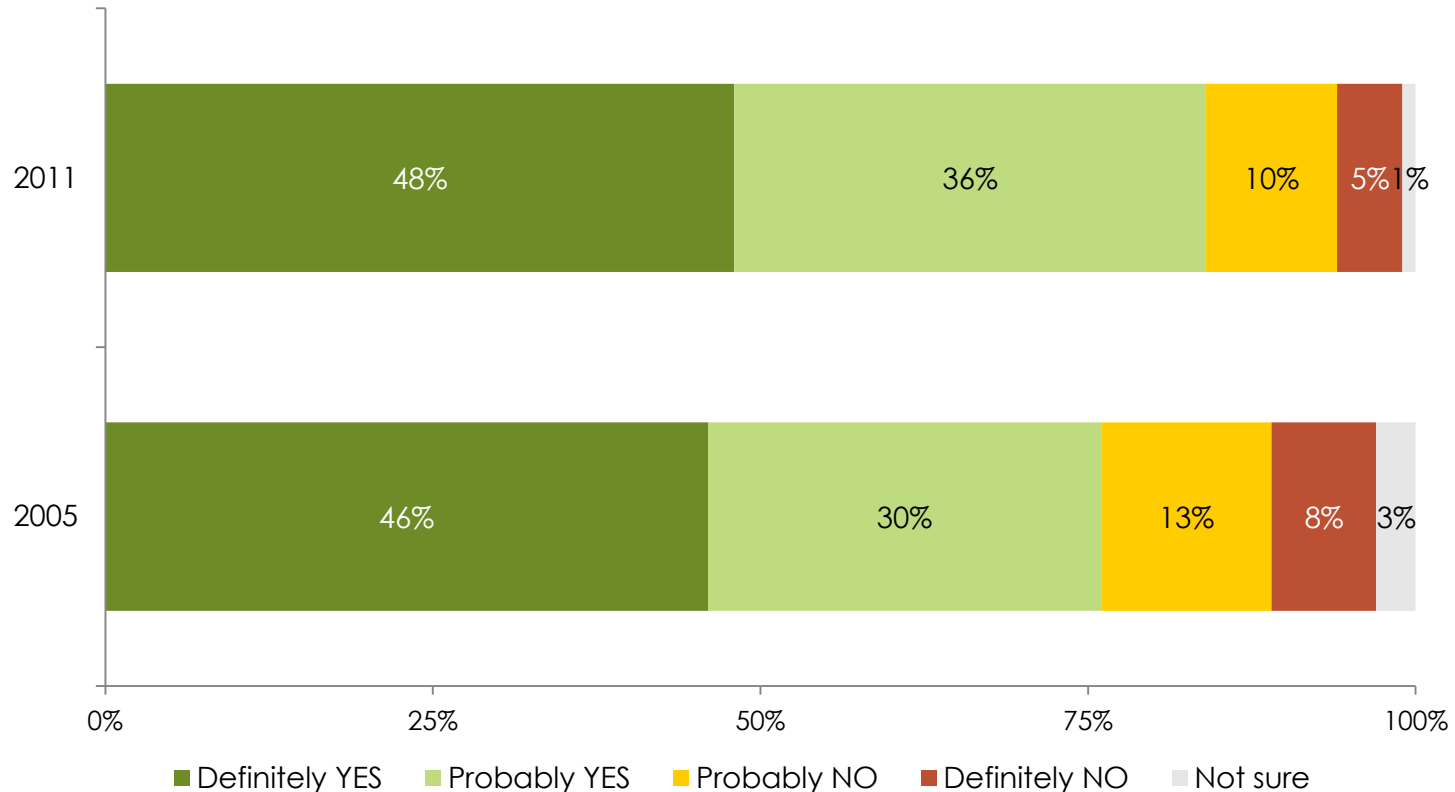
Q8: What do you think are the top two or three threats to the marine environment?

Base: All respondents who think the marine environment is under threat (n=710)



And New Zealanders think it's reasonable to ban recreational and commercial fishing, collecting, and dredging in marine reserves

Reasonable to stop commercial/recreational fishing



Significantly more New Zealanders compared to the last survey think it's reasonable (either definitely or probably), and significantly more think it's 'probably' reasonable

Q5: When an area is protected by becoming a marine reserve, this means that people who are currently using the area will have to stop activities such as commercial and recreational fishing, collecting and dredging. Do you think it is reasonable this happens?

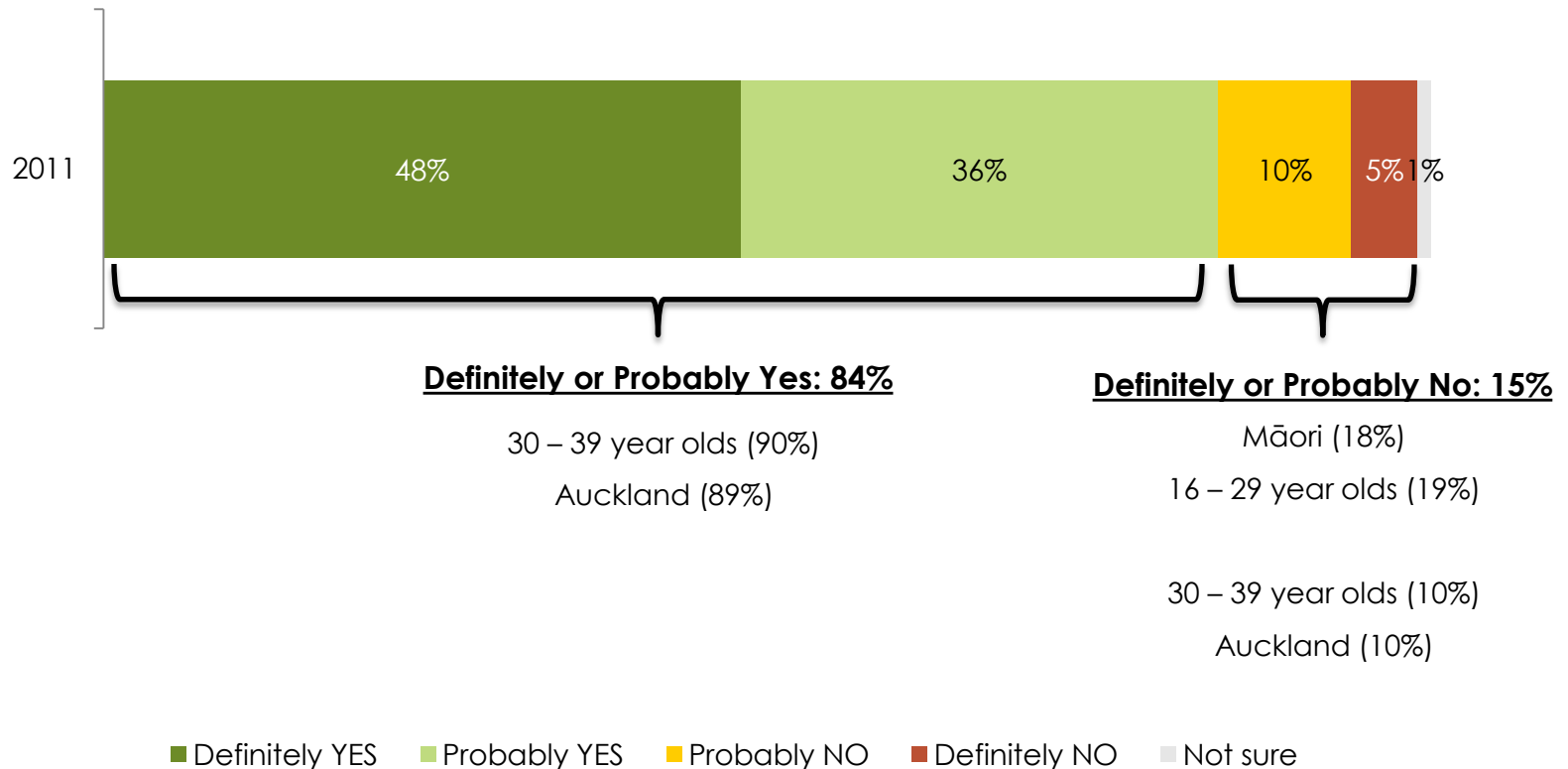
Base: All respondents (2011 n=1,003, 2005 n=1,001)





Which is more or less unanimous across all identified subgroups

Reasonable to stop commercial/recreational fishing – by subgroups



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Q5: When an area is protected by becoming a marine reserve, this means that people who are currently using the area will have to stop activities such as commercial and recreational fishing, collecting and dredging. Do you think it is reasonable this happens?

Base: All respondents (2011 n=1,003, 2005 n=1,001)



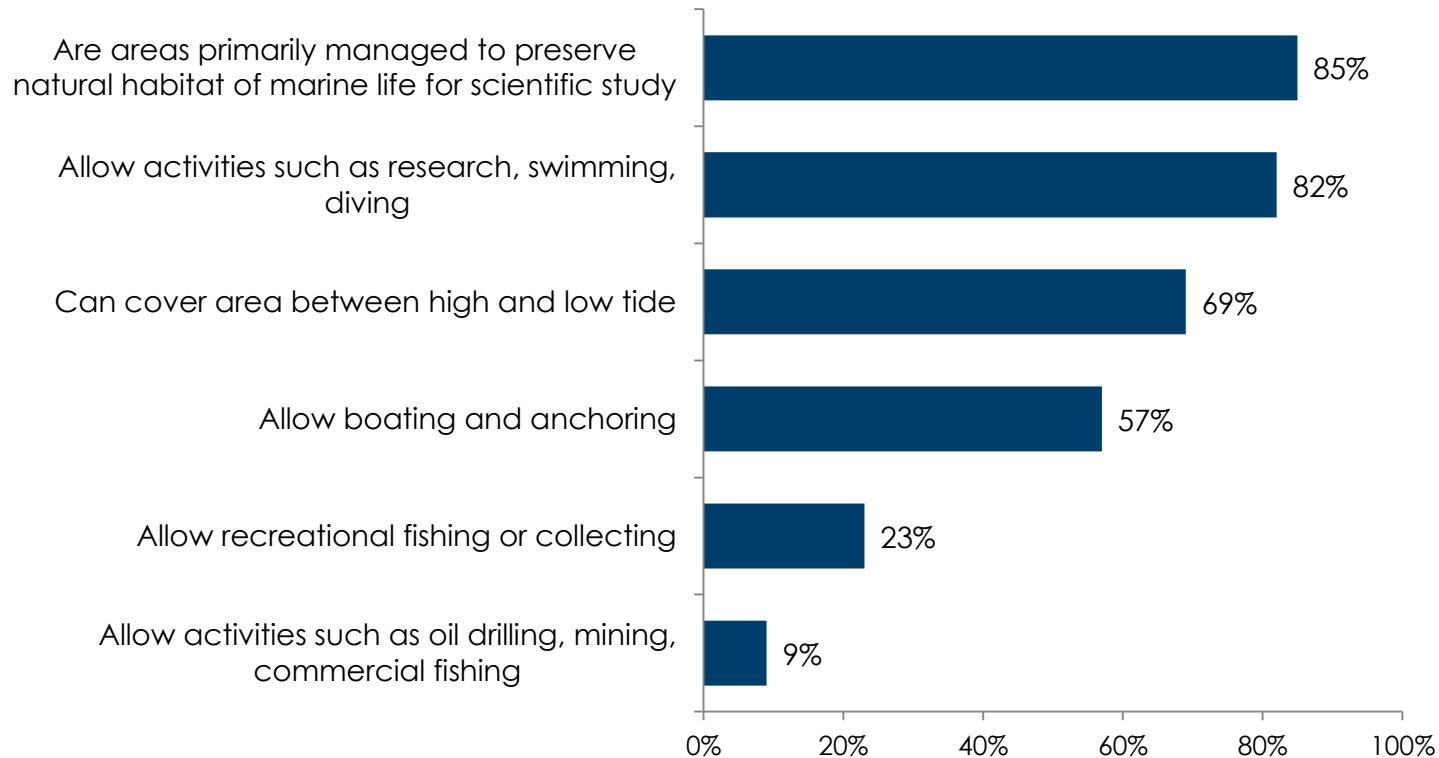


New Zealanders' knowledge of marine reserves



In general New Zealanders know marine reserves help protect natural habitat for scientific use and allow some recreational activities

Percentage who think marine reserves...



Q1: Please let me know which statements you think are true and do apply to NZ's marine reserves, and which ones don't. Marine reserves...

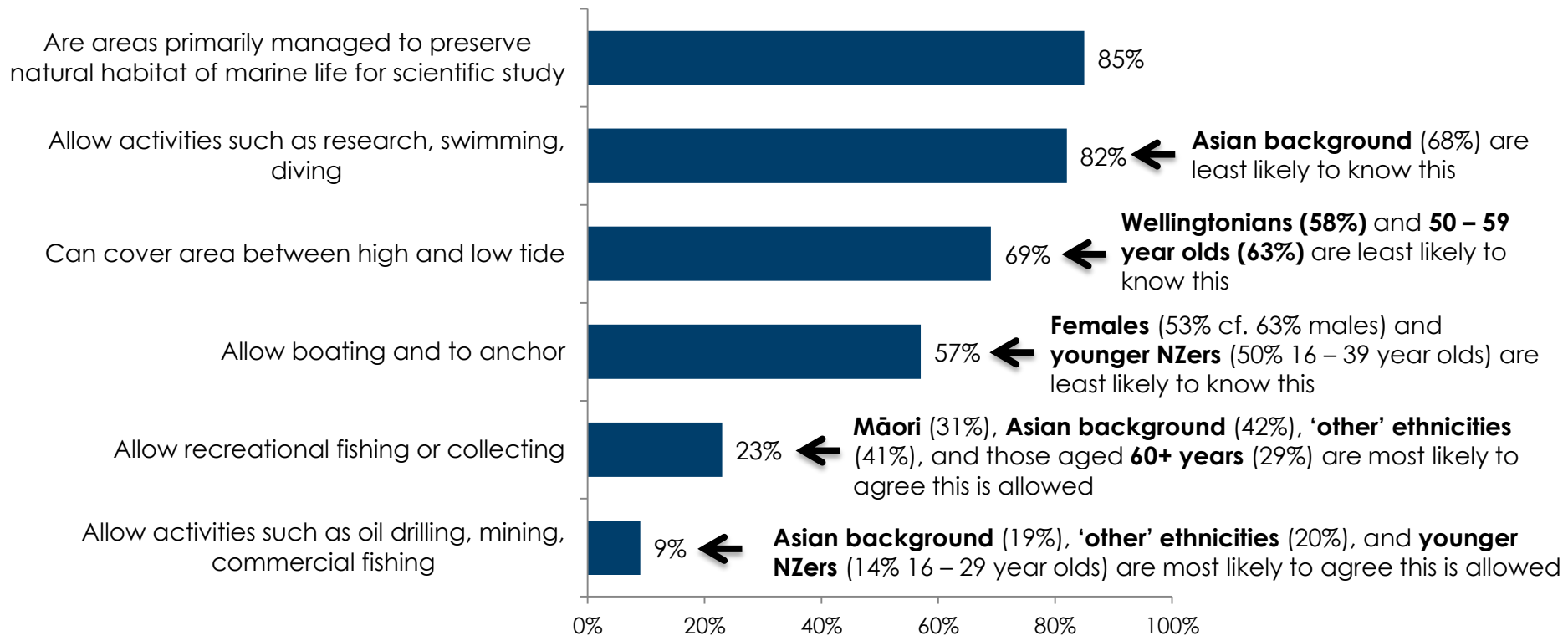
Base: All respondents (n=1,003)

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Although there is differing knowledge amongst demographic subgroups about what a marine reserve permits

Percentage who think marine reserves... - by subgroup



*Significant differences at 95% level shown in **bold**, those not in bold differ from the NZ average but not significantly so



Q1: Please let me know which statements you think are true and do apply to NZ's marine reserves, and which ones don't. Marine reserves...

Base: All respondents (n=1,003)

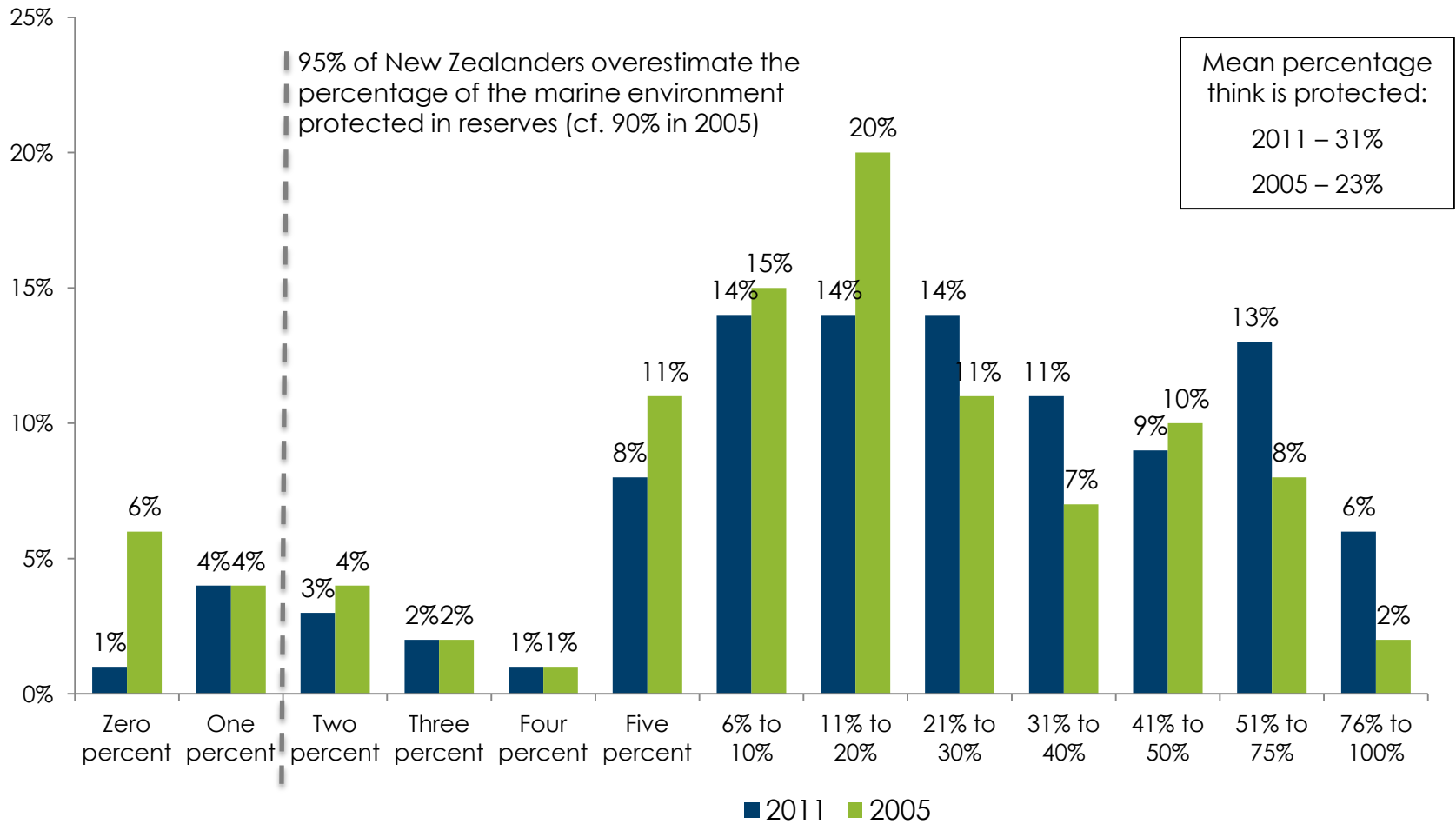


Protecting New Zealand's marine environment in reserves



Before being told, over nine in ten thought more of their marine environment is currently being protected

Percentage of NZ's marine environment perceived to be protected



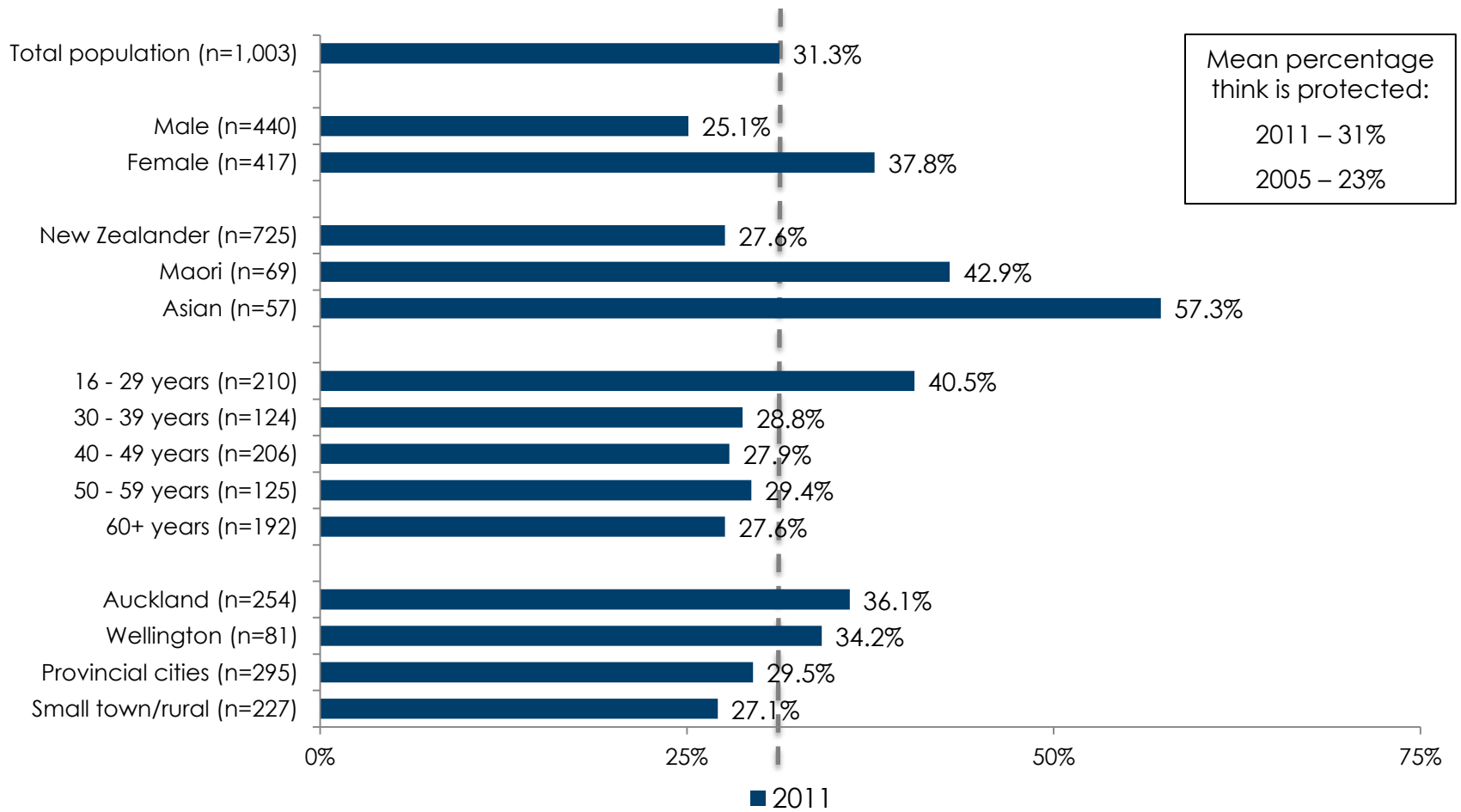
Q3a: What percentage is it? Q3b: What would you guess that the percentage might be?

Base: All respondents (n=1,003). Excluding Don't Knows



There is differing perceptions of how much of the marine environment is in reserves; in particular younger Kiwis, Māori, and Asian background believe more is currently protected

Percentage of NZ's marine environment perceived to be protected – by subgroup



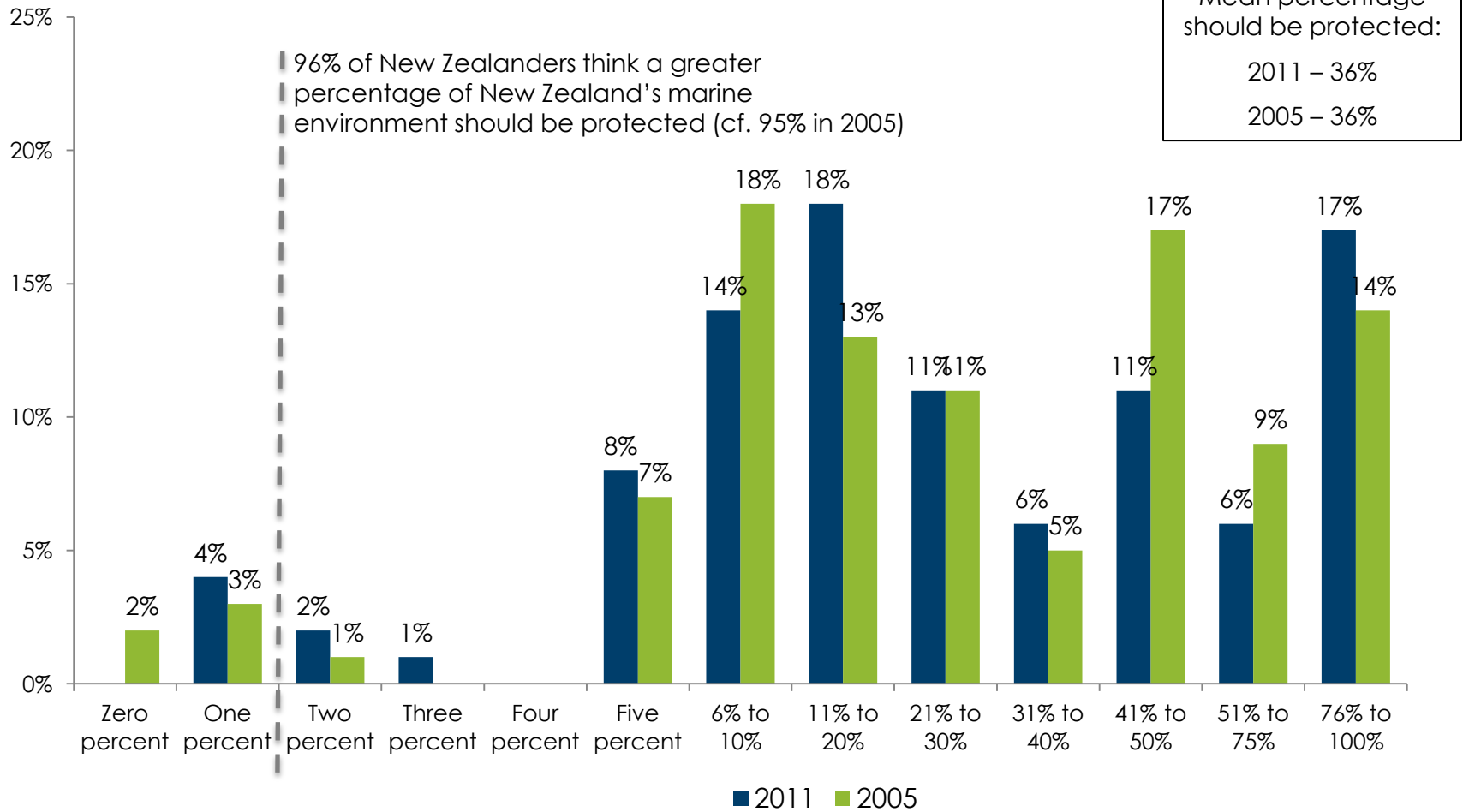
Q3a: What percentage is it? Q3b: What would you guess that the percentage might be?

Base: All respondents (n=1,003). Excluding Don't Knows



And New Zealanders think a much higher percentage of their marine environment should be protected

Percentage of marine environment believe should be protected



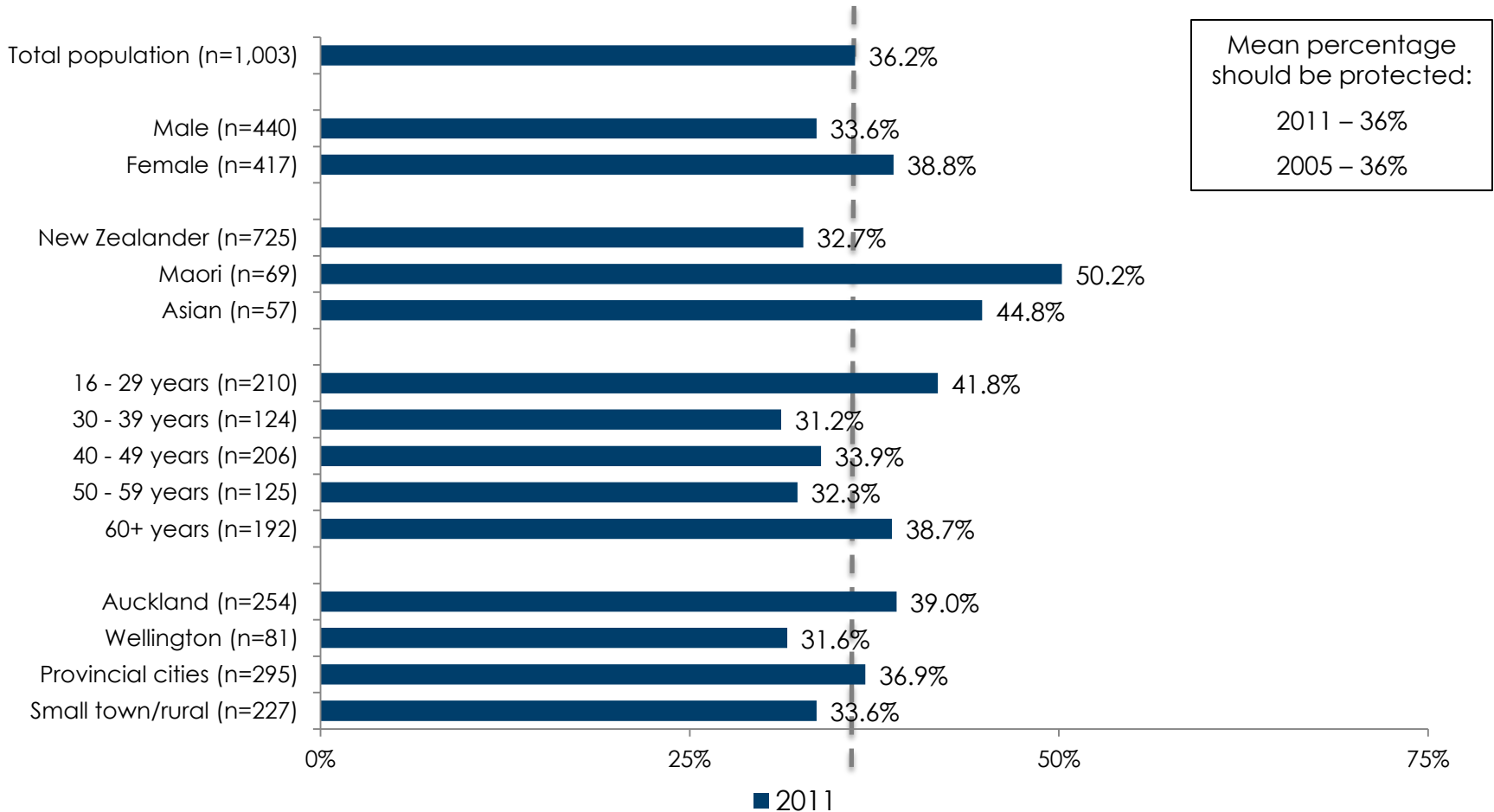
Q4a: Less than 1% of New Zealand's marine environment is currently protected in marine reserves. What percentage do you believe should be protected in marine reserves?

Base: All respondents (n=1,003). Excluding Don't Knows



They believe on average 36% of their oceans should be protected (same as in 2005)- in particular younger Kiwis, Māori, and Asian background think protection should be even higher

Percentage of marine environment believe should be protected – by subgroup



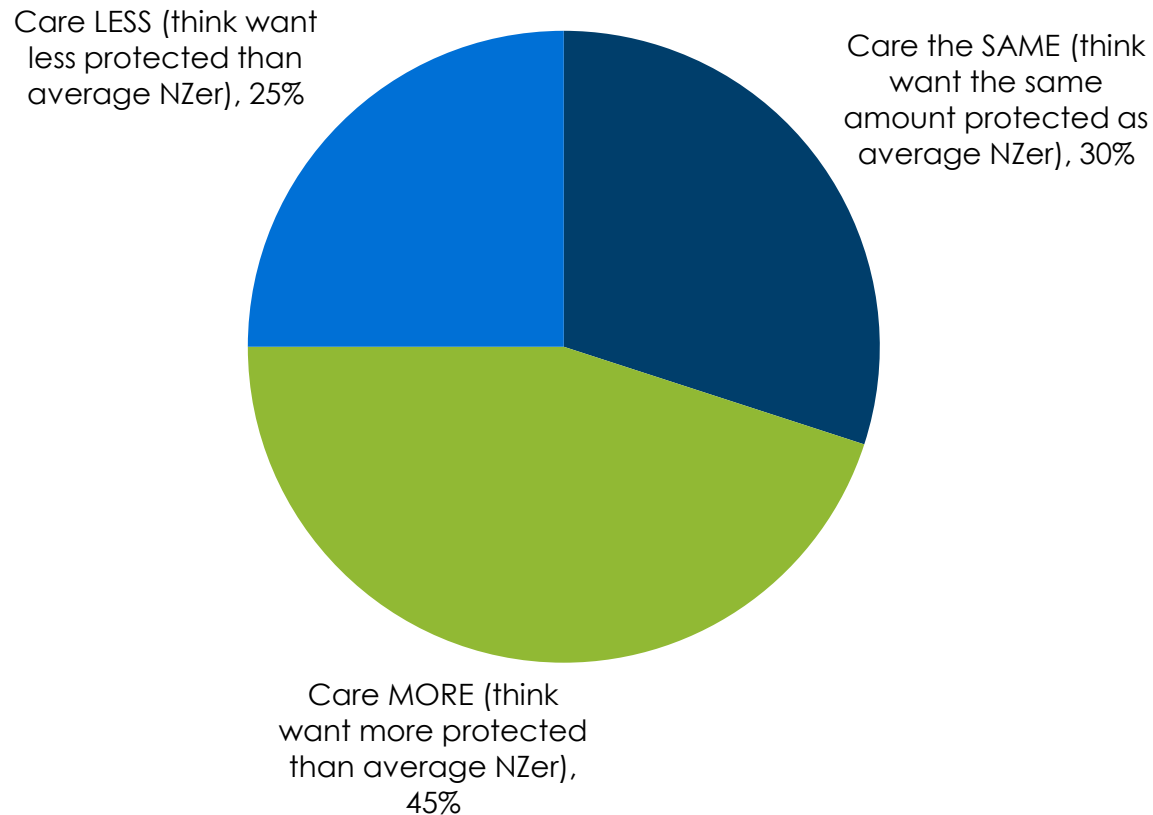
Q4a: Less than 1% of New Zealand's marine environment is currently protected in marine reserves. What percentage do you believe should be protected in marine reserves?

Base: All respondents (n=1,003). Excluding Don't Knows



And compared to the average New Zealander nearly half think they care more about their marine environment

Percentage of marine environment believes should be protected compared to average New Zealander



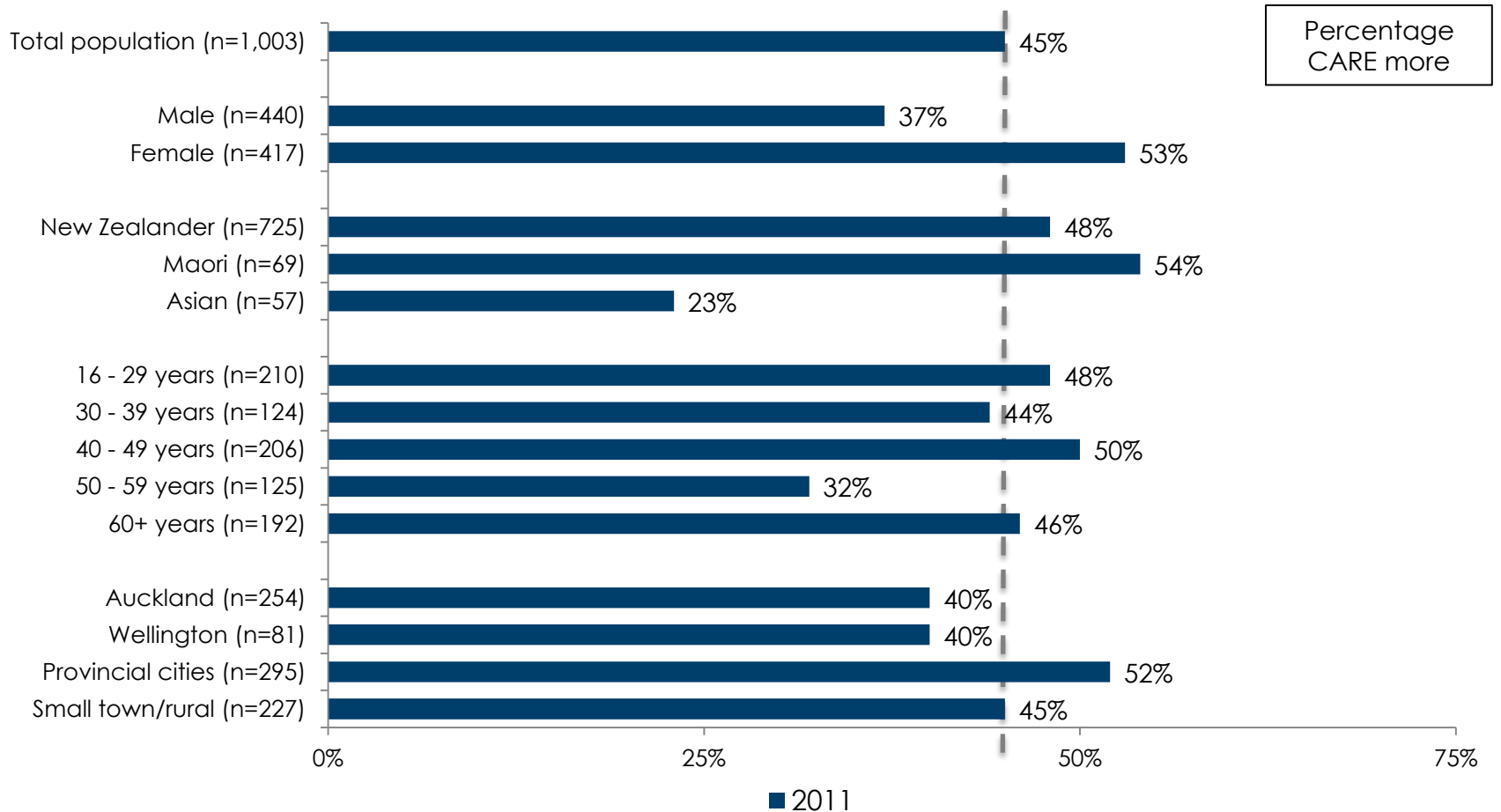
Q4b: And what percentage of the marine environment do you think the average New Zealander believes should be protected in marine reserves Q4a: Less than 1% of New Zealand's marine environment is currently protected in marine reserves. What percentage do you believe should be protected in marine reserves?

Base: All respondents (n=1,003). Excluding Don't Knows



In particular Females, Māori, and those in Provincial cities think they want a larger percentage of the marine environment protected than the average New Zealander

Care MORE (think want more protected than average New Zealander) – by subgroup



Q4b: And what percentage of the marine environment do you think the average New Zealander believes should be protected in marine reserves. Q4a: Less than 1% of New Zealand's marine environment is currently protected in marine reserves. What percentage do you believe should be protected in marine reserves?

Base: All respondents (n=1,003). Excluding Don't Knows



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Why we are here

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.