

# Maui's dolphin research

Results prepared for WWF

June 2014

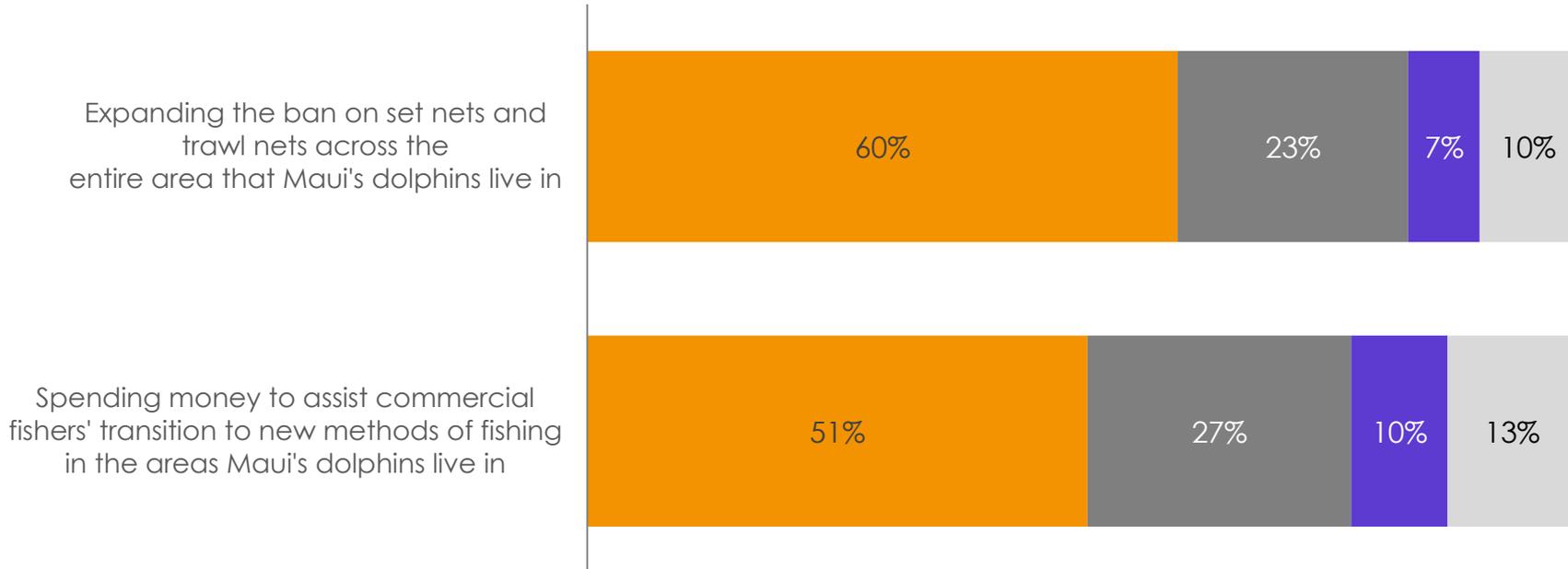


# Background and Method.

- WWF asked Colmar Brunton to survey New Zealanders on whether they were more or less likely to vote for a political party that was supporting Maui's dolphins. The outcome of this research may be used to support WWF's 'The last 55' Maui dolphin campaign.
- This document contains the results of this question that was placed on Colmar Brunton's online omnibus on behalf of WWF.
- Colmar Brunton's online omnibus is a survey of around 1,000 New Zealanders aged 18 and over. Participants for the survey are sourced from Colmar Brunton's online research panel – a panel of around 220,000 members who've agreed to take part in surveys in return for points.
- The results of the online omnibus are weighted by age, gender and region so that they are representative of the New Zealand online population.
- The WWF question was placed on the omnibus that ran from the 5<sup>th</sup> to the 15<sup>th</sup> of June 2014.
- The maximum margin of error for the total sample size of 1,031 is +/- 3.1% (at the 95% confidence level).

# Results.

Would you be more or less likely to vote for a political party that was...



■ More likely to vote for party  
 ■ Would make no difference  
 ■ Less likely to vote for party  
 ■ Not sure

Females are more likely than males to vote for a political party that was expanding the ban on set nets and trawl nets (64%, compared to 56% of males).

Older NZers aged 40 and over are more likely to vote for a political party that was spending money to assist commercial fishers' transition than those under 40 years (55%, compared to 46% of those 39 years or under).

# Question.

Maui's dolphins live only off the west coast of New Zealand's North Island. There are only around 55 Maui's dolphins left in the world and they are at risk of becoming extinct.

The science shows the main threat to the dolphins is fishing with set nets and trawl nets. One point of view is that fishing with set nets and trawl nets should be banned in the area the dolphins live in to protect them. Another point of view is that set net and trawl net fishing shouldn't be banned because the people who make a living from fishing in the area say that transitioning to new methods of dolphin-friendly fishing would be costly or could even bankrupt them.

Would you be more or less likely to vote for a political party that was...

***Please select one per statement only***

***PROG: ROTATE***

	More likely	Would make no difference	Less likely	Not sure
...expanding the ban on set nets and trawl nets across the entire area that Maui's dolphins live in.	3	2	1	4
...spending money to assist commercial fishers' transition to new methods of fishing in the areas Maui's dolphins live in.	3	2	1	4



**BREAKING  
THROUGH** 

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