New Zealanders’ views on threats and protection in the marine environment:
Results of a Colmar Brunton national survey

WWF-New Zealand
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This report contains some of the key findings of the survey, reported in the order the questions were asked. WWF-New Zealand welcomes enquiries about the full results; Please contact Chris Howe or Allison Arnold at WWF-New Zealand.

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WWF is one of the world’s largest and most experienced independent conservation organisations, with almost 5 million supporters and a global network active in more than 100 countries.

WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world’s biological diversity
- ensuring that the use of renewable nature resources is sustainable
- promoting the reduction of pollution and wasteful consumption
Method

- Data collected on Colmar Brunton’s CATI (computer assisted telephone interviewing) omnibus.
- 1,001 interviews with New Zealanders aged 15+.
- People randomly selected to take part. Phone numbers are randomly generated using a computer based process and then within the household the person with the next birthday is selected.
- Interviews conducted on weekday evenings and in the weekends from the 10\textsuperscript{th} to 21\textsuperscript{st} of February, 2005.
- Quotas for region.
- Final data weighted by age and sex.
- Quotas and weighting ensure that overall survey results are representative of the New Zealand population aged 15+.
- The poll has a maximum error margin of +/- 3.1 per cent.
Optimism about the future of NZ’s marine environment

“Please tell me how optimistic or pessimistic you feel about the future ecological health of New Zealand’s marine environment over the next 10 years? By ‘marine environment’ I mean the sea and the life it contains from the shore out to the 200 nautical mile boundary that is governed by New Zealand. Are you . . . very optimistic, quite optimistic, neither optimistic nor pessimistic, quite pessimistic, very pessimistic?”

Base: All respondents (n=1,001).
Profile of those who are optimistic** about the future of NZ’s marine environment – area, ethnicity, and fished in last 12 months

Sample size in each group > 50, except for Pacific Island people (n=31), Asian people (n=48).
*Provincial cities include: Dunedin, Gisborne, Hamilton, HBC, Invercargill, Hastings, Napier, Nelson, New Plymouth, Palmerston North, Rotorua, Tauranga, Te Awamutu, Wanganui, Whangarei. ** ‘Optimistic’ means those people who said they were either very optimistic or quite optimistic.
Marine Reserves: Do NZers know the % of NZ’s marine environment that is protected?

“Marine reserves allow for the following activities: research, swimming, diving, and boating, while not allowing activities such as oil drilling, mining, commercial fishing, recreational fishing, or collecting. Do you know what percentage of New Zealand’s marine environment is currently protected by marine reserves?”

- On average believe 24.8% of marine environment protected.
- 15% of these people believe less than 5% of NZ’s marine environment is currently protected.

Base: All respondents (n=1,001).
90% of New Zealanders overestimate the percentage of NZ’s marine environment that is protected.

Measures of central tendency:
- Average = 23.14
- Median = 20
- Mode = 20

Percentage of marine environment NZers think is protected

“What percentage is it?”, “What would you guess that the percentage might be?”

Base: All respondents, excluding don’t know (n=878).
Average percentage of marine environment each demographic group thinks is protected – area, ethnicity, and fished in last 12 months

Sample size in each group > 50, except for Pacific Island people (n=31), Asian people (n=48).
95% of New Zealanders think a greater percentage of New Zealand’s marine environment should be protected.

% of marine environment should be protected

Base: All respondents, excluding don’t know (n=927).
Average percentage of marine environment each demographic group thinks should be protected – area, ethnicity, and fished in last 12 months

Sample size in each group > 50, except for Pacific Island people (n=31), Asian people (n=48).
Attitude towards marine reserves

“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 that this happens?”

- Definitely yes: 46%
- Probably yes: 30%
- Probably no: 13%
- Definitely no: 8%
- Don’t know: 3%

Base: All respondents (n=1,001).
Profile of those who agree** definition of marine reserves is reasonable – area, ethnicity, and fished in last 12 months

Sample size in each group > 50, except for Pacific Island people (n=31), Asian people (n=48).
Threats: Is NZ’s marine environment under threat?

“Do you think that overall New Zealand’s marine environment is under threat?” “What do you think the level of threat is? Very high, quite high, moderate, quite low, very low.”

- Very high: 16%
- Quite high: 34%
- Moderate: 22%
- Quite low: 1%
- No threat: 22%
- Don’t know: 5%

Base: All respondents (n=1,001).
Profile of those who think NZ’s marine environment is under threat** – area, ethnicity, and fished in last 12 months

** 'Under threat' means those people who said the level of threat was very high or quite high.

Sample size in each group > 50, except for Pacific Island people (n=31), Asian people (n=48).

Top threats to NZ’s marine environment

“What do you think are the top two or three threats to the marine environment?”

- Commercial fishing: 67%
- Pollution/chemicals: 63%
- Recreational fishing: 22%
- Agricultural run-off: 12%
- Shipping: 10%
- Climate change: 10%
- Tourism: 4%
- Non-native plants/animals: 4%
- People (unspecified influence): 3%
- Dredging: 1%
- Recreational craft: 1%
- Maori rights: 1%
- Lack of mgmt: 1%
- Others: 7%
- Don’t know: 5%

Base: Those who think NZ’s marine environment is under any kind of threat (n=754).
Threat of specific aspects to NZ’s marine environment

“And specifically for each of the aspects I will read out, what do you think is its threat to New Zealand’s marine environment? Would you say it is very high, quite high, moderate, quite low, very low or not a threat at all?”

- **Pollution**: Very high 30, Quite high 39, Moderate 24, Quite low 4, Very low 1, Not a threat at all 1
- **Commercial fishing**: Very high 25, Quite high 38, Moderate 27, Quite low 4, Very low 2, Not a threat at all 2, Don’t know 2
- **Agricultural run-off**: Very high 15, Quite high 32, Moderate 34, Quite low 10, Very low 3, Not a threat at all 1, Don’t know 5
- **Climate change**: Very high 12, Quite high 28, Moderate 34, Quite low 11, Very low 4, Not a threat at all 5
- **Non-native marine plants and animals**: Very high 10, Quite high 25, Moderate 34, Quite low 15, Very low 6, Not a threat at all 3, Don’t know 7
- **Shipping**: Very high 9, Quite high 24, Moderate 40, Quite low 14, Very low 5, Not a threat at all 3, Don’t know 5
- **Tourism**: Very high 4, Quite high 17, Moderate 37, Quite low 22, Very low 8, Not a threat at all 8, Don’t know 4
- **Recreational fishing**: Very high 4, Quite high 13, Moderate 39, Quite low 23, Very low 11, Not a threat at all 8, Don’t know 2

Base: All respondents (n=1,001).