



Horizon Research

Oceans Survey

Prepared for: WWF-New Zealand

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Executive Summary

This report summarises the results of a survey of New Zealanders' opinions and attitudes towards the marine environment to. The results from the research provide insights into:

- How New Zealanders' perceive the health of our ocean, the threats it faces, and the need for more marine protection
- How they prioritise marine protection among other environmental issues, and
- How they rate the current government's actions on marine issues.

The survey was conducted between 15th and 21st October 2024 among 1,049 adults nationwide who are members of Horizon Research's HorizonPoll nationwide adult panel, the Horizon Research Māori Panel, and a third-party online research panel used for source diversity.

The sample was weighted on age, gender, ethnicity, personal income, region and party vote at the 2023 general election to reflect the New Zealand population.

The survey has a maximum margin of error, at a 95% confidence level of $\pm 3\%$ overall.

Summary of Findings

Importance of ocean and threats

91% of New Zealanders (equivalent to around 3,513,000 adults¹) say that the ocean is *important*² to them.

The main reasons for this are:

- It provides life/part of ecosystem
- It provides food/kai, and
- They enjoy being around the ocean and is a big part of recreational activities such as swimming.

There is concern about the health of Aotearoa New Zealand's ocean:

- **69%** (2,644,000 adults) are *concerned*³, of whom
- **27%** (1,028,000 adults) are *very concerned*.

¹ All population estimates based on Stats NZ Census 2023 data. Adults aged 18+ = 3,865,235. All numbers rounded to nearest thousand.

² Very important/Important

³ Very concerned/concerned

People consider the top three biggest threats to Aotearoa New Zealand's marine environment are:

- *Plastic pollution* - **54%** (2,095,000 adults)
- *Pollution from the land (e.g. chemical waste, agricultural run-off, sewage)* - **49%** (1,886,000 adults), and
- *Commercial fishing methods such as bottom-trawling (dragging weighted nets along the seafloor)* - **37%** (1,446,000 adults).

Marine Protected Areas

40% (1,538,000 adults) think that **zero to 10 percent** of New Zealand's ocean territory is in Marine Protected areas.

- **23%** (885,000 adults) were not sure how much was a Marine Protected area.

41% (1,589,000 adults) think that **more than 20 percent** of New Zealand's ocean territory **should** be in Marine Protected areas.

81% (3,142,000 adults) think that marine protection should be expanded.

79% (3,038,000 adults) said that New Zealand should be actively involved in global efforts to protect the ocean and honour the international commitment to protect 30% of the ocean in Marine Protected Areas by 2030.

Government action

71% (2,729,000 adults) believe that policies to protect our marine environment should be given *top or more priority* than now.

- **23%** (874,000 adults) say it should be *top priority*.

The survey finds there are a number of environmental actions the Government should prioritise. The top three given *high priority* are:

- *Reducing plastic waste* – **62%** (2,393,000 adults)
- *Protecting New Zealand's threatened species from going extinct and helping species to recover* – **59%** (2,277,000 adults)
- *Protecting the health of our ocean* – **58%** (2,242,000 adults).

The top three actions the Government should take to **protect the marine environment** are:

- *Take stronger action to reduce pollution from the land (e.g. chemical waste, agricultural run-off, sewage) entering the ocean* - **39%** (1,488,000 adults)
- *Reduce the amount of plastic pollution that enters the ocean* - **37%** (1,426,000 adults)
- *Create more Marine Protected Areas to protect species and habitats from activities like fishing or mining* - **37%** (1,426,000 adults).

Current Government record on marine protection

42% (1,616,000 adults) rated the current Government's record on marine conservation and protection *poor/very weak*.

- **18%** (692,000 adults) rated it *very strong/good*.

Overall, there is a feeling of concern and disappointment about how the current Government is managing oceans and marine life.

- **32%** (1,237,000 adults) are *concerned*
- **30%** (1,167,000 adults) are *disappointed*
- **22%** (862,000 adults) are *frustrated*.

19% (723,000 adults) are *hopeful*.

Action people would take to protect our ocean

The top three actions people would personally take to encourage the Government to protect the ocean are:

- *Signing a petition* – **47%** (1,805,000 adults)
- *Talk to family and friends* - **29%** (1,117,000 adults)
- *Change their vote during a General election* - **27%** (1,024,000 adults).

Kermadec Ocean Sanctuary

71% (2,911,000 adults) *support*⁴ setting up a Kermadec Ocean Sanctuary, of whom

- **40%** (1,562,000 adults) strongly support it.

Associating organisations with advocacy to protection the marine environment

Greenpeace Aotearoa is the organisation most highly associated with advocating for the protection of the marine environment - **41%** (1,565,000 adults).

The *World Wide Fund for Nature New Zealand (WWF-New Zealand)* is recognised by **20%** (761,000 adults).

The people more likely to associate *World Wide Fund for Nature New Zealand (WWF-New Zealand)* with marine protection are:

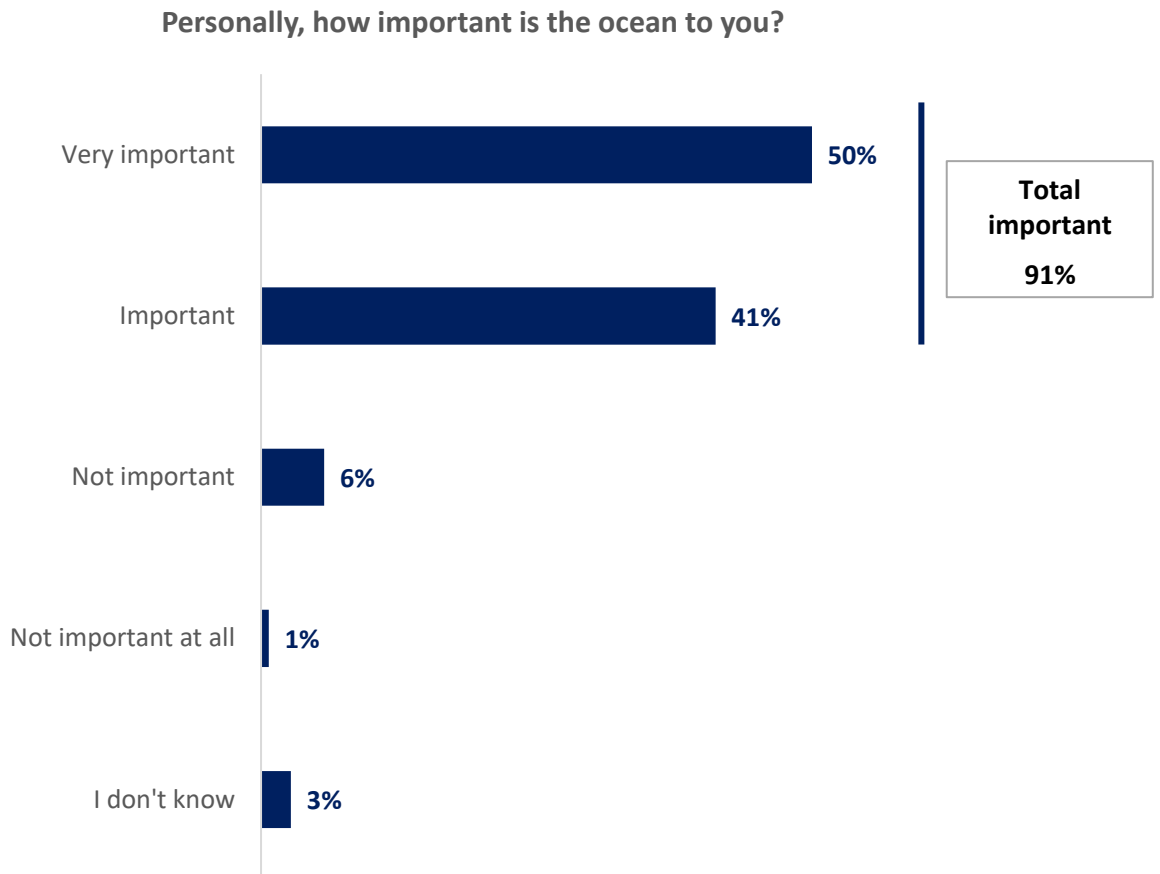
- Aged 75+ years - **34%**
- Have a personal income \$30k-\$50k – **28%**
- Voted Green Party in 2023 – **32%**.

⁴ Strongly support/support

Report

Importance of the ocean

91% of New Zealanders (3,513,000 adults) say that the ocean is *important*⁵ to them. Only 6% say it is not important.



Sample: n=1,049

The respondents who are more likely⁶ to say that the Ocean is *very important* are:

- Aged 45-54 years **60%**
- Aged 55+ years **60%**
- Māori **64%**
- Voted Green Party in 2023 **67%**
- Voted Labour Party in 2023 **61%**
- Voted Te Pāti Māori in 2023 **78%**
- Living in Wellington **62%**.

⁵ Very important/Important

⁶ In this report statistical significance is only shown for sample sizes of 30 or more.

Why is the ocean important?

The **91%** who said the ocean was important to them were asked to say why.

The word cloud shows the most frequently mentioned words in their responses. Larger words representing more common answers.

Key themes that come through are food, climate, and recreation.



Key themes that come through are:

29% saying it is a source of food for us.

Respondents frequently mention the ocean as essential for food and water, with terms like "food," "fish," and "source" indicating reliance on the ocean for basic needs.

Because it surrounds NZ and provides a large amount of food.

It is the food bowl for the world. It provides the vital parts of every life cycle on this planet

Our food comes from the ocean. It's needs to be clean so we need to care for the ocean. Not destroy it.

The ocean sustain us .It provides oxygen and food and medicine it's a source of recreation, discovering ,identifying and culture.

28% talk about providing sea life, providing the planet with life (it is essential part of the ecosystem). Also much of New Zealand life is based around the ocean. Words such as "climate" and "planet" suggest a strong awareness of the ocean's role in controlling climate.

Because it provides our planet with life, from weather, food, enjoyment, adventure. The earth could not exist as we know it without the Oceans.

Source of life - for us and what lives and grows in it.

So much of New Zealand life is based around the ocean and we are lucky to live in a country where for most the ocean is accessible from a beach that is at most a few hours drive away or much less in the main population centres.

Because water is necessary for everything in life and as we destroy the ocean we compromise all life. The state of the animals and how we disregard them is an indictment on humanity.

25% talk about enjoying the ocean for swimming/relaxing and general recreation, showing they not only value the ocean not only for its environmental importance but also for personal activities like leisure, travel, and connection to nature.

It surrounds us, it provides us food and I like to swim in it and use it for recreation.

Apart from the recreational aspects it is a source of food and a climate equaliser. It's overall health is important to us all.

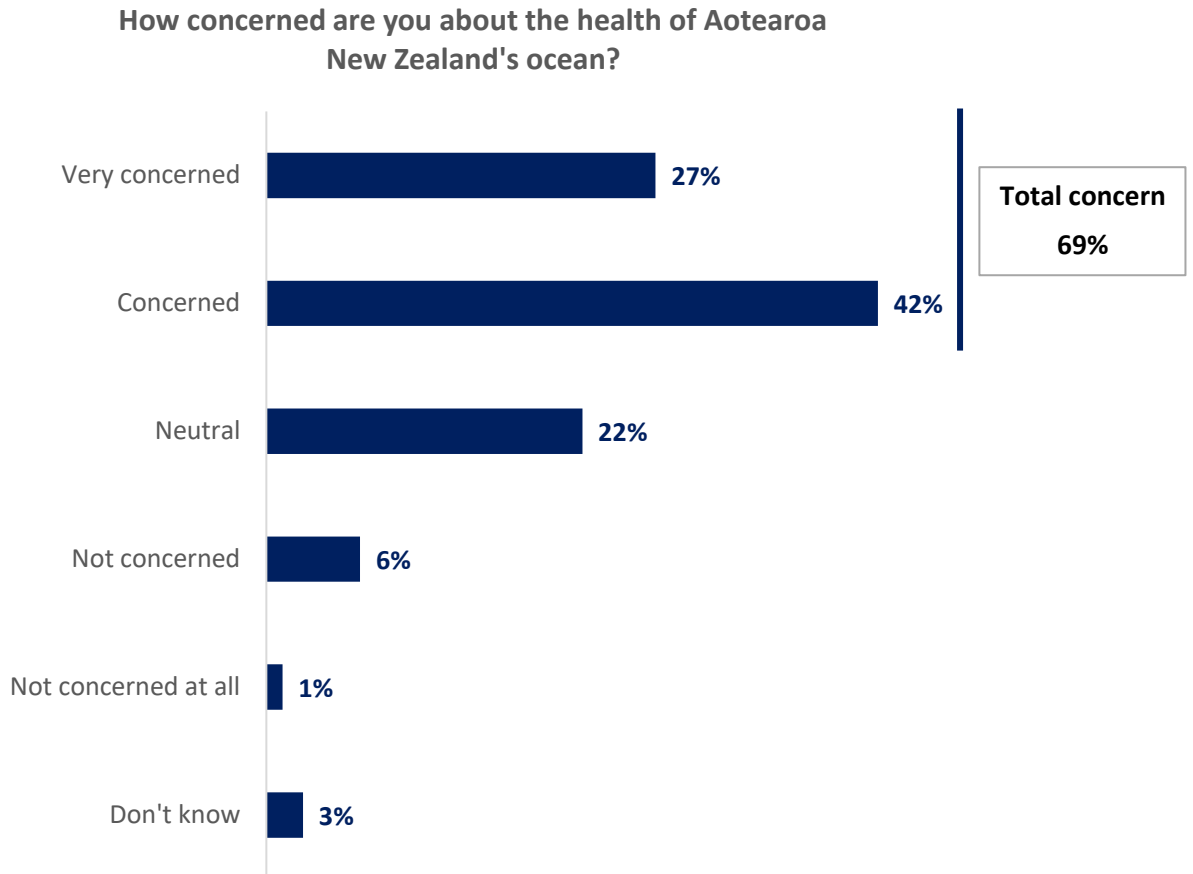
It's where I go to relax I spend countless hours swimming in it, going on boats, relaxing on the beach and it's where I spend a lot of my free time so it's really important to me that it's clean.

Many respondents also express concern about the ocean's health, emphasising that it must remain *important* and *healthy* for the survival of future generations.

Concern about the health of Aotearoa New Zealand's ocean

69% (2,644,000 adults) are concerned⁷ about the health of Aotearoa New Zealand's ocean.

27% (1,028,000 adults) are very concerned.



Sample: n=1,049

The **27%** (1,028,000 adults) who are *very concerned* about the health of Aotearoa New Zealand's ocean are more likely to be:

- Aged 55-64 years **38%**
- Have personal income between \$30k-\$50k per year **37%**
- Have household income between \$30k-\$50k per year **38%**
- Māori **46%**
- Voted Green Party in 2023 **52%**
- Voted Labour Party in 2023 **35%**
- Voted Te Pāti Māori in 2023 **58%**.

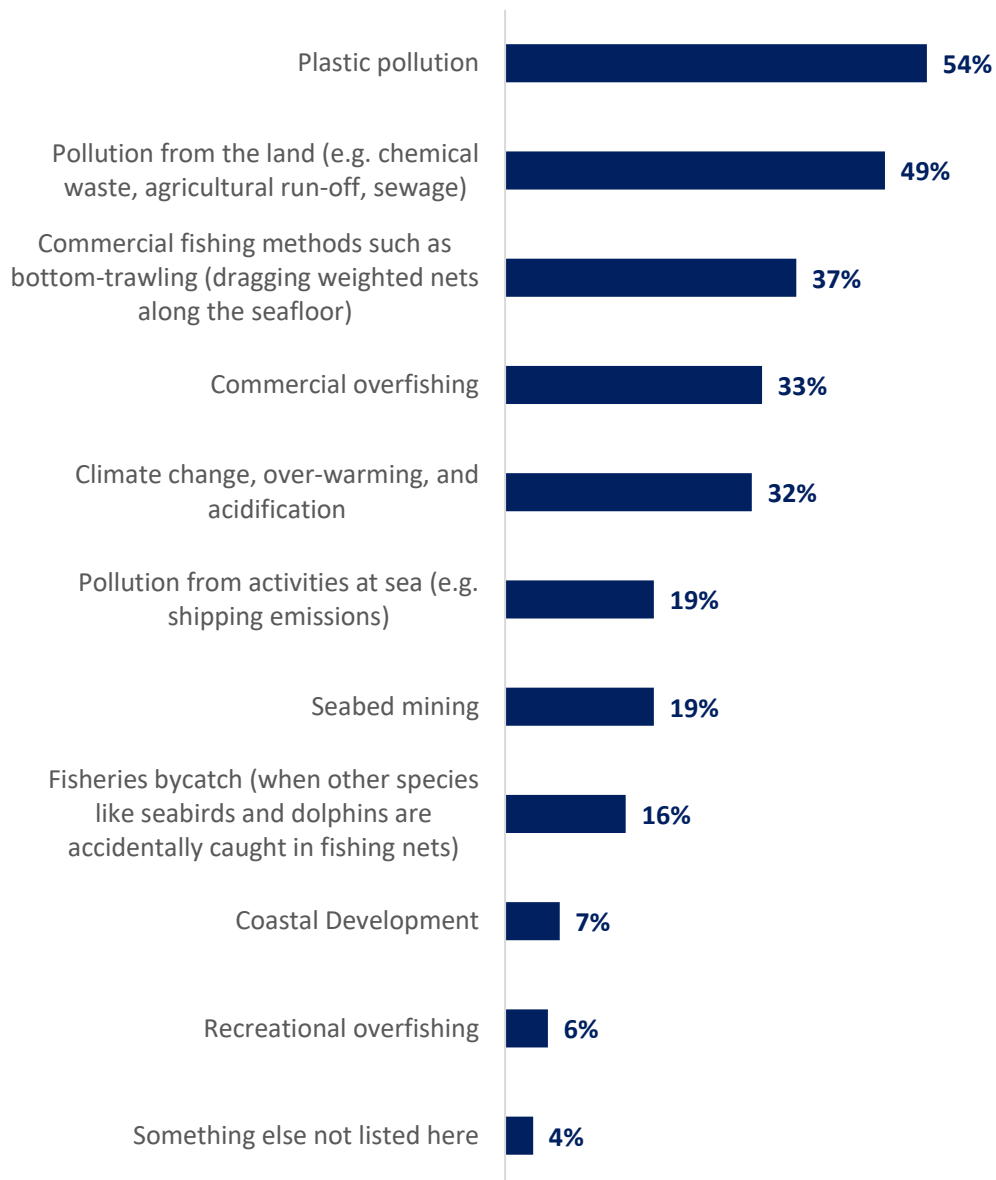
⁷ Very concerned/concerned

Biggest threats to Aotearoa New Zealand's marine environment

Respondents were asked to select from a list what they thought were the top three biggest threats to Aotearoa New Zealand's marine environment.

- **54%** (2,095,000 adults) thought *plastic pollution* was the biggest threat, followed by
- **49%** (1,886,000 adults) who said *pollution from the land (e.g. chemical waste, agricultural run-off, sewage)*, and
- **37%** (1,446,000 adults) said *commercial fishing methods such as bottom-trawling (dragging weighted nets along the seafloor)*.

What do you think are the biggest threats to Aotearoa New Zealand's marine environment?



Sample: n=1,049

The table below shows different groups who are significantly more likely to believe these are biggest threats to Aotearoa New Zealand's marine environment.

<i>What do you think are the biggest threats to Aotearoa New Zealand's marine environment?</i>	Total	Significantly more likely ⁸ ▲	
Plastic pollution	54%	75+ years	75%
		Household income \$150k-\$200k	71%
		Voted National Party in 2023	64%
Pollution from the land (e.g. chemical waste, agricultural run-off, sewage)	49%	Personal income less than \$20k	63%
		Household income less than \$20k	66%
Commercial fishing methods such as bottom-trawling (dragging weighted nets along the seafloor)	37%	55-64 years	50%
		Household income \$100k-\$150k	47%
		NZ European/Pākehā	43%
		Voted Green Party in 2023	52%
Commercial overfishing	33%	No significant differences	
Climate change, over-warming, and acidification	32%	18-24 years	43%
		Personal income \$100k-\$150k	43%
		Household income more than \$200k	43%
		Asian	50%
		Voted Green Party in 2023	56%
		Voted Te Pāti Māori in 2023	47%
Pollution from activities at sea (e.g. shipping emissions)	19%	25-34 years	27%
		Indian	39%
Seabed mining	19%	55-64 years	27%
		Māori	33%
		Voted Green Party in 2023	39%
		Voted Labour Party in 2023	27%
Voted Te Pāti Māori in 2023	16%	Indian	47%
			31%
Fisheries bycatch (when other species like seabirds and dolphins are accidentally caught in fishing nets)	16%		
Coastal Development	7%	No significant differences	
Recreational overfishing	6%	No significant differences	

⁸ Demographic groups with sample sizes below 30 are not included in significance tables in this report.

Marine Protected Areas (MPAs)

Respondents were shown the following information.

Highly-protected Marine Protected Areas are areas set aside to protect biodiversity by limiting human activities such as fishing or dredging. The highest form of protection in New Zealand is a marine reserve.

They were then asked what percentage of New Zealand's ocean territory they think is within highly protected Marine Protected Areas.

They were then shown more information.

Less than 1% (currently 0.4%) of New Zealand's ocean has protections meeting IUCN [International Union for Conservation of Nature] Category 1 standards.

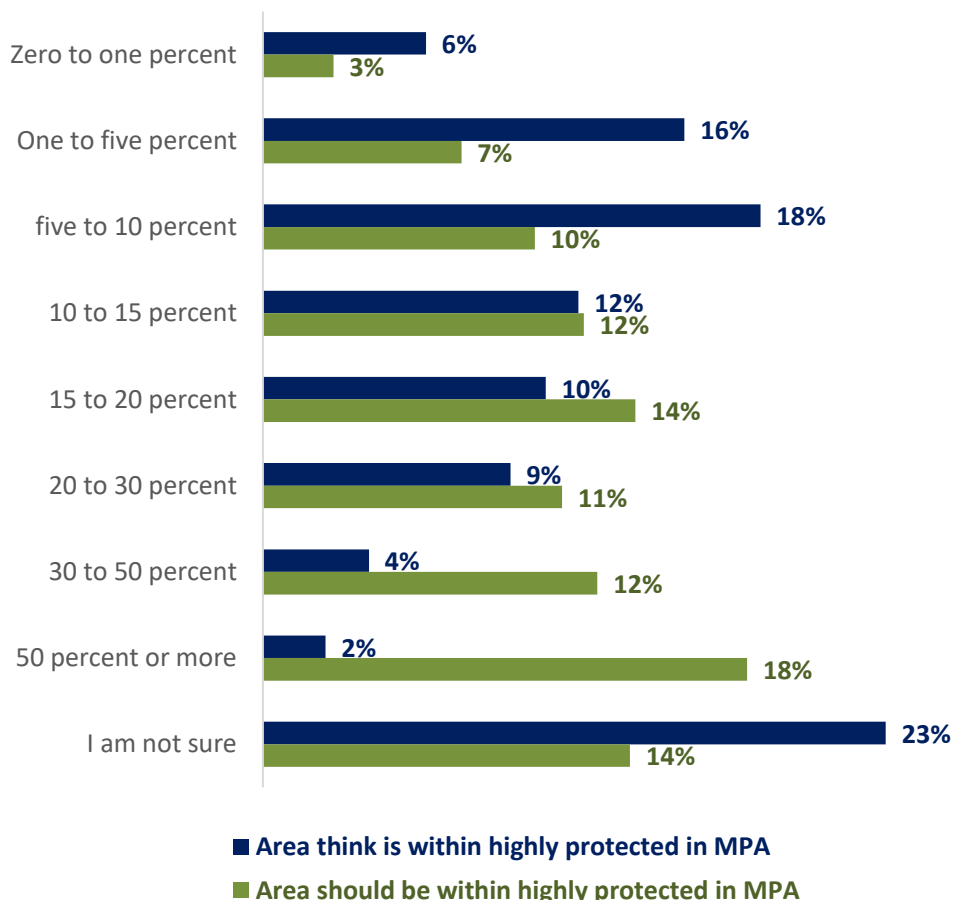
And then asked what percentage they believe should be in Marine Protected Areas.

40% (1,538,000 adults) think that **zero to 10 percent** of New Zealand's ocean territory is Marine Protected areas.

- **23%** (885,000 adults) were not sure how much was in Marine Protected Areas.

41% (1,589,000 adults) think that **more than 20 percent** of New Zealand's ocean territory **should** be in Marine Protected areas.

What percent is New Zealand's ocean territory in Marine Protected Areas?



Sample: n=1,049

There are different groups who are more likely to think that Marine Protected Areas should be 20% or more of New Zealand’s ocean territory. These groups are:

- Aged 25-34 years **50%**
- Aged 45-54 years **51%**
- Females **49%**.

Labour and Te Pāti Māori voters are more likely to think that more than 20% of New Zealand’s ocean should be Marine Protected areas.

What percentage do you believe should be in Marine Protected Areas?	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Zero to one percent	3%	9%	1%	1%	2%	6%	4%
One to five percent	7%	12%	5%	3%	10%	15%	0%
five to 10 percent	10%	17%	10%	7%	16%	13%	10%
10 to 15 percent	12%	6%	11%	10%	16%	5%	2%
15 to 20 percent	14%	17%	15%	19%	13%	10%	12%
20 to 30 percent	11%	9%	16%	13%	10%	15%	15%
30 to 50 percent	12%	9%	14%	17%	10%	11%	16%
50 percent or more	18%	7%	19%	19%	11%	11%	37%
I am not sure	14%	12%	9%	11%	13%	14%	3%
20% or more	41%	26%	48%	49%	30%	37%	68%

N (unweighted)	1,049	85	159	253	293	70	48
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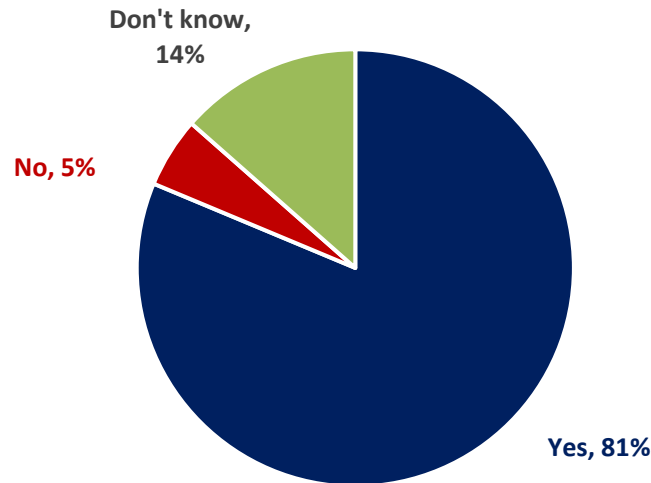
BLUE = significantly higher than total sample RED =significantly lower than total sample

Should marine protection be expanded?

Overall, **81%** (3,142,000 adults think that marine protection should be expanded

- **14%** (522,000 adults) were unsure.

Overall, do you believe marine protection should be expanded?



Sample: n=1,049

There are no significant differences across demographic groups who are more likely to think that marine protection should be expanded.

Among voters, Green and Labour Party voters are most likely to want marine protection expanded. Support for this is 70% or higher among parties which form the current coalition government.

Overall, do you believe marine protection should be expanded?	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	81%	74%	93%	89%	77%	70%	88%
No	5%	8%	3%	3%	6%	12%	5%
Don't know	14%	18%	4%	8%	17%	17%	7%
N (unweighted)	1,049	85	159	253	293	70	48

BLUE = significantly higher than total sample RED = significantly lower than total sample

15% of people with a personal income between \$100k and \$150k a year do not want marine protection to be expanded. This is significantly higher than **5%** of total sample.

15% of people with a household income above \$200k also do not want marine protection expanded.

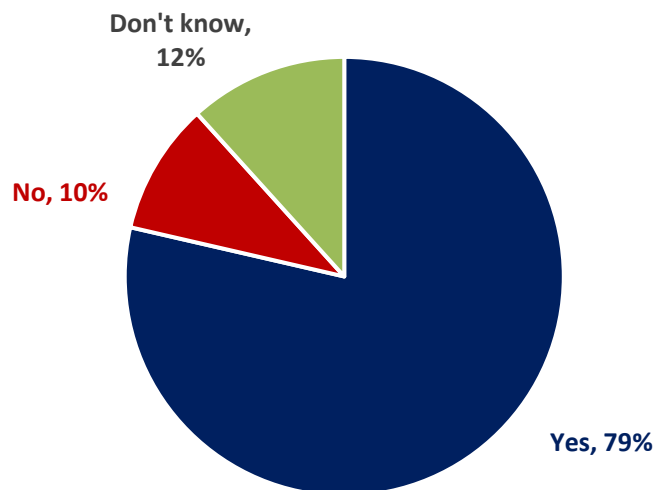
New Zealand's International Commitments

Respondents were shown the following information:

In 2022, New Zealand joined countries around the world in signing the Kunming-Montreal Global Biodiversity Framework, which sets out a range of targets to halt and reverse nature loss. This includes a commitment to protect 30 percent of the ocean in Marine Protected Areas by 2030 (known as '30 by 30').

79% (3,038,000 adults) said that New Zealand should be actively involved in global efforts to protect the ocean and honour this international commitment.

Should New Zealand be actively involved in global efforts to protect the ocean and honour this international commitment?



Sample: n=1,049

The groups more likely to believe that we should be actively involved in New Zealand's international commitments are:

- Have personal income between \$70k - \$100k a year **85%**
- Māori **86%**
- Pasifika **89%**.

Green, Labour and Te Pāti Māori voters are more likely to want New Zealand to be involved in global efforts to protect the ocean.

Voters for the three coalition parties are less likely to want New Zealand to be actively involved.

- **26%** of ACT and **20%** of New Zealand First voters say New Zealand should not be actively involved although **62%** or more of voters for parties in the governing coalition think the country should be actively involved.

<i>Should New Zealand be actively involved in global efforts to protect the ocean and honour this international commitment?</i>	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	79%	62%	95%	93%	72%	63%	93%
No	10%	26%	4%	3%	11%	20%	3%
Don't know	12%	11%	1%	4%	17%	16%	4%

N (unweighted)	1,049	85	159	253	293	70	48
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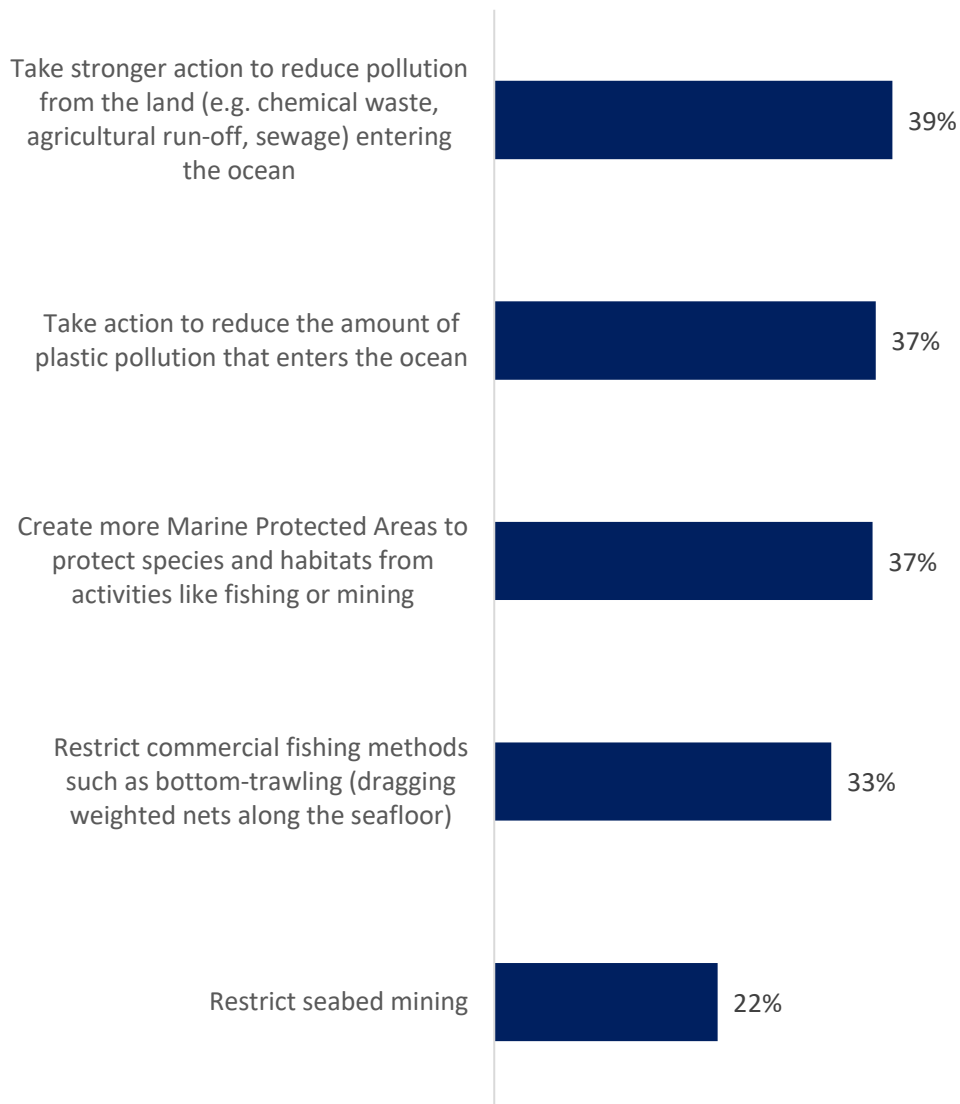
What should the Government do to protect marine environment?

Respondents were asked to select from a list the top actions they thought the Government should take to protect the marine environment.

The chart below shows the top 5 actions:

- **39%** (1,488,000 adults) think the Government *should take stronger action to reduce pollution from the land (e.g. chemical waste, agricultural run-off, sewage) entering the ocean*
- **37%** (1,426,000 adults) think they should *reduce the amount of plastic pollution that enters the ocean*
- **37%** (1,426,000 adults) think they should *create more Marine Protected Areas to protect species and habitats from activities like fishing or mining.*

Overall, what do you think are the top actions the Government should take to protect the marine environment?



Sample: n=1,039

The table below shows different groups who are significantly more likely to believe these are biggest threats to Aotearoa New Zealand’s marine environment.

<i>Overall, what do you think are the top actions the Government should take to protect the marine environment?</i>	Total	Significantly more likely ⁹ ▲	
Take stronger action to reduce pollution from the land (e.g. chemical waste, agricultural run-off, sewage) entering the ocean	39%	55+ years Living in Northland	45% 59%
Take action to reduce the amount of plastic pollution that enters the ocean	37%	Household income \$30k-\$50k Voted National in 2023 Voted New Zealand First in 2023	49% 44% 49%
Create more Marine Protected Areas to protect species and habitats from activities like fishing or mining	37%	Voted Green Party in 2023	49%
Restrict commercial fishing methods such as bottom-trawling (dragging weighted nets along the seafloor)	33%	45-54 years 65-74 years 75+ years	41% 43% 47%
Restrict seabed mining	22%	35-44 years Household income \$20k-\$30k Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	30% 32% 33% 30% 39%
Roll out cameras on board all commercial fishing vessels in New Zealand so we have a clear idea of what is happening out at sea	18%	45-54 years Voted National in 2023	26% 24%
Create new legislation for marine protection	15%	35-44 years Voted Labour in 2023	33% 21%
Mitigate climate change to prevent further ocean warming and acidification	15%	Māori Voted Green Party in 2023 Voted Te Pāti Māori in 2023	23% 40% 33%
Reform New Zealand's Quota Management System (the system which controls the amount of fish taken by commercial fishers)	15%	Voted National in 2023	20%
Reduce fisheries bycatch (when other species like seabirds and dolphins are accidentally caught in fishing nets)	13%	No significant differences	
Take action to reduce fisheries by catch (when other species are caught accidentally in fishing nets)	12%	Pasifika	28%
Fund more research into our marine environment and the threats it faces	11%	25-34 years Pasifika	20% 26%

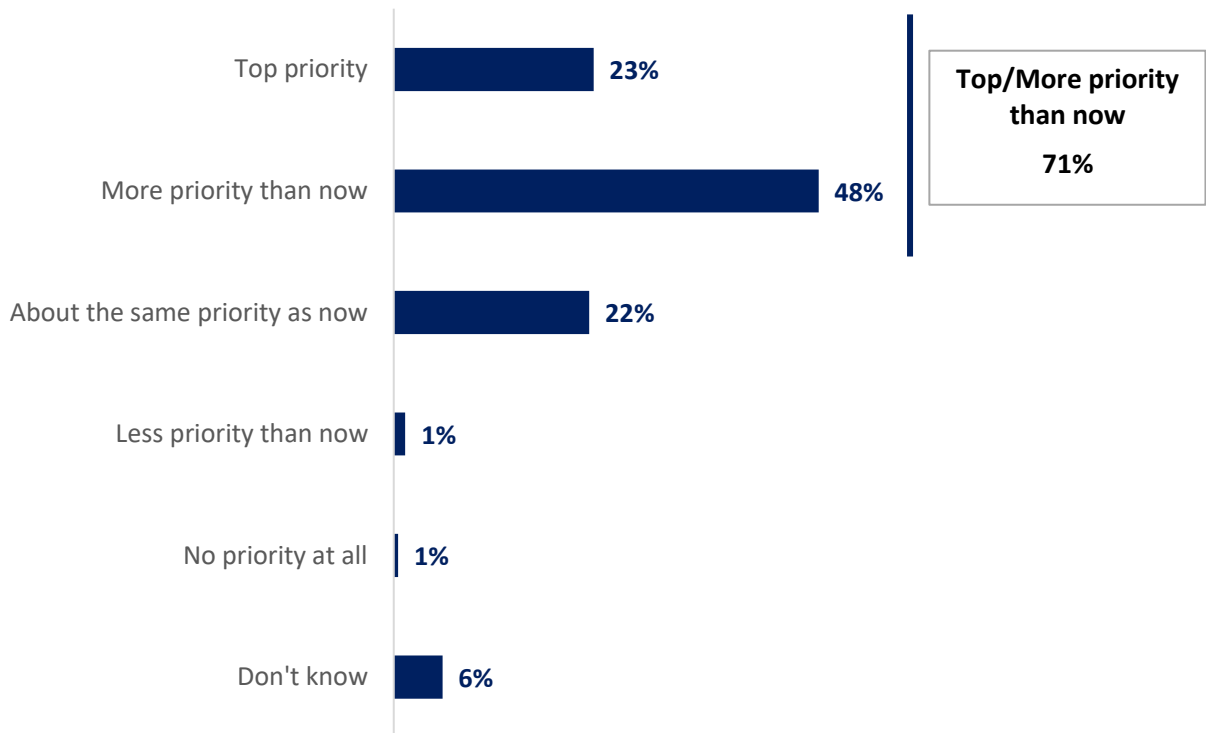
⁹ Demographic groups with sample sizes below 30 are not included in significance tables in this report.

What priority should policies to protect the environment be given?

71% (2,729,000 adults) believe that policies to protect our marine environment should be given *top priority or more priority than now*.

- 23% (874,000 adults) say it should be *top priority*
- 48% (1,855,000 adults) say it should be given *more priority than now*.

What priority do you think policies to protect our marine environment should be given by political parties?



Sample: n=1,038

The table below shows groups which are more likely to think the Government should give either *top priority or more priority than now* to policies to protect our marine environment.

What priority do you think policies to protect our marine environment should be given by political parties?	Total	Significantly more likely ▲	
Top priority	23%	Personal income \$30k-\$50k	35%
		Household income less than \$50k	29%
		Māori	35%
More priority than now	48%	65-74 years	59%
		Household income \$150k-\$200k	65%

Green and Labour Party voters are more likely to think policies should be given at least *top priority* or *more priority than now*.

National and ACT voters are more likely to think the priority should stay the *same as now*.

What priority do you think policies to protect our marine environment should be given by political parties?	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Top priority	23%	17%	32%	30%	17%	16%	33%
More priority than now	48%	37%	57%	57%	44%	43%	61%
About the same priority as now	22%	40%	7%	10%	35%	32%	1%
Less priority than now	1%	3%	1%	1%	1%	6%	2%
No priority at all	1%	3%	0%	0%	0%	2%	3%
Don't know	6%	0%	2%	2%	3%	2%	0%

N (unweighted)	1,038	84	159	252	291	68	45
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BLUE = significantly higher than total sample RED = significantly lower than total sample

Current Government's record on marine conservation and protection

Overall the current Government's record on marine conservation and protection is not highly rated.

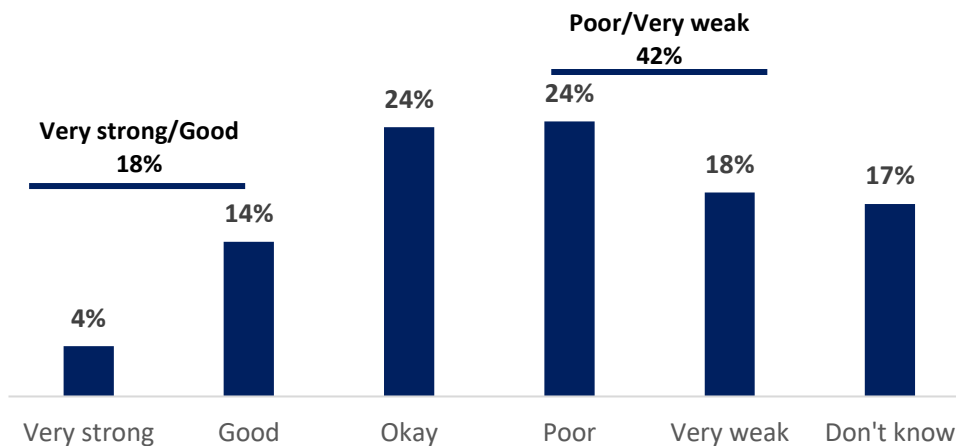
18% (692,000 adults) rated the current Government's record on marine conservation and protection as *very strong/good*.

- **4%** (170,000 adults) said it was *very strong*
- **14%** (522,000 adults) said it was *good*.

42% (1,616,000 adults) rated the current Government's record on marine conservation and protection *poor/very weak*.

- **24%** (928,000 adults) said it was *poor*
- **18%** (688,000 adults) said it was *very weak*.

How would you rate the current Government's record on marine conservation and protection?



Sample: n=1,038

How would you rate the current Government's record on marine conservation and protection?	Total	Significantly more likely ▲	
Very strong	4%	Personal income \$100k-\$150k	14%
		Household income more than \$200k	14%
Good	14%	Males	18%
		Personal income more than \$150k	27%
		Indian	37%
Okay	24%	No significant differences	
Poor	24%	Personal income \$20k-\$30k	35%
		Living in Otago	41%
Very weak	18%	45-54 years	25%
		Māori	28%
		Living in Canterbury	26%
Don't know	17%	25-34 years	26%

Green, Labour and Te Pāti Māori voters are more likely to think the Government's record is *very weak*.

26% of National Party voters say it is *good* and **33%** rated it as *okay*.

How would you rate the current Government's record on marine conservation and protection?	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Very strong	4%	8%	2%	6%	4%	8%	3%
Good	14%	20%	3%	4%	26%	16%	4%
Okay	24%	27%	12%	19%	33%	28%	12%
Poor	24%	14%	21%	34%	19%	27%	30%
Very weak	18%	6%	56%	26%	3%	13%	48%
Don't know	17%	25%	6%	12%	16%	8%	4%
N (unweighted)	1,038	84	159	252	291	68	45

BLUE = significantly higher than total sample RED = significantly lower than total sample

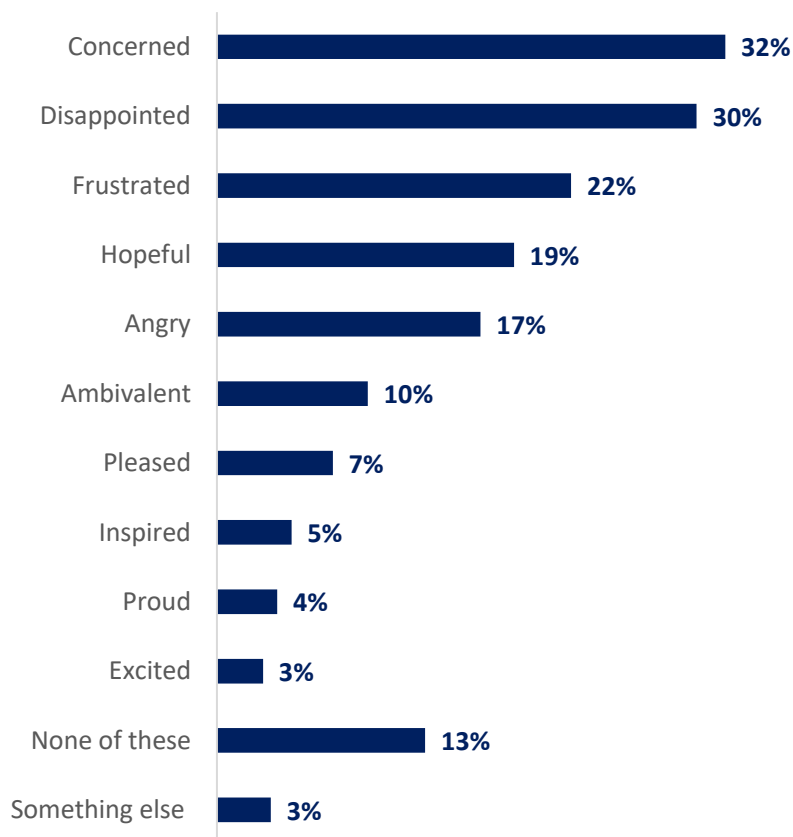
Feeling on how the current Government is managing oceans and marine life.

Overall, there is a feeling of concern and disappointment about how the current Government is managing oceans and marine life.

- **32%** (1,237,000 adults) are *concerned*
- **30%** (1,167,000 adults) are *disappointed*
- **22%** (862,0000 adults) are *frustrated*.

19% (723,000 adults) say they are *hopeful*.

Which of these feelings do you have when you think about how the current government is managing oceans and marine life?



Sample: n=1,036

Feelings of disappointment and frustration are highest among 35-44 year olds.

<i>Which of these feelings do you have when you think about how the current government is managing oceans and marine life?</i>	ALL	AGE						
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
Concerned	32%	32%	33%	33%	33%	32%	33%	26%
Disappointed	30%	19%	23%	44%	35%	36%	24%	25%
Frustrated	22%	18%	21%	30%	19%	26%	19%	22%
Hopeful	19%	17%	23%	13%	16%	17%	23%	25%
Angry	17%	8%	13%	14%	24%	21%	22%	12%
Ambivalent	10%	5%	9%	13%	10%	8%	7%	15%
Pleased	7%	2%	7%	9%	11%	6%	9%	7%
Inspired	5%	16%	8%	4%	3%	1%	1%	1%
Proud	4%	9%	7%	2%	3%	2%	3%	1%
Excited	3%	6%	8%	3%	1%	1%	1%	0%
None of these	13%	24%	22%	16%	7%	9%	4%	7%
Something else	3%	0%	1%	1%	6%	9%	5%	1%

N (unweighted)	1,036	106	192	194	167	163	115	99
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BLUE = significantly higher than total sample RED =significantly lower than total sample

Green and Labour Party voters are most likely to be concerned, disappointed and frustrated with the Current Government's management of oceans and marine life. Te Pāti Māori voters are more likely to be angry.

33% of National Party voters are hopeful and also more likely to be pleased (13% vs total 7%).

<i>Which of these feelings do you have when you think about how the current government is managing oceans and marine life?</i>	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Concerned	32%	15%	55%	39%	21%	31%	45%
Disappointed	30%	21%	48%	42%	17%	35%	57%
Frustrated	22%	10%	54%	35%	13%	15%	31%
Hopeful	19%	24%	6%	11%	33%	12%	4%
Angry	17%	4%	56%	25%	5%	9%	43%
Ambivalent	10%	13%	5%	9%	14%	12%	6%
Pleased	7%	12%	3%	4%	13%	13%	2%
Inspired	5%	9%	1%	3%	5%	6%	3%
Proud	4%	5%	3%	4%	4%	7%	3%
Excited	3%	4%	1%	5%	4%	1%	3%
None of these	13%	13%	4%	7%	10%	9%	6%
Something else	3%	7%	4%	2%	3%	2%	5%

N (unweighted)	1,036	84	159	251	290	68	45
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BLUE = significantly higher than total sample RED =significantly lower than total sample

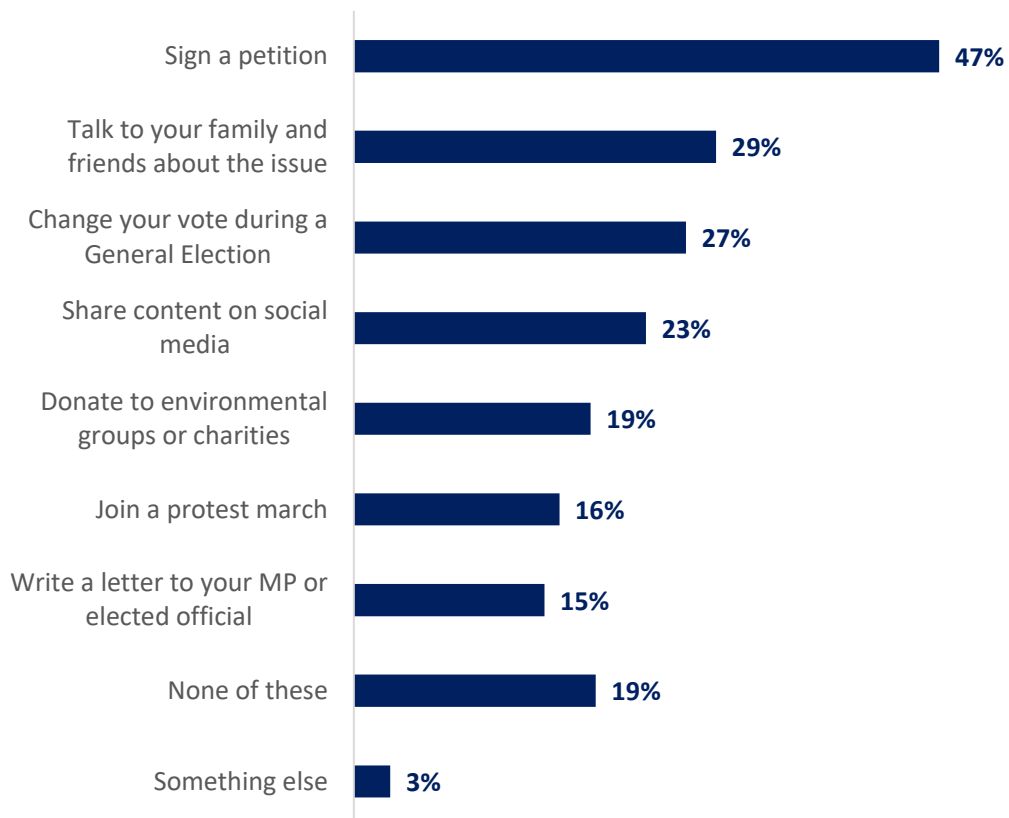
Actions would you be most likely to take to encourage the Government to protect our ocean

At **47%** (1,805,000 adults) signing a petition is the top action people would take to encourage the Government to protect our ocean.

29% (1,117,000 adults) would *talk to family and friends*.

27% (1,024,000 adults) would *change their vote during a General election*.

What actions would you be most likely to take to encourage the Government to protect our ocean?



Sample: n=1,030

The table below shows which actions different groups are more likely to take to encourage the Government to protect our ocean.

<i>What actions would you be most likely to take to encourage the Government to protect our ocean?</i>	Total	Significantly more likely ▲	
Sign a petition	47%	Females	53%
		Personal income \$20k-\$30k	58%
		Māori	55%
		Living in Wellington	58%
		Living in Otago	69%
Talk to your family and friends about the issue	29%	Personal income \$50k-\$70k	38%
		Pasifika	45%
Change your vote during a General Election	27%	35-44 years	40%
		Māori	37%
		Living in Otago	47%
Share content on social media	23%	Household income \$20k-\$30k	34%
		Indian	46%
		Māori	36%
		Pasifika	48%
Donate to environmental groups or charities	19%	18-24 years	29%
		Females	23%
		Personal income \$30k-\$50k	27%
Join a protest march	16%	Māori	30%
		Living in Otago	38%
Write a letter to your MP or elected official	15%	No significant differences	
None of these	19%	Males	24%
		Living in Manawatu/ Whanganui	32%

Green and Te Pāti Māori voters are most likely to take action to encourage the Government to protect the ocean.

ACT and National voters are least likely to take any action.

<i>What actions would you be most likely to take to encourage the Government to protect our ocean?</i>	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Sign a petition	47%	30%	67%	60%	42%	43%	75%
Talk to your family and friends about the issue	29%	21%	45%	31%	27%	25%	37%
Change your vote during a General Election	27%	18%	36%	32%	14%	25%	36%
Share content on social media	23%	12%	32%	28%	14%	17%	52%
Donate to environmental groups or charities	19%	12%	36%	25%	14%	6%	35%
Join a protest march	16%	5%	43%	26%	6%	16%	39%
Write a letter to your MP or elected official	15%	8%	29%	19%	13%	7%	39%
None of these	19%	35%	6%	7%	28%	24%	4%
Something else	3%	3%	6%	1%	2%	4%	2%
N (unweighted)	1,030	82	159	251	289	66	44

BLUE = significantly higher than total sample RED =significantly lower than total sample

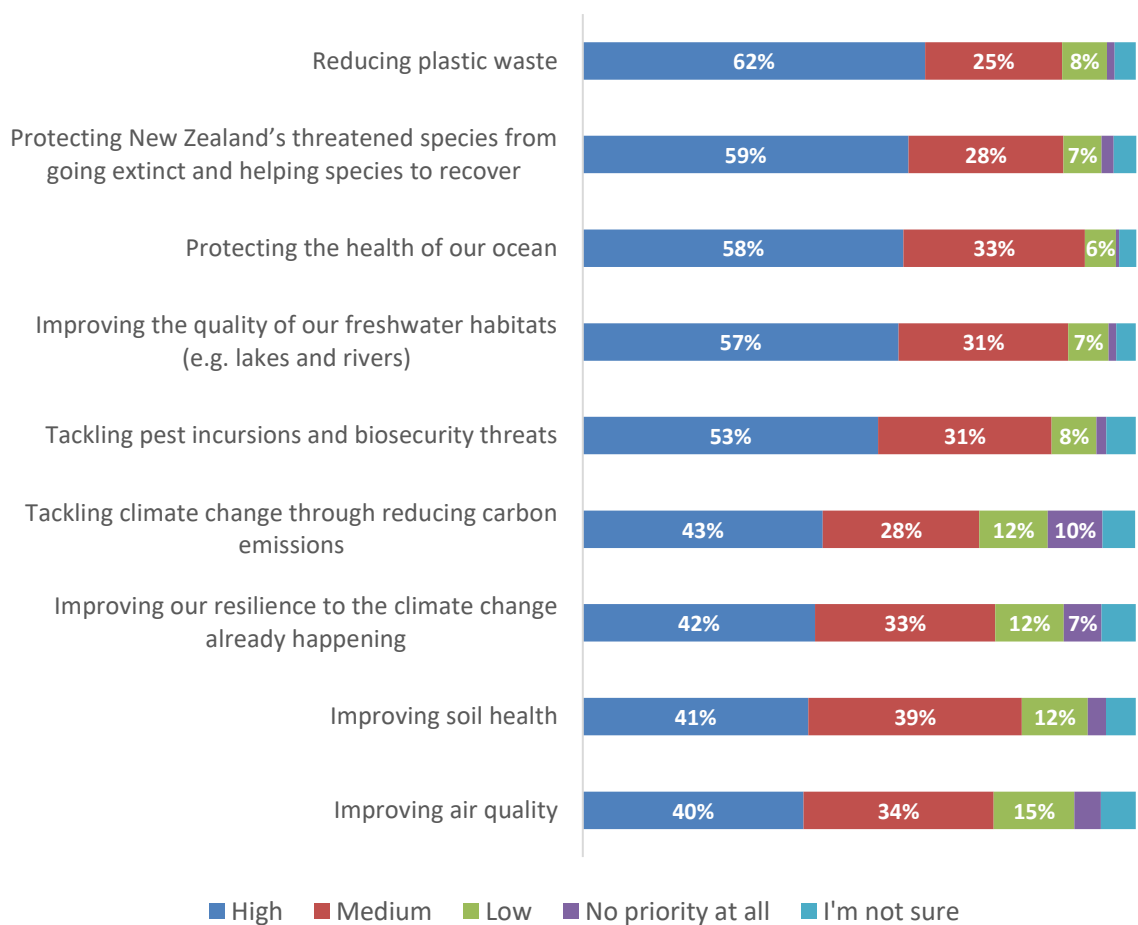
Actions Government should prioritise

Respondents were asked what priority, if any, the Government should give to a list of environmental actions.

The top three environmental actions that should be a *high priority* are:

- *Reducing plastic waste* – **62%** (2,393,000 adults) said it should be a *high priority*
- *Protecting New Zealand’s threatened species from going extinct and helping species to recover* – **59%** (2,277,000 adults)
- *Protecting the health of our ocean* – **58%** (2,242,000 adults).

What priority, if any, should the Government give these environmental actions?



Total Sample

The table below shows the different groups who are more likely to think the Government should give the actions *high priority*.

What priority, if any, should the Government give these environmental actions?	High Priority	Significantly more likely ▲	
Reducing plastic waste	62%	65-74 years Māori Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	74% 70% 70% 81%
Protecting New Zealand’s threatened species from going extinct and helping species to recover	59%	45-54 years Personal income \$30k-\$50k Household income \$30k-\$50k Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	71% 71% 70% 74% 71% 66% 87%
Protecting the health of our ocean	58%	45-54 years Personal income \$30k-\$50k Household income \$30k-\$50k Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	72% 77% 71% 73% 81% 70% 83%
Improving the quality of our freshwater habitats (e.g. lakes and rivers)	57%	45-54 years Females Personal income \$30k-\$50k Household income \$30k-\$50k Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	71% 63% 69% 68% 75% 77% 69% 79%
Tackling pest incursions and biosecurity threats	53%	45-54 years 55-64 years 65-74 years Māori Voted Labour Party in 2023 Voted Te Pāti Māori in 2023 Living in Wellington	67% 63% 69% 70% 64% 73% 66%
Tackling climate change through reducing carbon emissions	43%	45-54 years Personal income \$30k-\$50k Indian Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	52% 55% 63% 60% 81% 64% 70%

What priority, if any, should the Government give these environmental actions?	High Priority	Significantly more likely ▲	
Improving our resilience to the climate change already happening	42%	45-54 years Personal income \$30k-\$50k Indian Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023 Living in Otago	51% 51% 62% 58% 70% 59% 64% 60%
Improving soil health	41%	45-54 years Personal income \$30k-\$50k Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023 Living in Waikato/ Coromandel	55% 52% 55% 56% 49% 61% 53%
Improving air quality	40%	45-54 years Personal income \$30k-\$50k Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	53% 54% 59% 50% 56% 58%

Kermadec Ocean Sanctuary

Respondents were shown the following information.

In March 2024 the Government announced it would scrap the proposed Kermadec Rangitāhua Ocean Sanctuary - a large Marine Protected Area around 1,000 kilometres north-east of New Zealand.

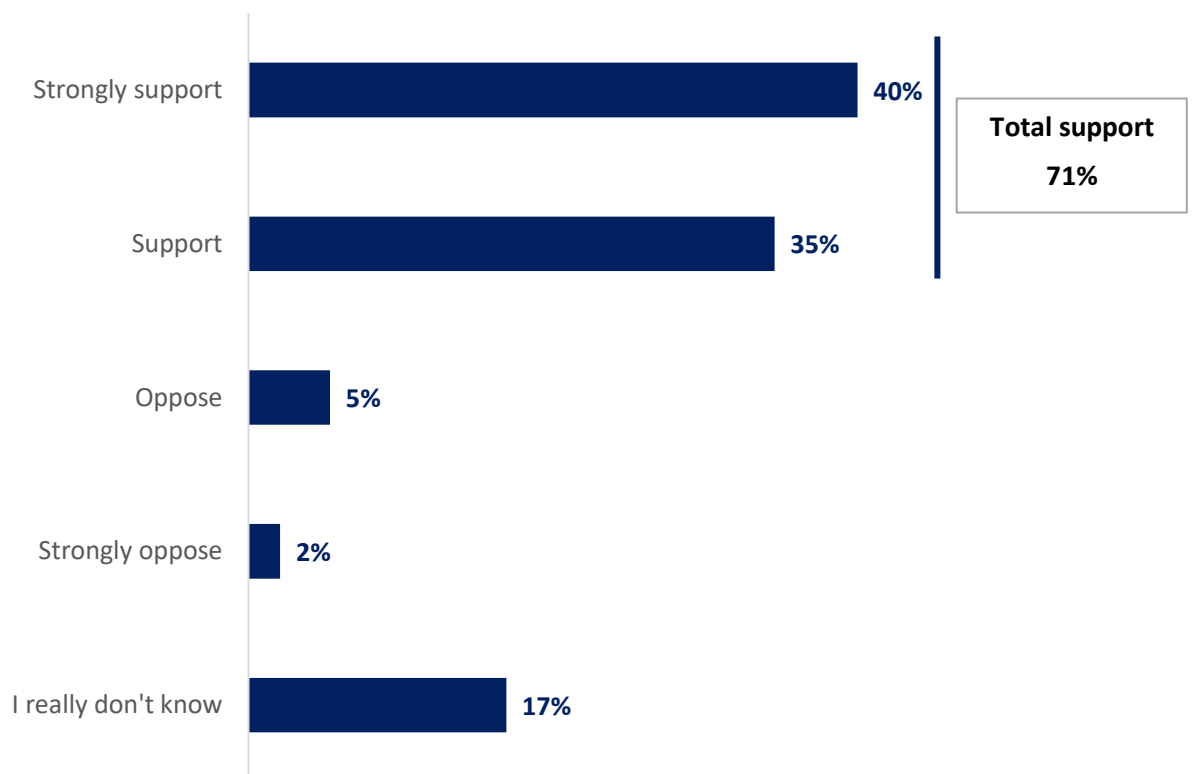
Some argue having a protected area here would allow our country to protect our most northern ocean scape and would safeguard one of the last remaining pristine places on the planet, protecting whales, dolphins, turtles and other sea life. It would also see around 15% of New Zealand's Exclusive Economic Zone protected, bringing the country closer to its target of 30% protection by 2030.

Others argue it would mean that no one would be able to develop commercial fishing or seabed mining in the Sanctuary now or in the future, removing potential economic benefits.

71% (2,911, 000 adults) support¹⁰ setting up Kermadec Ocean Sanctuary.

- **40%** (1,562,000 adults) strongly support it.

Do you support or oppose setting up a Kermadec Ocean Sanctuary?



Sample: n=1,025

¹⁰ Strongly support/support

The people more likely to *strongly support* setting up a Kermadec Ocean Sanctuary are:

- Aged 55+ years - **48%**
- Have personal income between \$70k - \$100k - **50%**
- Māori – **54%**.

32% of people living in Auckland *strongly support* a Kermadec Ocean Sanctuary, which is significantly lower than a total of **40%**.

Biggest support for setting up a Kermadec Ocean Sanctuary comes from Green, Labour Party and Te Pāti Māori voters.

70% of National Party voters support a sanctuary, with **27%** *strongly supporting* and **43%** *supporting*.

Although **65%** of ACT voters support the sanctuary, the highest opposition to it is among ACT voters: **20%** *strongly opposing/opposing* a sanctuary. This is significantly higher than **8%** of total sample.

Do you support or oppose setting up a Kermadec Ocean Sanctuary?	ALL	PARTY VOTE 2023					
		ACT	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Strongly support	40%	38%	74%	51%	27%	31%	73%
Support	35%	27%	18%	36%	43%	45%	15%
Oppose	5%	16%	3%	3%	8%	3%	1%
Strongly oppose	2%	4%	2%	2%	1%	5%	7%
I really don't know	17%	15%	5%	9%	21%	16%	4%
Strongly support/Support	75%	65%	92%	87%	70%	76%	88%
Strongly oppose/Oppose	8%	20%	4%	5%	10%	8%	8%
N (unweighted)	1,025	81	159	250	287	66	44

BLUE = significantly higher than total sample RED = significantly lower than total sample

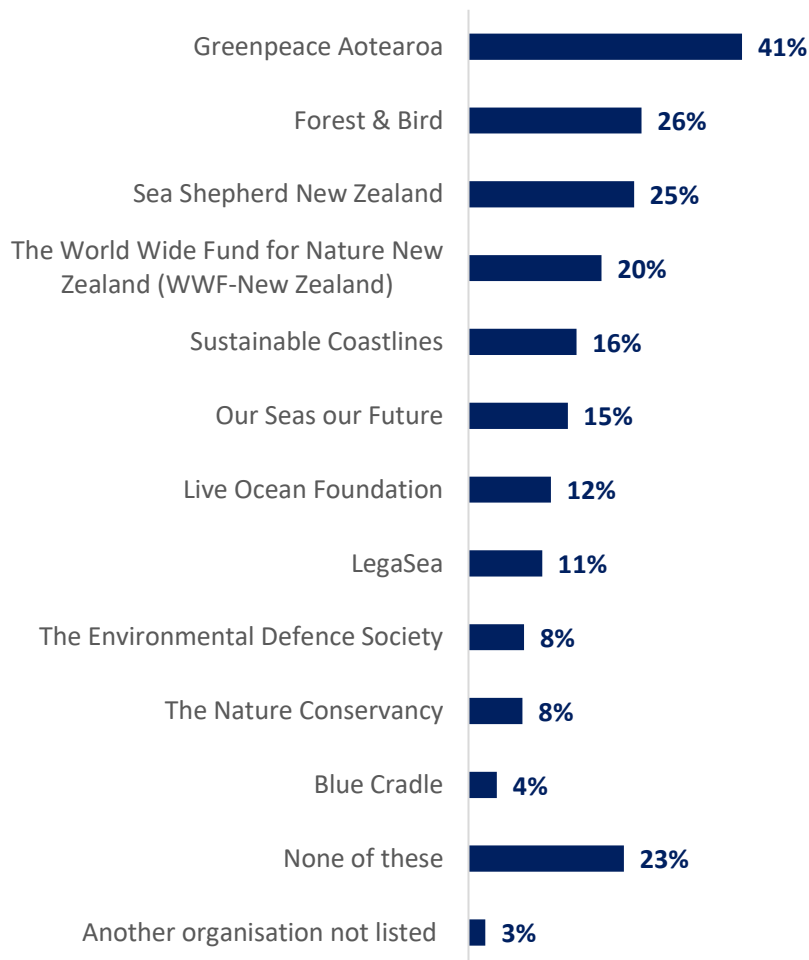
Organisations who advocate for the protection of our marine environment

Respondents were shown a list of organisations and asked which they most associate with advocating for protection of our marine environment.

Greenpeace Aotearoa is recognised by **41%** (1,565,000 adults) as an advocate.

The *World Wide Fund for Nature New Zealand (WWF-New Zealand)* is recognised by **20%** (761,000 adults).

Which non-governmental environmental organisations in New Zealand do you most associate with advocating for the protection of our marine environment?



Sample: n=1,022

The table below shows people who are more likely to associate different environmental associations with advocating for the protection of our marine environment.

<i>Which non-governmental environmental organisations in New Zealand do you most associate with advocating for the protection of our marine environment?</i>	Total Sample	Significantly more likely ▲	
Greenpeace Aotearoa	41%	35-44 years 45-54 years Females Māori Voted Green Party in 2023 Voted Labour Party in 2023 Voted Te Pāti Māori in 2023	49% 51% 48% 50% 70% 61% 63%
Forest & Bird	26%	75+ years Personal income \$30k-\$50k Voted Green Party in 2023 Voted Labour Party in 2023	41% 39% 38% 34%
Sea Shepherd New Zealand	25%	45-54 years Personal income \$20k-\$30k Voted Green Party in 2023 Voted Labour Party in 2023	33% 33% 44% 32%
The World Wide Fund for Nature New Zealand (WWF-New Zealand)	20%	75+ years Personal income \$30k-\$50k Voted Green Party in 2023	34% 28% 32%
Sustainable Coastlines	16%	45-54 years	25%
Our Seas our Future	15%	Māori Voted Te Pāti Māori in 2023	25% 29%
Live Ocean Foundation	12%	45-54 years Asian Māori	22% 22% 20%
LegaSea	11%	Males	15%
The Environmental Defence Society	8%	No significant differences	
The Nature Conservancy	8%	18-24 years Māori	16% 14%
Blue Cradle	4%	No significant differences	
None of these	23%	18-24 years Personal income \$150k + Household income \$200k + Voted ACT in 2023	49% 45% 35% 36%

Appendix – Methodology and Sample

1,049 members from Horizon Research’s online panels and a third-party research panel, representing the New Zealand population 18+, responded to the survey between 15th and 21st October.

The sample was weighted on age, gender, ethnicity, personal income, region and party vote at the 2023 general election to reflect the New Zealand population.

The survey has a maximum margin of error, at a 95% confidence level of $\pm 3\%$ overall.

Contact

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