

Horizon Research

Oceans Survey

February 2024

Prepared for

Greenpeace

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Executive Summary

Approach

These results are from a Horizon Research survey conducted between 2nd and 8th February 2024. The total sample size was 1,038 adults, 18 years of age and over.

The maximum margin of error is ±3% (at the 95% confidence level). The data was weighted on age, education, ethnicity, personal income, region and Party Vote 2023 to match the New Zealand adult population.

Summary

Threats to the world's oceans

New Zealand adults believe the two main threats to the world's oceans are

- **Pollution – 77%** (3,117,000 adults¹)
- **Overfishing – 70%** (2,830,000 adults).

The third biggest threat is **climate change**, cited by **47%** (1,889,000 adults).

Among 2023 voters, all believe that **pollution** is the biggest threat. People who voted Green, Labour or Te Pāti Māori are more likely to believe the oceans face a number of threats. The tables below show the top three threats to oceans among 2023 voters².

Top 3 threats to oceans Among 2023 party voters		
ACT New Zealand	National Party	New Zealand First
Pollution 77%	Pollution 76%	Pollution 76%
Overfishing 69%	Overfishing 68%	Overfishing 66%
Climate change 23%	Climate change 34%	Deep sea mining 33%

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

Top 3 threats to oceans Among 2023 party voters		
Green Party	Labour Party	Te Pāti Māori
Pollution 81%	Pollution 83%	Pollution 81%
Climate change 78%	Overfishing 70%	Overfishing 71%
Overfishing 70%	Climate change 65%	Oil & Gas drilling 65%

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

¹ All population estimates based on 18+ population at end June 2023 - Statistics NZ. (18+ = 4,053,860 and 65+ =863,590). Population estimates rounded to nearest thousand.

² Sample sizes of 30 or more only included in Party Vote 2023 results..

Should the New Zealand government actively work to achieve the 30x30 target by 2030?

77% (3,113,000 adults) think that the government should *actively work* to achieve the 30x30 target by 2030.

47% (1,905,000 adults) believe that the government should *very actively* work to achieve the target.

Among 2023 voters there are differences in those who think the government should **very actively** work to achieve the 30x30 target by 2030.

- Labour Party – **73%**
- Te Pāti Māori – **72%**
- Green Party – **70%**
- National Party – **33%**
- ACT – **26%**
- New Zealand First – **25%**.

Should the New Zealand government ratify the Treaty to protect 30% of the oceans by 2030?

64% (2,582,000 adults) think that the New Zealand government *should* ratify the Treaty to protect 30% of the oceans by 2030.

21% (868,000 adults) *don't know*.

There are differences among 2023 voters and whether they think the government should ratify the Treaty.

- **83%** of Green Party voters say the Treaty should be ratified
- **78%** - Labour Party voters
- **73%** - Te Pāti Māori voters
- **54%** - National Party voters
- **49%** - ACT voters
- **45%** - New Zealand First voters.

Bottom trawling

There is strong support to prioritise a **ban on bottom trawling in South Pacific international waters**.

73% (2,947,000 adults) say it should be banned.

7% (272,000 adults) believe commercial bottom trawling **should be allowed**.

There is overwhelming support for a ban among voters for all parties in the New Zealand Parliament.

- **90%** of Green Party voters support a ban on bottom trawling
- **88%** - Te Pāti Māori
- **79%** - Labour Party
- **75%** - New Zealand First
- **73%** - National Party
- **71%** - ACT voters.

11% of National Party supporters believe **commercial bottom trawling should continue**. This is significantly higher than **7%** of support among all adults.

Cameras on fishing vessels

There is strong support for all commercial fishing vessels operating in New Zealand to be monitored.

80% (3,251,000 adults) say the government should ensure all commercial fishing vessels operating in New Zealand waters have cameras monitoring their activities.

Voters for all parties support cameras on all commercial fishing vessels:

- **90%** - Green Party voters
- **88%** - Labour Party
- **87%** - Te Pāti Māori
- **80%** - National Party voters
- **78%** - New Zealand First
- **77%** - ACT voters.

Minister of Ocean and Fisheries and industry donations

Respondents were given the following information:

The Minister of Ocean Fisheries, Shane Jones, and his party, New Zealand First, have reportedly received multiple donations from the fishing industry.

When asked their view.

57% (2,298,000 adults) believed donations from commercial interests run a risk of influencing decisions made by Members of Parliament. National Party voters are least likely to believe this.

- **79%** of Green Party voters
- **60%** of Te Pāti Māori voters
- **60%** of ACT voters
- **49%** of New Zealand First voters
- **59%** of Labour Party voters
- **45%** of National Party voters.

57% (2,298,000 adults) said that a Member of Parliament who has accepted donations from the fishing industry should not be Minister of Oceans and Fisheries. There are differences in opinions among voters.

- **80%** - Green Party
- **79%** - Te Pāti Māori
- **65%** - Labour Party
- **52%** - ACT
- **50%** - National Party
- **42%** - New Zealand First.

A **third** (1,326,000 adults) did not trust Shane Jones to look after the health of our oceans and fisheries. Voters for opposition parties least likely to trust Shane Jones.

- **65%** - Green Party
- **64%** - Te Pāti Māori
- **45%** - Labour Party
- **20%** -National Party
- **18%** - ACT
- **12%** - New Zealand First.

15% said they trusted Shane Jones to look after the health of our oceans and fisheries, with biggest support from New Zealand First voters.

- **44%** - New Zealand First
- **23%** -National Party
- **18%** - ACT
- **6%** - Labour Party
- **3%** - Te Pāti Māori
- **2%** - Green Party.

Report

1. Global Oceans

Before answering questions about the world's oceans respondents were given the following information:

Oceans are home to a vast amount of biodiversity and provide food and jobs for 3 billion people. Healthy oceans also help to mitigate climate change.

However, some are arguing that oceans are facing their greatest ever threats.

In 2022, all governments agreed to the 30x30 target - protecting 30% of the oceans by 2030.

In March 2023, a Global Ocean Treaty was agreed at the United Nations, which can be used by governments to deliver that target in the ocean.

Some argue that this new Treaty could protect international waters, also known as the "High Seas", by creating marine sanctuaries free of industrial activities.

At present, only about 1% of the High Seas are fully or highly protected.

To enter into force and be legally binding, the Treaty now needs to be ratified by at least 60 countries.

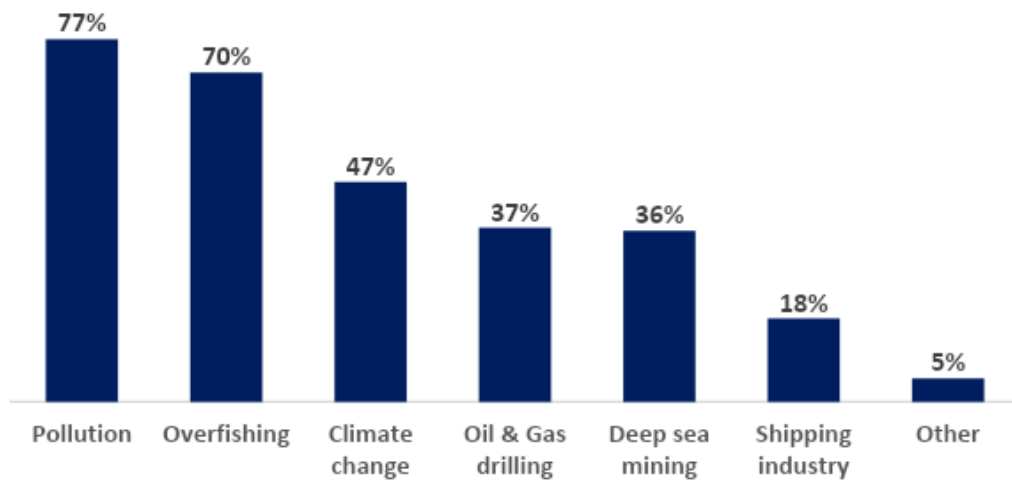
Biggest threats the oceans face

New Zealand adults believe the two biggest threats the oceans face are:

- **Pollution – 77%** (3,117,000 adults)
- **Overfishing – 70%** (2,830,000 adults).

At **47%**, the third biggest threat is climate change.

According to you, what are the biggest threats that oceans face?



February 2024: Total sample n=1,038

There are significant differences among groups relating to each listed threat to the ocean. The table below shows these.

According to you, what are the biggest threats that oceans face?	Total	Significantly more likely ³ ▲	
Pollution	77%	35-44 year olds	83%
		Living in Gisborne/Hawkes Bay	89%
		Household income less than \$50,000	83%
		Personal income less than \$50,000	81%
Overfishing	70%	65-74 year olds	79%
		Living in Bay of Plenty	83%
		Personal income less than \$50,000	75%
Climate change	47%	35-44 year olds	55%
		Asian	60%
		Indian	63%
		Māori	56%
		Pasifika	60%
		Living in Auckland	56%
Oil & Gas drilling	37%	25-34 year olds	47%
		Females	44%
		Asian	55%
		Māori	54%
		Pasifika	61%
		Living in Auckland	46%
Deep sea mining	36%	Females	42%
		Pasifika	53%
		Living in Auckland	44%
Shipping industry	18%	Asian	29%
		Pasifika	33%
		Living in Auckland	25%

³ Demographic groups with sample sizes below 30 are not included in significance tables in this report.

Respondents were asked which political party they voted for in 2023. There are clear differences among voters. Green, Labour Party and Te Pāti Māori voters are more likely to believe the oceans face a larger number of threats.

According to you, what are the biggest threats that oceans face?	ALL	PARTY VOTE 2023 ⁴					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Pollution	77%	77%	81%	83%	76%	76%	81%
Overfishing	70%	69%	70%	70%	68%	66%	71%
Climate change	47%	23%	78%	65%	34%	20%	64%
Oil & Gas drilling	37%	21%	57%	56%	16%	24%	65%
Deep sea mining	36%	29%	50%	50%	21%	33%	57%
Shipping industry	18%	20%	24%	24%	7%	8%	26%
Other	5%	4%	5%	1%	5%	4%	6%
N (unweighted)	1,038	101	154	236	328	51	48

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

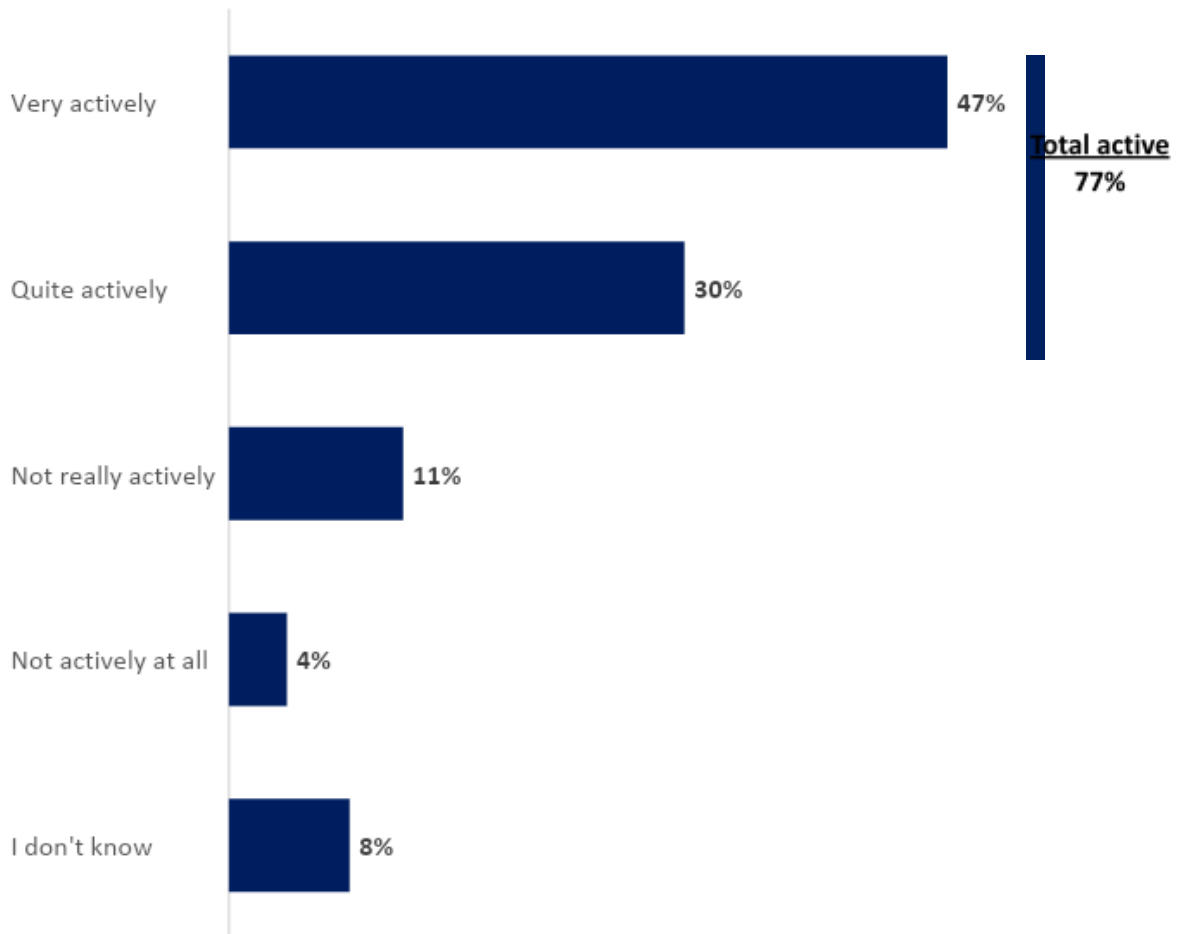
⁴ Sample sizes of 30 or more only included in Party Vote 2023 tables.

How actively should the New Zealand government work to achieve the 30x30 target?

Overall, **77%** of New Zealand adults think that the government should *actively work* to achieve 30x30 target by 2030. This is the equivalent of 3,113,000 adults.

- **47%** (1,905,000 adults) believe that the government should *very actively* work to achieve the target, and
- **30%** (1,208,000 adults) say the government should *quite actively* work to achieve it.

How actively do you think the New Zealand government should work to achieve the 30x30 target, to protect 30% of the oceans by 2030?



February 2024: Total sample n=1,038

The people who are significantly more likely to believe the New Zealand government should very actively work to achieve the 30x30 target are:

- 35-44 year olds (**55%**)
- 65-74 year olds (**60%**).

Green, Labour and Te Pāti Māori voters are the most likely to believe the government should *very actively* work towards achieving the 30x30 target.

A majority of voters for the governing National, ACT and New Zealand First parties believe the government should work *very or quite actively*.

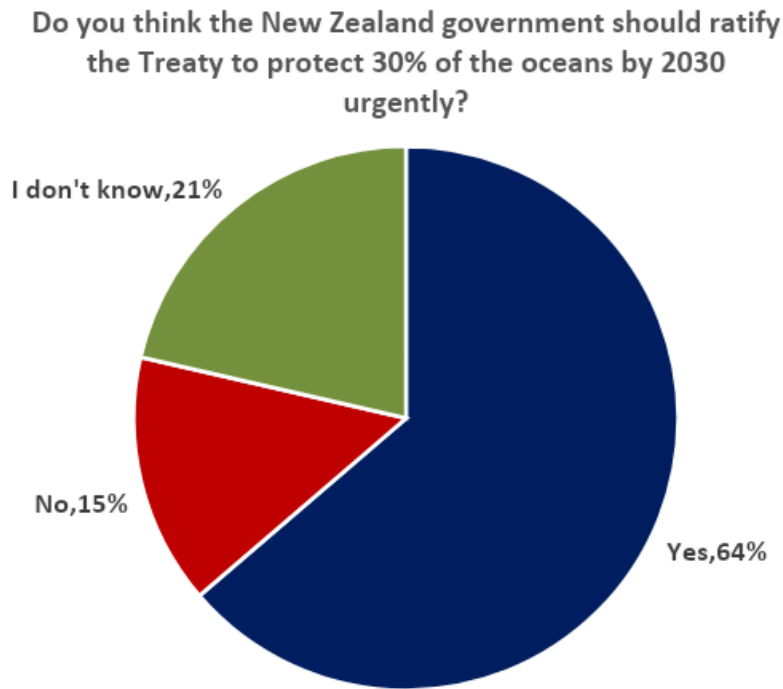
How actively do you think the New Zealand government should work to achieve the 30x30 target, to protect 30% of the oceans by 2030?	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Very actively	47%	26%	70%	73%	33%	25%	72%
Quite actively	30%	41%	20%	22%	40%	35%	12%
Not really actively	11%	18%	7%	2%	17%	20%	10%
Not actively at all	4%	9%	2%	0%	5%	8%	0%
I don't know	8%	6%	2%	4%	6%	13%	7%
N (unweighted)	1,038	101	154	236	328	51	48

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

Should the New Zealand government ratify the Treaty to protect 30% of the oceans by 2030 urgently?

64% (2,582,000 adults) think that the New Zealand government *should* ratify the Treaty to protect 30% of the oceans by 2030. **15%** said no.

21% (868,000 adults) said they *don't know*.



February 2024: Total sample n=1,038

There are very few significant differences across groups.

People more likely to say the government should ratify the Treaty are:

- Living in Whanganui/Manawatu/Horowhenua (**79%**)
- Have household income above \$150k (**73%**).

28% of females say they *don't know*.

There are differences among 2023 voters.

Green and Labour Party voters are more likely to *agree* that the government should ratify the Treaty to protect 30% of the oceans by 2030.

The coalition parties are more likely to *disagree* that the government should ratify the Treaty.

- Just over half (**54%**) of National voters and **49%** of ACT voters still think the government should ratify the Treaty.

Do you think the New Zealand government should ratify the Treaty to protect 30% of the oceans by 2030 urgently?	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	64%	49%	83%	78%	54%	45%	73%
No	15%	29%	7%	8%	23%	32%	23%
I don't know	21%	22%	10%	15%	23%	23%	5%
N (unweighted)	1,038	101	154	236	328	51	48

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2. New Zealand’s position on bottom trawling

Respondents were given the following information.

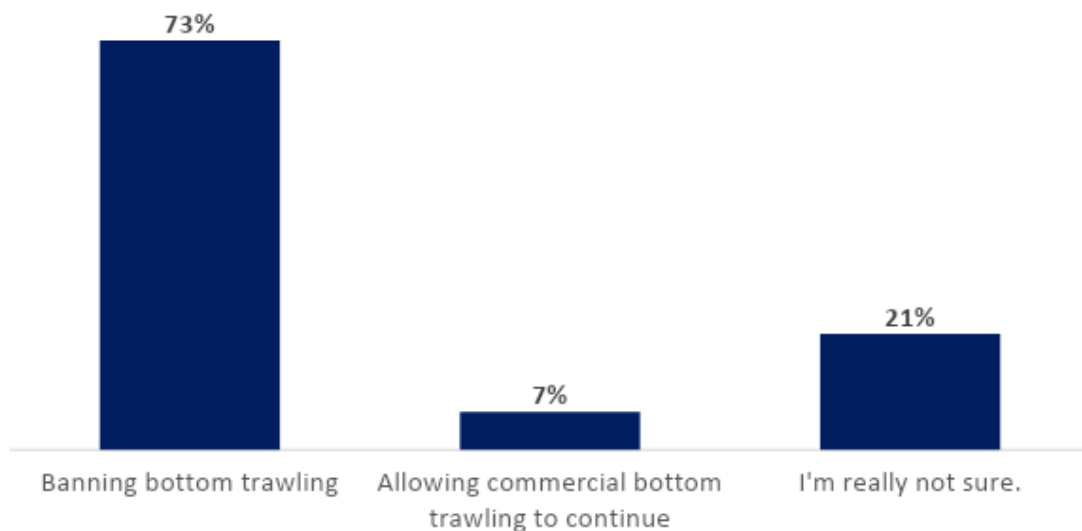
After previously signing up to international commitments to protect vulnerable marine ecosystems, home to deep sea coral and sponges, the New Zealand government has this year lobbied for bottom trawling to continue in these sensitive areas.

Some warn that bottom trawling is known to destroy deep sea coral ecosystems, with New Zealand being the only country still using this method in the South Pacific.

Overall, there is strong support to prioritise the ban on bottom trawling in South Pacific International waters: **73%** (2,947,000 adults) say it should be banned.

Only **7%** (272,000 adults) believe commercial bottom trawling should be allowed to continue.

When it comes to New Zealand's activities in South Pacific international waters, which of these do you think the New Zealand government should prioritise?



February 2024: Total sample n=1,038

The people significantly more likely to want a *ban on bottom trawling* are:

- 55+ year olds (**85%**)
- Other European ethnicity (**85%**)
- Living in Bay of Plenty (**88%**)
- Have personal income less than \$50,000 (**79%**).

39% of people aged under 35 years are *not sure*.

Green and Labour Party voters are most likely to want a ban on bottom trawling.

11% of National Party voters believe that commercial bottom trawling should continue.

However, among the governing parties' voters there is strong support for a ban: **71%** of ACT, **73%** of National and **75%** of New Zealand First voters.

When it comes to New Zealand's activities in South Pacific international waters, which of these do you think the New Zealand government should prioritise?	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Banning bottom trawling	73%	71%	90%	79%	73%	75%	88%
Allowing commercial bottom trawling to continue	7%	12%	2%	2%	11%	12%	2%
I'm really not sure.	21%	17%	9%	18%	16%	14%	10%
N (unweighted)	1,038	101	154	236	328	51	48

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

3. Should cameras be on all commercial fishing vessels?

Respondents were given the following information.

Since the new government was formed in New Zealand in 2023, the Minister of Oceans and Fisheries, Shane Jones, has announced a review of the previously agreed programme to put cameras on boats to monitor fish catches.

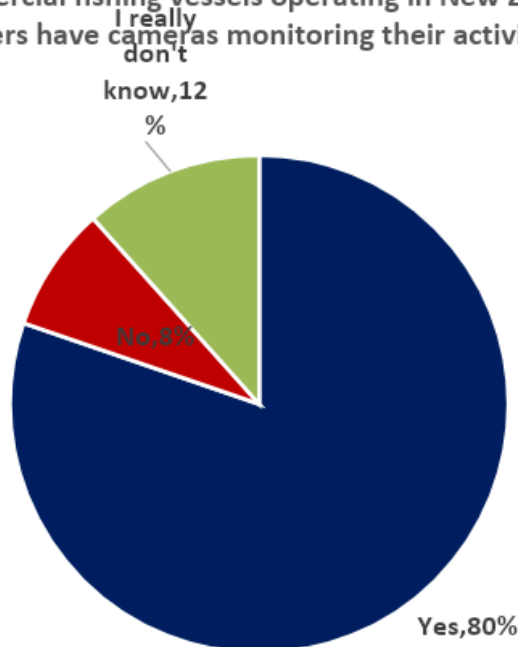
Some argue the cameras help to make sure commercial fishers stay within the law and protect fish stocks and endangered species.

The industry argues expanding the cameras programme is unaffordable and impracticable.

There is strong support for commercial fishing vessels operating in New Zealand to be monitored.

80% (3,251,000 adults) say cameras should be on all commercial vessels operating in New Zealand waters to monitor activities.

Do you think the government should ensure all commercial fishing vessels operating in New Zealand waters have cameras monitoring their activities?



February 2024: Total sample n=1,038

People aged 55+ years (**87%**) are significantly more likely to support cameras on vessels

Among voters there is strong support for cameras on vessels. Among voters for the governing coalition, **80%** of National, **78%** of New Zealand First and **77%** of ACT voters support cameras.

Green and Labour Party voters are more likely to support cameras on fishing vessels operating in New Zealand waters.

Do you think the government should ensure all commercial fishing vessels operating in New Zealand waters have cameras monitoring their activities?	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
Yes	80%	77%	90%	88%	80%	78%	87%
No	8%	8%	5%	5%	11%	15%	8%
I really don't know	12%	15%	5%	8%	9%	7%	5%

N (unweighted)	1,038	101	154	236	328	51	48
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BLUE = significantly higher than total sample RED =significantly lower than total sample

4. Minister of Ocean and Fisheries

Respondents were given the following information.

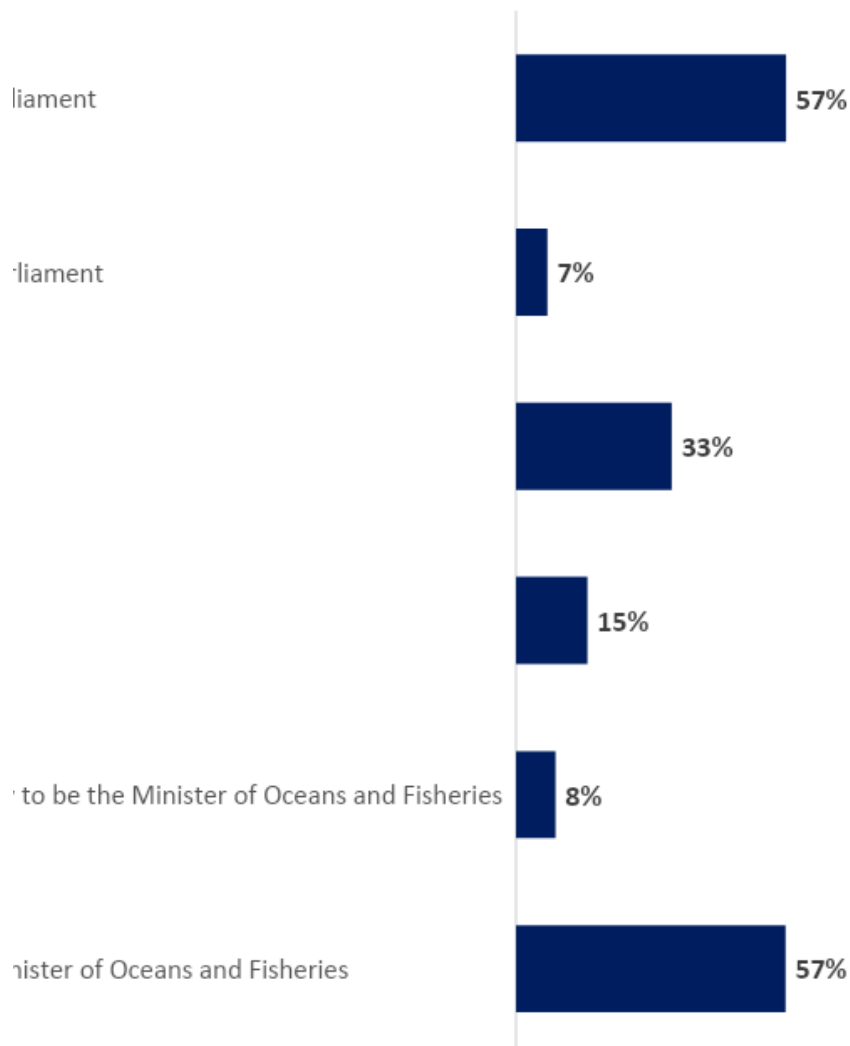
The Minister of Oceans Fisheries, Shane Jones, and his party, New Zealand First, have reportedly received multiple donations from the fishing industry.

57% (2,298,000 adults) believed donations from commercial interests run a risk of influencing decisions made by Members of Parliament. Only **7%** think they are unlikely to influence decisions.

Similarly, **57%** (2,298,000 adults) said that a Member of Parliament who has accepted donations from the fishing industry should not be Minister of Oceans and Fisheries. Only **8%** say it is acceptable.

A **third** (1,326,000 adults) do not trust Shane Jones to look after the health of our oceans and fisheries.

Which of these best matches your view?



February 2024: Total sample n=1,038

The table below shows the significant differences between groups on the influence of donations on Members of Parliament.

Which of these best matches your view?	Total	Significantly more likely ▲	
A Member of Parliament who has accepted donations from the fishing industry should <u>not</u> be Minister of Oceans and Fisheries	57%	65-74 year olds Household income more than \$200k Household income less than \$20k Personal income more than \$200k	67% 73% 72% 75%
It's <u>acceptable</u> for a Member of Parliament who has accepted donations from the fishing industry to be the Minister of Oceans and Fisheries	8%	18-24 year olds Asian	21% 21%
I trust Shane Jones to look after the health of our oceans and fisheries	15%	75+ year olds Males Indian Living in Waikato Personal income between \$50k - \$150k	31% 20% 33% 27% 20%
I do <u>not</u> trust Shane Jones to look after the health of our oceans and fisheries	33%	35-44 year olds 55-64 year olds Māori	43% 42% 42%
Donations from commercial interests are <u>unlikely</u> to influence decisions made by Members of Parliament	7%	No significant differences	
Donations from commercial interests run a risk of influencing decisions made by Members of Parliament	57%	55-64 year olds Other European Living in Bay of Plenty	65% 70% 70%

Among 2023 voters, there are differences in opinions.

- **Green, Labour Party and Te Pāti Māori voters** believe that a Member of Parliament who has accepted donations from the industry should not be Minister of Oceans and Fisheries. They also do not trust Shane Jones to look after the health of our oceans and fisheries
- **National Party and New Zealand First voters** are more likely to trust Shane Jones to look after the health of our oceans and fisheries
- **National Party voters** are more likely to believe that donations from commercial interests are unlikely to influence decisions made by Members of Parliament
- **Green Party voters** are more likely to believe that donations from commercial run a risk of influencing decisions made by Members of Parliament.

Which of these best matches your view?	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori
A Member of Parliament who has accepted donations from the fishing industry should <u>not</u> be Minister of Oceans and Fisheries	57%	52%	80%	65%	50%	42%	79%
It's <u>acceptable</u> for a Member of Parliament who has accepted donations from the fishing industry to be the Minister of Oceans and Fisheries	8%	13%	4%	6%	10%	8%	5%
I trust Shane Jones to look after the health of our oceans and fisheries	15%	18%	2%	6%	23%	44%	3%
I do <u>not</u> trust Shane Jones to look after the health of our oceans and fisheries	33%	18%	65%	45%	20%	12%	64%
Donations from commercial interests are <u>unlikely</u> to influence decisions made by Members of Parliament	7%	11%	1%	5%	13%	5%	3%
Donations from commercial interests run a risk of influencing decisions made by Members of Parliament	57%	60%	79%	59%	45%	49%	60%

N (unweighted)	1,038	101	154	236	328	51	48
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BLUE = significantly higher than total sample RED = significantly lower than total sample

Appendix 1 – Sample

Results are from a Horizon Research survey conducted between 2nd and 8th February 2024. The total sample size was 1,038 adults, 18 years of age and over. Respondents are from Horizon’s own panels and a third party research panel used for source diversity.

The maximum margin of error is $\pm 3\%$ (at the 95% confidence level). The data was weighted on age, education, ethnicity, personal income, region and Party Vote 2023 to match the New Zealand adult population.

February sub-sample respondent counts and margins of error are shown below.

	All respondents	
	Count	Sub-sample margin of error
TOTAL FEB 2024	1038	$\pm 3\%$
<u>GENDER</u>		
Male	515	$\pm 4.3\%$
Female	516	$\pm 4.3\%$
Another gender	7	
<u>AGE GROUP</u>		
18-24 years	120	$\pm 8.9\%$
25-34 years	199	$\pm 6.9\%$
35-44 years	177	$\pm 7.4\%$
45-54 years	153	$\pm 7.9\%$
55-64 years	161	$\pm 7.7\%$
65-74 years	134	$\pm 8.5\%$
75 years or over	94	$\pm 10.1\%$
<u>ETHNIC GROUP</u>		
Asian	74	$\pm 11.4\%$
Indian	39	$\pm 15.7\%$
Māori	178	$\pm 7.3\%$
NZ European/ Pākehā	729	$\pm 3.6\%$
Other European	66	$\pm 12.1\%$
Pasifika	60	$\pm 12.7\%$
Other	34	$\pm 16.8\%$
<u>PARTY VOTE 2023</u>		
ACT New Zealand	101	$\pm 9.8\%$
Green Party	154	$\pm 7.9\%$
Labour Party	236	$\pm 6.4\%$
National Party	328	$\pm 5.4\%$
New Zealand First	51	$\pm 13.7\%$
Te Pāti Māori	48	$\pm 14.1\%$

Demographic tables results accompany this report.

Contact

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