

Horizon Research

**Fisheries policies' support
- and impact on election
party vote choices**

**Prepared for: LegaSea
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Executive Summary

This report summarises the results of a survey of New Zealand adults' views on New Zealand's ocean fisheries policies and how those may influence their party vote choice at the October 14, 2023, general election.

The survey was conducted nationwide between 17th and 24th August 2023. There were 1,048 respondents aged 18+, representing New Zealand's adult population.

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

Some results are reported by the political party voted for at the 2020 general election and also by the party respondents would vote for *if an election were held tomorrow* (2023).

Summary of findings

The priority sustainable ocean fishing policies will have when casting a party vote.

5% of respondents – equivalent to around 194,000 adults – say sustainable ocean fishing policies will have 100% priority when casting their party vote at the October general election.

The survey finds that, given a potentially close election, policies focusing on sustainable ocean fishing policies could enhance parties' support.

Overall, **8%** of respondents rated sustainable ocean fishing policies as a very high/top priority (90%-100%)

- **5%** of respondents said it was top priority (100%) - 194,000 adults
- **3%** chose 90% as priority importance (119,000 adults).

13% (503,000 adults) said it had 0% priority when casting a party vote in October.

Among respondents who are intending to vote in 2023, sustainable ocean fishing policies have top priority (100%) among :

- Te Pāti Māori voters (15%)
- Labour (7%)
- National (5%)
- NZ First (3%)
- Green Party (3%)
- ACT (2%).

Priority to have sustainable ocean fishing policies

- **17%** (690,000 New Zealand adults) said political parties should give sustainable fisheries policies top priority
- **51%** (2,015,000 adults) said it should be given more priority than now
- **6%** (222,000 adults) said they didn't know.

Of respondents who indicated which of the main parties they would vote for if an election were held tomorrow, sustainable ocean fishing policies were a top priority for:

- Te Pāti Māori voters (25%)
- NZ First (23%)
- Labour (22%)
- ACT (18%)
- Green Party (17%)
- National (12%).

Future for bottom trawling and dredging

42% (1,670,000 adults) said bottom trawling and dredging should be phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.

20% would prefer these techniques to be used offshore only – 801,000 adults,

17% preferred phasing them out and replacing them with selective fishing techniques in the inshore fisheries – 667,000 adults,

3% preferred them to be unrestricted – 115,000 adults,

18% didn't know – 718,000 adults.

Support for low impact alternatives

Respondents were asked *if there were low impact alternatives to bottom trawling, would you support or oppose the government developing a plan so the industry could transition to using innovative fishing techniques?*

75% supported low impact alternatives to bottom trawling - 2,972,000 adults.

10% opposed alternatives - 373,000 adults.

Future of commercial fishing

Respondents asked how they envision the future of commercial fishing in New Zealand.

78% said it should involve *smaller vessels, based in the regions using lighter equipment, setup primarily to service and feed the local community with only surplus fish being exported.*

22% said it should involve *fewer, larger vessels fishing from larger the centres capable of setting heavier fishing gear, setup primarily for catching exporting large quantities of fish.*

Domestic market focus sought

When asked whether government should prioritise domestic sales or export market, **82%** (3,261,000 adults) said domestic sales and **18%** (706,000) said export market.

The future preferred for harvesting kahawai

When asked about who should get top priority for harvest of kahawai

44% (1,758,000 adults) said commercially caught for domestic consumption

40% (1,595,00 adults) said recreationally caught to feed family and friends

9% (353,000 adults) said customary caught for traditional purposes such as hui or tangi, and

7% (262,000 adults) said commercially caught for export.

Who has the most influence on the MPI and fisheries management?

Respondents were asked who they think has most influence on the Ministry of Primary Industries (MPI) and fisheries management.

59% (2,325,000 adults) said commercial fishing operations

18% (726,000 adults) believed Iwi which own fishing quota

13% said environmental organisations (504,000 adults), and

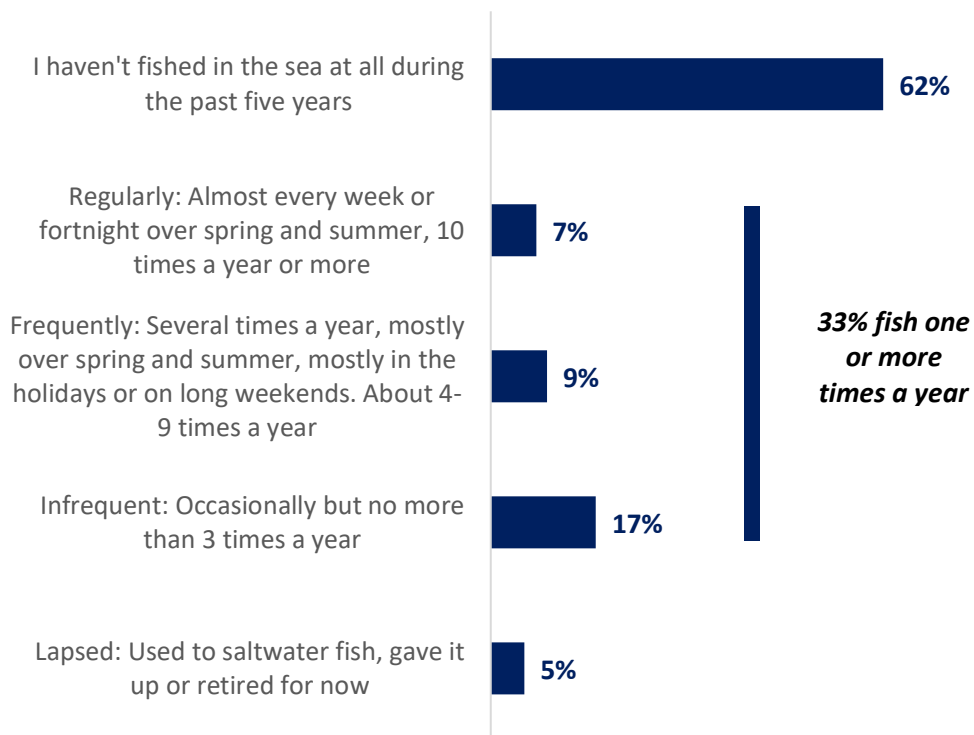
7% (119,000 adults) said recreational fishers.

REPORT

1. Saltwater fishing

33% of respondents said that, during the past five years, they had fished in the sea/saltwater one or more times a year. This equates to around 1,297,000¹ adults aged 18+.

Fishing activity in the sea/saltwater during the past five years



Sample: Total n=1,034

Māori more likely to have fished in the sea/saltwater (but there are no other significant demographic group differences)

- **42%** of Māori said they have not fished at all in the past five years (versus **62%** of total sample),
- **27%** of Māori said they fished infrequently (versus **17%** of total sample).

¹ Based on total NZ population aged 18+ of 3,967,760 as at June 2022.

Respondents were asked which political party they voted for in 2020 and which party they would vote for if an election were held tomorrow.

Among those who had voted in 2020:

24% of **ACT** voters fish *regularly*.

73% of **Green Party** voters had not fished in the past five years.

37% of **Te Pāti Māori** supporters fish *frequently*.

Fishing activity in the sea/saltwater during the past five years.	ALL	PARTY VOTE 2020 ²					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
I haven't fished in the sea at all during the past five years	62%	49%	73%	67%	21%	51%	53%
Regularly: Almost every week or fortnight over spring and summer, 10 times a year or more	7%	24%	3%	4%	13%	12%	11%
Frequently: Several times a year, mostly over spring and summer, mostly in the holidays or on long weekends. About 4-9 times a year	9%	12%	5%	9%	37%	8%	19%
Infrequent: Occasionally but no more than 3 times a year	17%	9%	14%	15%	24%	20%	13%
Lapsed: Used to saltwater fish, gave it up or retired for now	5%	6%	6%	4%	5%	9%	4%
N (unweighted)	1,034	80	93	419	25	204	32

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

² Only main parties included.

The story is similar for respondents intending to vote at the October 14, 2023, general election.

13% of people who intend to vote **ACT** fish *regularly*.

74% of people intending to **vote Green Party** are the least likely to fish, with **74%** saying they hadn't fished in the past five years.

24% of people intending to vote **Te Pāti Māori** fish *frequently*.

Fishing activity in the sea/saltwater during the past five years.	ALL	VOTE INTENTION 2023 ³						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
I haven't fished in the sea at all during the past five years	62%	48%	74%	68%	34%	57%	61%	75%
Regularly: Almost every week or fortnight over spring and summer, 10 times a year or more	7%	13%	3%	5%	16%	8%	5%	5%
Frequently: Several times a year, mostly over spring and summer, mostly in the holidays or on long weekends. About 4-9 times a year	9%	14%	9%	10%	24%	4%	15%	2%
Infrequent: Occasionally but no more than 3 times a year	17%	17%	10%	13%	16%	23%	15%	18%
Lapsed: Used to saltwater fish, gave it up or retired for now	5%	7%	4%	4%	10%	8%	5%	1%

N (unweighted)	1,034	144	128	223	44	210	65	116
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BLUE = significantly higher than total sample RED = significantly lower than total sample

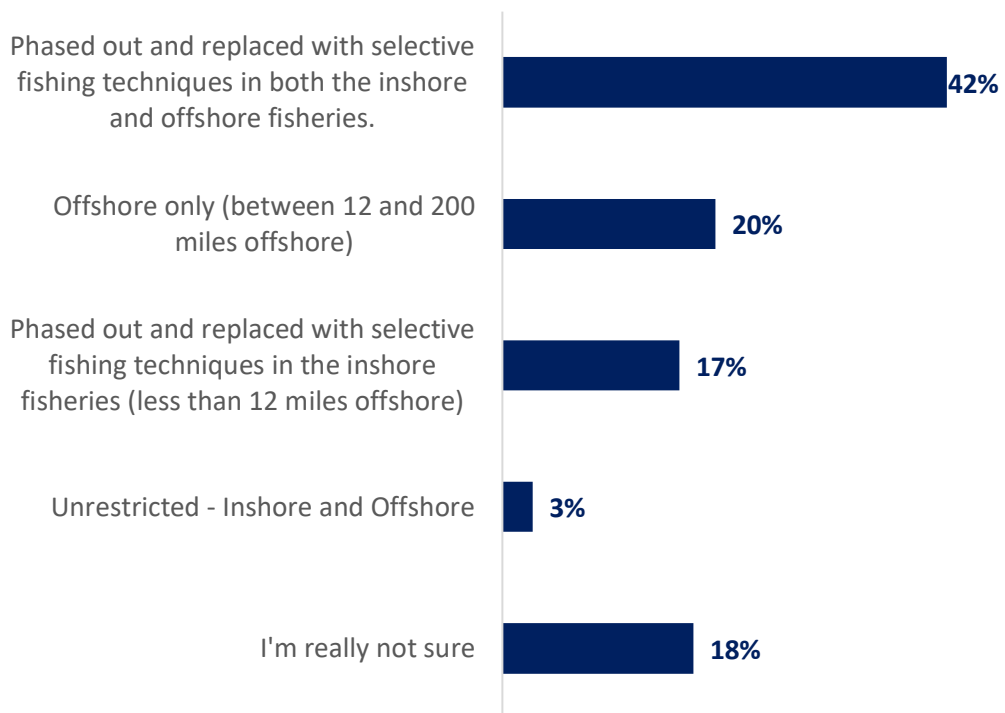
³ Only main parties included and people who don't know who to vote for.

2. Future for bottom trawling and dredging

When asked what future they would like to see for bottom trawling and dredging, **42%** (1,670,000 adults) wanted it phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.

- **20%** would prefer it to be offshore only – 801,000 adults,
- **17%** preferred it to be phased out and replaced with selective fishing techniques in the inshore fisheries – 667,000 adults,
- **3%** preferred it to be unrestricted – 115,000 adults,
- **18%** didn't know – 718,000 adults.

What future would you prefer to see for bottom trawling and dredging in this country?



Sample: Total n=1,034

There are few significant differences across demographic groups:

What future would you prefer to see for bottom trawling and dredging in this country?	Total	Significantly more likely to prefer this option ▲	
Phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.	42%	Aged 45-54 Aged 55+ Household income \$50k-\$70k	51% 50% 29%
Offshore only (between 12 and 200 miles offshore)	20%	No significant differences	
Phased out and replaced with selective fishing techniques in the inshore fisheries (less than 12 miles offshore)	17%	No significant differences	
Unrestricted - Inshore and Offshore	3%	No significant differences	
I'm really not sure	18%	Under 35 years Female Pasifika	33% 23% 51%

Among party supporters, **64%** of people who voted for the *Green Party* prefer it to be phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.

30% of National party supporters prefer it to be offshore only.

What future would you prefer to see for bottom trawling and dredging in this country?	ALL	PARTY VOTE 2020 ⁴					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
Phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.	42%	40%	64%	47%	45%	34%	49%
Offshore only (between 12 and 200 miles offshore)	20%	24%	6%	16%	30%	30%	32%
Phased out and replaced with selective fishing techniques in the inshore fisheries (less than 12 miles offshore)	17%	20%	17%	17%	25%	18%	15%
Unrestricted - Inshore and Offshore	3%	3%	0%	3%	0%	4%	0%
I'm really not sure	18%	14%	13%	17%	0%	14%	5%
N (unweighted)	1,048	86	94	422	25	206	32

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

⁴ Only main parties included.

The biggest support for phasing out and replacing with selective fishing techniques in both the inshore and offshore fisheries option comes from:

- People intending to vote Green Party: **67%**
- People intending to vote Labour Party: **50%**.

29% of people intending to vote ACT and **27%** of people intending to vote National prefer offshore only.

What future would you prefer to see for bottom trawling and dredging in this country?	ALL	VOTE INTENTION 2023 ⁵						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
Phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.	42%	38%	67%	50%	46%	30%	41%	38%
Offshore only (between 12 and 200 miles offshore)	20%	29%	7%	14%	24%	27%	24%	17%
Phased out and replaced with selective fishing techniques in the inshore fisheries (less than 12 miles offshore)	17%	18%	13%	16%	25%	19%	16%	17%
Unrestricted - Inshore and Offshore	3%	6%	0%	3%	1%	4%	3%	2%
I'm really not sure	18%	9%	13%	18%	4%	20%	17%	27%

N (unweighted)	1,048	151	128	225	44	211	65	117
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BLUE = significantly higher than total sample RED = significantly lower than total sample

⁵ Only main parties included and people who don't know who to vote for.

In the survey respondents were also asked, *If there were low impact alternatives to bottom trawling, would you support or oppose the government developing a plan so the industry could transition to using innovative fishing techniques?*

62% of respondents who *strongly support* innovative fishing techniques said they would prefer it to be phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.

14% of people who *strongly support* innovative techniques would prefer to see *offshore only* bottom trawling, this is significantly lower than total sample (**20%**).

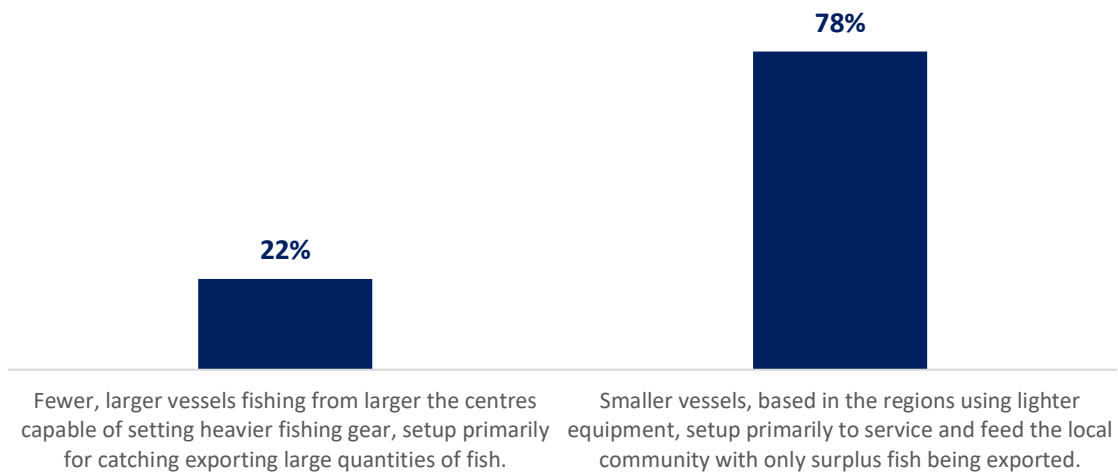
What future would you prefer to see for bottom trawling and dredging in this country?	ALL	SUPPORT FOR INNOVATIVE FISHING TECHNIQUES				
		Strongly support	Support	Oppose	Strongly oppose	I really don't know
Offshore only (between 12 and 200 miles offshore)	20%	14%	24%	27%	14%	17%
Phased out and replaced with selective fishing techniques in the inshore fisheries (less than 12 miles offshore)	17%	17%	18%	25%	17%	10%
Phased out and replaced with selective fishing techniques in both the inshore and offshore fisheries.	42%	62%	41%	27%	46%	18%
Unrestricted - Inshore and Offshore	3%	1%	2%	7%	13%	4%
I'm really not sure	18%	7%	15%	14%	11%	50%
N (unweighted)	1,048	297	502	62	32	152

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

3. Future of commercial fishing in New Zealand

When asked how they envision the future of commercial fishing in New Zealand, **78%** said it should involve *smaller vessels, based in the regions using lighter equipment, setup primarily to service and feed the local community with only surplus fish being exported.*

How do you envision the future of commercial fishing in New Zealand?



Sample: Total n=1,030

22% said it should involve *fewer, larger vessels fishing from larger the centres capable of setting heavier fishing gear, setup primarily for catching exporting large quantities of fish.*

The table below shows the demographic differences among groups who think the future of fishing is either smaller or larger vessels.

How do you envision the future of commercial fishing in New Zealand?	Total	Significantly more likely▲	
Fewer, larger vessels fishing from larger the centres capable of setting heavier fishing gear, setup primarily for catching exporting large quantities of fish.	22%	Under 35 years	34%
		Asian	40%
		Pasifika	43%
		Living in Otago	38%
Smaller vessels, based in the regions using lighter equipment, setup primarily to service and feed the local community with only surplus fish being exported.	78%	55+ years	88%

88% of people who voted Green in 2020 think it will be smaller vessels rather than larger vessels, along with 76% of Labour and 74% of National voters.

How do you envision the future of commercial fishing in New Zealand?	ALL	PARTY VOTE 2020 ⁶					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
Fewer, larger vessels fishing from larger the centres capable of setting heavier fishing gear, setup primarily for catching exporting large quantities of fish.	22%	24%	12%	24%	21%	26%	26%
Smaller vessels, based in the regions using lighter equipment, setup primarily to service and feed the local community with only surplus fish being exported.	78%	76%	88%	76%	79%	74%	74%

N (unweighted)	1,030	83	92	420	25	198	32
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BLUE = significantly higher than total sample RED =significantly lower than total sample

Similarly people who intend to vote Green think it will be smaller vessels (**90%**) and New Zealand First voters also think it will be smaller vessels (**87%**). Smaller regionally based vessels are also supported by **75%** of 2020 Labour voters, **73%** of National and **77%** of ACT voters.

How do you envision the future of commercial fishing in New Zealand?	ALL	VOTE INTENTION 2023 ⁷						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
Fewer, larger vessels fishing from larger the centres capable of setting heavier fishing gear, setup primarily for catching exporting large quantities of fish.	22%	23%	10%	25%	24%	27%	13%	31%
Smaller vessels, based in the regions using lighter equipment, setup primarily to service and feed the local community with only surplus fish being exported.	78%	77%	90%	75%	76%	73%	87%	69%

N (unweighted)	1,030	145	127	224	44	210	63	114
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BLUE = significantly higher than total sample RED =significantly lower than total sample

⁶ Only main parties included.

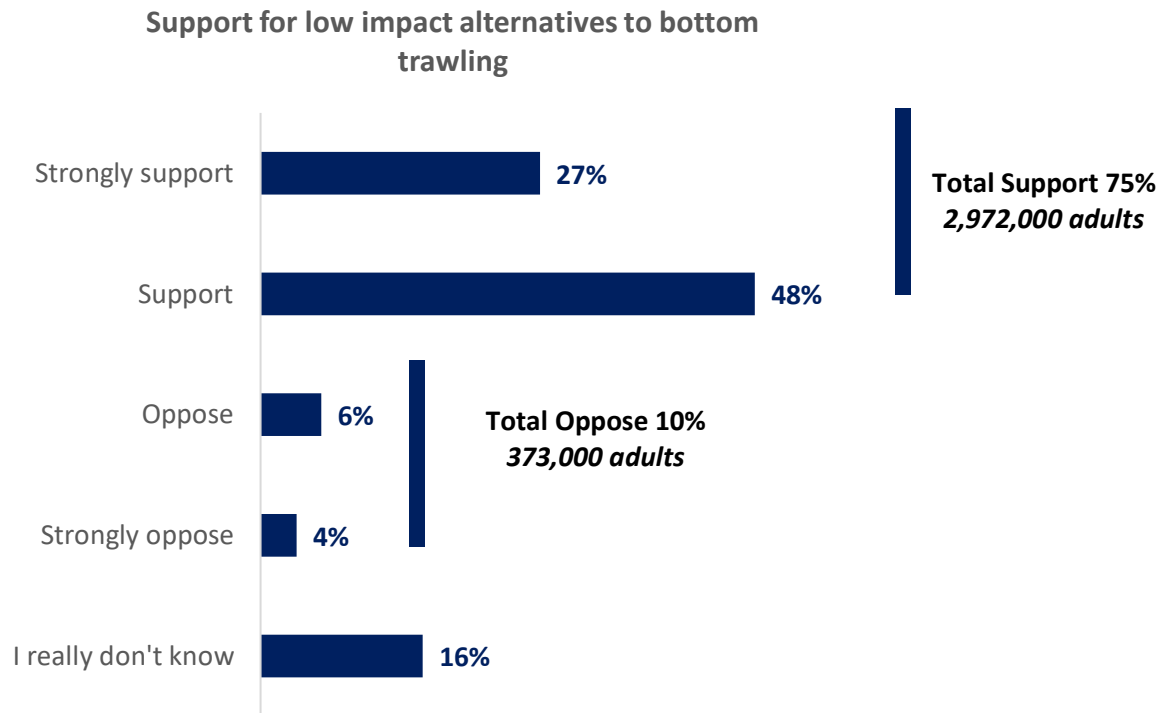
⁷ Only main parties included and people who don't know who to vote for.

4. Support for low impact alternatives to bottom trawling

Respondents were asked *if there were low impact alternatives to bottom trawling, would you support or oppose the government developing a plan so the industry could transition to using innovative fishing techniques?*

Overall there was **75%** support for low impact alternatives to bottom trawling. This equates to **2,972,000 adults**.

10% opposed (**373,000 adults**).



Sample: Total n=1,047

16% (**623,000 adults**) said they didn't know. These people are more likely to be:

- Under 35 years – **23%**
- Pasifika – **28%**
- Living in Waikato/ Coromandel – **29%**.

Below is a table of differences across demographics of who is more likely to support or oppose low impact alternatives to bottom trawling.

Support for low impact alternatives to bottom trawling	Total	Significantly more likely▲	
Total Support	75%	45-54 years	82%
		55+ years	80%
		Males	79%
		Household income \$50k- \$150k	80%
		Household income \$150k+	83%
		Personal income \$50k- \$150k	82%
		Personal income \$150k+	87%
Total Oppose	10%	Couple only (no children)	83%
		Living in Wellington	83%
		Household income less than \$50k+	15%
		Living in Gisborne/ Hawke's Bay	25%

50% of 2020 Green Party voters *strongly support* low impact alternatives to bottom trawling.

Support for low impact alternatives to bottom trawling	ALL	PARTY VOTE 2020 ⁸					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
Strongly support	27%	20%	50%	32%	39%	18%	19%
Support	48%	50%	41%	47%	26%	59%	49%
Oppose	6%	8%	1%	5%	16%	6%	11%
Strongly oppose	4%	4%	1%	2%	7%	4%	5%
I really don't know	16%	17%	8%	14%	13%	14%	16%
TOTAL SUPPORT	75%	70%	90%	79%	65%	77%	68%
TOTAL OPPOSE	9%	12%	2%	7%	22%	10%	17%

N (unweighted)	1,047	86	94	424	25	205	32
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BLUE = significantly higher than total sample RED = significantly lower than total sample

⁸ Only main parties included.

47% of people intending to vote Green and **36%** intending to vote Labour *strongly support* low impact alternatives to bottom trawling

Support for low impact alternatives to bottom trawling	ALL	VOTE INTENTION 2023 ⁹						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
Strongly support	27%	26%	47%	36%	32%	18%	21%	18%
Support	48%	49%	42%	42%	44%	56%	51%	57%
Oppose	6%	7%	3%	5%	5%	7%	9%	5%
Strongly oppose	4%	2%	1%	2%	8%	5%	1%	3%
I really don't know	16%	17%	7%	15%	11%	14%	18%	18%
TOTAL SUPPORT	75%	75%	89%	78%	76%	74%	72%	75%
TOTAL OPPOSE	9%	9%	4%	7%	13%	12%	10%	8%

N (unweighted)	1,030	151	128	227	44	211	65	117
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BLUE = significantly higher than total sample RED =significantly lower than total sample

⁹ Only main parties included and people who don't know who to vote for.

5. What should the government prioritise for the use of fish harvested from our waters?

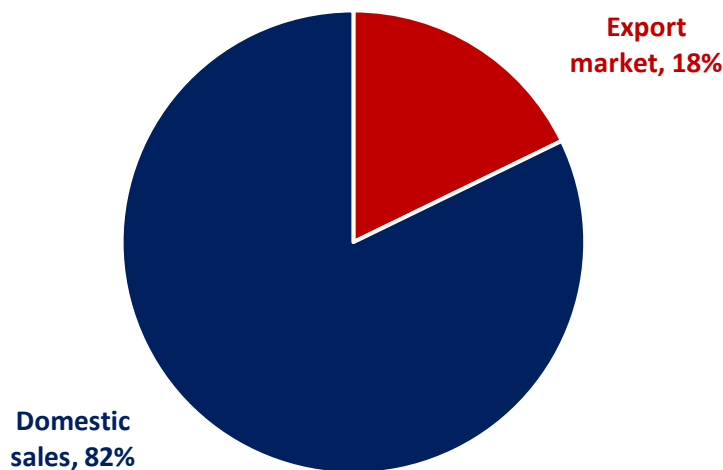
Respondents were shown the information below and then asked whether the government should prioritise export market or domestic sales.

On average, the commercial fishing industry exports 400,000 tonnes of fish per year.

Last year COVID saw this disrupted, and exports were closer to 240,000 tonnes. Domestically New Zealand consumes about 40,000 tonnes. This is made up of customary, recreational, and commercial harvest. This natural resource helps address community resilience and food insecurities facing this country.

82% said that domestic sales should be prioritised –the equivalent of 3,261,000 adults.

Which of these should the government prioritise for the use of fish harvested from our waters?



Sample: Total n=1,044

Overall, there are few differences across groups who favour domestic sales. The table below also includes those who are more likely to think that export market should be prioritised.

Which of these should the government prioritise for the use of fish harvested from our waters?	Total	Significantly more likely▲	
Export market	18%	25-34 years	25%
		Household income \$200k+	31%
		Personal income \$50k- \$150k	23%
		Personal income \$150k+	36%
Domestic market	82%	75+ years	91%

There are no significant differences across 2020 party vote. Te Pāti Māori results are indicative only due to low sample size.

Which of these should the government prioritise for the use of fish harvested from our waters?	ALL	PARTY VOTE 2020 ¹⁰					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
Export market	18%	26%	14%	17%	0%	24%	12%
Domestic sales	82%	74%	86%	83%	100%	76%	88%

N (unweighted)	1,044	84	93	423	25 ¹¹	206	32
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BLUE = significantly higher than total sample RED = significantly lower than total sample

90% of people intending to vote Green and 91% intending to vote New Zealand First think domestic sales should be prioritised.

Which of these should the government prioritise for the use of fish harvested from our waters?	ALL	VOTE INTENTION 2023 ¹²						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
Export market	18%	24%	10%	18%	12%	23%	9%	16%
Domestic sales	82%	76%	90%	82%	88%	78%	91%	84%

N (unweighted)	1,030	149	128	226	44	211	65	116
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BLUE = significantly higher than total sample RED = significantly lower than total sample

¹⁰ Only main parties included.

¹¹ Low sample. Indicative only.

¹² Only main parties included and people who don't know who to vote for.

6. What priority for using kahawai?

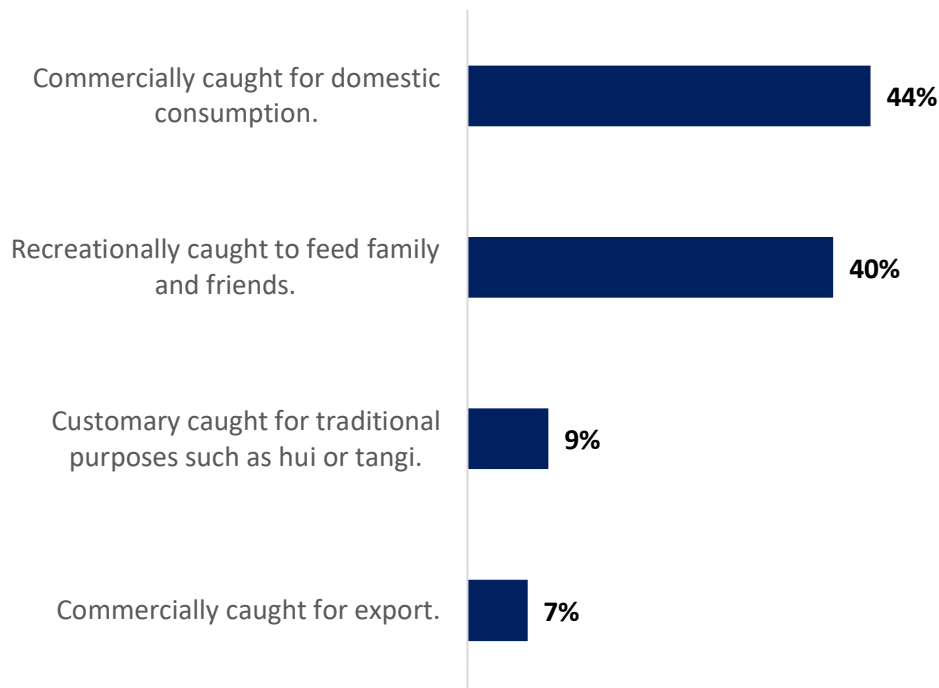
Respondents were shown the information below and asked what the kahawai should be given top priority.

Inshore commercial fishing generates \$106 million in export receipts annually. Fish like kahawai are bulk harvested and exported whole and frozen for on average \$1.82 per kilo. The same fish retails in New Zealand for about \$9.99. A recent New Zealand Institute of Economic Research report stated the average price New Zealanders were willing to pay to catch kahawai was \$83.00 per kilo...

44% said it should be caught for domestic consumption – 1,758,000 adults.

40% said it should be recreationally caught to feed family and friends – 1,595,000 adults.

Given that fish populations are limited, which one of these would you give top priority for the harvest of kahawai?



Sample: Total n=1,044

There are differences across demographic groups on who should have priority.

Given that fish populations are limited, which one of these would you give top priority for the harvest of kahawai?	Total	Significantly more likely▲	
Commercially caught for domestic consumption.	44%	55+ years Other European Living in Otago	53% 57% 65%
Recreationally caught to feed family and friends.	40%	Māori Living in Northland ¹³	49% 72%
Customary caught for traditional purposes such as hui or tangi.	9%	Under 35 years Household income less than \$20k Māori Pasifika	18% 24% 16% 20%
Commercially caught for export.	7%	Household income \$150k+ Personal income \$150k+	12% 18%

17% of 2020 Green voters said it should be customary caught for traditional purposes such as hui or tangi.

13% of 2020 National voters said it should be commercially caught for export.

Given that fish populations are limited, which one of these would you give top priority for the harvest of kahawai?	ALL	PARTY VOTE 2020 ¹⁴					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
Commercially caught for domestic consumption.	44%	37%	36%	44%	29%	48%	43%
Recreationally caught to feed family and friends.	40%	46%	45%	43%	51%	34%	42%
Customary caught for traditional purposes such as hui or tangi.	9%	5%	17%	8%	15%	6%	2%
Commercially caught for export.	7%	13%	1%	5%	5%	13%	12%
N (unweighted)	1,041	86	94	422	25	203	30

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

¹³ Sample = 34. Indicative only.

¹⁴ Only main parties included.

Similarly, **22%** of intending Green voters said it should be customary caught for traditional purposes such as hui or tangi.

At **26%**, intending Te Pāti Māori voters think it should be commercially caught for domestic consumption, with **51%** saying it should be recreationally caught to feed family and friends.

Given that fish populations are limited, which one of these would you give top priority for the harvest of kahawai?	ALL	VOTE INTENTION 2023 ¹⁵						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
Commercially caught for domestic consumption.	44%	44%	36%	51%	26%	44%	53%	44%
Recreationally caught to feed family and friends.	40%	42%	40%	38%	51%	40%	37%	39%
Customary caught for traditional purposes such as hui or tangi.	9%	3%	22%	7%	19%	6%	4%	11%
Commercially caught for domestic consumption.	82%	10%	2%	4%	4%	11%	7%	6%
N (unweighted)	1,041	151	128	225	44	210	62	117

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

¹⁵ Only main parties included and people who don't know who to vote for.

7. Who has most influence on MPI and fisheries management?

Respondents were shown the information below and asked who they think has most influence on MPI and fisheries management.

A professional survey has found 84% of respondents supporting a ban on stated bottom trawling in the Hauraki Gulf Marine Park. However, a recent government decision means it will be allowed to continue.

Rachel Brooking, the Minister for Oceans and Fisheries, has announced the government's support for a fishing industry plan that permits continued bottom trawling in the Gulf.

The Government plan, developed by the Ministry for Primary Industries, proposes using taxpayer funding to build bigger boats that can tow heavier bottom trawl gear. The lifespan of fishing vessels is 30-40 years.

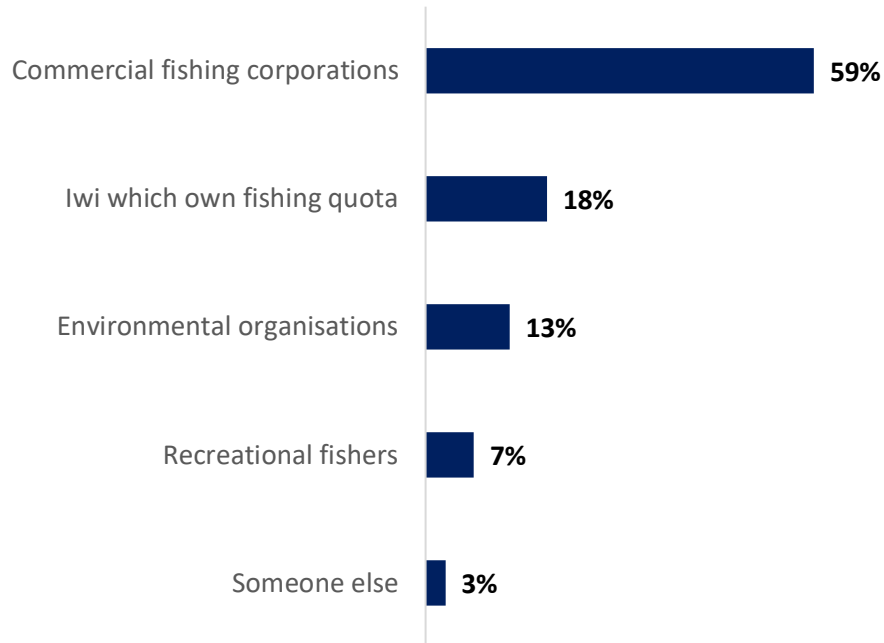
Commercial fishers support the plan. Recreational and environmental groups oppose it and argue the plan was developed by officials working closely with the fishing industry¹⁶.

59% (2,325,000 adults) said commercial fishing operations had the most influence.

18% (726,000 adults) believe Iwi which own fishing quota had most influence and **13%** believed environmental organisations (504,000 adults).

¹⁶ Note, this survey was conducted before the Government announced on August 30, 2023, that it would introduce the Hauraki Gulf / Tikapa Moana Marine Protection Bill, which had options to further prevent bottom trawling in the Gulf Maritime Park, though not involving a total ban.

**Who do you think has the most influence on the
Ministry for Primary Industries and fisheries
management in this country?**



Sample: Total n=1,038

Below is a table of demographic groups which are more likely to think different organisations have most influence on MPI and fisheries management.

Who do you think has the most influence on the Ministry for Primary Industries and fisheries management in this country?	Total	Significantly more likely▲	
Commercial fishing corporations	59%	45-54 years	69%
		55+ years	67%
		Personal income \$100k-150k	70%
Iwi which own fishing quota	18%	No significant differences	
Environmental organisations	13%	Under 35 years	22%
Recreational fishers	7%	Under 35 years	15%
Someone else	3%	55-64 years	7%

86% of 2020 Green Party voters, **68%** of 2020 Labour Party voters and 50% of National voters believe commercial fishing operations have the most influence.

40% of ACT and New Zealand First voters believe Iwi which own fishing quota had most influence.

Who do you think has the most influence on the Ministry for Primary Industries and fisheries management in this country?	ALL	PARTY VOTE 2020 ¹⁷					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
Commercial fishing corporations	59%	37%	86%	68%	49%	50%	48%
Iwi which own fishing quota	18%	40%	2%	13%	19%	23%	40%
Environmental organisations	13%	16%	6%	11%	9%	15%	9%
Recreational fishers	7%	3%	2%	6%	17%	10%	3%
Someone else	3%	5%	3%	2%	7%	3%	0%

N (unweighted)	1,041	84	94	419	25	204	30
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BLUE = significantly higher than total sample RED = significantly lower than total sample

Among intending voters, **84%** of Green and **68%** of Labour voters think commercial fishing operations have the most influence.

30% of ACT voters believe Iwi which own fishing quota had most influence.

Who do you think has the most influence on the Ministry for Primary Industries and fisheries management in this country?	ALL	VOTE INTENTION 2023 ¹⁸						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
Commercial fishing corporations	59%	49%	84%	68%	53%	52%	57%	52%
Iwi which own fishing quota	18%	30%	5%	10%	27%	21%	29%	17%
Environmental organisations	13%	9%	7%	13%	8%	17%	11%	18%
Recreational fishers	7%	10%	4%	9%	8%	8%	1%	7%
Someone else	3%	3%	0%	1%	4%	2%	3%	7%

N (unweighted)	1,038	150	128	226	44	211	64	116
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BLUE = significantly higher than total sample RED = significantly lower than total sample

¹⁷ Only main parties included.

¹⁸ Only main parties included and people who don't know who to vote for.

3% said that someone else had influence. Below are their responses:

The minister of fisheries

Push polling

I actually don't know, my thoughts were the Iwi for reasons you have given, but commercial fishing corps surely would have a say as I am sure we depend on the \$\$ we make sending the fish overseas the bigger the send the more \$\$. I can't really say I know the answer!

The nation who votes the gov't in should be consulted in Referendum

Paul Majurey

Labour party

I don't know

Government makes up their own mind no matter what they gear

Countries that import our fish and fish products, e.g. China

Political Parties

Māori

Corporates Donating to Political Parties

Combination of commercial and iwi

No one

The World Economic Forum

should be domestic commercial fishers but in reality Māori have too much say

Government who overstep everywhere

You should let surveyors pick more than one option in these surveys, as the one answered options don't actually formulate the true outcome

The government

I don't understand how iwi can own the fish they are fish owned by no one . It's a joke it's 1 group that receives money for quota

Don't know

Don't know

Officials making the decisions and policy writers.

8. Priorities for sustainable ocean fishing policies

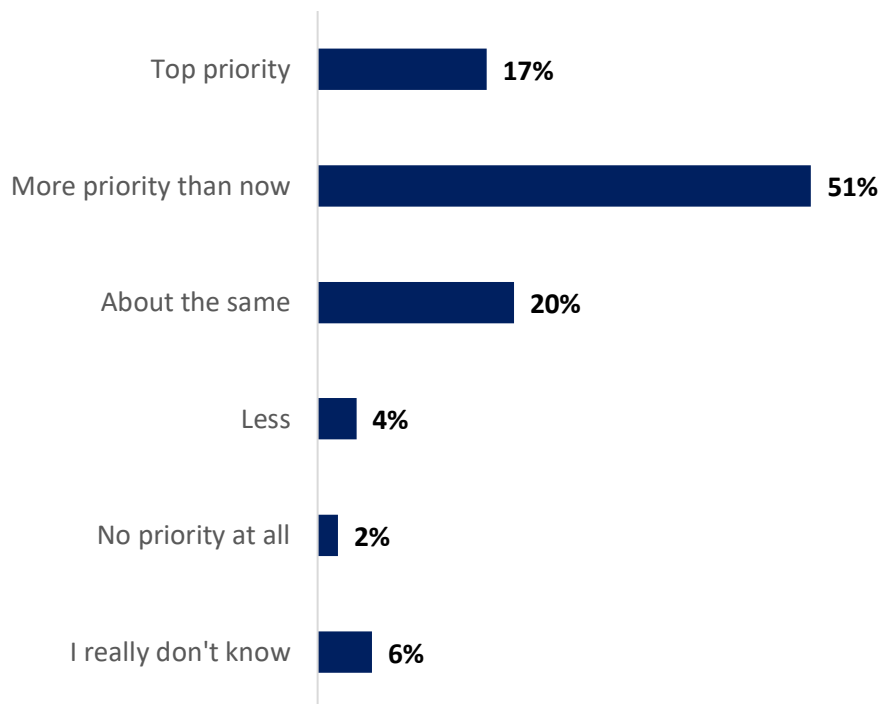
Overall, people want political parties to give more priority to sustainable ocean fishing policies. **68%** said these policies should have top or more priority than now.

17% (690,000 New Zealand adults) said it should be top priority.

- People aged 55+ are most likely to think that it should be given top priority (**23%**).

51% (2,015,000 adults) said it should be given more priority than now.

What priority do you think sustainable ocean fishing policies should be given by political parties, if any?



Sample: Total n=1,038

6% (222,000 adults) said they didn't know whether political parties should prioritise sustainable ocean fishing policies. **10%** of people under 35 years old are most likely to not know.

Priority among those both registered and 100% likely to vote:

Respondents were asked if they were registered and how likely they were to vote.

89.6% were registered to vote (compared with 94.1% in 2020).

Of those registered, **80.3% were 100% likely to vote**. This compares with 82.2% turnout by enrolled voters in 2020 and 79.6% in 2017.

18% of adults who are registered and 100% likely to vote said that sustainable ocean fishing policies should be top priority and **53%** said they should have more priority than now.

What priority do you think sustainable ocean fishing policies should be given by political parties, if any?	ALL	Registered and 100% likely to vote		Registered, 100% likely to vote and Don't Know Party Vote
		Yes	No	
Top priority	17%	18%	7%	13%
More priority than now	51%	53%	37%	59%
About the same	20%	20%	31%	19%
Less	4%	3%	10%	5%
No priority at all	2%	1%	2%	1%
I really don't know	6%	4%	13%	2%

N (unweighted)	1,036	793	62	69
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BLUE = significantly higher than total sample RED = significantly lower than total sample

29% of adults who voted Green in 2020 said sustainable ocean fishing policies should be top priority.

37% of ACT and 28% of National voters said it should be about the same.

What priority do you think sustainable ocean fishing policies should be given by political parties, if any?	ALL	PARTY VOTE 2020 ¹⁹					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
Top priority	17%	16%	29%	19%	26%	15%	29%
More priority than now	51%	34%	57%	56%	54%	44%	54%
About the same	20%	37%	12%	17%	16%	28%	12%
Less	4%	7%	0%	2%	0%	7%	3%
No priority at all	2%	0%	0%	1%	4%	3%	0%
I really don't know	6%	6%	3%	5%	0%	4%	3%

N (unweighted)	1,036	85	94	418	25	202	30
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BLUE = significantly higher than total sample RED = significantly lower than total sample

¹⁹ Only main parties included.

70% of adults intending to vote Green said sustainable ocean fishing policies should be given more priority.

30% of New Zealand First voters said it should be about the same.

What priority do you think sustainable ocean fishing policies should be given by political parties, if any?	ALL	VOTE INTENTION 2023 ²⁰						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
Top priority	17%	18%	17%	22%	25%	12%	23%	12%
More priority than now	51%	50%	70%	49%	38%	44%	52%	56%
About the same	20%	20%	10%	22%	27%	34%	9%	16%
Less	4%	5%	2%	2%	0%	3%	8%	8%
No priority at all	2%	3%	0%	0%	10%	2%	1%	2%
I really don't know	6%	4%	2%	6%	0%	5%	7%	6%

N (unweighted)	1,036	151	128	225	44	211	63	117
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BLUE = significantly higher than total sample RED = significantly lower than total sample

²⁰ Parties with sample size above 30 included.

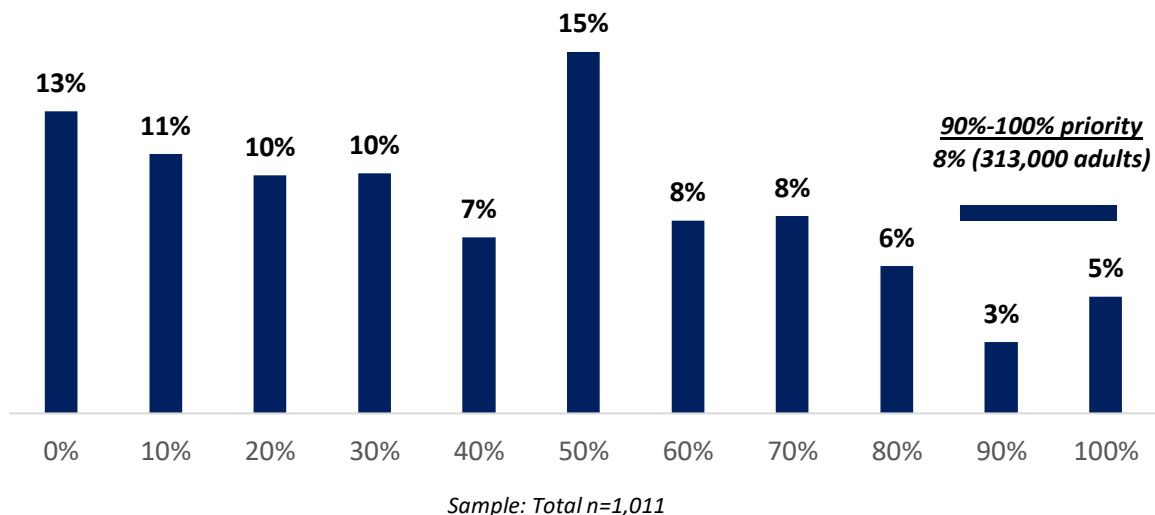
9. Priority sustainable fishing policies will have when casting a party vote at October's general election

When asked what priority sustainable ocean fishing policies will have when they cast their vote, on a scale from 0% (no priority) to 100% (top priority):

- **8%** of respondents rated it as a very high/top priority (90 to 100%)
- **5%** of respondents said it was top priority (100%). This is the equivalent of around 194,000 adults
- **3%** chose 90% as priority importance (119,000 adults).

13% (503,000 adults) said it had 0% priority.

What priority will sustainable fisheries policy have when you cast your party vote at October's general election, where 0% means no priority at all and 100% means first priority?



There are some significant differences across higher income groups in those who selected 0% as a priority.

- Household income more than \$150k a year: **28%** selected 0%
- Personal income between \$100k-\$150k: **23%** selected 0%
- Personal income more than \$150k a year: **31%** selected 0%.

There are no significant differences on the priority of sustainable ocean fishing policies affecting party-vote choice among people who are more likely to vote.

	ALL	Registered and 100% likely to vote		Registered, 100% likely to vote and Don't Know Party Vote
		Yes	No	
0%	13%	14%	7%	10%
10%	11%	12%	8%	18%
20%	10%	11%	6%	6%
30%	10%	11%	7%	15%
40%	7%	7%	12%	7%
50%	15%	14%	15%	15%
60%	8%	8%	7%	8%
70%	8%	8%	11%	11%
80%	6%	7%	8%	6%
90%	3%	3%	3%	2%
100%	5%	5%	5%	1%

N (unweighted)	1,011	777	59	67
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BLUE = significantly higher than total sample RED = significantly lower than total sample

ACT voters do not consider sustainable ocean fishing a top priority when they cast their vote.

25% of people who voted ACT in 2020 selected 0% (no priority).

22% of 2020 National voters also selected 0%.

	ALL	PARTY VOTE 2020 ²¹					
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First
0%	13%	25%	4%	7%	4%	22%	10%
10%	11%	13%	11%	10%	19%	15%	11%
20%	10%	6%	9%	11%	3%	12%	8%
30%	10%	4%	12%	12%	8%	11%	7%
40%	7%	8%	11%	7%	4%	8%	0%
50%	15%	21%	16%	17%	11%	10%	20%
60%	8%	9%	10%	9%	22%	7%	9%
70%	8%	3%	7%	10%	3%	5%	8%
80%	6%	5%	5%	7%	12%	5%	16%
90%	3%	1%	8%	3%	6%	2%	5%
100%	5%	5%	6%	5%	10%	4%	3%

N (unweighted)	1,011	80	92	410	24	198	29
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BLUE = significantly higher than total sample RED = significantly lower than total sample

²¹ Only main parties included.

The story is similar among those intending to vote ACT in 2023, with **24%** and **19%** of those intending to vote National, saying it has 0% priority.

	ALL	VOTE INTENTION 2023 ²²						
		ACT	Green Party	Labour Party	Te Pāti Māori	National Party	New Zealand First	Don't know
0%	13%	24%	4%	6%	4%	19%	18%	12%
10%	11%	13%	12%	9%	4%	14%	10%	12%
20%	10%	10%	11%	8%	17%	10%	10%	8%
30%	10%	9%	13%	9%	11%	9%	9%	13%
40%	7%	5%	12%	9%	2%	12%	3%	7%
50%	15%	12%	15%	19%	18%	11%	25%	20%
60%	8%	7%	9%	10%	8%	8%	9%	10%
70%	8%	5%	10%	13%	8%	7%	5%	8%
80%	6%	10%	4%	7%	9%	3%	6%	5%
90%	3%	1%	8%	3%	3%	1%	4%	2%
100%	5%	2%	3%	7%	15%	5%	3%	1%

N (unweighted)	1,011	145	126	221	43	206	61	114
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BLUE = significantly higher than total sample RED = significantly lower than total sample

²² Parties with sample size above 30 included.

10. Who is voting in October General Election?

89.6% of respondents were registered to vote (compared with Electoral Commission figures of 94.1% in 2020 and 94.2% in 2017).

Of those respondents registered, **80.3% were 100% likely to vote**. This compares with 82.2% turnout by enrolled voters in 2020 and 79.6% in 2017.

Below is a table profiling those respondents who are 100% likely to vote.

Demographics	100% likely to vote
Age	
18-24 years	45%
25-34 years	48%
35-44 years	77%
45-54 years	90%
55-64 years	84%
65-74 years	89%
75+ years	93%
Gender	
Male	76%
Female	72%
Household income	
Less than \$50,000 per year	65%
\$50,000 - \$150,000 per year	75%
More than \$150,000 per year	87%
Personal income	
Less than \$50,000 per year	68%
\$50,000 - \$150,000 per year	80%
More than \$150,000 per year	95%
Ethnic Group	
NZ European/Pākehā	78%
Māori	75%
Asian	60%
Indian	56%
Pasifika	46%
Household	
Household with children	71%
Household without children	75%
Party intend to vote for	
ACT	84%
Labour Party	78%
Green Party	80%
Te Pāti Māori	71%
National Party	79%
New Zealand First	92%
Don't know who to vote for	56%
Registered to vote	
Yes	80%
No, but intend to register	13%
No, and do not intend to register	12%
Don't know	26%

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

APPENDIX 1 – METHODOLOGY AND SAMPLE

1,048 members from Horizon Research’s online panels and a third-party research panel, representing the New Zealand population 18+, responded to the survey between 18th and 24th August 2023.

The sample was weighted on gender, ethnicity, education, personal income, region and party vote at the 2020 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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