

# Opinion of Primary Industries

September 2019



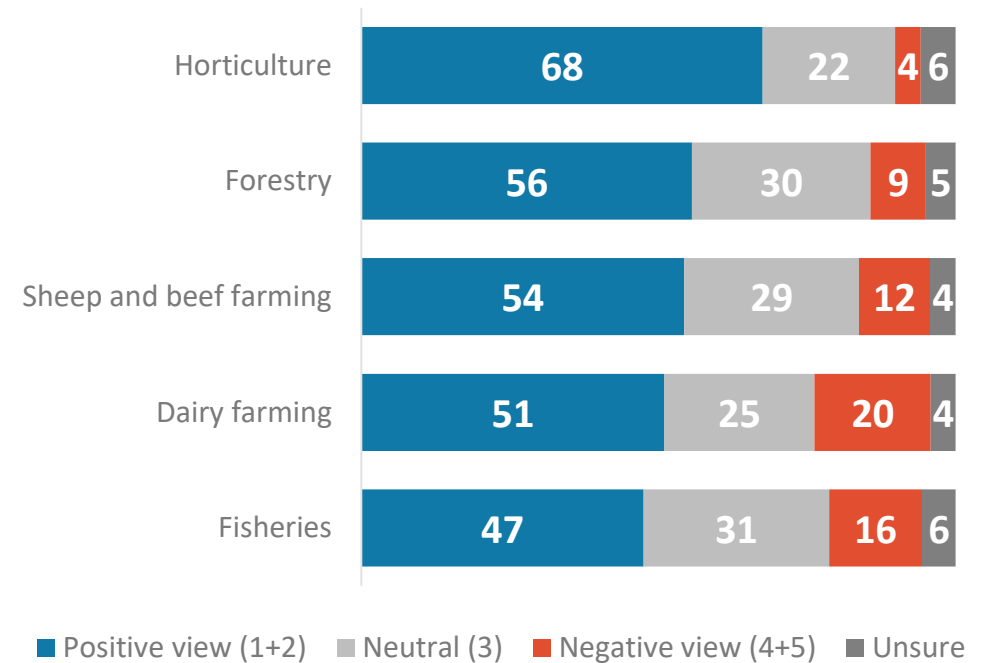
# Methodology

- Results in this report are based upon questions asked in the UMR online omnibus survey, which is a nationally representative sample of 1,000 New Zealanders 18 years and over.
- The survey was conducted between 1<sup>st</sup> to 5<sup>th</sup> August 2019.
- The margin of error for a sample size of 1,000 for a 50% figure at the 95% confidence level is  $\pm 3.1\%$ .

# Opinion of primary industries

- On average 55% of respondents hold a positive view towards the primary industries they were asked about, compared to 12% who hold a negative one.
- Horticulture is seen in the most positive light with 68% holding a positive view and 4% a negative view.
- Results for Forestry and Sheep and beef farming were similar with 56% holding a positive view of Forestry and 9% negative. While, 54% hold a positive view of Sheep and beef farming and 12% negative.
- About half (51%) of respondents are positive towards dairy farming while 20% are negative, while just under half (47%) are positive towards fisheries compared to 16% who are negative.
- Auckland respondents are more positive towards dairy farming (56%), while those from Christchurch are less positive (41%).
- Younger respondents (18-29) and females are generally less positive towards the primary industries they were asked about. While respondents over 60 years of age and males are generally more positive.

**Q** Generally, do you have a more positive or negative view of each of the following sectors?

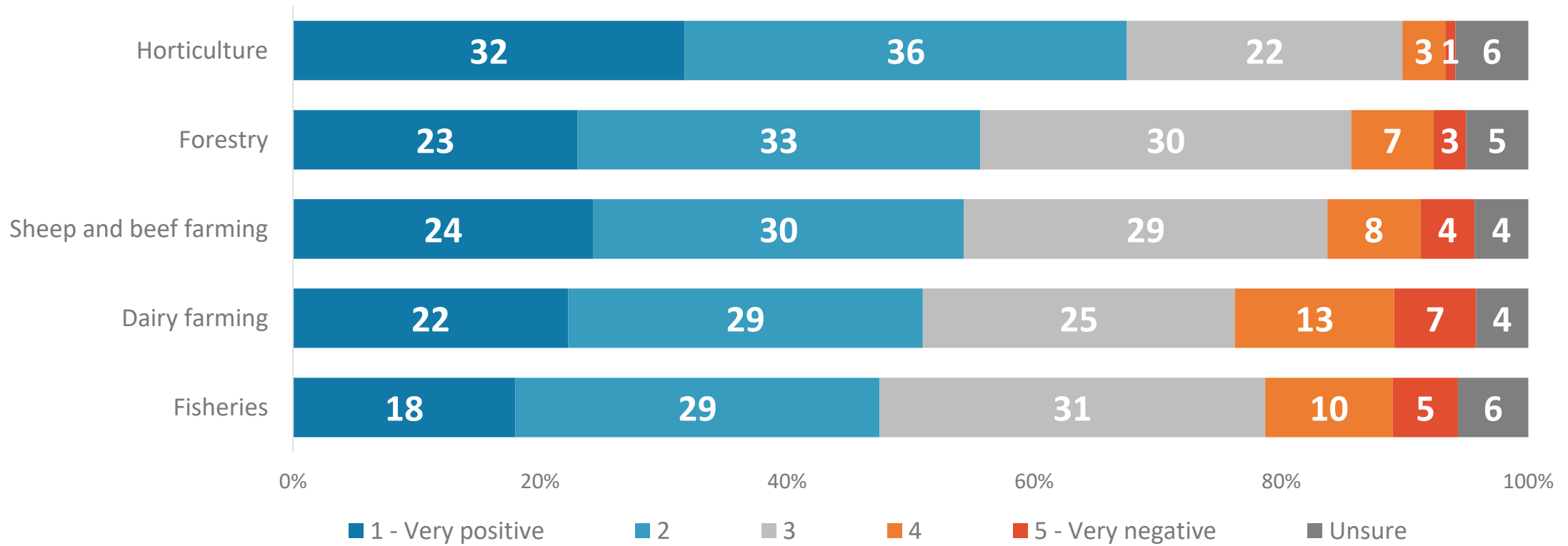


Base: all (n=1000)

# Opinion of primary industries – full breakdown



Generally, do you have a more positive or negative view of each of the following sectors?



Base: all (n=1000)