

Opinion of Primary Industries

May 2020



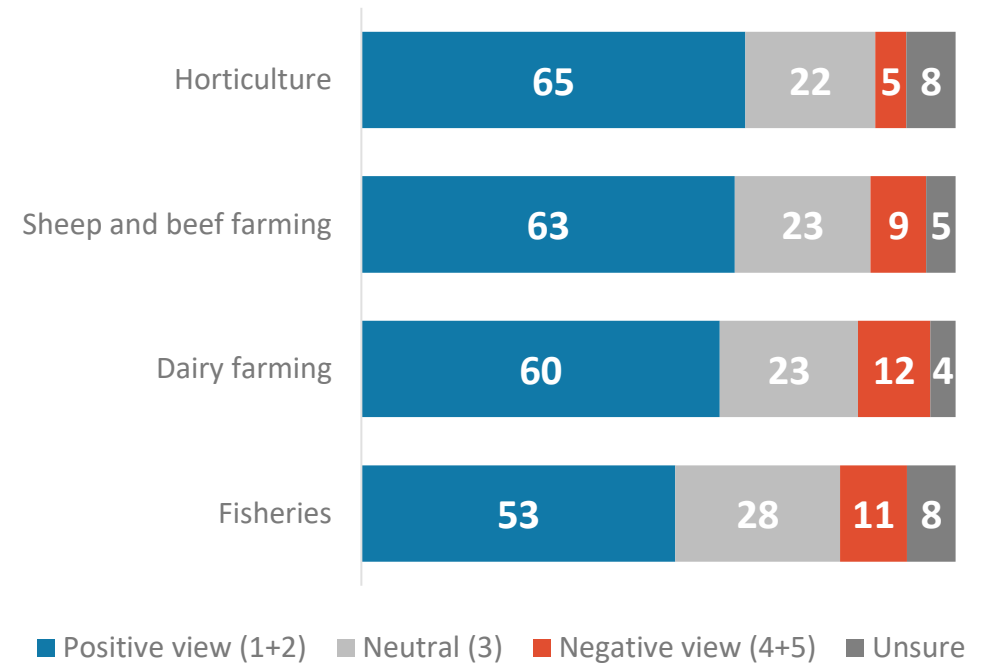
Methodology

- Results in this report are based upon questions asked in the UMR online omnibus survey, which is a nationally representative sample of 1,077 New Zealanders 18 years and over.
- The survey was conducted between 21st and 27th April 2020.
- The margin of error for a sample size of 1,077 for a 50% figure at the 95% confidence level is $\pm 3\%$.

Opinion of primary industries

- New Zealanders remain most positive about Horticulture with 65% holding a positive view and 5% a negative view of this industry.
- However, over the last six months, New Zealanders' positivity has increased the most for our two main pastoral farming industries. Both increased by 9% to 63% positive for sheep and beef farming and 60% positive towards dairy farming.
- Fisheries also received a marginal increase in positive views with 53% now positive towards the industry compared to 47% in 2019.
- Auckland respondents were generally a little less positive towards the primary industries than respondents from other regions:
 - The difference was most pronounced in horticulture where 56% of Aucklanders were positive compared to 69% of respondents from other areas.
- Younger respondents (18-29) and females were generally less positive towards the primary industries they were asked about. While respondents over 60 years of age and males were generally more positive.

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

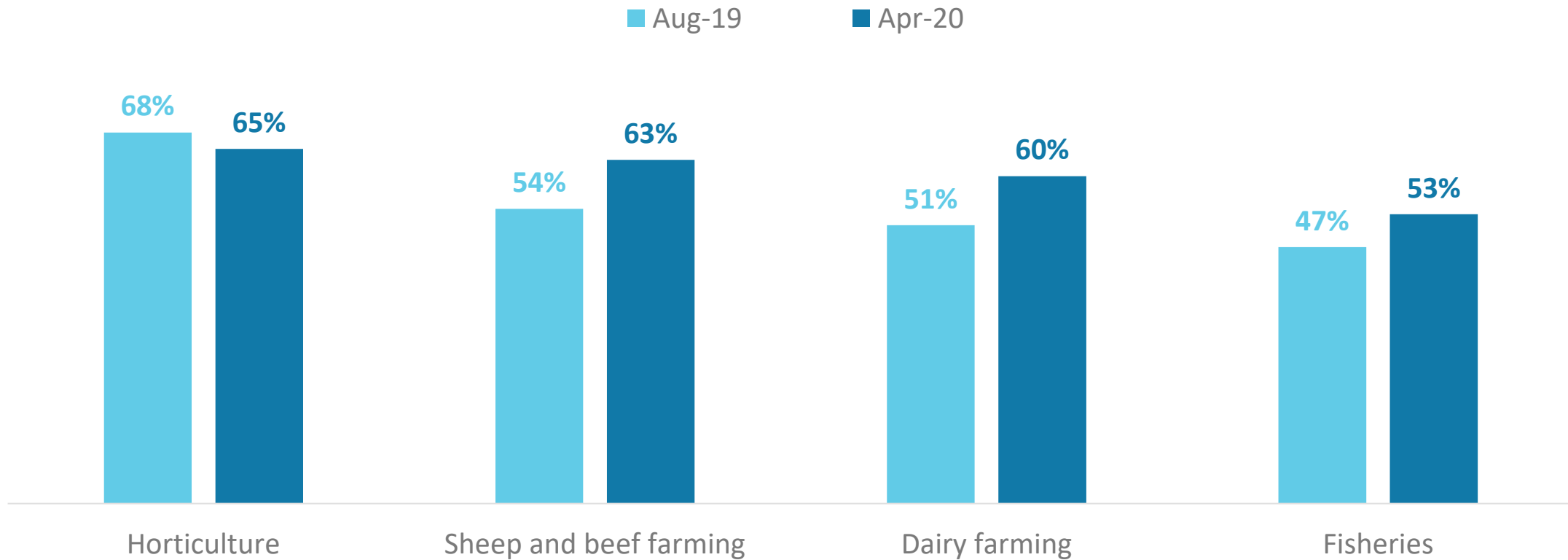


Base: All respondents (n=1,077)

Opinion of primary industries – tracking



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

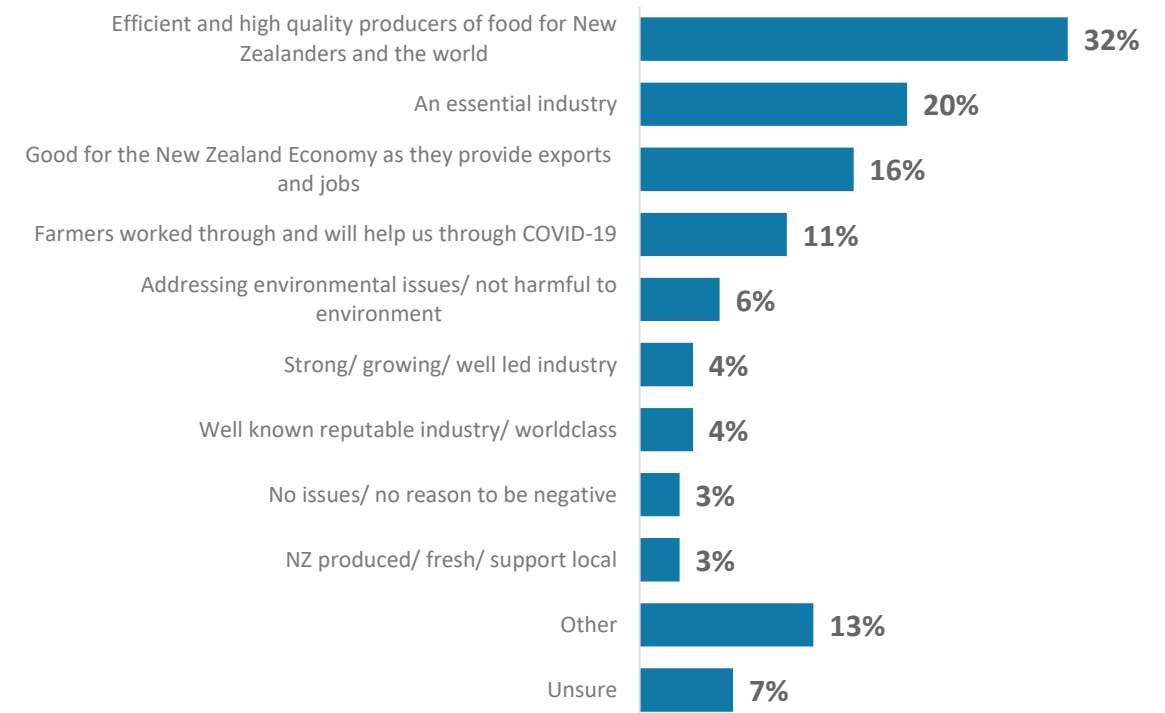


Base: All respondents (n=1,077)

Main reasons for positive views

- New Zealanders who had a positive view of at least one of the primary industries were asked to give their reasons for these views.
- The key reason for positive views related to the performance of these industries and how they provide food to New Zealanders and the world (32% identified this).
- Similar proportions of respondents also stated how essential these industries are to the country (20%) and our economy through providing exports and jobs (16%).
- The current COVID-19 pandemic also factored into respondents' reasons for positive views. Eleven percent stated that the industries have worked through the pandemic and will help us make it through the fallout of COVID-19.

Q *In the previous question about food growing industries in New Zealand, you indicated a positive view towards at least one of them – what are your main reasons for these views?*



Base: Respondents with a positive view (1+2) towards at least one of the food and fibre industries (n=837)